

One Woman Can™ Mary Kay Inc. 2013 Press Kit

Mary Kay Inc. Corporate Communications
972.687.5332 or corpcom@mkcorp.com



Few companies can speak of a rich heritage like Mary Kay Inc. Mary Kay Ash's business acumen, combined with her desire to help women achieve personal growth and financial success, led her to develop the company that has grown into one of the largest global direct sellers of skin care and color cosmetics. Mary Kay celebrates 50 years of beauty. Take a glimpse at the company's milestones to see how One Woman Can™ change the world.

- 1963 Beauty by Mary Kay opens on Friday, Sept. 13, in a 500-square-foot storefront in Dallas, Texas. Company founder Mary Kay Ash establishes her dream company which she envisions will offer women unprecedented opportunities for financial independence, advancement and personal fulfillment. Mary Kay Ash opens her company with the help of her 20-year-old son Richard Rogers, her life savings of \$5,000 (USD) and nine Independent Beauty Consultants.
- 1969 The concept for the Mary Kay Career Car program begins when Mary Kay Ash awards the use of the first pink Cadillacs to the top five Independent Sales Directors.
- 1971 Mary Kay expands by opening its first international subsidiary in Australia.
- 1976 Mary Kay is listed on the New York Stock Exchange.
- 1984 Mary Kay Inc. is featured in the first edition of *Fortune* magazine's *The 100 Best Companies to Work For in America*. Mary Kay Inc. is listed again in 1993 and 1998.
- 1985 Mary Kay Inc. returns to private, family ownership in a leveraged buyout.
- 1989 Mary Kay Inc. initiates a corporate recycling program for paper, plastic, glass and aluminum.
- 1992 Mary Kay Inc. is listed as a Fortune 500 company for 1992. (The list is released in 1993.)
- 1995 *Fortune* magazine includes Mary Kay Inc. on its *Most Admired Corporations in America* list.
- 1996 Consolidated global wholesale sales surpass \$1 billion (USD) for the first time in company history.
- 1996 The Mary Kay Ash Charitable Foundation is established. The Foundation, now known as The Mary Kay FoundationSM, is a nonprofit public foundation dedicated to providing funding for research of cancers affecting women, funding for preventing violence against women through awareness programs and grants to women's shelters across the United States.
- 1996 Mary Kay Inc. is one of 20 companies featured in the book *Forbes Greatest Business Stories of All Time*, and Mary Kay Ash is the only woman profiled in the book.
- 2001 Richard Rogers, son of Mary Kay Ash and company co-founder, resumes the role of CEO.

With 6 billion human beings inhabiting our planet, individuals sometimes feel insignificant and doubt that one person can really make a difference in this world. Well, believe me, *one person can*.

Mary Kay Ash (1997)

Rewarding Opportunity

Mary Kay Inc. 2013 Press Kit

Mary Kay Inc. Corporate Communications
972.687.5332 or corpcom@mkcorp.com



Mary Kay Independent Beauty Consultants represent all types of women. Nurses, stay-at-home moms, military personnel, teachers, college students and corporate professionals have all enjoyed the rewarding opportunity offered by Mary Kay. These diverse women enjoy selling *Mary Kay*® products because the direct selling business model is flexible to fit with anyone's life. Some choose to run their Mary Kay business part time, while others use it as a primary source of income. To the woman who wants to use technology and social media to reach customers to the woman who wants to have one-on-one consultations with her customers, each Independent Beauty Consultant can manage her Mary Kay business in the way that best suits her lifestyle.

Mary Kay Ash founded Beauty by Mary Kay in 1963 with nine Independent Beauty Consultants, the support of her family and a dream of providing women with a direct selling business opportunity that offered personal growth and financial independence. Those nine women laid the foundation for the more than 2.5 million people around the world who currently are Mary Kay Independent Beauty Consultants. Today, Mary Kay products are sold in more than 35 countries with global wholesale sales of \$3 billion.

Products and trends may have changed in the last 50 years, but the Mary Kay direct selling business model has stayed the same. All Independent Beauty Consultants purchase *Mary Kay*® products from the company at established wholesale prices and then sell the products directly to consumers at suggested retail prices.

