

MARY KAY

2021

YEAR-END HIGHLIGHTS



Mary Kay Inc. & Mary Kay Ash FoundationSM

Celebrate 2021 Year-End Highlights

Mary Kay Inc., a global entrepreneurship development company and an advocate for corporate social responsibility and sustainability, released its year-end highlights. In 2021, Mary Kay Inc. continued its decades-long commitment to enriching the lives of women around the globe, and building healthier, more sustainable communities in its never-ending pursuit of business excellence.



Mary Kay Ash, Founder of Mary Kay Inc.

Mary Kay Ash launched her business nearly 60 years ago, but she continues to be a source of inspiration to millions today. Her values live on in the company she built, and her mission of empowering women is as important now as it has ever been. Mary Kay Ash's lifetime of achievements made her a trailblazing entrepreneur, and her lasting impact has made her an icon who continues to inspire others today. In 2020, *USA TODAY* named Ash, as a female icon, legendary business executive and philanthropist on their list of the "Women of the Century USA TODAY 100."

Publications

- Research paper released in September 2021, detailed Mary Kay as an originator of influencer marketing, was awarded Best Paper in Marketing Strategy & Entrepreneurship at the Society for Marketing Advances (SMA) and was accepted to present at the annual conference (Florida, U.S.)—*Mary Kay Ash: A Primogenitor of Influencer Marketing*.
- Harvard Business School published a case study in March 2021, titled "*Mary Kay Ash: Changing the World*" (121-046), authored by Robert Simons and Shirley Sun. The case study, "...describes the rise of Mary Kay [Ash], the founder of the worldwide cosmetics company. As a young single mother, Mary Kay had to overcome many obstacles to start her business and guide it to success...Students will learn how Mary Kay navigated life's choices to leave a lasting impact on the world."



Science Behind the Beauty

Our commitment to science behind the beauty is the excellence to go beyond the development of a safe and effective formula. Every year, we spend millions of dollars and conduct hundreds of thousands of tests, including clinical studies with independent dermatologists, ophthalmologists and other medical experts, to ensure product safety, quality and performance.

Did You Know? 2021 Product Quick Facts



The longest running Mary Kay product is: **Extra Emollient Night Cream**



Top-selling Mary Kay product currently: **Oil Free Eye Makeup Remover**



Top-selling Mary Kay product of all time: **Oil Free Eye Makeup Remover**

Product Innovation

- Clinical Solutions™ skincare launched, which consists of Mary Kay Clinical Solutions™ Retinol 0.5 and Mary Kay Clinical Solutions™ Calm + Restore Facial Milk and received the Dermatologists’ Council Seal.

Leadership

- Midway through 2021, achieved 1,697 patents worldwide, and shared on www.marykay.com/ patent. Of the new patents for 2021, received 19 utility patents (eight of which are U.S. patents) and five design patents.
- Dr. Michelle Hines, Ph.D., Director Product Formulation, was announced as president-elect for the Society of Cosmetic Chemists (SCC).

Education/Grant Research

- In collaboration with Society for Investigative Dermatology (SID), announced Skin Health/Skin Disease Grants. Grants are awarded to researchers conducting groundbreaking, innovative studies in skin health and skin diseases to uncover new perspectives and intervention strategies.
- Announced recipients of the Society of Cosmetic Chemists and Mary Kay Inc.—Madam C.J. Walker Scholarships, in support of under-represented minority students pursuing an undergraduate or graduate degree in chemical, physical, medical, pharmaceutical, biological, or related sciences and technology. Imani Elaine Porter (Hampton University; second year undergraduate/ biochemistry) and Joy Rutherford (The Ohio State University; fourth year PhD candidate/ chemistry) were the inaugural recipients.
- Provided five Girls in STEAM grants to young women currently engaged in innovative research. The 2021 recipients included: Mylana Brodovska, Ukraine; Selin Alara Ornek, Turkey; Jordan Reeves, U.S.; Ivanna Hernandez, Colombia; and Allie Weber, U.S.
- Dr. Kim Yancey, Chair UT Southwestern Dermatology Department, is the first and only holder of the Mary Kay Distinguished Chair

in Dermatology at UT Southwestern Medical Center donation of \$1 million to support dermatology research since 2007. The fund— established in 2005—works to expand and align specialized laboratory and clinical services to conduct a broad array of basic and translational studies in patients with autoimmune, inherited and connective tissue skin diseases. In 2021, the Endowment was used to expand and align specialized laboratory and clinical services to conduct a broad array of basic and translational studies in patients with autoimmune, inherited, and connective tissue skin diseases.

