

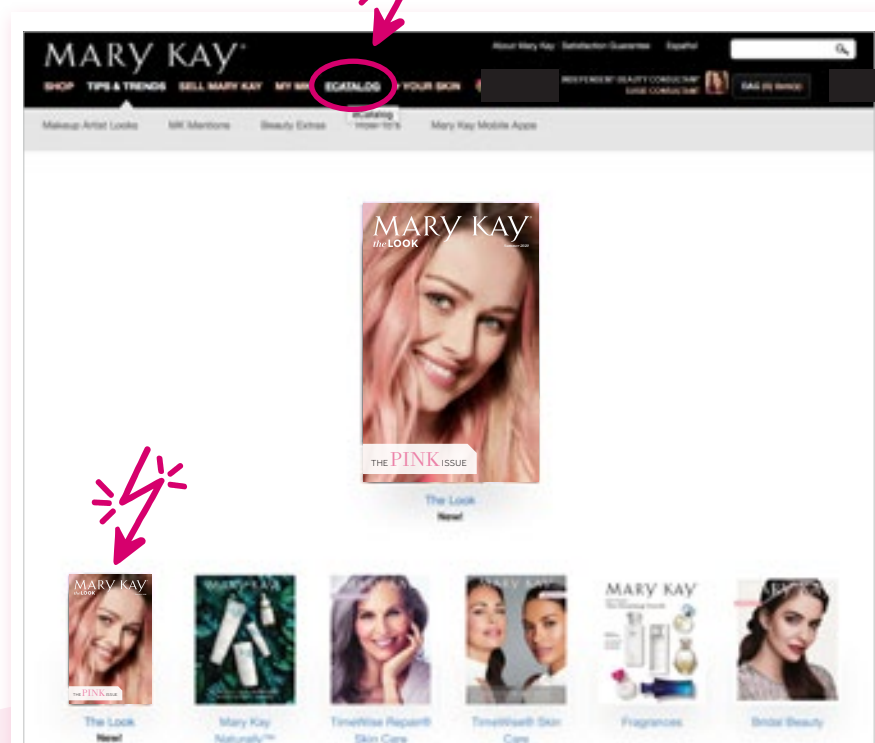
SHARE **THE LOOK ECATALOG!**

SHARING THE *THE LOOK* ECATALOG IS QUICK AND EASY! WHEN YOU SHARE A LINK FROM YOUR *MARY KAY*®

PERSONAL WEB SITE, you maximize your online presence by offering your customers a convenient way to shop with you 24/7 with add-to-bag and checkout features that are linked to your *Mary Kay*® Personal Web Site. If you don't have a *Mary Kay*® Personal Web Site, you still can share a link to *The Look* eCatalog on marykay.com or use the *Mary Kay*® eCatalog app. Keep reading for instructions on sharing the eCatalog without a *Mary Kay*® Personal Web Site.

SHARING *THE LOOK* WITH YOUR *MARY KAY*® PERSONAL WEB SITE

Follow these easy steps to share this digital version of *The Look* from your *Mary Kay*® Personal Web Site.



STEP 1

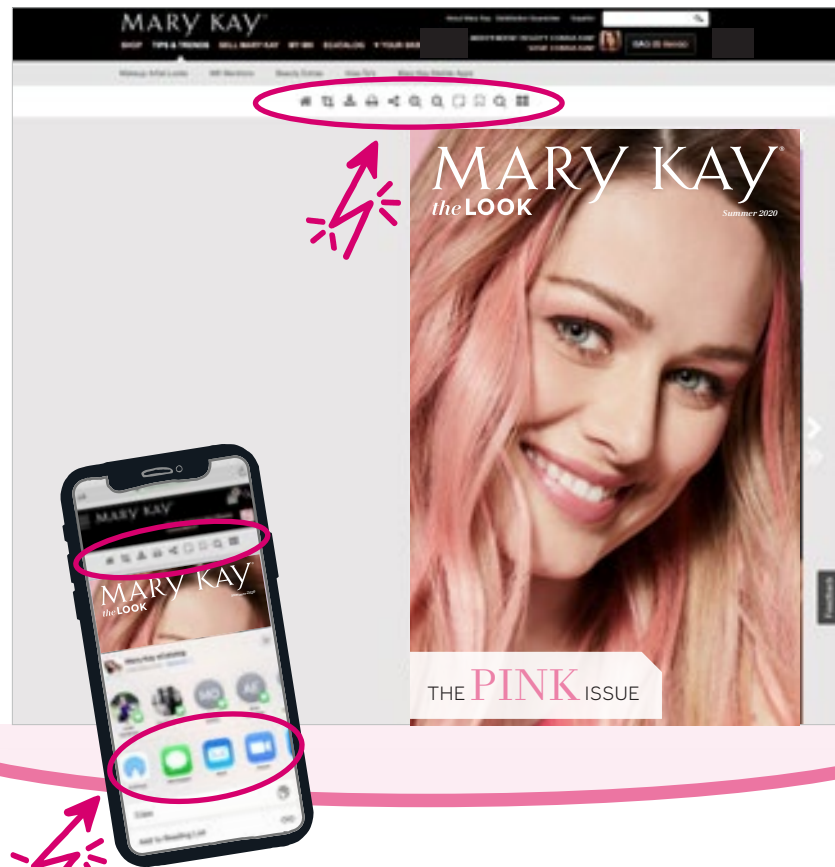
From your *Mary Kay*® Personal Web Site, **click the ECATALOG tab** to view the catalog options. Then **click the thumbnail image** of the eCatalog you want to share.

