

MARY KAY: The Woman

Mary Kay Ash

When Mary Kay Ash “retired” from a successful 25-year career in direct sales in early 1963, she decided to write a book to help women survive in the male-dominated business world. She had grown tired of watching young men she trained be promoted over her time and again. Sitting at her kitchen table, Mary Kay made two lists: One contained things the companies for which she had worked had done right; the other included the things she felt they could have done better. When she reviewed the lists, Mary Kay realized that she had inadvertently created a marketing plan for a dream company – one which would provide women with unlimited potential to achieve personal and financial success.

So with her life savings of \$5,000 and the help of her 20-year-old son, Richard Rogers, Mary Kay launched her dream company on Friday, Sept. 13, 1963. From its meager start in a 500-square-foot Dallas storefront, Mary Kay Inc. has grown into an international cosmetics powerhouse. Today, Mary Kay® products are sold in more than 35 markets worldwide and the company's global independent sales force exceeds 1.8 million.

Mary Kay's founding principles were simple and time-tested. She adopted the Golden Rule as her guiding principle, determining the best course of action in virtually any situation – business or personal – could be easily discerned by “doing unto others as you would have them do unto you.” She also steadfastly believed that life's priorities should be kept in their proper order, which to her meant “God first, family second and career third.” She often said, “When life's priorities are kept in this order, everything else falls into place.”

Mary Kay also encouraged the independent business owners who sold her products to be giving, supportive and recognize others' accomplishments – no matter how small. It was through this recognition-focused environment that women began to achieve things they had never dreamed possible. She constantly encouraged both corporate staff and the independent sales force to act as if each person they met was wearing a sign around his or her neck that read, “Make me feel important.”

Few other companies can point to such simple yet poignant founding philosophies. Still fewer can point to the lasting impact of a founder like Mary Kay Ash. Today, Mary Kay Inc. remains true to principles Mary Kay jotted down at her kitchen table some 45 years ago. Countless business leaders, authors, politicians and academia have recognized the pure brilliance and determination of Mary Kay Ash. She received numerous prestigious awards during her lifetime and many more following her death on Nov. 22, 2001. Her honors include:

- “100 Greatest Women of 100 Years” by the YWCA of Metropolitan Dallas (2008)
- A&E Television produced “Mary Kay” which aired on the Biography Channel (2006)
- *Women's Enterprise* magazine and the YWCA of Metropolitan Dallas' first Trailblazer Award (2005)
- PBS & the Wharton School of Business' “25 Most Influential Business Leaders of the Last 25 Years” (2004)
- Baylor University's “Greatest Female Entrepreneur in American History” (2003)
- Dallas Business Hall of Fame Laureate (2002)
- “Most Outstanding Woman in Business in the 20th Century,” Lifetime Television (1999)
- “Texas Woman of the Century” Texas Women's Chamber of Commerce (1999)
- National Business Hall of Fame, *Fortune* (1996)
- Pathfinder Award, National Association of Women Business Owners (1995)
- “Business Leader of the '90s,” Association of Women Business Owners (1990)
- Living Legend Award, Direct Selling Education Foundation (1992)
- One of “America's 25 Most Influential Women,” *The World Almanac and Book of Facts* (1985)
- Horatio Alger Distinguished American Citizen Award (1978)

About Mary Kay Inc.

Mary Kay Inc., one of the largest direct sellers of skin care and color cosmetics, achieved another year of record results in 2007 with \$2.4 billion in wholesale sales. Mary Kay® products are sold in more than 35 markets worldwide, and the company's global independent sales force exceeds 1.8 million. To learn more about Mary Kay, log on to www.marykay.com or call 1 (800) MARY KAY (627.9529).

For media inquiries, please contact corpcom@mkcorp.com or 972.687.5332.

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MARY KAY: The Products

Products You Can Trust from a Company You Can Believe In

Women around the globe demand products that deliver results, and Mary Kay fulfills that need by providing women with products that enable them to feel and look radiant, beautiful and confident. From skin care and color cosmetics to fragrance, sun care and body care, Mary Kay offers a wide range of premium-quality products to meet all beauty needs.

