

OVER 60 YEARS

MARY KAY

OF INSPIRATION, INNOVATION & IMPACT

What sets us apart? Not just one thing but many facets that, put together, create a brand unlike the rest.

THE COMPANY



#1 MARY KAY IS THE #1 DIRECT SELLING BRAND of Skin Care and Color Cosmetics in the World.*

FOUNDER

Mary Kay Ash, from humble beginnings to a champion of ensuring women could take their rightful place in the business world.

ACHIEVEMENT

Mary Kay Ash was recognized as one of the "Most Outstanding Women in the 20th Century" by *USA Today*.



OVER 60 YEARS IN BUSINESS, outlasting hundreds of Fortune 500 companies.



35+ MARKETS

Mary Kay® products are sold in dozens of countries around the world.



POSITIVE IMPACT

MORE THAN \$225 MILLION

Donated by Mary Kay Inc. and the *Mary Kay Ash Foundation*® to provide research and support services for cancers affecting women, help end domestic violence, beautify and safeguard our planet and communities, and encourage girls to follow their dreams.

\$39 MILLION

Awarded by the *Mary Kay Ash Foundation*® since 1996 to research and support programs for cancers affecting women.

MORE THAN \$57 MILLION

Awarded by the *Mary Kay Ash Foundation*® since 2001 to more than 2,800 domestic violence shelters supporting over 6 million women seeking shelter and services to be free from abuse.



100% BIODEGRADABLE PACKING PEANUTS

Made from corn and potato starch are used to ship millions of *Mary Kay*® products every year.

100% RENEWABLE ENERGY

Powers the Mary Kay world headquarters and manufacturing facility.



MORE THAN 1 MILLION

Trees planted in partnership with the Arbor Day Foundation.



A MARY KAY BUSINESS

100%

Of Independent Beauty Consultants are independent business owners with the flexibility to grow their businesses in ways that work best for them.

MILLIONS OF WOMEN

All over the world have enriched their lives, their families' lives and the lives of countless others through the Mary Kay opportunity.

50%

Is the profit all Independent Beauty Consultants can earn on product sales.**

MARY KAY® PRODUCTS

133

Product awards in prestigious U.S. publications since 2012.



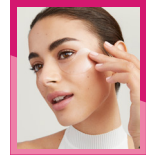
MORE THAN 500K



Tests conducted every year to ensure product safety, quality and performance.

HUNDREDS OF PRODUCTS

Including skin care, color and fragrance in our global portfolio.



39



Mary Kay® products (and counting!) currently have earned the Good Housekeeping Seal – the most recognized consumer emblem in the U.S.

MORE THAN 1,600

Global patents, which shows our dedication to innovation.



VALUES

GO-GIVE

Women selflessly helping other women because we're stronger together.



FAMILY OWNED & LED

By Mary Kay Ash's grandson, Ryan Rogers, to remain true to her vision of a Company of careholders not shareholders.

MAKE ME FEEL IMPORTANT

Following Mary Kay Ash's guidance, we imagine everyone has a sign around their neck with this sentiment.

GOLDEN RULE

Guided by the principle of treating others the way they would like to be treated.

**Source Euromonitor International Limited; Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data*

**The 50% gross profit calculation is based on a minimum personal retail sales volume of \$225 in wholesale Section 1 products.

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