

We're #1!

MARY KAY HAS EARNED **BIG ACCOLADES,**
AND WE **DO** MEAN TO BRAG!

Euromonitor International has shared that:



Mary Kay Is the #1 Direct Selling Brand
of Skin Care and Color Cosmetics
in the World.*

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

EXCITING NEWS FOR MARY KAY!

- **Mary Kay Is the #1 Direct Selling Brand of Skin Care in the World.***
- **Mary Kay Is the #1 Direct Selling Brand of Color Cosmetics in the World.***
- **Mary Kay Is the #1 Direct Selling Brand of Skin Care and Color Cosmetics in the World.***

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

WHO IS EUROMONITOR INTERNATIONAL?

Euromonitor International stands as the foremost provider of global business intelligence, market analysis and consumer insights. With over 50 years of experience in conducting market research across 100+ countries, their partnership substantiates our market position through validation from a respected third-party source.

THIS BIG NEWS IS ONE MORE REASON TO LOVE

MARY KAY! When you're selling products and sharing the Mary Kay opportunity, you can also share this amazing news with everyone!

GUIDELINES FOR USE:

- It is recommended to use Mary Kay-provided assets.
- Do not alter the assets provided by Mary Kay.
- The claims cannot be altered or modified. You may not add/remove/change words.
- The claims must ALWAYS be accompanied by the footnote. The footnote must always be enclosed in quotation marks and cannot be modified in any way. The footnote must be visible.
- If shared verbally in a video on social media, please include the entire claim and footnote in the caption as well.

HOW TO SHARE:

- You can share social media posts from the official Mary Kay Instagram and Mary Kay U.S. Facebook page, from *Mary Kay*® Digital Library or from the Pride Points section on *Mary Kay InTouch*®.
- You can share the updated *Mary Kay*® Pride Points flier, also available on *Mary Kay InTouch*®.
- You can share these impressive claims from Sept. 1, 2023, through Nov. 9, 2024.

LET'S SHARE THIS IMPRESSIVE NEWS FAR AND WIDE!

MARY KAY®

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this page in connection with their Mary Kay businesses. This page should not be altered from its original form nor incorporated into other materials.

MK® / MARY KAY® / ©2023 MARY KAY INC. J2010683 9/23 PRINTED IN U.S.A.