



Trees:

LUNGS OF THE EARTH

Trees contribute by providing oxygen, improving air quality, climate amelioration, conserving water, preserving soil, and supporting wildlife.

MARY KAY



MARCH 21, 2022

International Day of Forests • World Planting Day







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Overview

Mary Kay Inc's impact with the Arbor Day Foundation is measurable and lasting. Trees and forests are a proven solution to addressing some of the most pressing issues facing people and our planet. These challenges include climate change, water quality and quantity, biodiversity health, human health and environmental inequalities. This tool aims to showcase the impact that Mary Kay Inc. and the Arbor Day Foundation have had together to address these issues.



1,200,001

Trees Planted

24 PROJECTS

1,916 Acres Restored

Cumulative Benefits

**Measured over 40 years*

CARBON

1,018,021 METRIC TONS CO2 SEQUESTERED

Planting, protecting, and managing trees absorbs carbon. As trees grow, carbon is removed from the atmosphere into its trunks, roots, and branches. Forests capture and store different amounts of carbon at different speeds.

This mapping illustrates the rate at which forests have removed or sequestered carbon dioxide from the atmosphere over the last 20 years (2001-2020). Your investments in trees and forests will add to these historic carbon stocks, projected over the next forty years above.

💧 WATER

81,902,445 GALLONS AVOIDED WATER RUNOFF \approx 930,710 PEOPLE WITH CLEAN WATER

Trees and forests play a vital role in water quality and quantity. Healthy trees and forests reduce soil erosion, filter stormwater and agricultural irrigation, enhance rainfall infiltration, and reduce surface runoff. Their shade also influences water quantity by reducing temperatures and evaporation from rivers and streams.

Overall Water Risk is a framework, in which World Resources Institute combined 13 water risk indicators—including quantity, quality, and reputational risks—into a composite overall water risk score. Higher values indicate higher water risk. Your investments in trees and forests will add quality water to their ecosystem, projected over the next forty years above.

🌬️ AIR

4,243 TONS AIR POLLUTANTS REMOVED \approx 300,000 PEOPLE WITH CLEAN AIR

Trees produce oxygen that we breathe. In addition, trees remove air pollution by lowering air temperature, by releasing water into the atmosphere, and by filtering particulates. By reducing the need for heating and cooling systems, trees also reduce emissions that contribute to atmospheric carbon dioxide and the greenhouse effect.

Trees absorb harmful air particulate matter. Exposure to fine particle pollution can cause premature death and harmful cardiovascular effects such as heart attacks and strokes and is linked to a variety of other significant health problems. Particle pollution also harms public welfare, including causing haze in cities and rural communities. Your investments in trees and forests will absorb air pollutants, projected over the next 40 years above.

Mary Kay is a founding member of two global initiatives in collaboration with the Arbor Day Foundation:



Time for Trees Initiative—

A commitment to plant 100 million trees in forests and communities worldwide by 2022 – the 150th anniversary of Arbor Day.



Evergreen Alliance—

A collaboration with corporations all over the world committed to advancing trees and forests as natural solutions. In addition to providing critical funding for Time for Trees, the Evergreen Alliance spearheads tree-planting programs and educational campaigns to drive consumer awareness and action.



Mary Kay is a member of the Trillion Tree Initiative. The vision is for a trillion trees to be restored, saved from loss, and better protected around the world, by 2050. Trillion Trees is a joint venture of three of the world's largest conservation organizations – WWF, BirdLife and the Wildlife Conservation Society.

Habitat and Biodiversity

Photo courtesy: Arbor Day Foundation

9 PROJECTS

365,996 Trees Planted



Atlantic Forest Restoration

Year: 2021



7,000
Trees Planted

LOCATION: Atlantic Forest
(Mantiqueira Mountain range)

The country's Atlantic Forest, a tropical jungle on the other side of the country from the Amazon Rain Forest, has faced centuries of degradation due to agriculture, illegal logging, and development. Once the size of Texas, only a mere 12 % remains today. Restoration of this tropical landscape will mean critical habitat for a diverse mix of flora and fauna, clean water for more than 100 million South Americans, and large—scale carbon sequestration.



