MARY KAY

ELEVATE YOUR EXPECTATIONS.

SPRING 2021 TOOL KIT GUIDE

When you elevate your frame of mind and awaken your determination to share this spring’s next-level products with your customers, there’s no telling how far you can go!

STEP 1: LEARN IT!
EXPLORE A PRISM OF NEW PRODUCTS AND HELPFUL TIPS.

SPRING 2021 On-Sale Dates
1/26 Independent Sales Director Early Offer (DEO) All Independent Beauty Consultants can order Mary Kay Clinical Solutions™.
2/10 Star Consultant/Preferred Customer Program™ Early Ordering
2/15 All Independent Beauty Consultants Early Ordering
2/16 Official On-Sale Date

Use this handy guide to navigate all of the resources available to help you prepare for the Mary Kay Clinical Solutions™ Retinol 0.5 Set launch.

Watch the videos in the Mary Kay InTouch® Video Lounge for more insight into the Mary Kay Clinical Solutions™ Retinol 0.5 Set.

Find out what you need to know about the Mary Kay Clinical Solutions™ Retinol 0.5 Set with this At-a-Glance flier.

Track your journey through the first eight weeks. This tracker provides important instructions on the retinization process and is an excellent resource for you and your customers.

This Retinization Journey flier includes ample space for notes and a how-to guide on before-and-after photos you can share with your customers when the products launch.

Learn more about retinol 0.5, calm + restore facial milk and the retinization process.

Find answers to to questions you may have about the Mary Kay Clinical Solutions™ Retinol 0.5 Set.

See a brief overview of the Mary Kay Clinical Solutions™ Retinol 0.5 Set.

See visible results from using retinol 0.5 on the Before-and-After flier featuring Independent Beauty Consultants.
STEP 2: SELL IT!
TRANSFORM YOUR BUSINESS NORM WITH THESE RESOURCES DESIGNED TO HELP YOU SELL PRODUCTS TO YOUR CUSTOMERS.

Share this chart with your customers who purchase the Mary Kay Clinical Solutions™ Retinol 0.5 Set so they know which products to avoid during the retinization period.

Use the Product flier to share the benefits of the Mary Kay Clinical Solutions™ Retinol 0.5 Set with your customers.

Share this special-edition Mary Kay® Travel Color Bag flier to get your color-loving customers excited about organizing their favorite Mary Kay® color products.

Share this video with your customers to let them know Mary Kay has entered the dermocosmetics space and is ready to take them to the next realm of skin care.

†Available while supplies last
This step-by-step guide offers several ways you can share the eCatalog with your customers.

**MKeCARD® AVAILABILITY DATES**

1/15  Independent National Sales Director to Independent Beauty Consultant
1/26  Independent Sales Director to Independent Beauty Consultant (Mary Kay Clinical Solutions™ products only)
2/16  All Consumer MKeCards*

Email an MKeCard® to your customers to let them know about the NEW Mary Kay Clinical Solutions™ Retinol 0.5 Set!

Email an MKeCard® to your customers to let them know about the NEW limited-edition† Mary Kay If You Believe™ Eau de Toilette!

Your customers can digitally thumb through The Look eCatalog on marykay.com.

This step-by-step guide offers several ways you can share the eCatalog with your customers.

Download the latest Digital Assets from Mary Kay InTouch®, and share them on social media!

The February 2021 Social Media Playbook provides social media posts and prompts to inspire and excite your followers.

The Mary Kay Clinical Solutions™ Social Media Playbook helps equip you to weekly post about your retinization journey on social media.

†Available while supplies last