

MARY KAY

2024 SUSTAINABILITY REPORT



ENVIRONMENTAL



SOCIAL



ECONOMIC

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Sustainability

SUSTAINABILITY AT MARY KAY

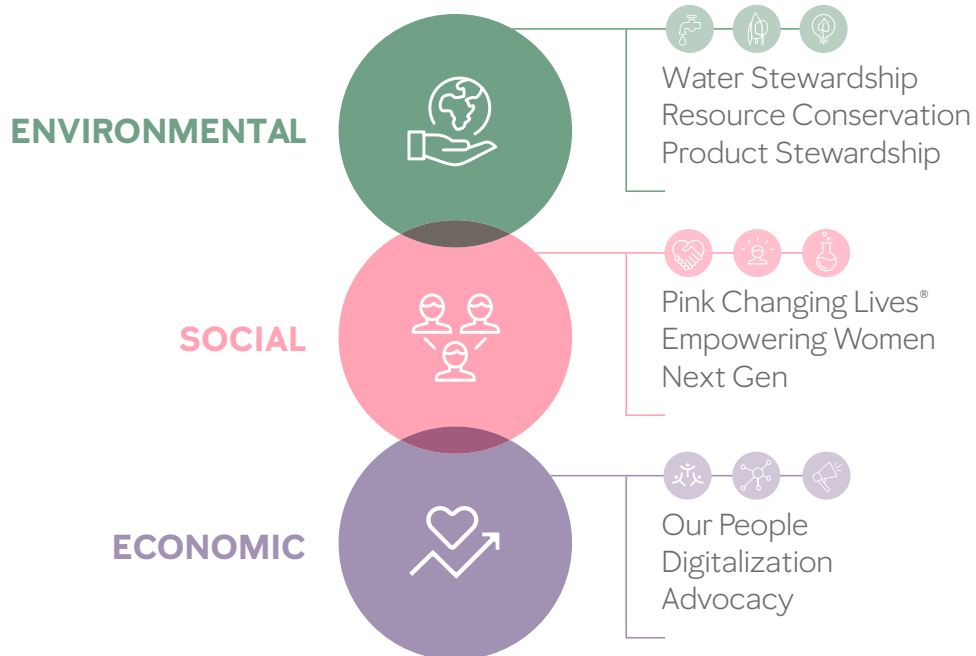
VISION

At the heart of our sustainability efforts are three pillars: **environmental, social, and economic sustainability**. We recognize that true sustainability is not just about reducing our carbon footprint or recycling; it's about creating a business model that values and uplifts every individual, especially women, fosters social well-being, and ensures economic growth that benefits everyone.

Global Alignment: Mary Kay is a member of the United Nations Global Compact (UNGC). Our company initiatives and external programs and partnerships are aligned with the United Nation's Sustainable Development Goals (SDGs).



SUSTAINABILITY AT MARY KAY



60 YEARS OF SUSTAINABLE BEAUTY

Sustainability, in its broadest sense—encompassing environmental, social, and economic aspects—has deep roots in the Mary Kay story and has been integral to our company culture from the beginning. Mary Kay's mission of **enriching women's lives** as well as its approach to sustainability and corporate social responsibility exemplify what positive impact means for Mary Kay, Independent Beauty Consultants, their customers, and the planet.

1963

Breaking Barriers

On Sept. 13, 1963, Mary Kay opened the doors of a small storefront in Dallas, proudly displaying its line of nine beauty products. An iconic entrepreneurial business history that has been studied at universities all over the world.

1980

Women on the Hill

Mary Kay representatives and IBCs advocate for Congress and state legislatures on issues including insurance coverage for mammograms, the Violence Against Women Act reauthorization, and teen dating violence awareness and prevention.

1986

Pioneering Refillable Makeup

The Mary Kay® refillable compact is introduced. The demand is so strong that the company puts an ordering limit per Independent Beauty Consultant (IBC).



1996

Laying the Foundations

In the U.S., launch of the Mary Kay Charitable Foundation® to support research to end cancers affecting women – a cause dear to Mary Kay Ash's heart and, in 2000, to end domestic violence.

Mary Kay Ash

FOUNDATION™

1993

Best Company for Women



For the second time, The 100 Best Companies to Work for in America recognizes Mary Kay (1984 and 1993). Mary Kay is also listed as one of the 10 best companies for women to work.

1987

Water and Land Conservation

A partnership that runs deep with The Nature Conservancy is formed to support land and water conservation efforts globally.



2001

Economic Empowerment

Mary Kay China establishes the Mary Kay Women's Small Business Fund co-organized by the All-China Women's Federation (ACWF), which offers zero-interest, one-year loans designed to help unemployed, underprivileged women establish their own small businesses. The Fund still operates today.

2008

One Lipstick Can

Introducing Pink Changing Lives®, Mary Kay's global cause empowerment program, donating a portion of the proceeds of the sale of specific products to nonprofits dedicated to enriching women's lives.



2010

Caps & Cases Recycling

Mary Kay launches the Pink Doing Green® recycling program with the Arbor Day Foundation. By the end of 2012, 400,000 trees are planted.



