

# Facts About Mary Kay, Inc.

Mary Kay is microcosm of what is right in the workplace of the millennium. The Mary Kay philosophy is faith first, family second and career third, allowing for a healthy balance between home and career.

Mary Kay reached 1.8 billion in wholesale sales in 2003.

- From the *Marketing Trends of Today* survey, Mary Kay's name recognition is second only to the name Coca Cola in the U. S.
- We joined the ranks of the Fortune 500 largest industrial companies for the first time in 1992. Mary Kay Cosmetics was listed #214 on the private listing of the Fortune 500 Companies in 1996.
- Mary Kay Cosmetics is listed as one of the top 100 companies to work for in the U.S. and is listed as one of the top 10 companies for women, one of only 37 companies on both lists.
- Of all working women only 1% earn \$100,000 or more, over 70% of that 1% are with Mary Kay.
- Mary Kay started in 1963 with ten beauty consultants (Mary Kay was one of the ten).
- Mary Kay's marketing plan is taught at Harvard University, Southern Methodist University, Arizona State University and Florida University (to mention a few).
- Mary Kay is an international company operating in 30 countries.
- Mary Kay Ash charitable foundation was created in 1996 to fund research of cancers affecting women and in 2000 expanded its mission to include the prevention of violence against women.

## PEOPLE

- Approximately 86% of Mary Kay Consultants work full-time jobs and work Mary Kay part-time. These women do not quit their jobs. They learn the business; build a client base and many begin building a team to manage. Then they may quit their full-time jobs when they are making more money in Mary Kay.
- 15,000 women are currently Mary Kay Directors in the U.S. with incomes from \$50,000 to well over \$100,000 a year.
- There are over 172 National Sales Directors with 140 active and 32 retired (NSDs) in Mary Kay. Their average income is \$237,000 a year.
- Presently the average NSD's is retiring at \$350,000 for 15 years.
- Mary Kay offers all associates an unlimited opportunity to reach the highest level of management. There they can earn a retirement income well in excess of \$1,500,000.
- It is estimated that more women have earned over one million from their Mary Kay careers than from any other company in the world. Several have earned multimillion. In 2004, more than 200 women in the U.S. had received more than \$1 million in commissions.

## PRODUCTS

- Mary Kay has been the #1 Best Selling Brand of Skin Care and Color Cosmetics in the U.S. for the past 11 years in a row.
- Over 20 million consumers purchase Mary Kay products.
- Virtually all Mary Kay products are manufactured at the corporate plant in Dallas, assuring that all products meet exactly quality standards.
- One million dollars each year is spent on research and development for our products.
- Mary Kay has six categories of product, which includes over 200 products.

## **PROGRAMS**

- We have an unconditional money back guarantee on products for clients.
- The Mary Kay car program includes the Pink Cadillac, Pontiac Grand Prix, Pontiac Grand Am, and the Pontiac Vibe.
- Consultants and Directors earn the use of the cars through outstanding sales and recruiting.
- There are approximately over 12,000 Mary Kay cars on the road with a value of more than \$180 million. With 1, 800 being pink Cadillac's.
- A Direct Line to Director program enables a Consultant to become a Director in 1 to 4 months.
- The Team Manager program was designed for women who wish to continue working another job and yet want to work with a team, drive a paid-for car, and add \$20,000 - \$25,000 per year to their incomes. Team Manager takes approximately 15 –20 hours per week and the position and car can be obtained in 1 to 4 months from the time someone comes into the company.
- A new consultant can earn a Pontiac Grand Am or Pontiac Vibe within 1 to 4 months.
- We do not have territories or quotas. Mary Kay offers an inventory buy-back guarantee, making it a risk-free business.
- How we are different from other Direct Selling Programs? We have a closed loop, balanced program:  
(1) Mary Kay manufactures what we distribute; (2) Mary Kay distributes what the consultants order, and  
(3) Consultants track what they are ordering.

## **BENEFITS**

- Mary Kay Associates realize more spendable earnings on the same income than their corporate counterparts as they can take advantage of numerous tax benefits afforded the self-employed.
- Mary Kay gives every woman the freedom to own her own business, and the marketing and protection of working for a major corporation.
- Mary Kay offers Selective Savings on health related services and product replacement insurance. The Company pays the majority of the car insurance for all company car drivers. Directors have paid life insurance.

## **DID YOU KNOW....**

- Training is free and on going.
- The only required investment is \$100 for a showcase that contains products valued at over \$475.
- It takes \$100 to begin a Mary Kay Career. Inventory is optional and all inventory has a 90% buy-back guarantee for one full year.