Unveiled Research at Global Science Conferences

- Unveiled research at 2021 Reunión Anual de Dermatólogos Latinoamericanos (RADLA), a scientific Latin American conference, sharing research on a gradual retinization process that significantly improves tolerance to higher concentrated pure retinol, while still delivering retinol’s key skin benefits.
- Abstract proposal accepted for 11th World Congress on Alternatives and Animal Use in the Life Sciences Conference (Virtual). The presentation included “*Suitability and Performance of Bioocular and Epikutis In Vitro 3D Tissue Models in China.*”
- Abstract proposal accepted for Aesthetic & Anti-Aging Medicine World Congress (AMWC). Presented the findings for topical application of pure retinol improving hyperpigmentation in an Asian population.
- Poster submission accepted for European Society for Dermatological Research (ESDR). Presented “*Modulating mechanisms associated with skin barrier function effectively alleviates 2 common concerns associated with sensitive skin.*”
- Abstract accepted for the American Society of Cellular & Computational Toxicology (ASCCT) Conference—“*Application of in vitro 3D Reconstructed Human Epidermic Models EpiKutis® and EpiDerm™ to Predict Skin Irritation Potential of Surfactant Based Formulations with Different Physicochemical Properties.*”





Social Impact & CSR

Mary Kay is committed to empowering women and their families by partnering with organizations from around the world, focusing on supporting cancer research, protecting survivors from domestic abuse, beautifying our communities, and encouraging children to follow their dreams.

Pink Changing Lives

- In 2021, Mary Kay’s global Pink Changing LivesSM cause empowerment program supported over 15 NGOs around the world. Since 2008, the program has impacted more than six million women and their families by partnering with over 3,000 organizations, donating over \$16 million. Organizations supported included:
 - Mary Kay Czech Republic:
 - Civic Association Orin Panacea provides resources and volunteers dedicated to the wellness of cancer patients.
 - Fond Ohrožených dětí is a non-governmental, non-profit organization aimed at helping vulnerable children through foster care shelter and education services. Fond Ohrožených dětí currently operates 15 child-friendly facilities for children requiring immediate assistance.
 - Donated \$543,157 CZK to Be Charity to provide a children’s play zone at hospitals and clinics in Bratislava, and eventually in Czech Republic.
 - Supported Arcidiecezní Charita Praha, Charity Ostrava, Magdalenium, and Acorus, non-profit women’s shelters, providing a donation of \$35.000 CKZ to each organization.
 - Mary Kay Slovakia: Supported Civic Association Brana do života, Civic Association Good Heart, and Civic Association Majak Nadeje, non-profit women’s shelters, providing a donation of 1000 EUR to each organization.
 - Mary Kay Kazakhstan: Provided support to the Amila Public Fund to implement the “First Support” charity project. The First Support project provides assistance to pediatric patients of Almaty Regional Children’s Clinical hospital.
 - Mary Kay Belarus: Supported ImenaMedia,

a social and charitable institution that supports social projects and supported the charity project “Shelter for Women and Children.”

- Mary Kay Malaysia:
 - Provided funding for National Cancer Society supporting psychological support services.
 - Donated 12,150 USD in funds to National Autism Society of Malaysia (NASOM) supporting online awareness regarding autism, including training and workshops, as well as screening and diagnosis services.
- Mary Kay China: Supported “100% Smile,” providing funds to support girls needing cleft lip and palate surgery.
- Mary Kay Spain: Since 2013, collaborated with Fundación Integra on the project “A New Future with Mary Kay” through the Pink Changing LivesSM Program. Integra Foundation organizes socio-labor workshops and specific courses where Mary Kay Spain employees get to contribute their knowledge in different fields.