2023 SUSTAINABILITY IMPACT

ECONOMIC

CELEBRATING 60 YEARS



THEN. NOW. ALWAYS.
MARY KAY

Mary Kay celebrates its 60th anniversary of enriching the lives of millions of women in over 35 markets and is named #1 Direct Selling brand of Skin Care and Color Cosmetics in the World by Euromonitor International.

Source: Euromonitor International Limited, Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data.

600,000+ WOMEN

positively impacted globally through the Women's Entrepreneurship Accelerator powered by Mary Kay (as of December 2023)



WOMEN REPRESENTATION AT MARY KAY

63%

of our global workforce

54%

of our executive team

63%

of our R&D team

57%

of the leadership positions in our top 10 markets are held by women

Source: Women Representation & Leadership at Mary Kay (May 2024)

ENVIRONMENTAL

100,000

GALLONS SAVED MONTHLY¹



572,000

GALLONS SAVED ANNUALLY²



at Mary Kay's global manufacturing facilities in Lewisville, Texas and Hangzhou, China



30% CURRENT RATE OF POST-CONSUMER RECYCLED PAPER CONTENT

for product paper inserts printed at the Mary Kay Print Center

1.4 MILLION

trees planted around the world in partnership with the Arbor Day Foundation



100% BIODEGRADABLE PACKING MATERIALS

made from corn and potato starch are used to ship millions of Mary Kay® products every year



100% RENEWABLE ENERGY

powers Mary Kay's global manufacturing and R&D facility, as well as other Texas-based facilities

¹In August 2023, Mary Kay implemented an improvement (shutting off sample ports) that is projected to save approximately 100,000 gallons per month in our R3 site.

²Between 2021 and 2023, Mary Kay optimized several manufacturing cleaning processes which resulted in saving a projected 572,000 gallons of water each year based on production forecast in our R3 site.



100+ OCEAN AND WETLANDS CONSERVATION PROJECTS

supported by Mary Kay through its 36 - year partnership with The Nature Conservancy

SOCIAL



YOUNG WOMEN IN STEM

29 grants¹ and \$195,000 awarded to young women pursuing their dreams in STEM-related fields

\$225 MILLION DONATED

in monetary and product by Mary Kay and its four company-sponsored foundations globally²

\$18 MILLION DONATED

Through Pink Changing Lives® to enrich women's lives around the world³

PINK CHANGING LIVES
MARY KAY

¹Since 2020
²Since 1996
³Since 2008



ENVIRONMENTAL SUSTAINABILITY



MARY KAY



WATER STEWARDSHIP

Healthy oceans, healthy planet

For 36 years, Mary Kay has partnered with The Nature Conservancy (TNC) to tackle ocean health and coral reef awareness the world over. Nearly 50% of the Earth's coral reefs have been lost. Mary Kay supports TNC's work to actively identify, protect, and grow a global network of resilient reef systems called "super reefs" that can survive in a warming ocean. As a global sustainability advocate, Mary Kay continues to make strides in corporate water stewardship at its manufacturing sites around the world.

RESOURCE CONSERVATION

Good things come in trees

Since 2008, Mary Kay has partnered with The Arbor Day Foundation to support reforestation efforts around the world. To date, Mary Kay has completed more than 30 reforestation projects across nine countries, planting more than 1.4 million trees in partnership with The Arbor Day Foundation. Mary Kay celebrated International Day of Forests by highlighting its certification from the Forest Stewardship Council® (FSC®). Mary Kay has a commitment to supporting responsible forestry by using certified sustainable paper sources for paper inserts, distribution cases and shipping boxes.



PRODUCT STEWARDSHIP

Where we source matters

Mary Kay is committed to product stewardship and gives special consideration to the environmental impact of a product over its entire lifecycle. In 2023, Mary Kay joined the Global Shea Alliance (GSA) to support initiatives aimed at enhancing the economic well-being of Shea collectors and processors while restoring degraded parklands in West Africa. Together with the GSA, Mary Kay hopes to help establish new industry standards for social and environmental responsibility for the 16 million women and their families who depend on Shea every day.

MARY KAY

WATER STEWARDSHIP

WATER AT MARY KAY

Water, a fundamental and precious resource, is at the center of sustainability and crucial to Mary Kay's manufacturing process. As a global sustainability advocate, the company is committed to reducing water utilization at its global manufacturing facilities in Lewisville, Texas and Hangzhou, China.

Mary Kay has a commitment to monitor our water usage as we work cross-functionally to continually improve on our comprehensive water dashboard to automate the collection of water usage data at our manufacturing site. Our goal is to improve accuracy and identify other advancements while being a responsible water steward in our local community.

100,000 **572,000**

GALLONS SAVED MONTHLY¹ GALLONS SAVED ANNUALLY²



Global Alignment: Mary Kay is a signatory to two crucial causes addressing global water challenges through corporate water stewardship: the *CEO Water Mandate* and the *United Nations Global Compact's Sustainable Ocean Principles*.