Cumulative Benefits

**Measured over 40 years*

 CARBON	8,360 METRIC TONS CO2 SEQUESTERED
 WATER	421,716 GALLONS AVOIDED WATER RUNOFF
 AIR	30 TONS AIR POLLUTANTS REMOVED



4,792

PEOPLE WITH CLEANER WATER

SDG Goals Impacted



Photo courtesy: Arbor Day Foundation

Bitterroot - Darby Land Acquisition

Year: 2008



200,000

Trees Planted

LOCATION: Bitterroot National Forest





680 Acres Restored

Stretching between two mountain ranges in Montana and Idaho, the Bitterroot National Forest boasts the largest expanse of continuous pristine wilderness in the lower 48 states. Efforts are underway to restore an area within this forest that was recently acquired by the USDA Forest Service. The land was once owned by a local timber company that cleared all the trees. This area was also affected by a series of wildfires in 2000. Newly planted trees will grow to return the land to its natural state while providing habitat for local wildlife and supporting overall watershed health.



Cumulative Benefits

**Measured over 40 years*

 CARBON	16,157 METRIC TONS CO2 SEQUESTERED
 WATER	1,509,896 GALLONS AVOIDED WATER RUNOFF
 AIR	111 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	6 SPECIES LOCALLY IMPACTED



50,000

ENOUGH OXYGEN FOR THIS MANY PEOPLE

SDG Goals Impacted

6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



Photo courtesy: Arbor Day Foundation

Gansu Province & Inner Mongolia Forests

Year: 2020



15,000
Trees Planted

LOCATION: Minquin County, China

China is one of the most affected countries in the world by desertification. In Minquin County alone, the desertification area accounts for nearly 95% of the total land area. As the young workforce leaves for an urban life, local residents face the reality of becoming ecological refugees. By training local community members, stabilizing sand dunes, planting indigenous trees, and creating job opportunities, the fate of Minquin County can be improved significantly.



Cumulative Benefits

**Measured over 40 years*

 CARBON	14,914 METRIC TONS CO2 SEQUESTERED
 WATER	76,330 GALLONS AVOIDED WATER RUNOFF
 AIR	71 TONS AIR POLLUTANTS REMOVED



3,750

ENOUGH OXYGEN FOR THIS
MANY PEOPLE

SDG Goals Impacted

6 CLEAN WATER
AND SANITATION



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Photo courtesy: Arbor Day Foundation

Germany Beetle Bark Reforestation

Year: 2021



5,000
Trees Planted

LOCATION: Eilenberg, Germany

In the wake of a bark beetle infestation, previously forested land around Eilenburg, Germany, has been left without much tree cover. Replanting efforts are underway to restore the land with native tree species. Care will also be taken to leave some of the standing dead wood in select areas, as it provides rich habitat for wildlife. Once complete, the newly planted area will grow into the forestland it once was.



Cumulative Benefits

**Measured over 40 years*

 **CARBON** 4,789 METRIC TONS CO₂ SEQUESTERED

 **AIR** 7 TONS AIR POLLUTANTS REMOVED



1,250

ENOUGH OXYGEN FOR THIS
MANY PEOPLE

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

Huron-Manistee National Forest

Year: 2011



50,000

Trees Planted



LOCATION: Huron-Manistee National Forest, Michigan

With thousands of lakes and miles of sparkling rivers and streams, the Huron-Manistee National Forest epitomizes the splendid beauty of the Great Lakes region. It is also home to a rare jack pine ecosystem that serves as important habitat for the endangered Kirtland's Warbler, a rare songbird that nests in very few places on Earth. Unfortunately, natural regeneration of this crucial habitat has not been successful. To keep the ecosystem healthy, jack pine trees were planted to help ensure a future for the Kirtland's Warbler.



