

MARY KAY®

## At-A-Glance



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

We will do this in tangible ways, by offering quality products to consumers, financial opportunities to our independent sales force and fulfilling careers to our employees.

We will also reach out to the heart and spirit of women, enabling personal growth and fulfillment for the women whose lives we touch.

We will carry out our mission in a spirit of caring, living the positive values on which our Company was built.

*The information provided here is intended for the use of Mary Kay Independent Sales Directors in responding to questions about the Company. The statements contained here are precisely worded to accurately portray this information. Please do not rephrase these statements. Should you get any inquiries from news media, please refer them to the Company at (972) 687-5332.*

## Mary Kay Inc.

Mary Kay Ash "retired" in 1963 after a successful 25-year career in direct selling. Setting out to write a book, she developed instead a business plan for a direct-selling company based on the concept of providing unlimited opportunity for women. Pursuing this dream, she committed her entire life savings – \$5,000 – to launching her new company. But a month before opening, her husband died suddenly. Just when it seemed she would have to give up her dream, her 20-year-old son, Richard Rogers, volunteered to give up his job to help with the new company.

- On September 13, 1963, Mary Kay, Richard and nine Independent Beauty Consultants opened Mary Kay Cosmetics from a 500-square-foot storefront in Dallas.
- By 1966, annual sales reached \$1 million. In 1968, the Company went public. In 1971, the Company opened its first international subsidiary in Australia. In 1976, the Company was listed on the New York Stock Exchange.

In 1985, the Company returned to private ownership through a management-led leveraged buyout.

- Mary Kay Inc. achieved another year of record results in 2003 with nearly \$1.8 billion in wholesale sales.
- Mary Kay Ash was chairman emeritus until she passed away on Nov. 22, 2001. Richard Rogers is CEO, and Tom Whatley is president, sales and marketing.
- The Company has always held firmly to the principles on which it was based: The Golden Rule (Do unto others as you would have them do unto you.) and Mary Kay's motto: God first. Family second. Career third.

## People

- More than 1.1 million Mary Kay Independent Beauty Consultants and Independent Sales Directors serve customers in more than 30 markets worldwide. All are independent business people operating their own Mary Kay businesses.
- Fewer than 350 women worldwide have attained the position of Independent National Sales Director and have average incomes from their Mary Kay businesses well into six figures annually.
- More than 14,000 women are currently Mary Kay Independent Sales Directors in the U.S.
- The founding principles of Mary Kay Ash have long been embraced by the independent sales force and are even stronger today than ever before. While the sales force continues to embody these core philosophies, the Independent National Sales Directors continue to teach them worldwide.
- Mary Kay had more than 3,600 global corporate employees as of January 1, 2004.

## Products

- The Mary Kay® product line includes more than 200 products in seven different categories: facial skin care, color cosmetics, nail care, body care, sun protection, fragrances and men's skin care.
- In December 2001, the Company launched its MK Signature™ products... a wider variety of shades in new, sleek platinum packaging with gold accents. MK Signature™ products' outer cartons feature vibrant, hot-pink designs.
- Products manufactured at the Dallas site are shipped to each of the Company's five regional branches, assuring timely delivery for Independent Beauty Consultants and their customers.
- State-of-the-art manufacturing facilities are located in Dallas and China.

## Cars

- Among the many recognition programs offered by Mary Kay is the famous Career Car program (which now, in addition to the renowned pink Cadillac, includes a Pontiac Grand Prix and a Pontiac Grand Am). Mary Kay offers similar Career Car programs in many of its international markets.
- Independent Beauty Consultants and Independent Sales Directors earn the use of these cars through outstanding sales and recruiting.
- There are now nearly 10,000 of these cars being driven in the U.S. Since the inception of the Career Car program, Mary Kay Inc. has awarded the use of more than 80,000 cars to its independent sales force.

## Other Topics

- The Company neither conducts nor causes testing of its products or ingredients on laboratory animals. The Company is an active participant in programs to develop alternative testing methods.
- Mary Kay Inc. has been widely recognized by such organizations as the U.S. Environmental Protection Agency and the United Nations Environmental Program for its efforts to preserve the environment by using recycled packaging materials and eliminating unnecessary packaging.
- Seminar, Mary Kay Inc.'s annual convention, draws more than 55,000 Independent Beauty Consultants and Independent Sales Directors to Dallas for five consecutive three-day sessions each summer.
- The Mary Kay Inc. world headquarters is located in North Dallas. The 13-story building is approximately 600,000 square feet and has enough room for 1,200 employees.
- Mary Kay Inc. was one of 20 companies profiled in the 1996 book, *Forbes Greatest Business Stories of All Time*, and Mary Kay Ash was the only woman business founder in the book.
- Mary Kay Inc. has been named three times as one of *The 100 Best Companies to Work for in America* (1984, 1993, 1998) and as one of the "10 Best Companies for Women to Work For."
- The Mary Kay Ash Charitable Foundation was created in 1996 to fund research of cancers affecting women, and in 2000 it expanded its mission to include the prevention of violence against women.

- Approximately 85 percent of Mary Kay revenues come from Internet ordering. Mary Kay Inc. was noted as one of the top companies in the world in online sales according to *Interactive Week* magazine.
- The Mary Kay Web site address is: [www.marykay.com](http://www.marykay.com)

## International

Mary Kay opened its first international subsidiary in Australia in 1971. Today Mary Kay has a strong presence in Europe, Asia Pacific and the Americas. The international markets with the most Independent Beauty Consultants are Mexico, China and Russia. Mary Kay operates in:

Argentina	Guatemala	Russia
Australia	Hong Kong	Slovakia
Brazil	Kazakhstan	Spain
Canada	Korea	Sweden
China	Malaysia	Switzerland
Czech Republic	Mexico	Taiwan
Dominican Republic	Netherlands	Ukraine
El Salvador	New Zealand	United Kingdom
Finland	Norway	Uruguay
Germany	Philippines	U.S.A.
	Poland	
	Portugal	