Mary Kay® products enjoy one of the highest levels of brand loyalty because of the company's focus on quality. Product safety and proven results are our highest priorities. Mary Kay® products are never tested on animals and use only ingredients which are scientifically proven to be safe and effective. The company stands behind its products sold by Independent Beauty Consultants with a 100 percent satisfaction guarantee.

Powerhouse Skin Care:

Mary Kay's skin care range offers products to keep skin healthy, radiant and flawless year round. From age-fighting skin care to cleansers, masks, fresheners and moisturizers, Mary Kay offers products that are great for all skin types.

Captivating Color:

Mary Kay offers an array of colorful possibilities with a broad and beautiful palette of shades to complement all skin tones. Innovative mineral-based formulas provide buildable coverage and long-lasting color while providing the skin-benefiting effects of vitamins and antioxidants. For the eyes, lips, cheeks and face, Mary Kay provides diverse products in head-turning hues. Mary Kay also offers a refillable and customizable compact with endless possibilities for creating a look that expresses each woman's individual style.

The Perfect Fragrance:

Women and men can create a signature scent style with Mary Kay's selection of romantic florals, energetic fruity scents or woody musks. With six modern, exuberant and exhilarating women's perfumes and four contemporary, earthy and intriguing men's colognes, the notes of Mary Kay scents ring true with statement-making fragrances.

Sun Care Protection:

The Mary Kay® Sun Care Collection includes products to help protect the skin from the sun's harmful rays, as well as offerings to revitalize and soothe skin after time in the sun. Mary Kay also offers an alternative to the sun with a subtle tanning lotion that gradually provides skin with a light, healthy-looking glow.

Pampering Body Care:

Mary Kay offers an array of products that are both functional and luxuriant. The choices in body care include cleansing, buffing and moisturizing basics which also serve to revitalize, soothe and beautify skin. Mary Kay body care products soothe, cleanse, exfoliate and invigorate the hands, feet and entire body.

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MARY KAY: The Company

Mary Kay Inc. 2008 Fact Sheet

Mary Kay Ash founded Mary Kay Cosmetics on Sept. 13, 1963, with her life savings of \$5,000 and the support of her 20-year-old son, Richard Rogers. Today, Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the world, generating wholesale sales of \$2.4 billion in 2007. Mary Kay® products are sold in more than 35 markets worldwide and the company's global independent sales force exceeds 1.8 million. Led by President and CEO David Holl and the company's global executive team, Mary Kay Inc.'s 5,000 employees worldwide continue to fulfill Mary Kay Ash's mission of enriching women's lives. Mary Kay's son and company co-founder, Richard Rogers, continues to serve as executive chairman.

The Independent Sales Force:

More than 1.8 million people sell Mary Kay® products worldwide. The leaders in the independent sales force are Independent National Sales Directors and Independent Sales Directors. Throughout the company's 45-year history, some 500 women worldwide have risen to the rank of Independent National Sales Director, the pinnacle of achievement in the independent sales force. Approximately 34,000 women across the world currently hold the position of Independent Sales Director, with approximately 13,000 of them located in the United States. To learn more about starting a Mary Kay business, go to www.marykay.com. For more information on direct selling, log on to the Direct Selling Association's Web site at www.dsa.org.

The Products

Mary Kay Inc. produces more than 200 premium products in its state-of-the-art manufacturing facilities in Dallas, Texas, and Hangzhou, China. All products sold in the United States are manufactured in the Dallas facility or by third-party suppliers who manufacture products to Mary Kay's strict, premium-quality standards. In a typical year, Mary Kay spends millions of dollars and conducts more than 300,000 tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance. Mary Kay does not conduct animal testing and has not conducted or requested on its behalf any testing of products or ingredients on animals in more than 15 years. The company actively supports the research of alternative testing methods. To learn more about quality standards in the cosmetics industry, visit the Personal Care Products Council's Web site at www.personalcarecouncil.org.

The Heart

Mary Kay Ash established the Mary Kay Ash Charitable Foundation in 1996, a nonprofit public foundation that provides funding for research of leading cancers affecting women. In 2001, the foundation expanded its mission to support efforts to both prevent violence against women and help women who have been victims of abuse. Since its inception, the Mary Kay Ash Charitable Foundation has given nearly \$22 million to these two important causes. To learn more about the Mary Kay Ash Charitable Foundation, visit www.mkacf.org.

