

# MARY KAY: The Heart

## Pink Changing Lives®

Mary Kay Ash was known as an innovative business leader with a big heart. She founded her company on the philosophy of treating others as you would like to be treated and emphasized the importance of giving back. Through its global corporate social responsibility initiative, Pink Changing Lives®, Mary Kay is changing the lives of women and children around the world.

For nearly 50 years, Mary Kay has remained committed to “doing well by doing good.” Mary Kay’s largest global cause marketing initiative is its *Beauty That Counts*® campaign. Through this campaign, Mary Kay has donated millions of dollars from the worldwide sale of *Beauty That Counts*® products to causes that change the lives of women and children around the world. In addition, Mary Kay encourages volunteerism with its Global Month of Service where Mary Kay Independent Beauty Consultants, corporate employees, customers and friends unite to help others.

Mary Kay’s corporate social responsibility initiatives also extend into the environment. Through its Pink Doing Green<sup>SM</sup> program, Mary Kay continuously seeks opportunities to improve its environmental performance and to find ways to be even more sustainable and green. From helping refurbish national forests in the United States to annual tree plantings in China, Mary Kay is helping the environment around the world. With their employees’ help, Mary Kay Russia, Mary Kay Mexico and Mary Kay Malaysia are involved with tree-planting programs.

Mary Kay’s global manufacturing facility in Dallas strives to make Mary Kay products in an environmentally responsible way and recently achieved zero-landfill status. Even packaging for the latest skin care line, Mary Kay® Botanical Effects™, was developed with the environment in mind. The tubes are made from 50 percent post-consumer resin and the caps and outer carton are made from 100 percent post-consumer recycled materials. Plus, Mary Kay uses environmentally friendly packing peanuts in product orders.

The commitment to sustainability and giving back can be felt across the globe. Here’s just a glimpse at how Mary Kay is changing the lives of women and children in communities around the world.

### U.S.A. and Canada

Since 1996, The Mary Kay Foundation™ has awarded nearly \$28 million (USD) to shelters and domestic violence prevention programs and \$16 million (USD) to cancer researchers and related causes throughout the United States. In Canada, the Mary Kay Ash Charitable Foundation also addresses domestic violence and cancers affecting women. More than \$500,000 (CAD) has been awarded to women’s shelters and community outreach programs across Canada, while more than 100,000 women fighting cancer have benefitted from the Foundation’s work with *Look Good Feel Better*®.

### Europe

Europe’s charitable focus also remains steadfast on women and children. Efforts include Mary Kay Ukraine’s commitment to breast cancer awareness and care and Mary Kay Spain’s work with an anti-trafficking organization. The European region’s focus on children’s issues includes Mary Kay Germany’s support of children with disabilities, Mary Kay Kazakhstan’s contributions to help with surgeries for children with limited auditory abilities and Mary Kay Russia’s donations to support free operations for children with facial injuries. This list represents only a small sample of the extraordinary caring Mary Kay shows in markets throughout Europe.

### Latin America

Latin America dedicates its time and resources to helping end domestic violence. Funds have been donated to provide refuge for children. Free psychological, medical and legal support is given to help women and children suffering from domestic violence. Mary Kay Mexico also co-sponsored an international education seminar for shelters and a campaign to create awareness about violence against women, and helped establish a hotline. Mary Kay continues to give back in Latin America to help ensure a better world for women and children.

### Asia-Pacific

The Asia-Pacific region takes to heart its support for various women's issues, education for girls and efforts to end domestic violence. From donating funds to support computer literacy among underprivileged girls in India, to building libraries for children in Korea, to partnering with the United Nations Development Programme and the China Women's Development Foundation to promote female entrepreneurship in China, the Mary Kay subsidiaries in the region have made significant contributions in making a difference for women and children.

### **About Mary Kay**

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 2.5 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit [www.maykay.com.ph](http://www.maykay.com.ph)