OCEAN CONSERVATION: "SUPER REEFS"

Through its partnership with **The Nature Conservancy**, Mary Kay supports the "Super Reefs" initiative which identifies, protects, and grows a global network of highly resilient coral reefs that can survive in a warming ocean.

The Super Reefs team brings together reef governments and communities with experts in ocean science, conservation, and management from **Woods Hole Oceanographic Institution, Stanford University, and The Nature Conservancy**, along with private sector support from Mary Kay.

Several areas of interest have been identified including Hawaii, Palau, the Marshall Islands, and Belize.

36

YEARS OF PARTNERSHIP

100

CONSERVATION PROJECTS SUPPORTED WORLDWIDE



NEARLY 50% OF THE EARTH'S CORAL REEFS HAVE BEEN LOST TO DATE.

ADVOCACY FOR WOMEN LEADERS IN CONSERVATION



Mary Kay Portugal's General Manager, Sandra Silva, was invited to speak at the 10th World Ocean Summit in Lisbon.

The panel "Putting Coral Reef Restoration at the Heart of Ocean Conservation Action" held during the Economist Impact's 10th World Ocean Summit in Lisbon, Portugal, allowed Mary Kay to highlight women's crucial role in ocean conservation and to showcase our partnership with **The Nature Conservancy** as a best practice of private sector engagement.

[WATCH THE PANEL HERE](#)



¹In August 2023, Mary Kay implemented an improvement (shutting off sample parts) that is projected to save approximately 100,000 gallons per month in our R3 site.

²Between 2021 and 2023, Mary Kay optimized several manufacturing cleaning processes which resulted in saving a projected 572,000 gallons of water each year based on production forecast in our R3 site.

Methodology: These projected water savings are calculated by monitoring the data pulled from our flow meters installed and brought online in 2023 and forecasting the annual projections based on daily and weekly averages. We will continue to monitor water usage and forecast savings as projections are subject to change based on external factors such as demand.

RESOURCE CONSERVATION

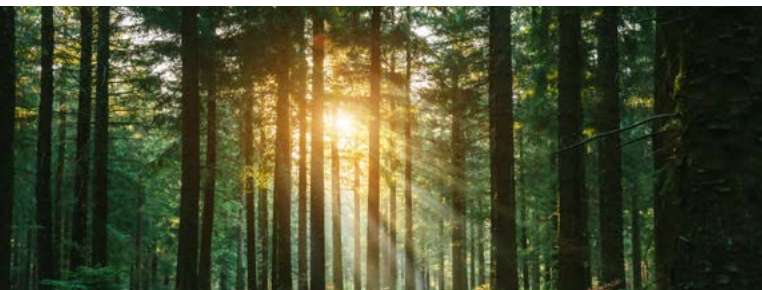
FOREST STEWARDSHIP AT MARY KAY

Mary Kay celebrated **International Day of Forests** by highlighting its certification from the **Forest Stewardship Council® (FSC®)**.

The certification applies to Mary Kay's Print and Digital Imaging Center in North Texas (FSC® C181627).

DID YOU KNOW?

The FSC® certification stands for sustainable sourcing that puts forests and people first and ensures products come from responsibly managed forests.



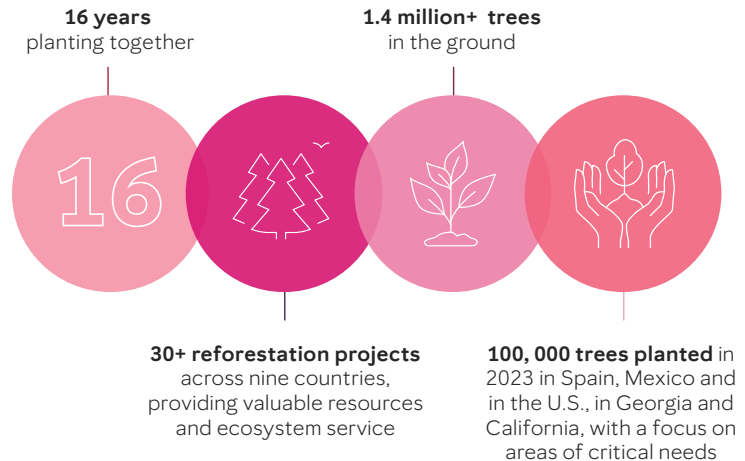
Our Commitment:

Mary Kay has a commitment to support responsible forestry by using certified sustainable paper sources for paper inserts, distribution cases and shipping boxes.

1.4 MILLION TREES PLANTED GLOBALLY

Through our partnership with **The Arbor Day Foundation**, Mary Kay is making a positive environmental impact in ecosystems where we operate around the world using reforestation and urban forestry to solve issues of climate change, community, and biodiversity.

THE ARBOR DAY PARTNERSHIP BY THE NUMBERS

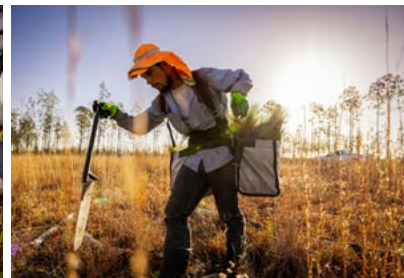


30%

Current rate of post-consumer recycled paper content for product paper inserts printed at the Mary Kay Print Center.

