



# What You Need to Know

New! MARY KAY  
NATURALLY™



## Help us protect our COSMOS Natural certification!

We are so excited to enter the emerging natural skin care category with the launch of *Mary Kay Naturally*™. After extensive research, we learned that due to a lack of government regulations on the definition of “natural skin care,” there is a great deal of scrutiny on this category. That’s why we worked closely with a third party called EcoCert to earn the COSMOS Natural certification. This included a careful review of our products and marketing assets to ensure that everything we say about the certification is clear, accurate and approved.

## As you promote this amazing new product line, please follow these guidelines:

- 🍷 **Fun and compelling educational and marketing assets are available** to help you sell *Mary Kay Naturally*™ with confidence. **It is very important to use the Company assets without alteration.** Taking creative license can expose Mary Kay to potential suspension of our COSMOS Natural certification. Check out all the great assets on *Mary Kay InTouch*® > Products > Product Central.
- 🍷 **We know you’ll be as excited as we are to share *Mary Kay Naturally*™ on social media,** so we’ve created two tools to guide you in creating your posts. Before posting, please review the *Mary Kay Naturally*™ Social Media Overview and the *Mary Kay Naturally*™ Social Media Playbook on the *Mary Kay Naturally*™ hub on *Mary Kay InTouch*®.
- 🍷 When you talk about *Mary Kay Naturally*™, **use only the language provided about COSMOS and EcoCert.** We’ve taken great care to ensure we comply with the third-party standards. Small tweaks can make big differences.
- 🍷 Mary Kay defines *Mary Kay Naturally*™ products as at least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Please make sure to refer to *Mary Kay Naturally*™ products as **“naturally derived”** or of **“natural origin”** to align with Mary Kay’s definitions and the COSMOS standard.
- 🍷 While the current four products in the *Mary Kay Naturally*™ line are 99.49% or more naturally derived, please do not give the impression that the line will always be 99.49% or more naturally derived. Instead, reinforce the Mary Kay standard of **“at least 90 percent of ingredients are derived from natural sources.”**