

Positive Community Impact Mary Kay Inc. 2013 Press Kit

Mary Kay Inc. Corporate Communications
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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.