PRIDE POINTS:

MORE THAN 60 YEARS OF

INSPIRATION, INNOVATION AND IMPACT

MARY KAY

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

In 2026, Mary Kay Ash ranks #54 on Forbes 250: America's Greatest Historic Innovators list celebrating the American dream and America's 250th birthday.**

#1 MARY KAY IS THE #1 DIRECT SELLING BRAND

of Skin Care and Color Cosmetics in the World* four years in a row.

#1 DIRECT SELLING BRAND OF SKIN CARE & COLOR COSMETICS IN THE WORLD*

MARY KAY

40 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.***

VALUES

GO-GIVE

Women selflessly helping other women because we're stronger together.

FAMILY OWNED & LED

Ryan Rogers, CEO and Mary Kay Ash's grandson, remains true to her vision of a Company of "careholders" not shareholders and is committed to shape its future.

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.

Forbes BEST CUSTOMER SERVICE 2026

RANKED #2 ON FORBES 2026 BEST CUSTOMER SERVICE LIST

Forbes BEST BRANDS FOR SOCIAL IMPACT 2026

RANKED #8 ON FORBES 2026 BEST BRANDS FOR SOCIAL IMPACT LIST OUT OF 5,500 BRANDS

From Forbes ©2026 Forbes Media LLC. All rights reserved.

MARY KAY® PRODUCTS

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

UP TO 1 MILLION

Mary Kay has the capacity to produce up to 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.

INNOVATION NEVER STOPS

With cutting-edge skin care, color and fragrance products delivering amazing results.

GLOBAL POWERHOUSE

Mary Kay has been issued 1,600 patents.

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

GOOD HOUSEKEEPING

POSITIVE IMPACT

MORE THAN 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 in the U.S.

MORE THAN $19 MILLION DONATED

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

MORE THAN 100 PROJECTS

Supported by Mary Kay through its 39-year partnership with The Nature Conservancy.

$230 MILLION

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

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

51 grants and nearly $234,000 awarded since 2020 to young women pursuing their dreams in STEM-related fields.

100% OF THE WATER USED AT OUR GLOBAL FACILITY

is treated and recycled back into the local watershed.

WOMEN-LED COMPANY

85% Executive team, **64%** of R&D scientists, **79%** of Global Brand and Global Creative, **63%** of global workforce, and **60%** of leadership positions in our top 10 markets are held by women.†

100%

of our product paper cartons are recycle-ready in Europe and in the Americas.

*"Source Euromonitor International Limited; Beauty and Personal Care 2026 Edition, value sales at RSP, 2025 data"
**Alex Knapp and Michael Noer, Forbes Staff. (February 12, 2026). "America's 250 Greatest Historic Innovators."
***The 50% profit potential is based on a minimum $450 retail sales volume.
†Women Representation and Leadership at Mary Kay, May 2026.

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

©2026 MARY KAY INC. J2015853 9/26 **PRINTED IN U.S.A.**