While all Mary Kay Independent Beauty Consultants can make money by selling products to their customers, there are some Independent Beauty Consultants who decide to maximize the earning potential of having a Mary Kay business by taking leadership roles within the independent sales force. These leaders are known as Independent Sales Directors and Independent National Sales Directors. They can earn additional income through commissions paid directly by Mary Kay Inc. Regardless of a person's financial goal, the Mary Kay business model offers it all.

Quick Facts About Mary Kay's Rewarding Opportunity

- More than 2.5 million people around the world sell *Mary Kay*® products.
- More than 500,000 Mary Kay Independent Beauty Consultants are in the United States.
- More than 1,400 people are currently qualified to drive a Mary Kay pink Cadillac in the United States.
- More than 300 women worldwide have earned more than \$1 million in commissions in the company's 50-year history.

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 2.5 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit marykay.com.

The vast majority of Mary Kay Independent Beauty Consultants sell *Mary Kay*® products on a part-time basis to supplement their incomes. If a Mary Kay Independent Beauty Consultant determines that selling Mary Kay is not a fit for her, we offer a generous return policy to ensure she is satisfied with her experience. Our goal is for everyone to say, "I love my Mary Kay."

David Holl
President and CEO

- 2001 Beloved founder, Mary Kay Ash, passes away Nov. 22, 2001, on Thanksgiving Day – her favorite holiday.
- 2002 Mary Kay Inc. is awarded the Direct Selling Association’s “Vision for Tomorrow Award” for its community outreach regarding the prevention of violence against women.
- 2002 Mary Kay Inc. is awarded the 2002 Humanitarian of the Year Corporate Award from the Los Angeles Commission on Assaults Against Women for its efforts to help eliminate violence against women and children.
- 2003 Mary Kay Inc. celebrates its 40th anniversary, and the Mary Kay independent sales force grows to 1 million people around the world.
- 2003 Mary Kay Ash is named the Greatest Female Entrepreneur in American History in an academic study led by Baylor University.
- 2004 Mary Kay Ash is named one of the “25 Most Influential Business Persons of the Past 25 Years” by PBS’s *Nightly Business Report* in conjunction with the prestigious Wharton School of Business.
- 2004 Mary Kay Ash posthumously receives the Humanitarian Rose Award from Kensington Palace in London, England, for the work she inspired through The Mary Kay FoundationSM and the impact she had on lives of women around the world.
- 2005 Mary Kay Inc. reaches \$2 billion in consolidated global wholesale sales.
- 2005 Richard Rogers assumes the role of Executive Chairman, and David Holl is named President and Chief Executive Officer.
- 2006 A&E Television Networks airs the biopic documentary “Mary Kay” on the Biography Channel.
- 2007 *Mary Kay*[®] products are now sold in more than 35 markets worldwide. Mary Kay’s largest markets are in China, Mexico, United States and Russia.
- 2008 Mary Kay Inc. celebrates its 45th anniversary and launches its formal global corporate social responsibility initiative, *Pink Changing Lives*[®] with the sole purpose of changing the lives of women and children around the world.
- 2008 Mary Kay launches its first global cause marketing campaign, *Beauty That Counts*[®]. To date, millions of dollars have been donated around the world to organizations that help women and children.
- 2011 Mary Kay launches Global Month of Service. To date, more than 600,000 volunteer hours have been donated around the world.
- 2013 Mary Kay Inc. celebrates its 50th anniversary. More than 2.5 million people around the world are Mary Kay Independent Beauty Consultants.

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 2.5 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit marykay.com.

Irresistible Products

Mary Kay Inc. 2013 Press Kit

Mary Kay Inc. Corporate Communications
972.687.5332 or corpcom@mkcorp.com



Every woman wants to look gorgeous and feel beautiful. Mary Kay perfected the art and science of creating irresistible color collections and innovative skin care that help women around the world express their inner and outer beauty.

Mary Kay's product portfolio is packed with innovative skin care, tempting color and pampering body care that all deliver beautiful benefits. Women of all ages know that they can trust Mary Kay® products because the company consistently delivers on every promise it makes. Mary Kay Independent Beauty Consultants around the world help women discover their individual beauty with remarkable products and customized service. Consumers who use *Mary Kay*® products are among the most loyal in the world because *Mary Kay*® products are safe, effective and deliver the benefits customers want.