Cumulative Benefits

**Measured over 40 years*

 CARBON	10,752 METRIC TONS CO2 SEQUESTERED
 WATER	1,017,322 GALLONS AVOIDED WATER RUNOFF
 AIR	57 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	15 SPECIES LOCALLY IMPACTED



12,500

ENOUGH OXYGEN FOR THIS MANY PEOPLE

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

Louisiana Longleaf Plantings

Year: 2021



26,496

Trees Planted


LOCATION: West-Central Louisiana Ecosystems

This project is helping to establish and enhance longleaf pine in a six-parish West-Central Louisiana Ecosystem Partnership Conservation Area anchored by the Fort Polk/Kisatchie National Forest Significant Geographic Area. Restoration efforts are providing early-successional longleaf pine and understory plant habitat that benefits northern bobwhite quail, Bachman's sparrow, and the Louisiana pine snake.



Cumulative Benefits

**Measured over 40 years*

 CARBON	20,570 METRIC TONS CO2 SEQUESTERED
 WATER	1,268,833 GALLONS AVOIDED WATER RUNOFF
 AIR	76 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	5 SPECIES LOCALLY IMPACTED



14,419

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

Texas National Forests Restoration

Year: 2020



20,000

Trees Planted





LOCATION: Texas National Parks

Efforts are underway throughout the National Parks of Texas to increase wildlife habitat restoration, reforestation opportunities, and stream and watershed stability. The longleaf and shortleaf pine ecosystems will also support the endangered red-cockaded woodpecker population.



Cumulative Benefits

**Measured over 40 years*

 CARBON	23,887 METRIC TONS CO2 SEQUESTERED
 WATER	2,039,199 GALLONS AVOIDED WATER RUNOFF
 AIR	82 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	16 SPECIES LOCALLY IMPACTED



23,173

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

Western China Afforestation

Year: 2021



7,500
Trees Planted

LOCATION: Western Liaoning Province

For many years, the western portion of China's Liaoning Province has been affected by a harsh climate, low annual precipitation, barren soil, and soil erosion. Through proper afforestation in the area's barren hills, the natural environment was improved — along with the economy. Work included establishing mixed forest stands, which serve as windbreaks and stabilize the soil while reducing the impact of natural disasters on area farmland.



Cumulative Benefits

**Measured over 40 years*

 CARBON	7,688 METRIC TONS CO ₂ SEQUESTERED
 WATER	345,499 GALLONS AVOIDED WATER RUNOFF
 AIR	15 TONS AIR POLLUTANTS REMOVED



1,875

ENOUGH OXYGEN FOR THIS
MANY PEOPLE

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

Withlacoochee Watershed Restoration

Year: 2020



35,000
Trees Planted

LOCATION: Withlacoochee State Forest





57 Acres Restored

This region has faced alterations in land use that go back as far as the 1800s. Efforts are now underway to convert the area back to its natural longleaf pine, sandhill ecosystem. The project will not only help to support watershed health but also provide critical habitat for a variety of wildlife including gopher tortoises, Sherman's fox squirrels, red-cockaded woodpeckers, and bobwhite quails.



Cumulative Benefits

**Measured over 40 years*

 CARBON	52,539 METRIC TONS CO2 SEQUESTERED
 WATER	5,246,485 GALLONS AVOIDED WATER RUNOFF
 AIR	175 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	22 SPECIES LOCALLY IMPACTED



59,619

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation



Water Restoration

Photo courtesy: Arbor Day Foundation

3 PROJECTS 110,000 Trees Planted



Cle Elum River Watershed Restoration

Year: 2020



5,000
Trees Planted





LOCATION: Central Cascades Forest

The Cle Elum River watershed was identified as a critical area for restoration efforts based upon its 303 (d) impaired status and its intrinsic potential to provide habitat for threatened and endangered fish (steelhead, salmon). Reforestation efforts focused on riparian and upland habitats that experienced severe fire intensity with more than 90% mortality in tree cover. Reestablishing tree cover aided in stabilizing these slopes and mitigating potential for mass wasting events and sediment delivery into stream channels.