Emergency Response

- Mary Kay China: China’s Henan province was affected by severe flooding. Due to the floods, at least 33 people were killed, 8 others went missing, 200,000 people were evacuated, 3 million people were affected, and the direct economic loss was about \$1.22 billion yuan. Mary Kay China donated 1-million-yuan worth of products to Henan Charity Federation.
- Mary Kay Germany: European floods impacted Germany, Austria, Belgium, and the Netherlands and ranked as the most destructive natural hazard in Northern Europe. Mary Kay Germany pledged up to \$100,000 euros to support those affected.
- Mary Kay Czech Republic: A rare violent and deadly multiple-vortex tornado struck several

- villages in the Hodonín and Břeclav districts of the South Moravian Region of the Czech Republic. Mary Kay Czech Republic donated \$223,588 CZK to go toward recovery assistance and victim support following the devastating tornado in South Moravia.
- Mary Kay Spain: In 2020-21, partnered with the Fundación Vicente Ferrer to provide health care access to children and their families in India. Prior to the COVID-19 pandemic (in 2018), Mary Kay Spain financed the construction of a school for children in Pagadalavaripalli village, located in the Kadiri (Anantapur) region of India. In addition, the company provided a larger financial donation by buying bicycles for the children so that they can travel safely from their homes to school, avoiding potential accidents. This project, together with the Vicente Ferrer Foundation, is part of the company’s global corporate social responsibility program, El Rosa Cambia Vidas, aimed at improving the lives of women and their families.
- Mary Kay Global:
 - Continued its partnership with The KIND Foundation, a charitable entity started by KIND Snacks, launched Frontline Impact Project in April 2020 to support COVID-19 frontline workers by supplying hand sanitizer.
 - Received 22 awards for COVID-19 response from various organizations: International Business Awards, Golden Bridge Business and Innovation Awards, American Best in Business Awards, Communications Excellence Awards, International Best in Business Awards, Business Excellence Awards, Women in Business, and the Professions World Awards.

Local Community Impact

- Mary Kay U.S.: Supported the Look Good Feel Better (LGFB) program through a product donation valued at \$166,000. Since Mary Kay

- began supporting the program in 2008, the Company has donated over \$9 million in retail value of product to support the program domestically; Supported the Beauty Cares DreamBall benefitting Look Good Feel Better; LGFB delivered more virtual workshops than ever before, increasing by 28% over the previous year and served 12% more patients in virtual workshops than the previous year and 35% more than in 2019.
- Mary Kay Canada: Supported Big Brothers Big Sisters of Peel with a \$2,500 donation supporting its mission to enable life-changing mentoring relationships to ignite the power and potential of young people.
- Mary Kay Spain: Since 2012, has supported Fundación Stanpa, the commitment to “Look Good, Feel Better” campaign. This program is designed to provide a boost of confidence and positive self-esteem to cancer survivors through the application of makeup and skin care products.





Women's Empowerment

Since the onset, Mary Kay has stood out for being a socially responsible company. Our company culture is curious, empowered, and inclusive. We strive to have a positive impact on women and extend to their families and communities.

Equality

- Announced commitment to advancing gender parity by releasing a position paper welcoming the European Commission’s Gender Equality Strategy for 2020 – 2025 and by joining the Generation Equality Forum in Paris and five Global Action Coalitions to accelerate gender equality by 2026.

Economic Empowerment

- Sheryl Adkins-Green, Chief Marketing Officer, served as a judge for the 2021 WE Empower UN SDG Challenge.
- Mary Kay Russia: Partnered with Woman Who Matters, an organization founded and led by actress and entrepreneur, Anna Roudakova. The organization’s focus is, “...to reveal the brightest and the most interesting programs, implemented by companies for women, but also to revise established stereotypes in the workplace and to attract public attention to the contribution that women make to various spheres of activity.”

Women’s Entrepreneurship Accelerator (WEA)

- The Accelerator celebrated its two-year anniversary on Sept. 23, and announced the global launch of its 27-module entrepreneurship digital curriculum—developed by International Trade Centre She Trades—available in three languages (English, French & Spanish - with Arabic, Russian and Mandarin coming in 2022) and offering a Certificate of Achievement upon completion. The curriculum is now accessible on the WEA website and directly on the ITC SheTrades virtual learning space and mobile app.
- Announced preliminary findings of Women’s Entrepreneurship Development Assessments led by International Labour Organization (ILO) in Mexico City.
- Announced three additional partners to the Accelerator: International Telecommunication

Union (ITU), Commonwealth Businesswomen’s Network (CBNW), and WE Empower UN SDG challenge (a programme co-led by Vital Voices & the Global Futures Laboratory at Arizona State University).

