

Irresistible Products

Mary Kay Inc. 2013 Press Kit

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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.