CONSERVATION AWARD

TxN 20 Mary Kay received an award for Leadership in Conservation and Sustainability by *Texan by Nature*, founded by former First Lady, Laura Bush.



LEARN MORE ABOUT THE FSC



PRODUCT STEWARDSHIP

We give special consideration to the environmental impacts of a product over its entire lifecycle. We are challenging ourselves to further embed sustainable practices in our business through product development, design, responsible sourcing, and using eco-friendly plastics.

SUSTAINABLE PACKAGING AT MARY KAY



Percentages of post-consumer recycled plastic may vary within a 10% margin based on availability



MARY KAY JOINS GLOBAL SHEA ALLIANCE

In 2023, Mary Kay joined **Global Shea Alliance (GSA)**, a non-profit industry association that designs, develops, and delivers strategies that drive a competitive and sustainable Shea industry worldwide.



Together with GSA, we aim to help establish new industry standards for social and environmental responsibility, foster a more resilient future for the 16 million of women in West Africa who depend on Shea and contribute to the preservation of the Shea parklands.

GOAL:

Mary Kay's priority is on assessing traceability and gaining a better understanding of how our suppliers engage with GSA.



COMBATting ENVIRONMENTAL AGING FACTORS



With 80% of skin aging coming from external factors such as UV rays and pollution, protecting the skin is crucial. At the heart of the formulas of TimeWise® Miracle Set®, the **patented TimeWise 3D® Complex** delivers three critical dimensions of skin support:

Antioxidants, Brightening and Collagen. Its effectiveness was investigated by experts in the field of pollution and environmental toxicology.

PARTNERSHIP WITH ECOVADIS

Mary Kay continues its partnership with **EcoVadis**, a third-party supplier ESG desktop assessment, that evaluates supplier actions in four main ESG areas using validated evidence: Ethics, Environment, Labor & Human Rights, and Sustainable Procurement. EcoVadis is a globally trusted platform for sustainable business ratings.



SOCIAL SUSTAINABILITY



MARY KAY

PINK CHANGING LIVES[®]

MARY KAY



PINK CHANGING LIVES[®]

The shape of our hearts

Every day, Mary Kay makes a global commitment to improve the lives of women and their families. Through our Pink Changing Lives program, we empower women, transform lives, care for the planet, and inspire others. Pink Changing Lives is entirely funded by a portion of designated product sales in participating Mary Kay markets around the world. The program has raised over \$18 million since 2008. In 2023, Mary Kay featured a limited-edition heart-shaped makeup brush through the program.

WOMEN'S EMPOWERMENT

When women advance, everyone wins

In 2019, Mary Kay joined forces with six United Nations agencies to form the Women's Entrepreneurship Accelerator (WEA), a groundbreaking partnership with a commitment to alleviate barriers to women's entrepreneurship. The Digital Innovation Challenge for Women Entrepreneurs asked women-owned and -led startups to create solutions in support of the UN' SDGs. The contest received 250 submissions from 50 countries and held a pitch event during the Commission on Status of Women (CSW67). On International Women's Entrepreneurship Day, Mary Kay became a signatory of the Women's Empowerment Principles (WEPs) in the Asia Pacific region.



NEXT GEN

Fostering the next generation of STEM women leaders

Mary Kay is committed to providing higher education grants and STEM learning opportunities to build a robust pipeline of female talent in STEM focused fields. Since 2020, the company has awarded 29 grants totaling \$195,000 to young women from over 13 countries. In celebration of the International Day of Women and Girls in Science, Mary Kay hosted a STEM Youth Summit at the Richard R. Rogers (R3) Manufacturing/R&D Center, our global facility in Texas.



MARY KAY

PINK CHANGING LIVES®

CORPORATE SOCIAL RESPONSIBILITY

Every single day, Mary Kay makes a global commitment to improve the lives of women and their families. Through our **Pink Changing Lives** program, we empower women, transform lives, care for the planet, and inspire others.

I've often said that we are doing something far more important than just selling cosmetics; we are changing lives.

Mary Kay

SINCE 2008:

6 MILLION

women and families impacted

3,250

partner organizations around the world

\$18 MILLION

DONATED

\$225 MILLION

Since 1996¹, Mary Kay and its four company sponsored foundations have contributed nearly \$225 million in documented monetary and product donations to organizations fighting cancers affecting women, helping to end domestic violence, providing education for women and girls, protecting the planet, and so much more across the globe.

¹While the company has provided philanthropic support to charitable causes for many decades, official documentation began in 1996 with the founding of the Mary Kay Ash Foundation® (U.S.).

PRODUCTS WITH A PURPOSE

Pink Changing Lives is entirely funded by a portion of certain product sales in specific markets.



In 2023, we celebrated 60 years of heart-shaped change with a limited-edition brush. Beyond the beautifully unique heart shape is the greater purpose of this product: helping women around the world.

