

2015
PRESS KIT
IRRESISTIBLE
PRODUCTS

MARY KAY®

“Of all the lessons I've learned in the cosmetics business, one of the most universal is that women like to be told that they're beautiful. And why not? There's no nicer compliment.”

Mary Kay Ash, Founder, Mary Kay Inc.



Mary Kay Independent Beauty Consultants around the world help women of all ages discover their individual beauty with remarkable products, custom recommendations and personal service. Consumers who use any of Mary Kay's products are among the most loyal in the world because Mary Kay® products are safe, effective and deliver beautiful benefits customers want.

- Innovative Skin Care – everything you need for radiant, flawless skin that defies age
- Tempting Color – from a natural glow to glam, matte to shimmer, it's color to suit your style
- Signature Fragrances – romantic, floral or fruity, find your signature scent
- Pampering Body Care – soothe, smooth, revitalize and protect your skin from head to toe

Mary Kay invests millions of dollars in research and conducts more than 500,000 tests each year, to ensure Mary Kay® products meet the highest standards of quality, safety and performance. As part of our ongoing commitment to ensure our products consistently meet or exceed consumer expectations, we work with thousands of women every year to evaluate Mary Kay® products worldwide to help us better understand the benefits women want from the products they use today and to help develop the products they will want in the future.

QUICK FACTS

- Mary Kay partners with global leaders in fashion and fragrance, makeup artists and dermatologists to help develop products women love.
- Mary Kay offers skin care products for every need including acne-prone or sensitive skin along with age-fighting formulas.
- Mary Kay's TimeWise® Miracle Set®, TimeWise® Night Restore & Recover Complex® and TimeWise Repair™ were all granted the Good Housekeeping Seal®.
- **Product name** is the top-selling Mary Kay® product in the **market**.
- **Product shade** is the most popular shade of Mary Kay® NouriShine Plus® Lip Gloss in the **market**.

ABOUT MARY KAY

Irresistible products Positive community impact Rewarding opportunity

For more than 50 years, Mary Kay has offered it all. With 3.5 million Mary Kay Independent Beauty Consultants and \$4 billion in global annual sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. Discover what you love by connecting with a Mary Kay Independent Beauty Consultant at marykay.com.