Cumulative Benefits

**Measured over 40 years*

 CARBON	926 METRIC TONS CO ₂ SEQUESTERED
 WATER	102,257 GALLONS AVOIDED WATER RUNOFF
 AIR	7 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	8 SPECIES LOCALLY IMPACTED

 **1,250**
ENOUGH OXYGEN FOR THIS
MANY PEOPLE

SDG Goals Impacted

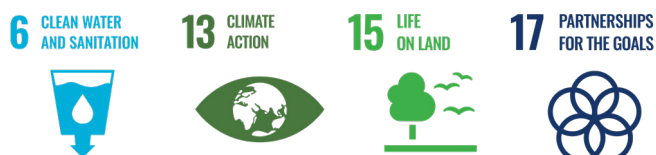


Photo courtesy: Arbor Day Foundation

GreenTrees Reforestation Project

Year: 2018

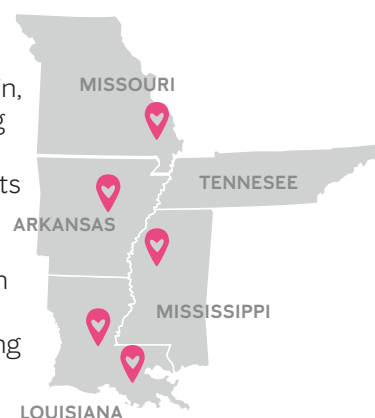


100,000

Trees Planted

LOCATION: Mississippi Alluvial Valley

The Mississippi Delta was once a 24-million-acre expanse of forested wetland. Today only 4.4 million forested acres remain, mostly in small patches, leading to water quality and habitat issues. Forest restoration efforts are underway to reduce soil erosion and flooding, protect the quality of waterways within the delta, and provide critical habitat for area wildlife including black bears, paddlefish, and many migratory birds.



Cumulative Benefits

**Measured over 40 years*

 CARBON	77,634 METRIC TONS CO2 SEQUESTERED
 WATER	1,698,595 GALLONS AVOIDED WATER RUNOFF
 AIR	354 TONS AIR POLLUTANTS REMOVED



25,000

ENOUGH OXYGEN FOR THIS MANY PEOPLE

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

Ireland Woodland Plantings

Year: 2020



5,000
Trees Planted

LOCATION: Multiple woodlands sites

Tree planting efforts throughout Ireland are helping to establish tree cover and woodland in both rural and urban areas. These newly planted forests will grow and provide valuable resources, ecosystem services, and a lasting legacy for future generations.



Cumulative Benefits

**Measured over 40 years*

 **CARBON**

4,308 METRIC TONS CO₂ SEQUESTERED

 **WATER**

3,635,646 GALLONS AVOIDED WATER RUNOFF



41,314

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

6 CLEAN WATER
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Photo courtesy: Arbor Day Foundation



Wildfire Recovery

Photo courtesy: Arbor Day Foundation

8 PROJECTS

650,000 Trees Planted



Bastrop's Lost Pines Wildfire Recovery

Year: 2013, 2014, 2015, 2016, 2017



500,000

Trees Planted

LOCATION: Bastrop State Park




The Bastrop County Complex Fire quickly spread across drought-stricken central Texas in September of 2011. By the time flames were finally extinguished, approximately 95% of Bastrop State Park and 32,400 acres of the Lost Pines Forest ecosystem had been severely damaged. Over 1,600 homes were destroyed. It was the single most destructive fire in Texas' history.

