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Company > Press Room > Press Releases

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MARY KAY AROUND THE
WORLD

SOCIAL RESPONSIBILITY

THE CALIFORNIA
TRANSPARENCY IN SUPPLY
CHAINS ACT OF 2010

COMPANY QUICK FACTS

BLOG

PRESS ROOM

EMPLOYMENT AT MARY KAY

CONTACT MARY KAY

THE MARY KAY FOUNDATION

PRODUCT RESEARCH &
DEVELOPMENT

OTHER MARY KAY SITES

JUST THE FAQs

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Sluggish Economy Brings Younger Faces to Mary Kay

**36 percent of new Mary Kay independent businesses are run by Gen Y
Attendance at Dallas annual convention increases with economic impact of \$33 million**

Dallas, July 19, 2012 – With a lackluster Department of Labor report of only 80,000 new jobs added nationwide last month and the onset of new college grads looking for jobs, the outlook for traditional employment is bleak for many, especially Gen Yers. Recent college grads experience a double whammy because many are saddled with student loan debt, which now exceeds credit card and mortgage debt.

The shortage of job opportunities and rising debt are two primary factors driving young adults and college grads to look for options to earn money while finding that first big job. Many are turning to Mary Kay. Economists point to direct selling as being one of the more recession-resistant industries, and this has held true for cosmetics giant Mary Kay. In the past three years, Mary Kay has seen a growth in sales and an increase in the number of people starting to sell Mary Kay beauty products.

The reality is that the faces of Mary Kay women entrepreneurs are looking younger, not only because of the skincare and color cosmetics they demonstrate and sell, but also because of a growing number of new saleswomen who are younger. More than 36 percent of new Independent Beauty Consultants in 2012 are from the Gen Y (18- to 30-year-olds) segment. Mary Kay reports 94,000 total new independent businesses were started last quarter and more than 34,000 by Gen Y.

"Gen Y has a unique set of talents and career expectations," said Sheryl Adkins-Green, Chief Marketing Officer. "They are tech-savvy and digitally connected. They want to control their destiny and are not excited about 9 to 5, one-size-fits-all positions. A Mary Kay business provides training, flexibility and it can be customized to individual goals. Plus, Mary Kay's social media presence and digital tools have proven to be extremely attractive business-building tools for Gen Y."

"People are surprised when I tell them that I'm a full-time college student who sells Mary Kay," said Lizuli Monarrez, a student at Kansas State University. "But actually, it's the perfect fit for me. Equipped with my iPad and my digital business tools, I can work my Mary Kay business around studying and classes. So not only am I earning money, I'm also learning business skills. Without question, the best part of my Mary Kay business is that it gives me an opportunity to make money to pay for college and be a debt-free graduate."

Mary Kay Inc. is hosting its annual convention in Dallas, July 18 – Aug. 4, where the success of the Company's independent sales force is celebrated. Seminar is focused on recognizing Mary Kay Independent Beauty Consultants for their achievements, while also providing education, inspiration and motivation for the year ahead. The Dallas Convention and Visitors Bureau reports a \$33 million economic impact for the city, with the event supporting 6,270 jobs in the area.

About Mary Kay

Mary Kay is one of the world's largest direct selling companies with more than \$3 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 2.4 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 cosmetic products are sold in more than 35 countries around the world. To learn more about Mary Kay, visit www.marykay.com.

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