

2015
PRESS KIT POSITIVE COMMUNITY
IMPACT

MARY KAY®

“Before you ever receive the wonderful treasures of a happy life, you must first give. Give of yourself. Be of service to others. Only what you give can be multiplied back into your own life.”

Mary Kay Ash, Founder, Mary Kay Inc.



PINK CHANGING LIVES®

Mary Kay Ash was known as an innovative business leader with a big heart. She founded her company on the philosophy of treating others as you would like to be treated and emphasized the importance of giving back. United through a common mission, Mary Kay is changing the lives of women and children around the world.

TRANSFORM **Changing Women’s Lives for the Better**

Mary Kay’s global cause-related marketing program Beauty that Counts® is making the world more beautiful – inside and out. Millions of dollars have been donated from the sale of Beauty that Counts® products to organizations that change the lives of women and children around the world. And while we paint our world pink, we are making a difference. Mary Kay is helping bring an end to domestic violence and cancers affecting women.

INSPIRE **Helping Future Generations**

Mary Kay honors women by giving back in the communities where we live and work. Around the world, independent sales force members, their customers, corporate employees and friends give back to organizations helping women and children and have donated more than 600,000 hours of community service since 2011. Through scholarship programs and partnerships with leadership development organizations, Mary Kay is helping to shape and inspire the next generation of leaders and help communities thrive.

EMPOWER **Finding Passion and Fulfilling Dreams**

Mary Kay Ash founded her company with \$5,000 and a dream to enrich the lives of women. Her success has served as a source of inspiration to empower women entrepreneurs around the world to find their passion and fulfill their dreams in tribute to Mary Kay.

PRESERVE **Protecting our World**

Knowing our actions today will affect the quality of life for future generations, Mary Kay continuously seeks opportunities to improve our environmental performance and strives to find ways to be even more sustainable and green. Mary Kay recycles everything from traditional recyclables to alcohol-containing waste materials while employing responsible transportation and energy consumption practices.

PINK DOING GREEN®

Mary Kay’s global manufacturing facility in Dallas uses environmentally responsible waste disposal and recycling techniques to achieve zero landfill site status while many Mary Kay distribution centers ship orders using 100 percent biodegradable packing peanuts. Mary Kay has also committed to planting more than 1 million trees with extensive tree planting and reforestation efforts in China, Russia, Mexico, Malaysia and the United States.