Restoration efforts at Bastrop State Park spanned five years. The fire-ravaged forest is now repopulated with majestic loblolly pine, on its way to restoring it to its original state as one of the most beautiful, unique landscapes in the world. Plans to replant more than 4 million new loblolly pine trees on public and private lands were fulfilled in Bastrop by 2016. Residents and tourists alike are now able to enjoy this unique landscape once more.



Cumulative Benefits

**Measured over 40 years*

 CARBON	597,175 METRIC TONS CO2 SEQUESTERED
 WATER	33,096,470 GALLONS AVOIDED WATER RUNOFF
 AIR	2,495 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	40 SPECIES LOCALLY IMPACTED



376,095

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

6 CLEAN WATER AND SANITATION



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Photo courtesy: Arbor Day Foundation

Pike National Forest Wildfire Recovery

Year: 2010



100,000

Trees Planted

LOCATION: Pike National Forest

741 Acres Restored





Resting on three million acres in central and southeast Colorado, the Pike & San Isabel National Forests offer visitors a diverse landscape, from the short grass prairies to the alpine tundra. In 2002, the Hayman Fire burned approximately 137,000 acres—the largest fire in Colorado's history. The fire burned within the upper South Platte watershed, the primary water source for the city of Denver. In moderate and high intensity burn areas, 100% of the trees were lost—along with any future seed sources for natural regeneration. The ten-year goal for Pike National Forest is to replant 10,000 acres with more than 1 million trees. This spring was the seventh year of replanting areas devastated by the Hayman Fire. The continued success of the restoration project is made possible thanks to the generosity and shared commitment of Arbor Day Foundation members and partners.

COLORADO



Cumulative Benefits

**Measured over 40 years*

 CARBON	18,519 METRIC TONS CO2 SEQUESTERED
 WATER	3,140,722 GALLONS AVOIDED WATER RUNOFF
 AIR	149 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	18 SPECIES LOCALLY IMPACTED



35,690

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

6 CLEAN WATER AND SANITATION



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Photo courtesy: Arbor Day Foundation

Plumas National Forest Wildfire Recovery

Year: 2010



25,000

Trees Planted

LOCATION: Plumas National Forest





223 Acres Restored

The magnificence of Plumas National Forest spans more than 1 million acres of California in the northern Sierra Nevada. A series of lightning strikes triggered the Antelope Complex Fire on July 5, 2007, which burned nearly 23,000 acres of Plumas' timber in less than a week. The Moonlight Fire struck just two months later, devastating an additional 65,000 forest acres and requiring more than three weeks to contain. In 2010, the Arbor Day Foundation and its partners provided more than 600,000 seedlings for a 4,000-acre area that was in dire need of replanting. The diversity of native species included: Jeffrey pine, ponderosa pine, Douglasfir, incense cedar, sugar pine, white fir, and red fir. The entire 2010 project area surrounds Antelope Lake, which is between Susanville and Quincy, California, and a critical water resource for the region.



Cumulative Benefits

**Measured over 40 years*

 CARBON	2,020 METRIC TONS CO2 SEQUESTERED
 WATER	182,036 GALLONS AVOIDED WATER RUNOFF
 AIR	25 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	5 SPECIES LOCALLY IMPACTED



6,250

ENOUGH OXYGEN FOR THIS
MANY PEOPLE

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation

San Bernardino - Butler II Fire

Year: 2010



25,000

Trees Planted

LOCATION: San Bernardino, California





143 Acres Restored

The San Bernardino National Forest is comprised of three ranger districts spanning more than 675,000 acres in San Bernardino and Riverside Counties in southern California. In 2007, the Butler II Fire burned near the mountain community of Big Bear within the Santa Ana watershed. Large portions of the Butler II Fire area burned so hot that seed sources were destroyed, and entire stands of trees need to be replaced. Because so much of California's water comes from the National Forests, the health of the California forest ecosystems and watersheds is critical. This reforestation project ensured that Jeffrey pine and sugar pine trees were planted on San Bernardino National Forest to restore the tree canopy, provide wildlife habitat, and ensure clean water.



