

# MARY KAY 60 YEARS OF INSPIRATION, INNOVATION & IMPACT

What sets us apart? Not just one thing but many facets that, put together, create a brand unlike the rest.

## THE COMPANY



### FOUNDER

Mary Kay Ash, from humble beginnings to a champion of ensuring women could take their rightful place in the business world

### ACHIEVEMENT

Mary Kay Ash was recognized as one of the "Most Outstanding Women in the 20th Century" by *USA Today*.

**60**  
YEARS IN BUSINESS,  
outlasting hundreds of  
Fortune 500 companies

**35+** MARKETS  
*Mary Kay*<sup>®</sup>  
products are  
sold in dozens of  
countries around  
the world.

## MARK KAY<sup>®</sup> PRODUCTS

**133**

Product awards in prestigious U.S. publications since 2012



**MORE THAN**  
**500K**



Tests conducted every year to ensure product safety, quality and performance

**UP TO 1.1 MILLION**  
Products produced every day at the Richard R. Rogers Manufacturing / R&D Center in Lewisville, Texas

**HUNDREDS OF PRODUCTS**

Including skin care, color and fragrance in our global portfolio



**39** **GOOD-HOUSEKEEPING**  
Seal of Quality

*Mary Kay*<sup>®</sup> products (and counting!) currently have earned the Good Housekeeping Seal – the most recognized consumer emblem in the U.S.



**MORE THAN**  
**1,600**

Global patents, which shows our dedication to innovation

## POSITIVE IMPACT

**MORE THAN**  
**\$200**  
MILLION

Donated by Mary Kay Inc. and the *Mary Kay Ash Foundation*<sup>SM</sup> since 1963 to provide research and support services for cancers affecting women, help end domestic violence, beautify and safeguard our planet and communities, and encourage girls to follow their dreams

**\$36.5**  
MILLION

Awarded by the *Mary Kay Ash Foundation*<sup>SM</sup> since 1996 to research and support programs for cancers affecting women

**MORE THAN**  
**\$55**  
MILLION

Awarded by the *Mary Kay Ash Foundation*<sup>SM</sup> since 2001 to more than 2,700 domestic violence shelters supporting over 6 million women seeking shelter and services to be free from abuse

**ZERO-LANDFILL STATUS**

Achieved by global Mary Kay manufacturing facilities

**100%**  
**RENEWABLE ENERGY**

Powers the Mary Kay world headquarters and manufacturing facility.



**MORE THAN**  
**1 MILLION**

Trees planted in partnership with the Arbor Day Foundation



## A MARY KAY BUSINESS

**100%**

Of Independent Beauty Consultants are independent business owners with the flexibility to grow their businesses in ways that work best for them.

**MILLIONS OF WOMEN**

All over the world have enriched their lives, their families' lives and the lives of countless others through the Mary Kay opportunity.

**50%**

Is the profit all Independent Beauty Consultants can earn on product sales.\*

## VALUES

### GO-GIVE

Women selflessly helping other women because we're stronger together



**FAMILY OWNED & LED**

By Mary Kay Ash's grandson, Ryan Rogers, to remain true to her vision of a Company of careholders not shareholders

### MAKE ME FEEL IMPORTANT

Following Mary Kay Ash's guidance, we imagine everyone has a sign around their neck with this sentiment.

### GOLDEN RULE

Guided by the principle of treating others the way they would like to be treated

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\*The 50% gross profit calculation is based on a minimum personal retail sales volume of \$225 in wholesale Section 1 products.