- On the sidelines of the Commission on the Status of Women (CSW65), Deb Gibbins, Chief Operating Officer, participated in a panel hosted by WEA titled “*Women Leading Economic Recovery Through Entrepreneurship*.” Gibbins would later speak at a regional event organized by International Labour Organization, its Women’s Entrepreneurial Development Program (ILO / WED) and the National Industrial Training Service (SENAI) of Brazil in support of WEA titled: “*She Means Business: Promoting Women’s Entrepreneurship Development in Latin America*.”
- In collaboration with UN Women and with the support of UN Global Compact, WEA announced the launch support of Global Compact of a Community of Practice (CoP) for Gender Responsive Procurement (GRP) as well as the launch of an Advocacy Report establishing the global Business Case for GRP.
 - Deb Gibbins, Chief Operating Officer, was a guest speaker at UN Women’s webinar series kicking off the Gender Responsive Procurement Community of Practice (CoP) engaging the private sector in support of WEA.
 - Julia Simon, Chief Legal and Corporate Secretary, and Chief Diversity Officer, spoke at the panel titled “*Building a Transformative Strategy for Gender-Responsive Procurement*,” at Generation Equality Forum in Paris, France.
 - The advocacy report release is scheduled for Q1 2022 in support of WEA and UN Women’s Flagship Programme Initiative “Stimulating Equal Opportunities for Women Entrepreneurs.”
 - Announced the launch of a GRP Training (Regional Pilot) in Europe and Central Asia

region led by UN Women and scheduled to launch in Q1 2022.

Domestic Violence

- Mary Kay and the Mary Kay Ash FoundationSM were recognized in the *Report of the United Nations Entity for Gender Equality and the Empowerment of Women* on the activities of the United Nations Trust Fund to End Violence Against Women to the Commission on the Status of Women (CSW65) and Human Rights Council.
- Mary Kay and the Mary Kay Ash FoundationSM were recognized for their support in the annual reports for CARE and UN Trust Fund.
- In collaboration with Mary Kay Ash FoundationSM, provided grants to CARE (329 projects) and UN Trust Fund (37 projects), supporting 366 projects around the world.
- Mary Kay and the Mary Kay Ash FoundationSM joined the Generation Equality Gender-based Violence Action Coalition.

Education

- Announced the 2021 winners of the Mary Kay Doctoral Dissertation and Doctoral Dissertation Proposal Awards at the Academy of Marketing Science (AMS) Annual Conference.
- Supported 100 students within the Lewisville (Texas, U.S.) Independent School District (LISD) through support of a robust entrepreneurship curriculum. The curriculum, based on the nationally-renowned INCubatoredu, will encourage students to develop their own businesses with the help of local professionals.
- Mary Kay Malaysia: Donated 7,286 USD to Suriana, supporting children’s education and providing learning tools specifically for the Learn and Play Development Centre (LAPDC). The LAPDC will be a school set up for undocumented children between the ages of 6 to 15 years old.



Gender-Responsive Procurement: A TRANSFORMATIVE STRATEGY



WOMEN'S ENTREPRENEURSHIP ACCELERATOR



Year-End Highlights 2021

Gender-Responsive Procurement (GRP) & Supplier Diversity

Gender-responsive procurement (GRP) and Supplier Diversity can have a transformational impact on domestic and international economies and contribute to women's economic empowerment, and a more diverse and inclusive supply chain. We are committed to advance and advocate for women and more diversity in our supply chain and call on the private sector to do the same.

Company Data Released

- Announced a third-party Business Verification and Diversity Data Report to inform Mary Kay's current supply chain involving Women, Minority or Veteran Owned businesses: As of February 2021 (U.S. only supply chain data): 12% of Mary Kay's Indirect Suppliers are Women, Minority or Veteran Owned; 5% of Mary Kay's Direct Suppliers are Women, Minority or Veteran Owned.
- Released data around behind the scenes support for global marketing campaigns: 77% of the artists contributing to global marketing campaigns were women-owned businesses (photographers, directors, designers, makeup artists, hair stylists, producers, etc.).

Publications

- Announced an upcoming advocacy report conducted by UN Women in collaboration with UN Global Compact, "*Establishing the Business Case for GRP*." Mary Kay was one of the 50 companies around the world interviewed for the report.