STEP

2

Once you've made your selection, you'll see a **tool bar at the top of the screen** containing icons. **Click the share icon.**

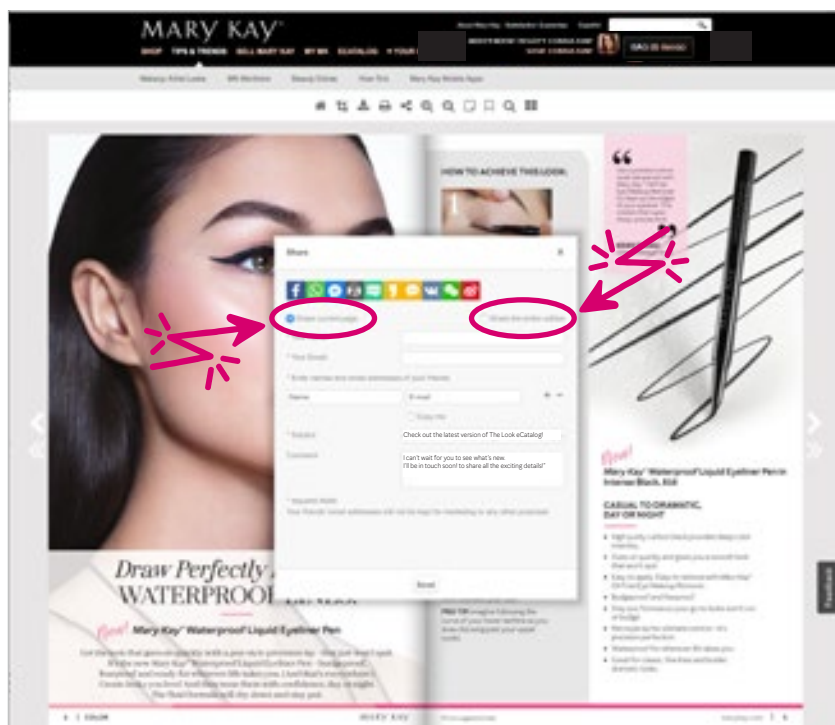
On mobile you have these same sharing options **plus the native sharing capabilities** available on your phone.



