

Mary Kay History

Our company has always been focused on empowering women. Mary Kay Ash began a legacy that we continue today where new possibilities await every woman who chooses to believe the power within.

- After retiring from a successful career in direct sales, Mary Kay Ash wanted to create an unparalleled business opportunity that allowed women to achieve their dreams while keeping life's priorities in order.
- On Sept. 13, 1963, Mary Kay and her son Richard Rogers, joined by nine Independent Beauty Consultants, opened "Beauty by Mary Kay" from a 500-square-foot storefront in Dallas, Texas.
- Mary Kay Ash, Founder and Chairman Emeritus, passed away on Thanksgiving Day – her favorite holiday – Nov. 21, 2001.
- Today, Mary Kay is a top beauty brand in more than 35 markets around the world with 3.5 million Independent Beauty Consultants and \$4 billion in global annual sales.

"This company is based on the premise of helping others. We aren't just selling cosmetics – we're touching lives." – Mary Kay Ash

Mary Kay Inc.

- Richard Rogers, who co-founded the company on Sept. 13, 1963 alongside his mother, Mary Kay Ash, serves as Executive Chairman for Mary Kay Inc.
- David Holl, who joined the company in 1993, is President and Chief Executive Officer for Mary Kay Inc.
- The Mary Kay Building, Mary Kay Inc.'s global headquarters, is located in Addison, Texas, a suburb of Dallas.
- Mary Kay Inc. develops, tests, manufactures and packages the majority of its own products at state-of-the-art facilities in Dallas and China.



Irresistible Products

Women who use any of Mary Kay's products are among the most loyal in the world because Mary Kay® products are safe, effective and deliver beautiful benefits customers want.

- The Mary Kay® product line includes more than 200 premium products in skin care, color cosmetics, body care, sun protection and fragrance.
- Mary Kay® products are priced competitively to compete with other prestige brands.
- Through the Mary Kay® Design Studio, we partner with global leaders in fashion and fragrance, makeup artists, including the Mary Kay Global Makeup Artist Team, and dermatologists to help develop products women love.
- Mary Kay invests millions of dollars in research and conducts more than a half million tests each year to ensure every individual ingredient and finished product meets the highest standards of quality, safety and performance.
- Our expert team of scientists uses the most advanced skin care technology available to scientifically formulate every Mary Kay® product before it is packaged using the latest technology.
- Customer satisfaction isn't a one-time event – it's a lifelong commitment. Through the Mary Kay® Satisfaction Guarantee, Mary Kay Inc. stands behind our products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

"Of all the lessons I've learned in the cosmetics business, one of the most universal is that women like to be told they're beautiful. And why not? There's no nicer compliment." – Mary Kay Ash

Rewarding Opportunity

A Mary Kay business is a beautiful and fulfilling opportunity that gives women open-ended earning potential.

- More than 3.5 million women sell Mary Kay® products in 35 markets around the world.
- Starting an independent Mary Kay business is affordable. The price of the Starter Kit and educational materials, including online and mobile resources, varies by market.
- Every Mary Kay independent business is a direct-selling business allowing Mary Kay Independent Beauty Consultants to connect with their customers through online sales, social media, by phone or in person.
- The Mary Kay Career Car program started in 1969 with the iconic Mary Kay Pink Cadillac. More than 150,000 independent sales force members worldwide have qualified or requalified for the use of a Career Car since the program's inception.



Positive Community Impact

Mary Kay Ash was known as an innovative business leader with a big heart. Through Pink Changing Lives®, Mary Kay is changing the lives of women and children around the world.

- **Transform** – Through Beauty that Counts®, millions of dollars have been donated to organizations benefitting women and children.
 - The Mary Kay FoundationSM is dedicated to ending women's cancers and domestic abuse and has granted more than \$54 million to this two-fold mission since it began in 1996.
 - Ending domestic violence is the core mission of the company's philanthropic efforts in the U.S. Mary Kay's Don't Look Away program seeks to educate the public on how to recognize the signs of an abusive relationship, how to take action and to raise awareness of survivor support services.
- **Inspire** – Mary Kay helps future generations by giving back in the communities where we live and work. Mary Kay's independent sales force, their customers, corporate employees and friends have logged more than 600,000 hours of community service around the world since 2011.
- **Empower** – Mary Kay helps women entrepreneurs around the world to find their passion and fulfill their dreams.
- **Preserve** – Mary Kay continuously seeks opportunities to improve our environmental performance and strives to find ways to be even more sustainable and green. Through Pink Doing Green® we recycle everything from traditional recyclables to alcohol-containing waste materials. Mary Kay Independent Beauty Consultants and their customers can recycle color refill cases and flip-top skin care caps.

Share the Love

Don't say this...	When you mean this...
Win a free company car...	Earn the use of a Mary Kay Career Car
Go into management...	Move up the career path
Job...	my Mary Kay business or the Mary Kay opportunity
Paycheck...	Commission check
Salary...	Commissions
Pay raises...	Give yourself a raise
Training...	Education

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