

at-a-glance

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

about the company

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world. Mary Kay Inc. and its international subsidiaries achieved another year of record results in 2008, with \$2.6 billion in wholesale sales.

Richard Rogers, Mary Kay'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 and Singapore in 2009. Today, Mary Kay has a strong presence in more than 35 markets throughout Europe, Asia Pacific and the Americas.

The largest international markets are China, Mexico and Russia.

The Mary Kay Foundation has awarded \$18 million to shelters and programs addressing domestic violence and nearly \$12 million to find a cure for cancers affecting women in the United States.

about 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 their 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. 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 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.



about 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.

about the career car program

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

Since the program's inception, more than 120,000 independent sales force members have qualified or re-qualified for the use of a Career Car or elected the Cash Compensation option.

Mary Kay® Career Cars have logged an estimated 3 billion miles in the United States since the Career Car program began.

about the facts (versus fiction)



about the sales force

The Mary Kay global independent sales force includes more than 2 million people.

Approximately 500 women worldwide have become Independent National Sales Directors, the highest pinnacle of a Mary Kay business.

Approximately 36,000 women are currently Mary Kay Independent Sales Directors worldwide.

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

Fiction: Mary Kay Inc. is a *Fortune 500* company.

Fact: 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.

Fiction: More women in Mary Kay earn \$100,000 or more than in any other company.

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

Fiction: Our Web site is No. 2 in the United States for online sales, second only to www.amazon.com.

Fact: Online orders from the independent sales force account for more than 90 percent of Company revenues. Mary Kay Inc. was noted as one of the top companies in the world in online sales according to *Interactive Week* magazine, and *Women's Wear Daily* magazine listed Mary Kay as one of the Top 10 Most Visited Beauty Web Sites.

Fiction: Our products are the same as other high-end cosmetics, only for much less.

Fact: 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.

Fiction: Mary Kay management principles are taught at Harvard.

Fact: Case studies on Mary Kay's 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.

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

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.

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