

# MARY KAY® at-a-glance!

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

## about the company

♥ **Mary Kay Inc.** is one of the largest direct sellers of skin care and color cosmetics in the world. The Company achieved another year of record results in 2004, exceeding **\$1.8 billion** in wholesale sales.

♥ **Richard Rogers**, Mary Kay's son, is Chairman and CEO, and **David Holl** is President and COO.

♥ Seminar, **Mary Kay Inc.'s** annual convention, draws nearly 50,000 **Independent Beauty Consultants** and **Independent Sales Directors to Dallas** for five consecutive three-day sessions each summer.

♥ **Mary Kay Inc.** is one of 20 company profiles in the 1996 book, **Forbes Greatest Business Stories of All Time**. **Mary Kay Ash** is the only woman featured.

♥ **The Mary Kay Ash Charitable Foundation** was established in 1996 to fund research of cancers affecting women and, in 2000, expanded its mission to include the prevention of violence against women.

♥ **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 **China, Mexico and Russia**.

In the United States, **Mary Kay** is once again the **best-selling brand** in the combined categories of facial skin care and color cosmetics.\*

**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.

## about the sales force

♥ The **Mary Kay independent sales force** includes more than **1.3 million people selling Mary Kay® products**.

♥ Nearly **400 women worldwide** have attained the position of **Independent National Sales Director** and have average annual incomes from their **Mary Kay businesses** well into six figures.

♥ Nearly **27,000 women** are currently **Mary Kay Independent Sales Directors** worldwide.

## about the products

♥ The **Mary Kay® product line** includes more than 200 premium products in six categories: **facial skin care, color cosmetics, nail care, body care, sun protection and fragrance**.

♥ **Mary Kay** develops, tests, manufactures and packages the majority of its own products at its state-of-the-art plants in **Dallas and China**.

♥ **Mary Kay** does not conduct animal testing for its products and has signed the **PETA pledge**.

## about the woman

♥ After retiring from a successful 25-year career in direct sales, **Mary Kay Ash** launched her own **direct selling company** in 1963 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 **Mary Kay Cosmetics** from a 500-square-foot storefront in **Dallas**.

## about the career car program

♥ **Mary Kay Inc.** introduced the famous **pink Cadillac** to the independent sales force in 1969. The U.S. **Career Car Program** also includes the **Pontiac Grand Prix, Pontiac Grand Am** and the **Pontiac Vibe**.

♥ Since the program's inception, more than **94,000 independent sales force members** have qualified for the use of a Career Car or elected the cash compensation option.

♥ International car programs feature **Mercedes, BMWs, Toyotas and Fords**.

\*Based on the most recent industry sales data and actual Mary Kay sales

## about the opportunity

♥ Starting a **Mary Kay independent business** in the **United States** costs as little as \$100 (plus tax and shipping) for a Starter Kit and educational materials.

## about our best-selling products

**TimeWise® 3-In-1 Cleanser** – Combines cleansing, exfoliating and freshening all in one simple step. Blending advanced ingredients with the patented TimeWise® complex, this cleanser effectively clears away impurities as it begins the process to erase the visible signs of aging.



**TimeWise® Age-Fighting Moisturizer** – This moisturizer achieves maximum results when applied immediately following the TimeWise® 3-In-1 Cleanser. With the patented TimeWise® complex at its core, the moisturizer effectively reduces the appearance of fine lines to restore a more youthful appearance.



**TimeWise® Day Solution With Sunscreen SPF 15\*\*** – Protects skin from damaging UV rays. Botanical extracts support the skin's daytime energy needs, resulting in skin that feels revitalized. Contains Retinyl Palmitate to boost the skin's own ability to produce collagen.



**TimeWise® Night Solution** – Supplies a highly effective blend of vitamin derivatives and innovative ingredients that over time will reduce the appearance of fine lines and wrinkles.



**Satin Hands® Pampering Set** – One of our most popular pampering products, this set is a super-softening treat for the hands and includes a Satin Hands® Cleansing Gel, Buffing Cream and Hand Cream, and Extra Emollient Night Cream with easy-to-follow instructions.



## 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

## did you know that in 2004...

Total lipsticks sold: **10.6 million**

Top four MK Signature™ Creme Lipstick shades: **Raisinberry, Mocha Freeze, Downtown Brown and Frosted Rose**

Total lip glosses sold: **7.5 million**

Most popular MK Signature™ Lip Gloss shade: **Cream & Sugar**

Total eye colors sold: **18.7 million**

Most popular MK Signature™ Eye Color shade: **Spun Silk**

Total cheek colors sold: **5.6 million**

Most popular MK Signature™ Cheek Color: **Mocha Blush**

## about the facts (versus fiction)

♥ **Fiction:** Mary Kay is as well-known as Coca-Cola® throughout the world.

**Fact:** To say that **Mary Kay** is as recognizable as Coca-Cola® is a subjective statement and impossible to measure. (Coca-Cola® is a registered trademark of the Coca-Cola Company.)

♥ **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:** Eighty percent of **all women millionaires** in the world are in **Mary Kay**.

**Fact:** More than **200 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](http://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 plants 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.

The Mary Kay Web site address is: [www.marykay.com](http://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.

†U.S. Patent No. 6,495,126 and other Pats. Pend.

\*\*Over-the-counter drug product