

separating

# FACT from fiction

income:

fiction:

Eighty percent of all women millionaires in the world are in Mary Kay Inc.

FACTS:



- ✓ More than 300 women worldwide have attained the position of Independent National Sales Director, the highest status in the independent sales force. Over 200 Independent National Sales Directors in the United States have earned more than \$1 million in commissions.
- ✓ More than 20,000 women worldwide are currently Mary Kay Independent Sales Directors. In the United States, there are currently more than 14,000 women in this position.
- ✓ The Company awards more than \$50 million annually in incentive awards to Independent Beauty Consultants and Independent Sales Directors.

market share:

fiction:

Eighty-seven percent of all women who have tried Mary Kay® products use them for the rest of their lives.

Mary Kay is as well-known as Coca-Cola® throughout the world.

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

FACTS:



- ✓ In the United States, Mary Kay is once again the best-selling brand in the combined categories of facial skin care and color cosmetics.\*
- ✓ 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.*)
- ✓ Mary Kay Inc. appears on *Forbes* 2002 list of the largest private companies in the United States. Mary Kay ranks number 166 on the list, up from number 210 in 2001.
- ✓ In 1995, criteria for the *Fortune* 500 list was changed, and now the list only includes 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.

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

the dream grows on:

Global  
Company  
Sales  
Milestones:

FACTS:



- 1963: Mary Kay Ash opens her Company with \$5,000 from her personal savings.
- 1983: Wholesale sales exceed \$300 million.
- 1991: Wholesale sales exceed \$500 million.
- 1993: Wholesale sales exceed \$735 million.
- 1994: Wholesale sales exceed \$850 million.
- 1995: Wholesale sales exceed \$950 million.
- 1996: Wholesale sales exceed \$1 billion.
- 2002: Wholesale sales approach \$1.6 billion.

Global  
Independent  
Sales Force  
Milestones:

- 1963: Company opens with nine Independent Beauty Consultants.
- 1973: Independent sales force grows to 21,069.
- 1983: Independent sales force grows to 195,000.
- 1993: Independent sales force grows to 325,000.
- 2003: Independent sales force grows to 1 million.

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

Salary ... commissions



MARY KAY®

# What Mary Kay Inc. is all about

Mary Kay Inc. was built 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 all their God-given talents and use them to become all that God had intended them to be. She often said, "If today one woman realizes how great she is, then it's a great day!" And after 40 years, her dream grows on.

## The Mission Statement

**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 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.

## about the woman

- ♥ Mary Kay Ash passed away on Thanksgiving Day, November 22, 2001.
- ♥ Mary Kay Ash's autobiography has sold more than 2 million copies and in 2003 was re-released under the title *Miracles Happen*. Her two other books, *You Can Have It All* and *Mary Kay on People Management*, achieved best-seller status.
- ♥ She was honored in 1999 as Texas Woman of the Century and *Lifetime* television's Most Outstanding Woman in Business in the 20th Century. She also is the recipient of the 1978 *Horatio Alger Award* and the 1999 *Woman of the Century Award* from the Women's Chamber of Commerce of Texas.
- ♥ Mary Kay Ash established the Mary Kay Ash Charitable Foundation in 1996 to fund research of cancers affecting women and, in 2000, expanded its mission to include the prevention of violence against women.

## about the company

- ♥ Mary Kay Inc., one of the largest direct sellers of skin care and color cosmetics in the world, achieved another year of record results in 2002, reaching nearly \$1.6 billion in wholesale sales. Founded in 1963, Mary Kay Inc. celebrates 40 years of enriching women's lives.
- ♥ Richard Rogers, Company co-founder and son of the late Mary Kay Ash, resumed duties as CEO in June 2001.
- ♥ Mary Kay's world headquarters in Dallas totals nearly 600,000 square feet and can accommodate more than 1,200 employees.
- ♥ Mary Kay Inc. is a member of the Direct Selling Association (DSA). Mary Kay Ash has been awarded prestigious DSA awards: *DSA Hall of Fame*, 1976; *Living Legends Award* of the Direct Selling Education Foundation, 1992; *Circle of Honor*, Direct Selling Education Foundation, 1989. In 2001, Mary Kay Inc. was presented the *Industry Innovation Award* for the Company's Personal Web Site program, which assists the independent sales force with their businesses;

and, in 2002, the *Vision for Tomorrow Award* for underwriting a groundbreaking documentary, "Breaking the Silence: Journeys of Hope." This documentary addresses the issue of domestic violence against women.

- ♥ 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 included.
- ♥ Online orders from the independent sales force account for more than 80 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 its Web site has been honored by *CIO* and *Darwin* magazines.

## about the products

- ♥ The Mary Kay® product line includes more than 200 premium products in eight categories: facial skin care, color cosmetics, nail care, body care, sun protection, fragrances, men's skin care and men's and women's dietary supplements.
- ♥ 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 opportunity

- ♥ There are more than 1 million Mary Kay Independent Beauty Consultants in 34 markets worldwide.
- ♥ 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.
- ♥ In addition to the pearlized pink Cadillac, the U.S. Career Car Program features the Pontiac Grand Prix and the Pontiac Grand Am. Since the inception of the Career Car program, Mary Kay Inc. has awarded the use of more than 80,000 cars to the independent sales force.