

MARY KAY

2018 PRESS KIT

Rewarding Opportunity

**MORE THAN FIVE DECADES OF INSPIRING WOMEN TO ACHIEVE
THEIR ENTREPRENEURIAL GOALS**

With 54 years of empowering women, Mary Kay is proud to champion women's entrepreneurship. Our founder, Mary Kay Ash, is one of the greatest entrepreneurs of all time.

She founded 'Beauty by Mary Kay' in 1963 with nine Mary Kay Independent Beauty Consultants and a dream of providing women with an open-ended business opportunity. Those nine women laid the foundation for millions of women from all walks of life who currently enjoy the freedom and flexibility of Mary Kay's home-based business model. Whether it's a part-time endeavor or a primary source of income, the Mary Kay opportunity gives women a proven way to pave their own destiny. Today, Mary Kay is a top beauty brand and direct seller in nearly 40 countries around the world.



*"Our Company was begun with only one objective ...
that of giving women the chance to succeed."*

Mary Kay Ash, Founder, Mary Kay Inc.

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Irresistible Products

**FROM CUTTING-EDGE SKIN CARE TO BOLD COLOR COSMETICS AND FRAGRANCES,
WE DISCOVER WHAT WOMEN WANT**

At Mary Kay, success lies in providing innovative, high-performing products. In a typical year, Mary Kay Inc. invests millions of dollars in research and conducts hundreds of thousands of tests to ensure that every Mary Kay® product meets the highest standards of safety, quality and performance.

From inspiration to formulation to distribution, each new product passes through a series of stringent research and consumer testing procedures. By constantly combing the globe for the latest ingredients, technology and innovation, our dedicated team of scientists are able to continually develop and deliver cutting-edge products. To date, Mary Kay Inc. has more than 1,400 patents for products, advanced technologies and packaging designs in its global portfolio. This milestone validates Mary Kay's status as one of the top innovators in the direct selling and cosmetics industries. The company partners with top makeup artists, trendsetters and fashion designers worldwide, enabling Mary Kay Independent Beauty Consultants to provide the irresistible products women want coupled with personalized service.



"I am excited to be on the front lines of innovation to create beauty products that invigorate our independent sales force members, as well as their customers, around the world. Our award-winning portfolio is the result of innovative insights and rigorous testing that ensures every formula delivers on the highest standards of quality, efficacy and safety."

Dr. Lucy Gildea, Chief Scientific Officer, Mary Kay Inc.

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Positive Community Impact

**CHANGING THE LIVES OF WOMEN AND CHILDREN WORLDWIDE
IS A BEAUTIFUL THING**

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. It's part of our company's heritage and we are honored to continue Mary Kay's legacy of making a difference.

TRANSFORM *Changing the Lives of Women and Children*

Thanks to the efforts of Mary Kay Independent Beauty Consultants worldwide, Mary Kay's global Pink Changing Lives program has generated millions of dollars from its cause-related initiative to help change the lives of women and children.

INSPIRE *Helping Future Generations*

One woman at a time, Mary Kay's charitable giving has inspired countless women around the world since 1963. From the United States to Europe to Latin America to the Asia-Pacific region and in every corner of the world, Mary Kay honors women by giving back in the communities where we live and work. With the spirit of volunteerism, Mary Kay Independent Beauty Consultants and their customers, Mary Kay employees and friends, continue to give back to organizations helping women and children and have donated their time to community service since 2011. Through scholarship programs and partnerships with leadership development organizations, Mary Kay is helping to shape and inspire the next generation of leaders while helping communities not only survive, but thrive.

