

# PRIDE POINTS:

## 60+ YEARS OF

INSPIRATION, INNOVATION AND IMPACT

### 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*.

# #1

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

#### 35+ MARKETS

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



### 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.\*\*

# MARY KAY

### 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 you would like to be treated.

### MARY KAY® PRODUCTS

# 149

Product awards in prestigious U.S. publications since 2012.



## HUNDREDS OF PRODUCTS

Including skin care, color and fragrance in our global portfolio.

# MORE THAN 1,600

Global patents, which shows our dedication to innovation.

# MORE THAN 500K

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



#### UP TO 1.1 MILLION

Mary Kay has the capacity to produce 1.1 million products every day at our state-of-the-art, Leadership in Energy and Environmental Design (LEED) Silver-certified manufacturing facility in Lewisville, Texas.

# 54

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



### POSITIVE IMPACT



# 1.4

**MILLION TREES PLANTED**  
Around the world in partnership with the Arbor Day Foundation.

# 100%

**BIODEGRADABLE PACKING MATERIALS**  
Made from corn and potato starch are used to ship millions of *Mary Kay*® products every year.

#### MORE THAN

# \$18

**MILLION DONATED**

Through *Pink Changing Lives*\* to enrich women's lives around the world since 2008.

# 100

**OCEAN PROJECTS**

Supported by Mary Kay through its 36-year partnership with The Nature Conservancy.

# 100%

**RENEWABLE ENERGY**

Powers Mary Kay's global manufacturing and R&D facility, as well as other Texas-based facilities.

## WOMEN & SHEA

In 2023, Mary Kay joined Global Shea Alliance, a nonprofit industry association that designs, develops and delivers strategies that drive a competitive and sustainable shea industry worldwide.

## YOUNG WOMEN IN STEM

29 grants and \$195,000 awarded since 2020 to young women pursuing their dreams in STEM-related fields.



#### WOMEN REPRESENTATION

**63%** of our global workforce, **54%** of our executive team, **63%** of our R&D team and **57%** of the leadership positions in our top 10 markets are held by women.†

# \$225

**MILLION**

In monetary and product donations by Mary Kay and its four Company-sponsored foundations globally since 1996.

# MORE THAN 600K

**WOMEN**

Positively impacted globally through the Women's Entrepreneurship Accelerator powered by Mary Kay (as of December 2023).

\*\*Source Euromonitor International Limited; Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data\*

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

†Source: Women Representation & Leadership at Mary Kay (May 2024)

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