STEP

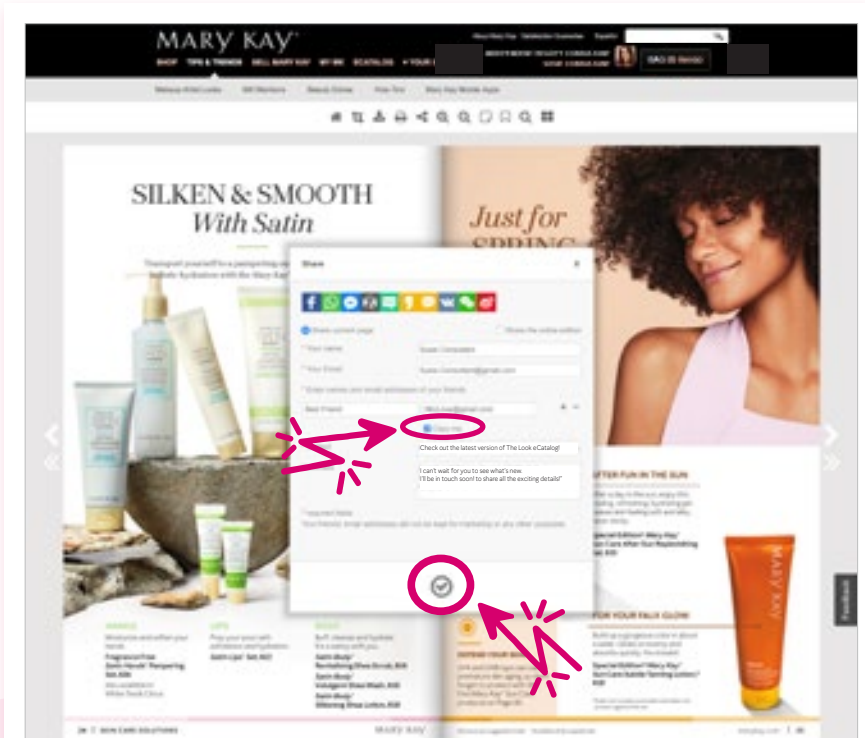
3

After clicking the share icon, a dialogue box will open. You can either **choose to share a page from The Look eCatalog or the entire issue**. From here you can select to share to Facebook, What's App, Messenger, etc. Or you can simply provide your customer's name and email address in the email dialogue box along with any comments you want to provide and click **send**. Your message could be as simple as, "Check out the latest version of *The Look* eCatalog! I can't wait for you to see what's new. I'll be in touch soon to share all the exciting details!"



NOTE

From here you also have the option to **send yourself a copy**. You'll know your message has been sent when you see a **gray check mark** at the bottom of the dialogue box.



SHARING WITHOUT A MARY KAY® PERSONAL WEB SITE

If you don't have a *Mary Kay*® Personal Web Site, **you can send *The Look* eCatalog to customers from marykay.com**. The steps for sharing are the same as shown above. The only difference is that the links within the eCatalog will link back to marykay.com and not a personal web site. Your customers would have to contact you separately with their order details.



SHARING THE LOOK WITH THE **MARYKAY® ECATALOG APP**

With the *Mary Kay*® eCatalog app for iPhone and Android, your customers can shop, watch product videos and share with friends and family on Facebook — all directly from the app! Other features include the ability to view the table of contents, print, search and download for offline viewing.

Follow these easy steps to share the digital version of *The Look* using the *Mary Kay*® eCatalog App.

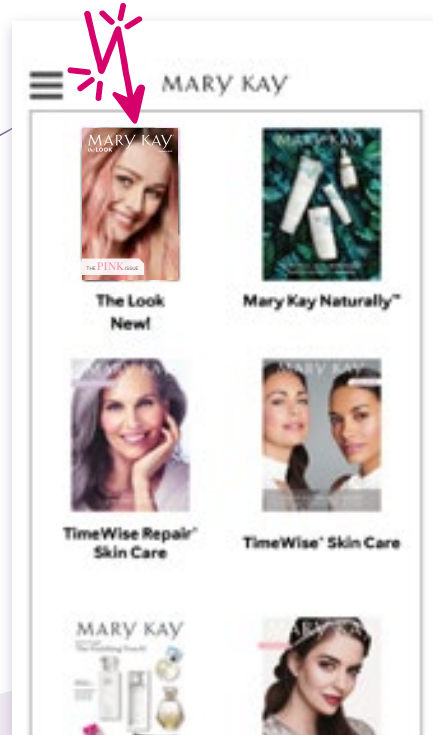
STEP 1

Select the eCatalog icon from your homescreen.



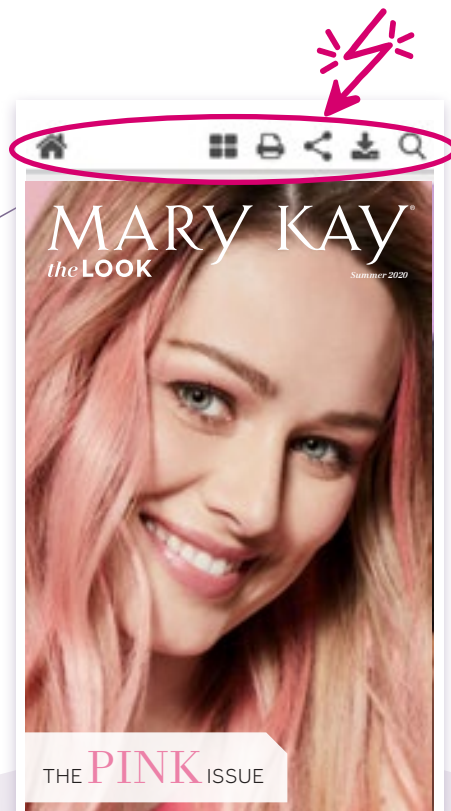
STEP 2

Tap the thumbnail image of the eCatalog you would like to share.



STEP 3

The icons at the top of the screen allow you to view the table of contents, print, search and download for offline viewing. To view your sharing options, **click the share option.**



STEP 4

From here you **simply tap the sharing option you're looking for**. For example, to send the eCatalog via text messaging, tap the *messages* icon. You can share to an individual or a group. This allows you to accompany the eCatalog with your own customizable message like,

"Click the link to view the **digital version of *The Look***. I can't wait for you to see what's new! I'll be in touch soon to share all the exciting details."

Here is what it looks like when you share the eCatalog to Facebook.

