

## MARY KAY: The Company

### 2011 United States 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 is one of the largest direct sellers of skin care and color cosmetics in the world with worldwide wholesale sales of \$2.5 billion. Mary Kay® products are sold in more than 35 markets worldwide, and the global Mary Kay independent sales force exceeds 2 million. Mary Kay Inc. is led by President and Chief Executive Officer David Holl and the company's executive team while Mary Kay's son and company co-founder Richard Rogers continues to serve as executive chairman. Mary Kay's employees and independent sales force members worldwide continue to fulfill Mary Kay Ash's mission of enriching women's lives. The global headquarters is located in Dallas, Texas, U.S.A.

#### The Opportunity

More than 2 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 48-year history, more than 600 independent sales force members worldwide have risen to become Independent National Sales Directors, the pinnacle of achievement in the independent sales force. Approximately 39,000 individuals across the world currently are Independent Sales Directors. To learn more about starting a Mary Kay business, go to [www.marykay.com](http://www.marykay.com). For more information on direct selling, log on to the Direct Selling Association's website at [www.dsa.org](http://www.dsa.org).

#### The Products

Mary Kay 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. To learn more about quality standards in the cosmetics industry, visit the Personal Care Products Council's website at [www.personalcarecouncil.org](http://www.personalcarecouncil.org).

#### The Heart

Mary Kay Ash founded her company on the Golden Rule and emphasized the importance of giving back to others. Because of this commitment, Mary Kay is changing the lives of women and children around the world through its corporate social responsibility efforts known as Pink Changing Lives<sup>SM</sup>. In China, Mary Kay supports efforts to help children receive a quality education. In Russia, Mary Kay supports a nonprofit organization that is known for lending highly qualified surgical assistance to children who are born with facial deformities. In the United States, Canada and Mexico, Mary Kay supports programs addressing domestic violence. As part of this effort in the United States, Mary Kay Ash established The Mary Kay Foundation<sup>SM</sup> in 1996, a nonprofit public foundation that provides funding for research of leading cancers affecting women. In 2001, The Mary Kay Foundation<sup>SM</sup> 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 Foundation<sup>SM</sup> has given nearly \$40 million to these two important causes. To learn more about The Mary Kay Foundation<sup>SM</sup>, visit [www.marykayfoundation.org](http://www.marykayfoundation.org).

### Mary Kay Global

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world. Mary Kay® products are sold in more than 35 global markets. Mary Kay opened its first international market in Australia in 1971. Since 1990, Mary Kay has experienced significant growth, opening in more than 20 new markets around the world. Mary Kay's most recent openings include India in 2007, Singapore in 2009 and Armenia in 2010. Mary Kay's largest markets include China, Mexico, Russia and the United States.

### 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 1,400 independent sales force members in the United States have earned the privilege to drive a Mary Kay pink Cadillac.

### **About Mary Kay**

Mary Kay is one of the world's largest direct selling companies with more than \$2.5 billion in annual wholesale sales worldwide. Mary Kay was founded in 1963 by Mary Kay Ash with the goal of helping women achieve personal growth and financial success. Mary Kay remains committed to enriching women's lives, and today more than 2 million people of all backgrounds are enjoying the advantages of being Mary Kay Independent Beauty Consultants. Mary Kay's high-quality skin care and color cosmetics products are sold in more than 35 countries around the world. To learn more about Mary Kay, visit [www.marykay.com](http://www.marykay.com).