The World

Mary Kay® products are sold in more than 35 markets around the world. Mary Kay opened its first international market, Australia, in 1971, and its most recent, India, in 2007. Three of Mary Kay's top international markets are China, Russia and Mexico.

The Pink Cadillac

Company founder Mary Kay Ash was a big believer in rewarding top independent sales force members with cars, dream vacations, diamonds and other lavish items she often referred to as "Cinderella gifts." Among these is one of the most well-known symbols of an independent sales force member's success – the pink Cadillac. Currently, some 1,900 independent sales force members in the U.S. have earned the privilege to drive a Mary Kay pink Cadillac. Along with the pink Cadillac, Mary Kay offers a variety of car options worldwide through the Mary Kay Career Car Program. Currently more than 12,000 women worldwide have earned the use of a Mary Kay Career Car. In the U.S., independent sales force members can earn the use of the Pontiac Vibe, Pontiac G6, Saturn Vue, Saturn Aura and six different models of the pink Cadillac, including the sporty XLR convertible and luxurious Escalade SUV. In the company's international markets, independent sales force members can earn the use of other car models, including BMW, Mercedes, Peugeot and Toyota.

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MARY KAY: The Heart

Mary Kay Ash Charitable Foundation and Mary Kay Inc.'s Corporate Social Responsibility

Mary Kay Ash was known as an innovative business leader with a big heart. Her mission was always to enrich women's lives and she dedicated herself to improving the quality of life for women around the world. Through the Mary Kay Ash Charitable Foundation (MKACF), the efforts of the independent sales force and Mary Kay Inc.'s corporate social responsibility initiatives, the lives of women around the world have indeed been enriched.

Mary Kay Ash Charitable Foundation

After watching her husband, Mel Ash, lose his battle with cancer in 1980, Mary Kay became committed to the fight to find a cure for this disease. She twice served as honorary chairman of the Texas Breast Screening Project and was instrumental in helping pass legislation in Texas for insurance coverage of mammograms. She was also active in raising funds for cancer research programs through the Susan G. Komen Breast Cancer Foundation and the American Cancer Society. After being a cancer awareness advocate for years, Mary Kay established the Mary Kay Ash Charitable Foundation (MKACF) in 1996, a nonprofit public foundation that provides funding for research of cancers affecting women. In 2001, the MKACF expanded its mission to support efforts to prevent violence against women and help women who have been victims of abuse. Since 2000, the MKACF has awarded 822 grants to women's shelters across the country totaling more than \$11 million. In total, the Mary Kay Ash Charitable Foundation has donated nearly \$22 million to its two missions of funding cancer research and domestic violence prevention.

Mary Kay Inc.'s Corporate Social Responsibility

Mary Kay Inc. has long been considered a leader in corporate social responsibility. In 2007, the *Dallas Business Journal* ranked Mary Kay number two on its list of top local corporate philanthropists. Mary Kay Inc. has provided financial support to several organizations who have joined the battle against cancer and domestic violence, including The Family Place, a Dallas shelter for women and children who are victims of abuse; Salvation Army; Red Cross; Volunteer Center of Dallas County and American Cancer Society.

Through its corporate social responsibility initiative, Pink Changing LivesSM, Mary Kay Inc.'s financial and product donations center on changing the lives of women and children around the world with a focus on the prevention of violence against women. For the first time ever, Mary Kay Inc. is conducting a global cause marketing campaign, Beauty that CountsTM. Mary Kay Inc. will donate 100 percent of its profits from sales of one of its regular-line lipsticks to charitable organizations around the world that support women and children. As part of this effort, in the United States, Mary Kay Inc. is supporting Break The Cycle, a charitable organization whose mission is to engage, educate and empower youth to build lives and communities free from domestic and dating violence. Mary Kay Inc. previously underwrote two groundbreaking documentaries addressing domestic violence: "Breaking the Silence: Journeys of Hope" and "Breaking the Silence: Children's Stories" both of which aired nationally on PBS stations.

Mary Kay Inc.'s corporate social responsibility also extends to the environment. For example, as a part of its current Pink Doing Green initiative, Mary Kay Inc. will plant 100,000 trees in North America in partnership with the Arbor Day Foundation and the U.S. Forest Service. Mary Kay Inc. also has an extensive recycling program and is embarking on a groundbreaking initiative to turn waste from its manufacturing process into usable energy. In addition, Mary Kay Inc. has sponsored the construction of six Habitat for Humanity homes across the country.

