

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



#1 MARY KAY IS THE #1 DIRECT SELLING BRAND of Skin Care and Color Cosmetics in the World.*



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® products are sold in dozens of countries around the world.

133

Product awards in prestigious U.S. publications since 2012



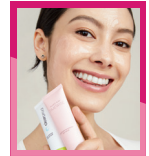
HUNDREDS OF PRODUCTS

Including skin care, color and fragrance in our global portfolio

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



MORE THAN 1,600

Global patents, which shows our dedication to innovation



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

POSITIVE IMPACT

MORE THAN \$200 MILLION

Donated by Mary Kay Inc. and the *Mary Kay Ash Foundation*™ 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*™ since 1996 to research and support programs for cancers affecting women

MORE THAN \$55 MILLION

Awarded by the *Mary Kay Ash Foundation*™ 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



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.**

A MARY KAY BUSINESS

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

**Source Euromonitor International Limited; Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data*

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

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