AROUND THE WORLD, MARY KAY SUPPORTS:

WOMEN-RELATED CANCER RESEARCH AND PROGRAMS

ADVANCING ENVIRONMENTAL ISSUES

HELPING END DOMESTIC VIOLENCE

FIGHTING POVERTY

DID YOU KNOW?



In 2023, Mary Kay Ash was recognized by USA Today as one of the “100 Women of the Century” who have significantly impacted their communities and country.



PINK CHANGING LIVES® AROUND THE WORLD

PINK CHANGING LIVES®

MARY KAY

Mary Kay affiliates are making a lasting impact worldwide by providing lifesaving surgeries, helping end hunger, protecting survivors from domestic abuse, beautifying our communities, and encouraging children to follow their dreams.



SPAIN

In 2023, Spain donated €40,000 to the **FERO Foundation** to support research identifying why some patients respond to treatments of metastatic breast cancers and tumors while others do not.



CZECH REPUBLIC / SLOVAKIA

In the Czech Republic, Mary Kay partnered with **Be Charity** to support the rehabilitation of children whose families could not afford treatment. Mary Kay was nominated for the “Heart of the Poor Award” by the civic association **Majak Nadeje** in recognition of our philanthropic engagement.



GERMANY / NETHERLANDS / SWEDEN

Mary Kay partnered with **The Reiner Meutsch Foundation** to help build 10 schools in Africa, in Burkina Faso, Togo, Chad, Ethiopia, Central African Republic, Kenya, Rwanda, Malawi, Namibia, and most recently in the Ivory Coast (2023) with the completion of an elementary school for approximately 120 students.



PINK CHANGING LIVES AROUND THE WORLD



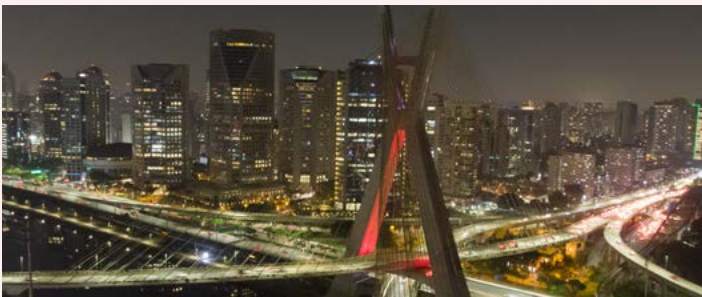
CHINA

Every child deserves a beautiful smile. As of April 2023, **Mary Kay China Charity Fund** allocated 5.1 million RMB as part of the **Smile 1000** campaign resulting in a total of 1,009 repair surgeries completed.



U.S.

In celebration of Mary Kay's 60th anniversary, the **Mary Kay Ash Foundation®** announced a donation of \$2.4 million in cancer research and domestic violence shelter grants around the country.



BRAZIL

Instituto Mary Kay was founded in 2014 with a mission to put an end to domestic violence and breast cancer. In 2023, Mary Kay Brazil and Instituto Mary Kay were awarded the Silver Award at the **ABEVD Associação Brasileira das Empresas de Venda Direta** Annual Congress for the **Red Awareness Campaign**.



CANADA

Each year, the **Mary Kay Ash Charitable Foundation** provides a \$10,000 grant to a domestic violence shelter in each of the 10 provinces in Canada. The foundation also supports the **Look Good Feel Better** program by offering beauty workshops to women going through cancer treatment.



WOMEN'S EMPOWERMENT

ADVANCING WOMEN'S ENTREPRENEURSHIP

Mary Kay stands at the forefront of change, not only championing the cause of women but also recognizing the immense power women entrepreneurs hold in shaping our global and local economies and driving meaningful change in sustainability efforts.

WOMEN'S ENTREPRENEURSHIP ACCELERATOR

In 2019, Mary Kay joined forces with six United Nations agencies to form a groundbreaking multi-stakeholder partnership: the **Women's Entrepreneurship Accelerator** also known as "WEA" with a mission focused on alleviating the barriers to women's entrepreneurship.

[LEARN MORE ABOUT WEA](#)



SINCE THE LAUNCH, WEA HAS ENGAGED:

600,000+

WOMEN

through 32 programs, trainings and activities and sensitized over seven million people to our mission.

110+

PARTNERS

in global and regional high-level events and programs.

DID YOU KNOW?

In March 2019, Mary Kay took the first step in its *Women's Empowerment Principles* journey, becoming a global signatory during the Commission on Status of Women (CSW63).

MARY KAY JOINS WEPS IN THE ASIA PACIFIC

On International Women's Entrepreneurship Day, Mary Kay Asia Pacific region joined the **Women's Empowerment Principles (WEPs)**. The WEPs provide a holistic framework for companies to promote gender equality and women's empowerment in the workplace, marketplace, and community and drive positive outcomes for society and business. In celebration, Mary Kay China released its first-ever WEPs report titled, "Thinking Like a Woman."

Recognition: Mary Kay received a Gender Equality Award from the **Central Asian Regional Economic Cooperation (CAREC)** for the *SDG Pilot Village Project* in Waipula, China, launched in partnership with the **United Nations Development Program (UNDP)** in 2017.