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MARY KAY: The Independent Sales Force

Enriching Women's Lives

The Mary Kay business model is simple. All independent sales force members purchase products from Mary Kay Inc. at a set wholesale price and then sell the products directly to consumers at a retail price. This is direct sales. Worldwide, approximately 1.8 million women are taking advantage of the direct sales business model by being Mary Kay Independent Beauty Consultants.

With flexible hours, a clearly defined business plan and an open-ended opportunity to achieve personal growth and financial success, a Mary Kay business is the ideal choice for women of all backgrounds. A Mary Kay Independent Beauty Consultant owns her own independent business, sets her own schedule, builds her own customer base and determines her own level of success. She is her own boss.

Each Mary Kay Independent Beauty Consultant provides her customers with one-on-one beauty advice and the latest information and instruction on skin care, color cosmetics and application techniques, typically in the privacy of the customer's own home or office. Customers are taught to apply the products themselves so they can easily replicate the results. In addition to the opportunity to try products prior to purchase, all Mary Kay® products are backed by a 100-percent, money-back satisfaction guarantee when sold by a Mary Kay independent sales force member.

Starting a Mary Kay independent business costs as little as \$100 (plus tax and shipping) for a starter kit and educational materials. Every Mary Kay business owner starts as an Independent Beauty Consultant and some decide to invest in additional product inventory and business tools. If she chooses, she can advance her business and become an Independent Sales Director, a leader within the independent sales force. Independent Sales Directors can become eligible for even greater financial rewards. There are some women who choose to fully maximize their earning potential and progress to Independent National Sales Director, the pinnacle of success within the Mary Kay independent sales force.

Independent Beauty Consultant:

Independent Beauty Consultants focus on the fundamentals of building a business, including establishing a customer base, selling Mary Kay® products and operating a profitable business. Some women become Independent Beauty Consultants to earn extra money for their families, while others have bigger goals, such as replacing a full-time corporate position with a flexible opportunity that puts them in greater control of their lives. As an Independent Beauty Consultant builds her business, she has the opportunity to earn the use of a Mary Kay Career Car. Independent Beauty Consultants can earn the use of a Pontiac Vibe or a Pontiac G6 through the Mary Kay Career Car Program.

Independent Sales Director:

Independent Beauty Consultants who have proven their abilities in selling and team-building can choose to advance by becoming an Independent Sales Director. Independent Sales Directors still maintain their customer base and sell Mary Kay® products while sharing the business opportunity with other women. Independent Sales Directors serve as mentors to Independent Beauty Consultants by providing ongoing leadership, guidance and recognition. Independent Sales Directors can earn additional income through commissions paid directly by Mary Kay Inc. Currently, approximately 34,000 women worldwide and 13,000 women in the United States are Mary Kay Independent Sales Directors. Independent Sales Directors can also earn the use of a Mary Kay Career Car

including the Saturn Aura and the Saturn Vue. Top Independent Sales Directors can also earn the use of one of three models of the coveted pink Cadillac: DTS sedan, CTS sedan and the SRX crossover.

Independent National Sales Director:

Reaching the highest pinnacle within the Mary Kay independent sales force are Independent National Sales Directors. Independent National Sales Directors provide leadership, mentoring and motivation to the independent sales force. Many travel extensively to conduct workshops and classes where they offer their expertise to other independent sales force members. In addition, they have been instrumental in establishing and/or building Mary Kay's presence in international markets. To date, some 500 women worldwide have achieved this prestigious position. Independent National Sales Directors also earn additional income through commissions paid directly by Mary Kay Inc. Currently, nearly 300 Independent National Sales Directors have earned more than \$1 million in lifetime commissions. In 2007, Independent National Sales Director Barbara Sunden of Old Tappan, New Jersey, was the highest-ranking member of Mary Kay's worldwide independent sales force.

Independent National Sales Directors have the opportunity to select one of six models of pink Cadillacs, including three models that are reserved only for women who have reached the position of Independent National Sales Director: STS sedan, XLR convertible and Escalade SUV.

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