

## MARY KAY: The Heart

### Pink Changing Lives<sup>SM</sup>

Mary Kay Ash was known as an innovative business leader with a big heart. Her mission was always to enrich women's lives. She dedicated herself to improving the quality of life for women around the world. With the efforts of the independent sales force and Mary Kay Inc.'s corporate social responsibility initiatives, the lives of women around the world have indeed been enriched.

Through its corporate social responsibility initiative, Pink Changing Lives<sup>SM</sup>, Mary Kay's financial and product donations center on changing the lives of women and children around the world with a focus on the prevention of violence against women. In 2008, Mary Kay conducted its first global cause marketing campaign, *Beauty That Counts*<sup>TM</sup>. Through this effort, Mary Kay will donate nearly \$2 million worldwide to organizations that impact the quality of life of women and children. Mary Kay is again undertaking this global cause marketing campaign in 2009. Each market that sells Mary Kay<sup>®</sup> products will select two shades of Mary Kay<sup>®</sup> Creme Lipstick for the campaign. In the United States, \$1 from the purchase of the selected shades will benefit *Beauty That Counts*<sup>TM</sup>.

Mary Kay has long been considered a leader in corporate social responsibility both globally and in North America. In the United States, Mary Kay Inc. has provided financial support to several organizations that have joined the battle against cancer and domestic violence, including hundreds of women's shelters; Salvation Army; Red Cross; American Cancer Society; and Break the Cycle, an organization dedicated to ending teen dating violence. In addition, Mary Kay Inc. previously underwrote two groundbreaking documentaries addressing domestic violence: "Breaking the Silence: Journeys of Hope" and "Breaking the Silence: Children's Stories" both of which aired nationally on PBS stations. Mary Kay Inc. has sponsored the construction of seven homes across the country through its partnership with Habitat for Humanity. For its efforts, the *Dallas Business Journal* ranked Mary Kay second on its list of top local corporate philanthropists in 2007 and 2008.

Mary Kay Inc. also serves as the primary financial supporter of The Mary Kay Foundation. After watching her husband, Mel Ash, lose his battle with cancer in 1980, Mary Kay Ash became committed to the fight to find a cure for this disease. She twice served as honorary chairman of the Texas Breast Screening Project and was instrumental in helping pass legislation in Texas for insurance coverage of mammograms. She also was active in raising funds for cancer research programs through Susan G. Komen for the Cure and the American Cancer Society. After being a cancer awareness advocate for years, Mary Kay Ash established The Mary Kay Foundation in 1996, a nonprofit public foundation that provides funding for research of cancers affecting women. In 2001, The Mary Kay Foundation expanded its mission to support efforts to prevent violence against women and help women who have been victims of abuse. Since 2000, The Mary Kay Foundation has awarded more than \$18 million to shelters and programs addressing domestic violence prevention and nearly \$12 million to cancer researchers and related causes throughout the United States.

Mary Kay's corporate social responsibility extends to the environment. As a part of its current Pink Doing Green<sup>SM</sup> initiative, Mary Kay Inc. planted 200,000 trees in North America in partnership with the Arbor Day Foundation and the United States Forest Service in 2009. Mary Kay Inc. also has an extensive recycling program and is embarking on a groundbreaking initiative to turn waste from its manufacturing process into usable energy.

About Mary Kay

Mary Kay, one of the largest direct sellers of skin care and color cosmetics, realized another year of record results. In 2008, Mary Kay Inc. and its international subsidiaries achieved \$2.6 billion in wholesale sales worldwide. Mary Kay<sup>®</sup> products are sold in more than 35 markets worldwide, and the global Mary Kay independent sales force exceeds 2 million. To learn more about Mary Kay, log on to [www.marykay.com](http://www.marykay.com) or call 1-800-MARY KAY (1-800-627-9529).

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