

HOW TO USE & SHARE DOWNLOADABLE FLIERS

SHARING THE AMAZING AND INFORMATIVE FLIERS AND OTHER PDFs FROM **MARYKAYINTOUCH®** IS SO QUICK AND EASY!

And it's a great way to help **maximize your product sales** for the quarter.

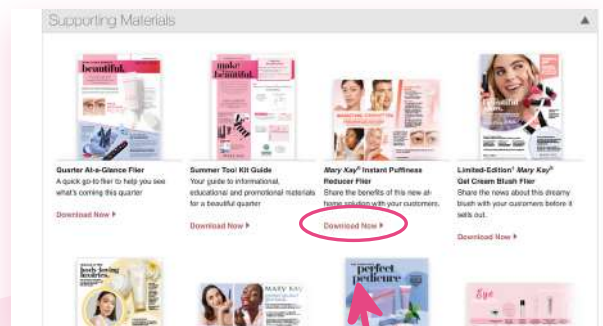
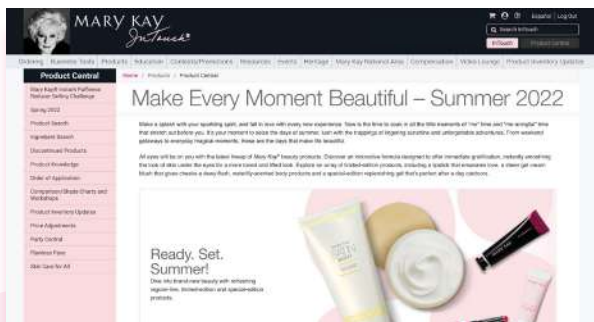
Whether you want to share these resources with your customers digitally or print them out to share in person or drop in a product order, there are specific steps an Independent Beauty Consultant can take to make it happen beautifully.



HERE ARE SOME TIPS

on how to download and share our hardworking fliers, either digitally or printed, as well as some suggested uses for these customer-driven resources.

FIND THE FLIER YOU WANT TO SHARE.



STEP 1 Visit Product Central on *Mary Kay InTouch®*, and click on the Supporting Materials tab to find the fliers you want to share with your customers.

STEP 2 Once you find the PDF you want to share, simply click on the Download Now link.

 **IT'S EASY BEING GREEN!** 

The way we now work in the digital world, along with the Company's commitment to sustainability, has led to Mary Kay using less paper for printing and offering more downloadable resources. With a **wide array of downloadable PDFs** and digital support materials at your

fingertips, all independent sales force members can run their Mary Kay businesses more successfully and sustainably. It's one of the ways we're **keeping Mary Kay Ash's vision and goals for a better world** first and foremost in our minds.

LET'S GO GREEN!

Want to go green along with Mary Kay? You can email PDFs to your customers!

STEP 1 Once you have downloaded a PDF, right click anywhere on the flier image and click on Save As. Once you have saved the flier, you can easily attach it to an email.



STEP 2 If you are using a mobile device or tablet, after you click on Download Now, your phone may offer additional options for how to save or send files depending on whether you are using an iPhone, Android or other device. Consult your device-specific instructions or FAQs.

STEP 3 If your customers prefer communicating via text, you can take a snapshot of the flier with your phone and text the pic to them.

STEP 4 Holding a virtual party on a platform such as Zoom? You can display the PDF on your computer, then click Share on your meeting software during the virtual party to show the PDF to participants. These beautifully designed and thoughtfully written product fliers can add another layer of interest to your customers. And it could be just the thing you need to make the sale.





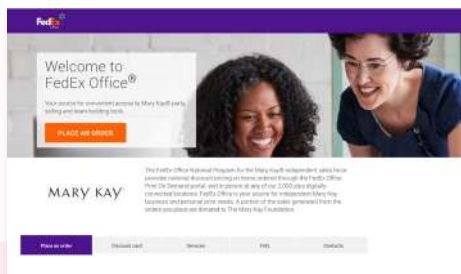
HINTS TO PRINT

There are times when it just makes more sense to print out the product flier to share with your customers – for in-person parties, for people without easy computer access and to drop in the product orders or samples you’re sending out or delivering. Here are some of the different ways you can print a downloadable PDF:

STEP 1 Print it out on your home printer.



STEP 2 Take the PDF to your local print center or the FedEx DocStore to have the PDF professionally printed. Don't forget, as a Mary Kay Independent Beauty Consultant, you can get a discount at the FedEx DocStore! Visit *Mary Kay InTouch*® > Business Tools > FedEx Office® DocStore® Catalog for details.



STEP 3 Whether printing at home or having it done professionally, you may want to add or write in your contact information on the printed flier so your customers can reach you. Fliers typically will have a blank area, line or space at the bottom for you to add your info. You could also affix a professional contact label or use a self-inking stamp, both available from *MKConnections*®.



Include a printed flier for customers along with the products they purchase. Be sure to include your contact information on the flier in case your customers have questions or want to place orders!

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