

MARY KAY: The Woman

Mary Kay Ash

Smart. Charming. Caring. A one-of-a-kind success story.

Over the years, there have been many successful business leaders, but none as unique as Mary Kay Ash, founder of Mary Kay Inc. Mary Kay Ash founded a company that put people before profits. She believed that the key to success came from building lasting relationships. Her accomplishments left an unforgettable mark on business and opened the door for women around the world to experience success on their own terms.

When Mary Kay Ash “retired” from a successful 25-year career in direct sales in early 1963, she decided to write a book to help women survive in the male-dominated business world. She had grown tired of watching as young men she had trained were promoted over her time and again. Sitting at her kitchen table, Mary Kay made two lists: one contained things the companies for which she had worked had done right; the other included the things she felt they could have done better. When she reviewed the lists, Mary Kay realized that she had inadvertently created a marketing plan for a dream company – one which would provide women with unlimited potential to achieve personal and financial success.

With her life savings of \$5,000 (USD) and the help of her 20-year-old son, Richard Rogers, Mary Kay launched her dream company on Friday, Sept. 13, 1963. From its humble start in a 500-square-foot storefront in Dallas, Texas, U.S.A., Mary Kay has grown into a premiere beauty brand and an international cosmetics powerhouse. Today, Mary Kay® products are sold in more than 35 markets worldwide, and there are more than 2.4 million Mary Kay Independent Beauty Consultants around the world.

Mary Kay Ash’s founding principles were simple and time-tested. She adopted the Golden Rule as her guiding philosophy, determining that the best course of action in virtually any situation could be easily discerned by doing unto others as you would have them do unto you. She also steadfastly believed that life’s priorities should be kept in their proper order, which to her meant that a woman could run a successful business and still put her faith first, family second and career third.

Mary Kay Ash encouraged all Independent Beauty Consultants who sold her company’s products to be giving and supportive. She stressed the importance of recognizing the accomplishments of others. It was through this recognition-focused environment that women began to achieve goals they had never before dreamed possible. She constantly encouraged both the corporate staff and the independent sales force to act as if each person they met was wearing a sign around his or her neck that read, “Make me feel important.”

Few companies can point to such simple yet poignant founding philosophies. Still fewer can point to the lasting impact of a founder like Mary Kay Ash. She received numerous, prestigious awards during her lifetime and many more following her death on Nov. 22, 2001. Today, Mary Kay remains true to the principles Mary Kay Ash jotted down at her kitchen table nearly 50 years ago. Countless business leaders, authors, politicians and education professionals have recognized the pure brilliance and determination of Mary Kay Ash.

About Mary Kay

Mary Kay is one of the world’s largest direct selling companies with more than \$3 billion in annual wholesale sales worldwide. Mary Kay was founded in 1963 by Mary Kay Ash with the goal of helping women achieve personal growth and financial success. Mary Kay remains committed to enriching women’s lives, and today more than 2.4 million people of all backgrounds are enjoying the advantages of being Mary Kay Independent Beauty Consultants. Mary Kay’s high-quality skin care and color cosmetics products are sold in more than 35 countries around the world. To learn more about Mary Kay, visit www.marykay.com.

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