WEA DIGITAL INNOVATION CHALLENGE

- **250 submissions** from women-owned and -led startups received by International Telecommunication Union
- **54 countries** represented
- **10 digital best** practices selected
- **Three special winners** announced by Mary Kay during the Commission on Status of Women (CSW67)

[LEARN MORE ABOUT THE DIGITAL CHALLENGE](#)



NEXT GEN

FOSTERING YOUNG WOMEN IN STEM

As a global leader in women’s empowerment and innovative science, Mary Kay is committed to providing higher education grants and STEM learning opportunities to build or strengthen a robust pipeline of female talent in STEM focused fields.

At Mary Kay, we celebrate young women who are embracing higher education and careers in STEM areas as we continue to help narrow the gender gap and bias in scientific and related fields: **63% of our R&D team are women.**

SINCE 2020:

29

GRANTS AWARDED

\$195,500

DONATED TO
YOUNG WOMEN

Young Women in STEM Grant Program: **18**
Madam C.J. Walker Scholarships with the Society of Cosmetic Chemists sponsored by Mary Kay: **6**
Society for Investigative Dermatology: **4**
European Society for Dermatological Research: **1**

13+

COUNTRIES

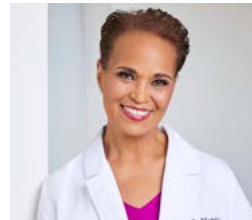
Argentina, Armenia, Australia, China, Colombia, Germany, Macedonia, Philippines, Slovakia, Turkey, the United Kingdom, Ukraine, and the U.S.



INCLUSIVE SCIENCE



Mary Kay created the **Madam C.J. Walker Scholarships program** in collaboration with the **Society of Cosmetic Chemists**. Grants are awarded to underrepresented minority students pursuing degrees in cosmetics or related sciences.



In 2023, Dr. Michelle Hines, Director of Product Formulation, Research & Development at Mary Kay, became President of the Society of Cosmetic Chemists.



STEM YOUTH SUMMIT AT R3



In celebration of the **International Day of Women and Girls in Science**, Mary Kay hosted a STEM Youth Summit at the Richard R. Rogers (R3) Manufacturing/R&D Center, the company’s global facility. Mary Kay welcomed 25 girls from under-resourced communities to learn more about professional STEM paths.

NEXT GEN

2023 YOUNG WOMEN IN STEM

Launched in 2020, the **Young Women in STEM** global grant program and social campaign helps shift the perception of “the face of science,” and encourages young women to pursue STEM-related fields of study and career paths.



SHRIYA BHAT
U.S.

Harvard Freshman, Molecular Biologist, App Developer, Researcher in Gene Therapy, and Microbial Diagnostics, Champion of Affordable Medicine

To date, Shriya has completed four years of internationally recognized independent research on inhibiting bacterial cell communication to slow its growth.



ĽUDMILA KVAŠŇOVSKÁ
SLOVAKIA

Clinical Researcher, Explorer of Novel Cancer Advancements, STEM Competition Winner

Ľudmila conducts research within healthcare that focuses on immunoregulation, liposomal treatment of breast cancer, and nanomedicine.



ANIKA DUGAL
U.S.

Computer Scientist, Founder, Girls for Algorithmic Justice, National Cyber Scholar

Anika is passionate about STEM and how it supports social justice

work. Her non-profit, “Girls for Algorithmic Justice” is the largest and first-ever algorithmic justice organization led by female students.



ANI PETROSYAN
ARMENIA

Computer Scientist, Women’s Empowerment, Founder of Girlopolis, Student in Computer Science at the University of Pennsylvania

Ani is working on projects related to Computer Vision and Natural Language Processing. She is the founder of Girlopolis, a hackathon for girls interested in business and computer science.



FLORENCIA LAROCCA
ARGENTINA

Information Systems Engineer, Women in Tech Ambassador, Advocate for LATAM NGO “Chicas en Tecnología”

Florencia believes that women in STEM bring new complex

advantages that are important in creating a diverse and successful team and that young women in the future will accomplish great things in the world of STEM.





