

# MARY KAY: The Company

## 2011 Corporate Fact Sheet

Mary Kay Ash founded Mary Kay Cosmetics on Sept. 13, 1963, with her life savings of \$5,000 (USD) 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 around the world, and the global Mary Kay independent sales force exceeds 2 million. Led by President and Chief Executive Officer David Holl and the company's global executive team, Mary Kay's employees and independent sales force members worldwide continue to fulfill Mary Kay Ash's mission of enriching women's lives. The world headquarters is located in Dallas, Texas, U.S.A.

### The Opportunity

More than 2 million people sell Mary Kay® products worldwide. With flexible hours and an open-ended opportunity for success, a Mary Kay business has proven to be an ideal choice for individuals of all backgrounds. Members of the Mary Kay independent sales force are in business for themselves, set their own schedules, build their own customer bases and determine their own level of success. The leaders in the independent sales force are Mary Kay Independent National Sales Directors and Mary Kay Independent Sales Directors. During Mary Kay's 48-year history, more than 600 women worldwide have become Independent National Sales Directors, the pinnacle of achievement in the independent sales force. Approximately 39,000 individuals across the world are currently Independent Sales Directors.

### The Products

Mary Kay produces premium products in its state-of-the-art manufacturing facilities. All products adhere to Mary Kay's strict, premium-quality standards. In a typical year, Mary Kay spends millions of dollars (USD) and conducts more than 300,000 tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance.

### 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 Inc. and Mary Kay's international subsidiaries are changing the lives of women and children around the world through its corporate social responsibility efforts known as Pink Changing Lives<sup>SM</sup>. Through its *Beauty That Counts*® campaign, Mary Kay is donating just under \$4 million (USD) from the 2008, 2009 and 2010 worldwide sale of *Beauty That Counts*® Creme Lipsticks to causes that change the lives of women and children around the world.

### 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 are China, Mexico, Russia and the United States.

### **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.sg](http://www.marykay.com.sg)