Thought Leadership

- Joined the International Industrial Trade Fair INNOPROM-2021 the main industrial, trade and export platform in Russia. Participated in a panel hosted by UN Women titled "*UN Women Programs for the Promotion and Development of Gender-Based Entrepreneurship*," highlighted the critical importance of gender-responsive procurement strategies and emphasized that the pandemic also brings a unique opportunity to advance action and to support women's businesses around the world.



Mary Kay's support has helped The Nature Conservancy support the women-led Resilient Indigenous Leaders Network to continue to thrive and serve Indigenous leaders from communities across Canada. This program's goal is to advance lasting conservation outcomes that benefit people and nature. © Douglas Croft

Sustainability

In 2021, Mary Kay announced its global sustainability strategy: Enriching Lives Today for a Sustainable Tomorrow. Our holistic approach encompasses three pillars of sustainability—economic, environmental and social—through five pillars, activated by 15 commitments to deliver a decade of sustainable action.

Strategy

- Announced global sustainability strategy: Enriching Lives Today for a Sustainable Tomorrow, a holistic approach encompassing three pillars of sustainability—economic, environmental and social—through five pillars, activated by 15 commitments to deliver a decade of sustainable action.



Global Mandates & Signatory

- Became a signatory to two crucial causes in protecting our world’s waterways: the CEO Water Mandate and the United Nations Global Compact’s Sustainable Ocean Principles.
- Joined the Ellen MacArthur Foundation as a member of its Network, as part of its commitment to becoming a more sustainable, circular business.

Sustainability Documentaries

- Served as executive producer for *Guardians of the Gulf*, an eye-opening documentary that explores the tumultuous relationship between the Gulf of Mexico and the conservationists determined to protect it, received four awards—including two Telly awards—, and five film festival screenings.
- Released its second documentary, *Forest of Hope*, launched in October during the 2021 UN Climate Change Conference (COP26). The documentary highlights the work of Angelica, a 70-year eco-warrior and leader of a group of women entrepreneurs committed to saving the forests of Monterrey. With this project, Angelica is not only bringing life back to her community’s forests but is also helping women in her village make a living.

Supply Chain

- Audited suppliers: 100% of Top 10, and 50% of Top 100 Suppliers (by spend), have their own Sustainability Policy.
- Announced to vendors and suppliers to register for the sustainability rating EcoVadis conducted on Mary Kay’s behalf ensuring we work with suppliers that comply with laws and regulations. EcoVadis is a global CSR rating company based on international standards, that monitors 21 different sustainability aspects to create actionable score cards for 3rd party vendors. The EcoVadis Rating covers a broad range of non-financial management systems including Environmental, Labor

& Human Rights, Ethics and Sustainable Procurement impacts.

Arbor Day Foundation Partnership

- Through our partnership with Arbor Day Foundation, the Time for Trees® initiative, announced achieving the commitment to planting 100 million trees and inspiring 5 million new tree planters by April of 2022, was achieved one year ahead of schedule.
- Supported Arbor Day Foundation tree planting efforts around the world: 7,000 trees in Brazil’s Indigenous Fire Recovery Project; 26,496 trees in the Mississippi River Valley; 49,004 trees in Florida’s Tyndall Air Force Base; 7,500 trees in China’s Gansu Province and Inner Mongolia Forests; 5,000 trees in Cajamarca and Amazonia, Peru; and 5,000 trees in Germany’s Insect Restoration Forests.
- Continued its support of the Trillion Tree Campaign, an initiative led by the German NGO Plant-for-the-Planet, and 1t.org, a World Economic Forum project, to reach the trillion trees goal by 2030. The campaign supports the UN Decade on Ecosystem Restoration and focuses on efforts to grow, restore and conserve 1 trillion trees around the world over 10 years by 2030 in a bid to restore biodiversity and help fight climate change.