ECONOMIC SUSTAINABILITY



MARY KAY



OUR PEOPLE

Celebrating 60 years

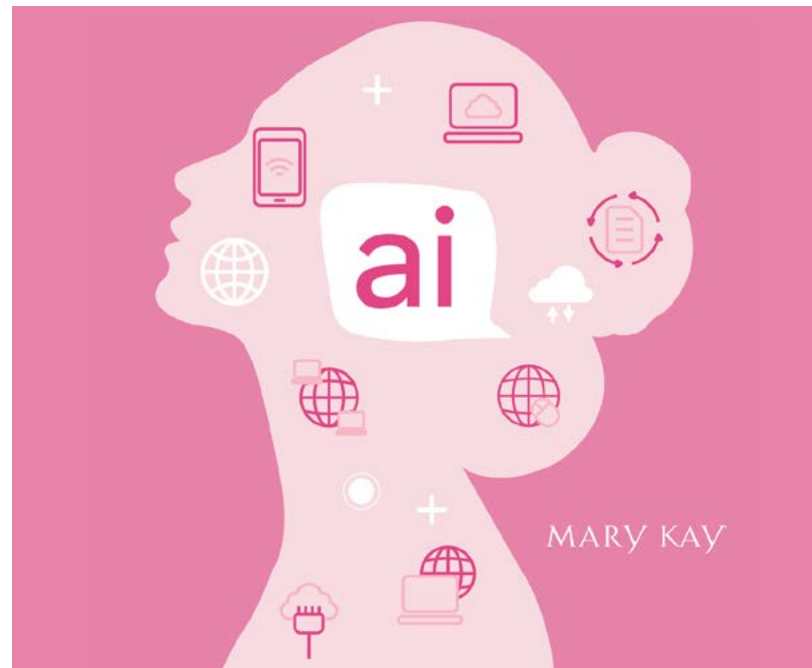
60 years ago, Mary Kay Ash created an unparalleled opportunity for women to define their own successes and control their own futures. Her vision of enriching women's lives continues: Then. Now. Always. Mary Kay, still family-owned and -led, has blossomed into a global brand with nearly 4,000 employees and millions of Mary Kay Independent Beauty Consultants in more than 35 markets. Mary Kay was named #1 Direct Selling brand of Skin Care and Color Cosmetics in the World by Euromonitor International*.

*Source: Euromonitor International Limited, Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data.

DIGITALIZATION

Digital innovation

For Mary Kay, it's mission critical: we've been accelerating our digital innovation efforts to unleash the full potential of women entrepreneurs. From revolutionizing Mary Kay's Independent Beauty Consultants' (IBCs) businesses and their customers' experience to pioneering gender equality research in algorithms and artificial intelligence – inclusive digital upskilling is the keystone of tech transformation for a sustainable future.



ADVOCACY

Lipstick and legislation

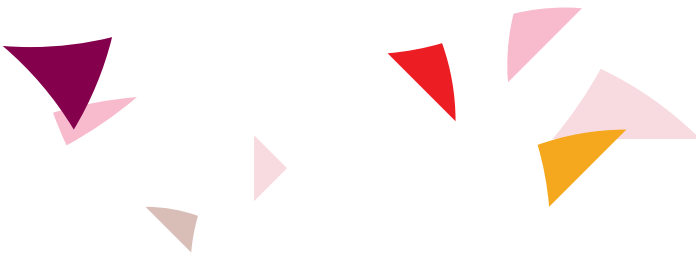
Mary Kay prioritizes doing the right thing, every time. Our deeply-rooted values have been the driving force for our success. That means aligning our business practices with environmental, social, and economic standards. We are committed to building trust and relationships through transparency and active support of causes, policies and regulations that matter for women and the communities we touch.

OUR PEOPLE



CELEBRATING 60 YEARS

Then. Now. Always. 2023 marked Mary Kay's 60th anniversary, a significant landmark in the enduring legacy of a brand built on the principles of love, resilience, and empowerment. From the day Mary Kay Ash founded this company, her dream was to provide women with opportunities to achieve their potential and realize their dreams.



I am deeply committed to ensuring that my grandmother's legacy thrives. Our mission is not just a corporate goal—it's a personal pledge, a family commitment. As we look to the future, I promise that Mary Kay Inc. will remain steadfast in its dedication to championing women, celebrating their achievements, and creating avenues for their success.

Following in the footsteps of his legendary and trailblazing grandmother, Mary Kay Ash, and his father Richard R. Rogers, **Ryan Rogers** became Chief Executive Officer of Mary Kay in January 2023.

SIX DECADES ENRICHING WOMEN'S LIVES AT ANNUAL U.S. SEMINAR

Mary Kay welcomed its global independent sales force to its hometown of Dallas to celebrate its milestone anniversary during its annual U.S. Seminar. Nearly 20,000 of independent sales force members from 28 markets attended. The two-week long event offers sessions of skill building, inspiration, leadership, recognition and rewarding success, honoring the legacy of what Mary Kay Ash started 60 years ago.



MARY KAY MUSEUM REFRESH

Voted #1 among the "Top 10 sights to see in Dallas³," the Mary Kay Museum was refurbished to be anniversary-ready. The museum boasts 3,500 square feet of display space for the public and visitors to learn about the Company's history, impact and the legacy of Mary Kay Ash, America's most famous businesswoman.



³ Poll conducted by Transition Optical and the Town of Addison.

OUR PEOPLE

MARY KAY AROUND THE WORLD

Mary Kay Ash founded her dream beauty brand in Texas in 1963 with one goal: to enrich women’s lives. That dream has blossomed into a global company with millions of independent sales force members in more than 35 markets. For 60 years, the Mary Kay opportunity has empowered women around the world to define their own futures through education, mentorship, advocacy, and innovation.

