

- **Corporate Social Responsibility**
 - Mary Kay's global cause marketing campaign, Beauty That Counts, has donated nearly \$4 million world wide to organizations, supporting women and children.
 - Mary Kay's corporate social responsibility initiatives also extend into the environment. Through its Pink Doing Greenssm, Mary Kay's global manufacturing facility in Dallas strives to make Mary Kay products in an environmentally responsible way and recently achieved zero-landfill status. Even packaging for the latest skin care line, Mary Kay® Botanical Effects™, was developed with the environment in mind. The tubes are made from 50 percent post-consumer resin and the caps and outer carton are made from 100 percent post-consumer recycled materials. Plus, Mary Kay uses environmentally friendly packing peanuts in product orders.

- **Career Cars**
 - Currently, 7,200 Mary Kay independent sales force members have qualified for career cars.
 - With more than 1,200 of those being pink Cadillac's.
 - Since the program's inception in 1969, nearly 140,000 independent sales force members have either qualified or re-qualified to earn the use of a Mary Kay career car.

- **Sales**
 - Mary Kay is one of the world's largest direct selling companies with more than \$3 billion in annual wholesale sales worldwide.
 - Mary Kay saw 94,000 new independent businesses started in the second quarter of 2012 and more than 34,000 by Gen Y.
 - At the same time when traditional job opportunities have become harder for young people to find, Mary Kay saw nearly 20,000 people aged 18-30 start Mary Kay businesses in 2012.

- **World Wide**
 - More than 2.4 million people of all backgrounds are enjoying the advantages of being a Mary Kay Independent Beauty Consultant.
 - Mary Kay's high-quality skin care and color cosmetics products are sold in more than 35 countries around the world.
 - We are currently looking to expand our markets in Vietnam and Turkey.

- **Products**
 - Mary Kay is a premier beauty company that produces more than 200 premium products in its state-of-the-art manufacturing facilities in Dallas, Texas, and Hangzhou, China. In a typical year, Mary Kay spends millions of dollars and conducts more than a half million tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance.
 - Brand Key Index – Mary Kay came in as one of the top 12 companies in the Brand Keys customer loyalty survey for 2012 along with Apple, AT&T, Facebook and Google.

- **Technology**
 - The Mary Kay Virtual Makeover app won the Direct Selling Association's 2012 Ethos Award in mobile technology. The Mobile Virtual Makeover App also won the overall winner for the Digital Innovation Award category. The DSA's Ethos Awards recognizes industry leaders who set the example for other direct sellers.
 - Mary Kay reached the million fan mark on Facebook. This is the quintessential gold standard of a brand's success in engaging consumers.