The Nature Conservancy Partnership

- Mary Kay has partnered with the Nature Conservancy since 1991. The long-standing relationship is the cornerstone to Mary Kay’s commitment to supporting efforts driving environmental change. In 2021, Mary Kay supported seven projects:
 - Solomon Islands: Community Health and Resilience
 - Northern Australia: Empowering Indigenous Women’s Leadership to Improve Land Conservation
 - New Zealand: Restoring the Health of Ōkahu Bay and the Tikapa Moana /Te

Moananui-Ā-Toi / Hauraki Gulf

- Rural China: Securing Freshwater
- Mexico: Scaling-Up Conservation Work with Women in the Cumbres de Monterrey National Park
- USA: Expanding the Gulf Coast’s Resilient Coast Program
- Canada: Supporting Indigenous Conservation Leaders

Local Mary Kay Markets Support

- Mary Kay Malaysia: Supported Malaysian Nature Society donating MYR 30,000 supporting: World Otter Day, Seed Planting Program, and Tapir Conservation Program.
- Mary Kay Germany: Recognized by German Direct Selling Association for collecting 6 tons of trash organized through “Clean Up.”

Thought Leadership

- At the UN Global Compact Leaders’ Summit, Deb Gibbins, Chief Operating Officer, spoke at the “*Women in Sustainability: Innovating in A Man’s World*” main stage session advocating for women entrepreneurs as the role models needed for sustainable economies and societies.
- Deb Gibbins also served on a panel at the Personal Care Product Council’s (PCPC) Annual Meeting discussing “*Developing your Company’s Sustainability Roadmap.*”





Advocacy & Transparency

We are committed to conduct our business in a way that will continue to earn trust, becoming even more accountable to our economic, environmental, and social decision-making. Our transparency and advocacy practices, and to be as open, honest and transparent as possible by making information available on our owned media channels, independent audits, and meeting guidelines set forth by organizations as agreed in its sustainability commitments.

Business Cases/White Papers

- In collaboration with UN Women, ILO & WE Empower, re-released, “*Strengthening Support for Women Entrepreneurs in COVID-19 Response and Recovery*” at the Commission on the Status of Women (CSW65).
- Released a position paper welcoming the European Commission’s Gender Equality Strategy for 2020 – 2025 and Mary Kay joined four of the Generation Equality Global Action Coalitions.
- Announced the upcoming release of the SDG Pilot Village in Waipula, China (Phase I) White Paper in partnership with UNDP & the China Women’s Development Foundation (CWDF).

Global Mandates/Signatory

- Announced its strategic alignment, established commitments, and became a signatory for various global NGO’s, mandates, and principles established as global guidelines for best business practices by undertaking its sustainability commitments in the context of leading global mandates including:

Economic Sustainability

- United Nations Global Compact (UNGC) 10 Principles (signatory: August 2019)
- Alignment to:
 - UN Universal Declaration of Human Rights
 - UN Guiding Principles on Business and Human Rights
 - International Labour Organization (ILO) Fundamental Conventions

Environmental Sustainability

- UN Global Compact CEO Water Mandate (signatory: February 2021)
- UN Global Compact Ocean Principles (signatory: February 2021)
- The Sustainable Packaging Initiative for CosmEtics (SPICE) (member: 2020)
- World Economic Forum/Future

Consumption (member: 2020)

- Ellen MacArthur Foundation/New Plastics Economy Global Commitment (member: 2021)

Social Sustainability

- Women’s Empowerment Principles (signatory: February 2019)
- Reykjavik Global Forum/Achieving Gender Equality in Entrepreneurship (commitment: November 2019)
- UN Global Compact/Target Gender Equality (commitment: June 2021)
- Generation Equality Forum Global Action Coalitions (commitment: June 2021)—Economic Justice and Rights; Feminist Action for Climate Justice; Technology and Innovation for Gender Equality; Feminist Movements and Leadership; and Gender-based Violence.





Mary Kay Ash FoundationSM | 501(c)(3)

Since 1996, the Mary Kay Ash Foundation has contributed more than \$80 million to organizations aligned with its two-fold mission: funding research for cancers affecting women and ending domestic violence and gender-based violence against women and girls.

Governance

- Announced name change from The Mary Kay Foundation to Mary Kay Ash Foundation, relaunched website and released first-ever annual report as part of the Foundation's 25th anniversary.

Domestic Violence & Gender-Based Violence

- Funded over \$1.2 million in grants supporting services for women survivors of domestic violence. Since 2000, the Foundation has awarded over \$55 million in grants.
- Supported 54 domestic violence shelters in the United States, over 210,000 victims of domestic violence seeking support services were supported.
- In collaboration with Mary Kay Inc., supported global domestic violence partners, CARE & UN Trust Fund, totaling 366 projects around the world.
- Announced its 16th year of consecutive sponsorship of the Crimes Against Women Conference (CAAW). CCAW is an annual conference that convenes the leading experts from across the country to educate and train first responders and community stakeholders on best practices regarding the identification, investigation, and prosecution of crimes against women.

