

Rewarding Opportunity

Mary Kay Inc. 2013 Press Kit

Mary Kay Inc. Corporate Communications
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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