BY THE NUMBERS

- Nearly **4,000** employees
- Two state-of-the-art manufacturing facilities (U.S. and China)
- **18** distribution centers
- **35+** markets
- **Millions** of Mary Kay Independent Beauty Consultants

CHAMPIONING WOMEN AT MARY KAY

63% of our global workforce are women

54% of our executive team are women

57% of the leadership positions in our top 10 markets are held by women

63% of our R&D team are women

Source: Women Representation & Leadership at Mary Kay (May 2024)

GROWING OUR GLOBAL FOOTPRINT



In November, Mary Kay announced the expansion into Hungary. Events in Prague and Budapest celebrated the company milestone. Mary Kay Czech Republic’s offices in Prague oversee the Hungarian operations.

[LEARN MORE ABOUT HUNGARY](#)



NAMED #1 DIRECT SELLING BRAND OF SKIN CARE & COLOR COSMETICS IN THE WORLD

BY EUROMONITOR INTERNATIONAL

Source: Euromonitor International Limited, Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data.

LATIN AMERICA



#1 facial make-up & lip product brand in Latin America
#1 color cosmetic brand in Mexico
#1 direct selling brand of beauty and personal care products in Mexico

Source: Euromonitor International Limited, Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data.

DIGITALIZATION

DIGITAL INNOVATION AT MARY KAY

We are revolutionizing the ability of the Mary Kay independent sales force to unleash their full potential through digital upskilling, the development and roll-out of innovative digital tools, and award-winning apps featuring augmented reality (AR), all of which connect the Independent Beauty Consultants (IBCs) with their customers in more effective and seamless ways. We're improving not only the experience for the IBCs, but for their customers around the world.

- **The Mary Kay InTouch® mobile platform** provides millions of IBCs around the world with 24-hour access to information and services to effectively manage their Mary Kay business.



- In Europe, our award-winning **Link & Learn** is an integrated, education platform comprising a robust learning curriculum IBCs can access anytime anywhere.



- **Mary Kay® Skin Analyzer** is a tool that brings skin care and technology together at one's fingertips to help customers create a customized skin care routine.



- The newly launched **Mary Kay Interactive Catalog** brings catalogs to life with easy product ordering, GIFs and videos, shareable wish lists, instant augmented reality makeovers to apply makeup trends and color products for real life application and more.

EQUALITY RESEARCH IN AI



Addressing potential gender bias in new technologies and working to ensure that AI technology is designed to foster equality is another path for Mary Kay to demonstrate our commitment to inclusivity as core to our mission of enriching women's lives.

In 2020, Mary Kay partnered with the **Equal Rights Trust (ERT)** to pioneer a new field of research on Artificial Intelligence (AI) and to advocate for an "equality by design" approach.

The initiative culminated with the launch of a new set of legal standards in October 2023 – *The Principles on Equality by Design in Algorithmic Decision-Making*, developed by the ERT in consultation with international experts.



37%

of women worldwide do not have access to the internet.

Source: International Telecommunication Union (2022). Facts and Figures 2022 - The gender digital divide (itu.int)

Recognition: Mary Kay earned an ASTRA AWARD in the category "Continuous Education and Upskilling," by **SELDIA, the European Direct Selling Association**. The award recognizes our commitment to developing, training, and upskilling the community of employees, the IBCs as well as women entrepreneurs or aspiring entrepreneurs around the world.

[LEARN MORE ABOUT THE AWARD](#)



ADVOCACY

At Mary Kay, we advocate tirelessly for our business and our industry to continue to enrich the lives of the women we serve. We engage with a variety of stakeholders around the world from trade associations to elected officials and policy makers shining the spotlight on the economic and social impact of entrepreneurship and creating awareness of our Independent Beauty Consultants' stories of personal fulfillment.

LIPSTICK AND LEGISLATION



50+
CONGRESSIONAL
OFFICES ENGAGED

On September 13, date of the creation of Mary Kay, we took our celebrations to the U.S. capital, hosting an exclusive **Mary Kay Day on the Hill**. Company representatives and Mary Kay Independent Beauty Consultants engaged with the country's top lawmakers on the importance of fostering women's entrepreneurship, advancing product safety and innovation, international trade, and corporate social responsibility.

COSMETICS CONGRESSIONAL CHAMPIONS



Mary Kay supported the launch of the new **Congressional Cosmetics Caucus**, an initiative **endorsed by the Personal Care Products Council**

(PCPC). With a historic number of women in Congress, this caucus will give a permanent voice on Capitol Hill to those committed to promoting job growth, women leaders including women in STEM, and overall product safety, quality, and innovation for the industry.

GLOBAL ENGAGEMENT

100+ Number of trade associations Mary Kay engages around the world on a range of policy issues from direct selling and entrepreneurship to personal care and supply chain and logistics.

ANNUAL DIRECT SELLING DAY ON THE HILL



Direct Selling leaders met with Congress members to discuss the direct selling channel as a low-risk path to entrepreneurship and emphasize the importance of legislative protections for independent workers.

CALL FOR INCLUSIVE CAPITAL FOR WOMEN



In September, in conjunction with the 78th session of the UN General Assembly, the **Women's Entrepreneurship Accelerator** held a high-level event marking its fourth anniversary titled Inclusive "Capital: Empowering Women Entrepreneurs on a Global Scale" bringing together leaders to spotlight this critical issue for women entrepreneurs.

[LEARN MORE ABOUT THE WEA EVENT](#)



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