Cancer Research

- Funded over \$1.7 million cancer research grants. Since 1996, the Foundation has awarded over \$33.5 million in grants.
- In 2021, the Foundation has 38 innovative cancer research and clinical trials projects and researchers in its pipeline; 37% of the innovative cancer research projects are led by women, while 100% of the clinical trials are women-led.
- Announced three new recipients for its International Postdoctoral Scholars in Cancer Research Fellowship. In collaboration with the Harold C. Simmons Comprehensive Cancer Center at UT Southwestern Medical Center in Dallas, Texas, U.S., the research grant is a one-year postdoctoral fellowship with an opportunity for a second year and return grant.
- Supported two organizations through four unique programs supporting those affected by cancer needing immediate care, emotional and financial support.

MARY KAY ASH
CHARITABLE FOUNDATION

INSTITUTO
MARY KAY



Mary Kay Company-sponsored Foundations (Mary Kay China, Canada & Brazil)

While the Mary Kay Foundation bases its roots in Texas, the company has three additional foundations around the world: Mary Kay Ash Charitable Foundation (Canada), Instituto Mary Kay (Brazil), and programs and funds set up in partnership with Mary Kay China, including: Mary Kay Women's Entrepreneurship Program, Mary Kay China Charity Fund, Mary Kay Spring Bud Fund, Young Women's Future Fund, and Pink Changing Lives Community Fund.

Mary Kay Ash Charitable Foundation (Canada)

- Donated \$100,000 to Look Good Feel Better marking the ninth consecutive year of donating this amount.
- Granted \$9,000 each to 14 domestic violence shelters across Canada, totaling \$126,000.

Instituto Mary Kay (Brazil)

- Among the sponsors of the De Bem com Você—Beauty against Cancer program, in association with the Look Good Feel Better foundation.
- Supported Associação Fala Mulher, which works to empower women and their children while ensuring their rights are guaranteed. Associação Fala Mulher works with lawyers, psychologists, social workers and educators to help those in need, while also providing housing in two shelters offering food, transportation, social assistance, psychological support and socio-educational activities.

Programs & Funds in Mary Kay China

In 2021, Mary Kay China made donations to its various programs and funds, including: Mary Kay Women's Entrepreneurship Program, Mary Kay China Charity Fund, Mary Kay Spring Bud Fund, Young Women's Future Fund, and Pink Changing Lives Community Fund.

- **Mary Kay Women's Entrepreneurship Program**—Since 2001, Mary Kay and the China Women's Development Foundation founded the Mary Kay Women's Entrepreneurship Fund, which provided small, interest-free revolving loans to women needing financial assistance in 20 provinces. The Mary Kay Women's Entrepreneurship Fund has invested 10 million yuan to support female entrepreneurship, which has helped more than 82,000 women escape poverty.
- **Mary Kay China Charity Fund**—Projects supported by the Mary Kay China Charity Fund include:

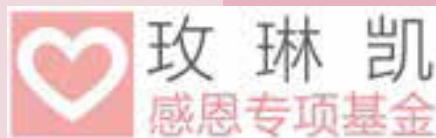
- From 2014-2020, the fund has provided 809 free surgeries in partnership with "100% Smile" for girls with cleft lip and palate in poor areas.
- Since 2015, VIVA Care for Children with Cancer has received continuous support from the fund for a research project on the treatment of childhood leukemia in China.
- Since inception, the Mary Kay China Charity Fund has donated 2.5 million yuan, benefitting 7,569 children in conjunction with Shanghai Children's Medical Center.
- The Mary Kay China Charity Fund donated water purification equipment to 16 schools in arid areas, providing access to purified water for more than 6,700 children.
- The fund has donated 4,825 sets of desks and chairs to 19 schools in seven provinces including Hunan, Gansu, Xinjiang and Guizhou.
- Mary Kay Spring Bud Fund—Since its launch in 2001 in conjunction with the Children and Teenagers' Fund, donated 27.537 million yuan to provide educational opportunities to women. Projects were spread across 28 provinces and benefitted millions of children and their families.
- **Young Women's Future Fund**—A dream Foundation jointly launched the Young Women's Future Fund, backing a literacy course launched on Adreambox, the online course platform of the Adream Foundation. The Adreambox is open to 65,881 teachers from 826 junior high schools in 31 provinces across China. As of 2019, the project had been carried out in 265 high schools, providing gender education for more than 44,000 female students.
- **Pink Changing Lives Community Fund**—Mary Kay China set up the "Pink Changing Lives Volunteer Club" in 2012 to serve its communities by working with charitable causes. In 2014, in conjunction with the Jing'an Branch of Shanghai Charity Foundation,

