

at-a-glance

Mary Kay's mission is to enrich women's lives.™

Mary Kay: The Woman

After retiring from a successful 25-year career in direct sales, Mary Kay Ash wanted to enrich women's lives by providing an unparalleled business opportunity that allowed women to achieve their dreams while keeping life's priorities in order.

On Sept. 13, 1963, Mary Kay, her son Richard Rogers and nine Independent Beauty Consultants opened Beauty by Mary Kay from a 500-square-foot storefront in Dallas.

Mary Kay built her Company upon the Golden Rule and the priorities of God first, family second and career third.

Mary Kay Ash was Chairman Emeritus when she passed away on Nov. 22, 2001.

In a study conducted in 2003 by Baylor University, Mary Kay Ash was named the greatest female entrepreneur in American history.

It was Mary Kay's ardent desire that women would realize and use their God-given talents. She often said, "If today one woman realizes how great she is, then it's a great day!"



Mary Kay®: The Products

The Mary Kay® product line includes more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance.

Mary Kay® products are sold in more than 35 global markets.

Mary Kay® develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China.

The Mary Kay® Compact is the most customizable, refillable compact ever created by Mary Kay® with over 18 million possible color combinations.

Mary Kay Inc. stands behind its 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purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

Mary Kay®: The Company

Mary Kay® is one of the largest direct sellers of skin care and color cosmetics in the world.

Richard Rogers, Mary Kay Ash's son, is Executive Chairman, and David Holl is President and CEO.

Mary Kay® opened its first international subsidiary in Australia in 1971 and its most recent in India in 2007, Singapore in 2009 and Armenia in 2010. Today, Mary Kay® has a strong presence in more than 35 markets throughout Europe, Asia Pacific and the Americas.

The largest markets are China, Mexico, Russia and the United States.

Mary Kay Inc. introduced the famous pink Cadillac to the U.S. independent sales force in 1969. Today, the global Mary Kay® Career Car program also includes Toyota, Mercedes, BMW and Ford models.

The Mary Kay® world headquarters is located in Addison, Texas.

Mary Kay®: The Opportunity

Starting a Mary Kay independent business is affordable. The price of the Starter Kit and educational materials varies by market.

The Mary Kay global independent sales force exceeds 2 million people.

More than 600 women worldwide have become Independent National Sales Directors, the highest pinnacle of a Mary Kay business.

Approximately 39,000 women are currently Mary Kay Independent Sales Directors worldwide.



The Mary Kay Web site address is www.marykay.com.

Mary Kay®: The Facts

Mary Kay® is sitting pretty as No. 1 on Brand Keys' 2010 Customer Loyalty Engagement Index in both the Cosmetics (Mass Merchandiser) and Moisturizing Skin Care (Mass Merchandiser) categories! According to the Brand Keys press release, winners "are those brands best able to engage consumers and create loyal customers." The current Index, according to Brand Keys, examines customers' relationships with 518 brands in 71 categories.

Mary Kay Inc. was awarded the "Do Good" stamp by the *Ladies' Home Journal* in 2009. The "Do Good" stamp was created by the magazine to recognize companies that contribute to making the world a better place. Mary Kay® was specifically honored for its combined efforts to keep women and girls safe against domestic violence.

More than 300 Independent National Sales Directors in the United States have earned more than \$1 million in commissions.

Case studies on the Mary Kay business model have been shared at the collegiate level at several prestigious universities. Professors and college textbook writers have contacted Mary Kay Inc. to learn more about Mary Kay Ash and the Company she founded.

Mary Kay Inc. appears on *Forbes'* 2002 list of the largest private companies in the United States. In 1995, criteria for the *Fortune 500* list was changed, and now the list includes only companies that make their financial information available to the general public. As a private company, Mary Kay® does not release such information and, consequently, does not appear on the list.

Mary Kay Inc. develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China. All Mary Kay® skin care and cosmetics products are scientifically formulated and packaged using the latest technology. Mary Kay® products are priced competitively to compete with other prestige brands.

Mary Kay Inc. and The Mary Kay FoundationSM built Nature Explore Classrooms at domestic violence shelters across the country — the first of their kind to be built at women's shelters. The Nature Explore Classrooms are outdoor learning spaces designed to allow the powers of nature to help children learn, play and heal from abuse.

Mary Kay®: The Heart

Mary Kay® is donating just under \$4 million USD from the 2008, 2009 and 2010 worldwide sale of *Beauty That Counts*® Mary Kay® Creme Lipstick to causes that change the lives of women and children around the world.

The Mary Kay FoundationSM has awarded \$25 million to shelters and programs addressing domestic violence and nearly \$15 million to find a cure for cancers affecting women in the United States.

As a part of its Pink Doing Green® initiative, Mary Kay Inc. planted 200,000 trees in the Bitterroot National Forest in Montana in conjunction with the Arbor Day Foundation and the United States Forest Service.

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

The information provided here is intended for the use of Mary Kay independent sales force members in responding to questions about the Company. The statements contained here are precisely worded to accurately portray this information. Should you get any inquiries from the media, please refer them to Mary Kay Inc. Corporate Communications at 972-687-5332 or corpcom@mkcorp.com.