In a typical year, Mary Kay spends millions of dollars and conducts more than a half-million tests to ensure that *Mary Kay*® products meet the highest standards of quality, safety and performance. As part of the ongoing commitment to ensure that *Mary Kay*® products consistently meet or exceed consumer expectations, every year thousands of women use and evaluate *Mary Kay*® products worldwide to help Mary Kay better understand the benefits women want from the products they use. Mary Kay's goal is for every woman to say, "I love my Mary Kay."

While the desire to provide opportunities for women is admirable, it's not enough by itself to start a business. A product that fills the need of consumers is critical.

Mary Kay Ash
Company Founder

Quick Facts About Mary Kay's Irresistible Products

- Mary Kay's *TimeWise*® *Miracle Set*®, *TimeWise*® *Night Restore & Recover Complex*® and *TimeWise Repair*™ were all granted the Good Housekeeping Seal®.
- The *Mary Kay*® Oil-Free Eye Makeup Remover is the top-selling *Mary Kay*® product in the U.S.
- Mary Kay offers skin care products for every need including age-fighting, botanicals and sensitive skin.
- Fancy Nancy is the most popular shade of *Mary Kay*® *NouriShine Plus*® Lip Gloss in the United States.
- Mary Kay's most popular fragrance is *Dance To Life*™, a fragrance that honors Mary Kay's 50th Anniversary.
- Mary Kay partners with top makeup artists, scientists and researchers to develop its product portfolio.

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 2.5 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit marykay.com.

Positive Community Impact Mary Kay Inc. 2013 Press Kit

Mary Kay Inc. Corporate Communications
972.687.5332 or corpcom@mkcorp.com



Mary Kay Ash was known as an innovative business leader with a big heart. She founded her company on the philosophy of treating others as you would like to be treated and emphasized the importance of giving back. United through a common mission, Mary Kay is changing the lives of women and children and transforming communities around the world.

Quick Facts about Mary Kay's *Pink Changing Lives*® Program

- *Beauty That Counts*® is Mary Kay's global cause-related marketing program. Since this program began in 2008, Mary Kay has donated millions of dollars (USD) worldwide from the sale of limited-edition products to organizations that change the lives of women and children around the world.
- In the United States, Mary Kay is committed to bringing an end to domestic violence through advocacy, education and prevention programs. Founded in 1996 by Mary Kay Ash herself, The Mary Kay FoundationSM has donated more than \$31 million (USD) to domestic violence shelters and programs.
- Improving the lives of children is a key focus for Europe. Mary Kay Germany supports homeless children and mothers while Mary Kay Kazakhstan and Russia assist in providing funding for children needing life-changing and saving surgeries.
- In Latin America, Mary Kay dedicates its time and resources to helping end domestic violence and provides education on how to prevent breast cancer. Free psychological, medical and legal support is given to help women and children suffering from domestic violence. Mary Kay Mexico helped establish a hotline for those in crisis.
- The Asia-Pacific region takes to heart its support for various women's issues, education for girls and efforts to end domestic violence. From building libraries for children in Korea, to partnering with the United Nations Development Programme and the China Women's Development Foundation to promote female entrepreneurship in China; the Mary Kay subsidiaries in the region have made significant contributions in making a difference for women and children.
- Globally, Mary Kay also celebrates the spirit of volunteerism. Employees and Mary Kay Independent Beauty Consultants have donated more than 600,000 hours of community service globally since 2011.

Before you ever receive the wonderful treasures of a happy life, you must first give. Give of yourself. Be of service to others. Only what you give can be multiplied back into your own life.

Mary Kay Ash

Quick Facts about Mary Kay's *Pink Doing Green*® Program

- Mary Kay has committed to planting more than one million trees with extensive tree planting and reforestation efforts in China, Russia, Mexico, Malaysia and the United States.
- Mary Kay's global manufacturing facility located in Dallas, Texas, is among leaders in the industry, recently achieving zero-landfill site status.
- Many Mary Kay distribution centers ship orders using packing materials made from renewable corn and potato starch (biopeanuts), which are 100 percent biodegradable.
- *Mary Kay*® *Botanical Effects*® was developed with the environment in mind. The tubes are made from 50 percent post-consumer resin, and the caps and outer cartons are made from 100 percent post-consumer recycled materials.

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 2.5 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit marykay.com.