MARY KAY

Mary Kay Ash
FOUNDATION®

MARY KAY ASH
CHARITABLE FOUNDATION

INSTITUTO
MARY KAY



ENRICHING LIVES TODAY
FOR A SUSTAINABLE TOMORROW

PINK CHANGING LIVES™
MARY KAY

MARY KAY
GLOBAL DESIGN STUDIO

Mary Kay

One of the original glass ceiling breakers, Mary Kay Ash founded her beauty company nearly 60 years ago with three goals: develop rewarding opportunities for women, offer irresistible products, and make the world a better place. That dream has blossomed into a multibillion-dollar company with millions of independent sales force members in nearly 40 countries. Mary Kay is dedicated to investing in the science behind beauty and manufacturing cutting-edge skin care, color cosmetics, and fragrances. Mary Kay is committed to empowering women and their families by partnering with organizations from around the world, focusing on supporting cancer research, protecting survivors from domestic abuse, beautifying our communities, and encouraging children to follow their dreams. Mary Kay Ash's original vision continues to shine—one lipstick at a time. Learn more at www.MaryKayGlobal.com.

Mary Kay Ash FoundationSM

Guided by Mary Kay Ash's dream to enrich the lives of women everywhere, the Mary Kay Ash FoundationSM raises and distributes funds to invest in breakthrough cancer research to find a cure for women-related cancers and ending domestic violence against women. Since 1996, the Mary Kay Ash FoundationSM has contributed more than \$85 million to organizations aligned with its two-fold mission. In addition, the Foundation supports awareness initiatives, community outreach programs, and advocates for legislation to ensure women are healthy and safe. Together, we can make the world better for women. To learn more about how to educate, advocate, volunteer and donate, and join life-saving work to support and empower women, visit www.marykayashfoundation.org, find us on Facebook and Instagram, or follow us on Twitter.

Mary Kay Ash Charitable Foundation (Canada)

Founded in 2001, The Mary Kay Ash Charitable Foundation is committed to support women living with cancer through the Look Good Feel Better program and to help end violence against women by providing grants to women's shelters and community outreach programs. The Foundation provides a grant to a domestic violence shelter in each of the ten provinces in Canada to support women and their families trying to flee domestic violence situations annually. Since 2001, the Foundation has awarded more than \$2.986 million. To learn more, please visit www.marykay.ca.

Instituto Mary Kay (Brazil)

Founded in 2014, Instituto Mary Kay aims to promote the wellness of women and their families in all phases of life, and it develops projects focused on health, education, family and professional and social development. In Brazil, our focus of work is to combat domestic violence. Millions of dollars have been donated to various organizations to help women and children around the world. To learn more, please visit www.institutomarykay.org.br.

Mary Kay China Sponsored Programs and Funds

Founded in 1995, through sponsored programs and funds, Mary Kay China established its philanthropic efforts to span across the urgent needs for women and children. Launching its core program, the **Mary Kay Women's Entrepreneurship Program** is in association with China Women's Development Foundation; and includes four additional funds: **Mary Kay China Charity Fund** is in cooperation with China Soong Ching Ling Foundation, **Mary Kay Spring Bud Fund** is in cooperation with China Children and Teenagers' Fund, **Young Women's Future Fund** is in cooperation with Adream Foundation, and **Pink Changing Lives Community Fund** is set up by Pink Changing Lives Volunteer Club and Jing'an Branch of Shanghai Charity Foundation.

MARY KAY



16251 Dallas Parkway
Addison, Texas 75001

For general inquiries,
please contact:
+1 972-687-5300

For media inquiries,
please contact:
+1 972-687-5332
media@mkcorp.com

For more information,
please visit:
www.marykayglobal.com