EMPOWER *Finding Passion and Fulfilling Dreams*

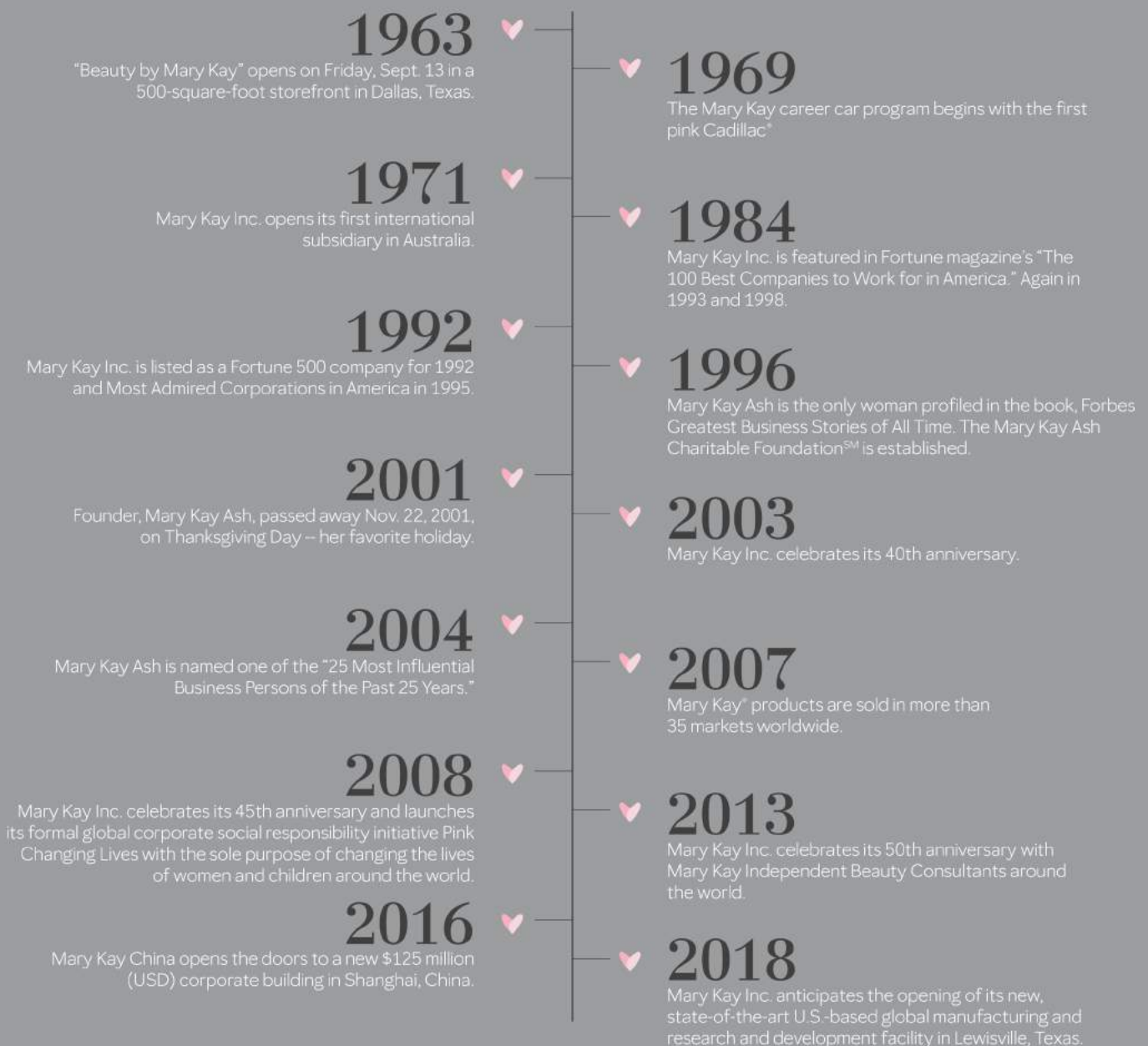
Mary Kay is empowering women to realize their highest potential - to redefine what seemed impossible. In China, Mary Kay and the China Women's Development Foundation, in partnership with the United Nations Development Programme, founded the Mary Kay Women's Small Business Fund to help women start their own companies through small business loans or microfinance. Mary Kay China has provided more than \$6 million (USD) to help enrich the lives of women across 20 provinces in China.

PRESERVE *Protecting Our World*

Knowing our actions today will affect the quality of life of future generations, Mary Kay continuously seeks opportunities to improve our environmental performance and strives to find ways to be even more sustainable and green. We call it Pink Doing Green. With a U.S. recycling program and implementation of responsible transportation and energy consumption practices, Mary Kay has earned numerous environmental awards and remains a corporate leader in resource conservation. Mary Kay's global manufacturing facility in Dallas uses environmentally responsible waste disposal and recycling techniques to achieve zero landfill status, and many Mary Kay distribution centers ship orders using 100-percent biodegradable packing peanuts.

More than 50 Years of Innovation

FROM HUMBLE BEGINNINGS TO ONE OF THE MOST RECOGNIZED
BEAUTY BRANDS IN THE WORLD



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Mary Kay Fast Facts

A ONE-OF-A-KIND SUCCESS STORY

With her life savings of \$5,000 and the help of her 20-year old son Richard Rogers, Mary Kay Ash launched her dream company on Sept. 13, 1963 from a 500 square-foot Dallas storefront.

GLOBAL POWERHOUSE

Mary Kay® is a top beauty brand and direct seller in nearly 40 countries worldwide.

THINK PINK

Since the career car program began in 1969, more than 160,000 Mary Kay independent sales force members worldwide have qualified or requalified for the use of a Mary Kay career car or opted for the cash compensation.

CHANGING THE FACE OF MARY KAY

Around 50% who started a Mary Kay business in 2017 around the world are between the ages of 18-34.

SCIENCE BEHIND THE BEAUTY

Mary Kay Inc. invests millions of dollars in research and development and conducts hundreds of thousands of tests each year to ensure Mary Kay® products meet the highest standards of quality, safety and performance.

WORLDWIDE WOMEN'S ENTREPRENEURSHIP

For more than five decades, Mary Kay® has paved the way for millions of female entrepreneurs worldwide.

A LEGACY OF GIVING

Thanks to the efforts of Mary Kay Independent Beauty Consultants worldwide, Mary Kay's global cause marketing initiative, Pink Changing Lives, has generated millions of dollars to help change the lives of women and children around the world.

CUTTING-EDGE INNOVATION

Mary Kay Inc. has more than 1,400 patents for products, advanced technologies and packaging designs in its global portfolio. The milestone validates Mary Kay's status as one of the top innovators in the direct selling and cosmetics industries.

PINK DOING GREEN

Mary Kay's global manufacturing facility is among the leaders in the industry, achieving zero-landfill status. Mary Kay has also committed to planting one million trees by 2018 with reforestation efforts worldwide.

BEAUTY FAN FAVORITES

The Mary Kay® Oil-Free Eye Makeup Remover is the top-selling Mary Kay® product in worldwide.