Cumulative Benefits

**Measured over 40 years*

 CARBON	25,627 METRIC TONS CO2 SEQUESTERED
 WATER	793,941 GALLONS AVOIDED WATER RUNOFF
 AIR	58 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	31 SPECIES LOCALLY IMPACTED



9,022

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

6 CLEAN WATER AND SANITATION



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Photo courtesy: Arbor Day Foundation



“

You see, life to me
is no brief candle.
It's a splendid torch,
and I want to burn
it brightly before I
pass it on to future
generations.”

Many Kay

Disaster Recovery

Photo courtesy: Arbor Day Foundation

1 PROJECT

49,004 Trees Planted



Tyndall Air Force Base Hurricane Recovery

Year: 2021



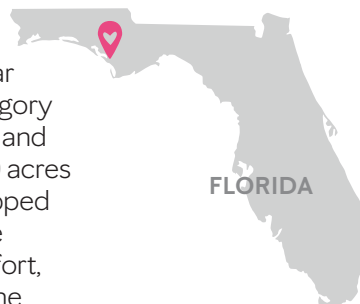
49,004

Trees Planted

LOCATION: Tyndall Air Force Base





72 Acres Restored

In October of 2018, Hurricane Michael passed directly over Tyndall Air Force Base near Panama City, Florida. The Category 5 hurricane caused major wind and surge damage including 12,000 acres of mature slash pine trees snapped in half. While the Air Force Base has funding for the cleanup effort, support is needed to replace the trees and ensure a healthy, forested future for this ground.



Cumulative Benefits

**Measured over 40 years*

 CARBON	58,528 METRIC TONS CO2 SEQUESTERED
 WATER	7,288,507 GALLONS AVOIDED WATER RUNOFF
 AIR	241 TONS AIR POLLUTANTS REMOVED
 BIODIVERSITY	19 SPECIES LOCALLY IMPACTED



82,824

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



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Photo courtesy: Arbor Day Foundation



Livelihood Program

Photo courtesy: Arbor Day Foundation

2 PROJECTS

25,000 Trees Planted



Peruvian Rain Forest Restoration

Year: 2020, 2021



25,000

Trees Planted




LOCATION: Cajamarca and Amazonia, Peru

In the highlands of Peru, deforestation is taking its toll. Land is being cleared for agriculture, and the rain forest is suffering the losses. Work here is focused on helping farmers and coffee cooperatives plant trees on their land. By educating them on the benefits of those trees to coffee production and other agroforestry products, we are ensuring a more robust rain forest ecosystem and increased economic benefit for farmers and their communities.



Cumulative Benefits

**Measured over 40 years*

 CARBON	73,627 METRIC TONS CO2 SEQUESTERED
 WATER	20,038,406 GALLONS AVOIDED WATER RUNOFF
 AIR	288 TONS AIR POLLUTANTS REMOVED



227,709

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

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Photo courtesy: Arbor Day Foundation



1 Millionth Tree Milestone Celebration

Photo courtesy: Arbor Day Foundation

1 PROJECT

1 Tree Planted



Richard R. Rogers (R3) Manufacturing/R&D Center

Year: 2018



1

Tree Planted

LOCATION: Lewisville, TX

Mary Kay has been a proud partner of the Arbor Day Foundation for over a decade. A ceremonial tree was planted at the grand opening of its new facility in Lewisville, Texas, (U.S.A.) celebrating the achievement of planting its one-millionth tree. A presentation and plaque solidified the decade-long partnership and a commitment to future achievements.



Cumulative Benefits

**Measured over 40 years*

 **CARBON**

1 METRIC TONS CO2 SEQUESTERED

 **WATER**

586 GALLONS AVOIDED WATER RUNOFF



7

PEOPLE WITH CLEANER WATER

SDG Goals Impacted

6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



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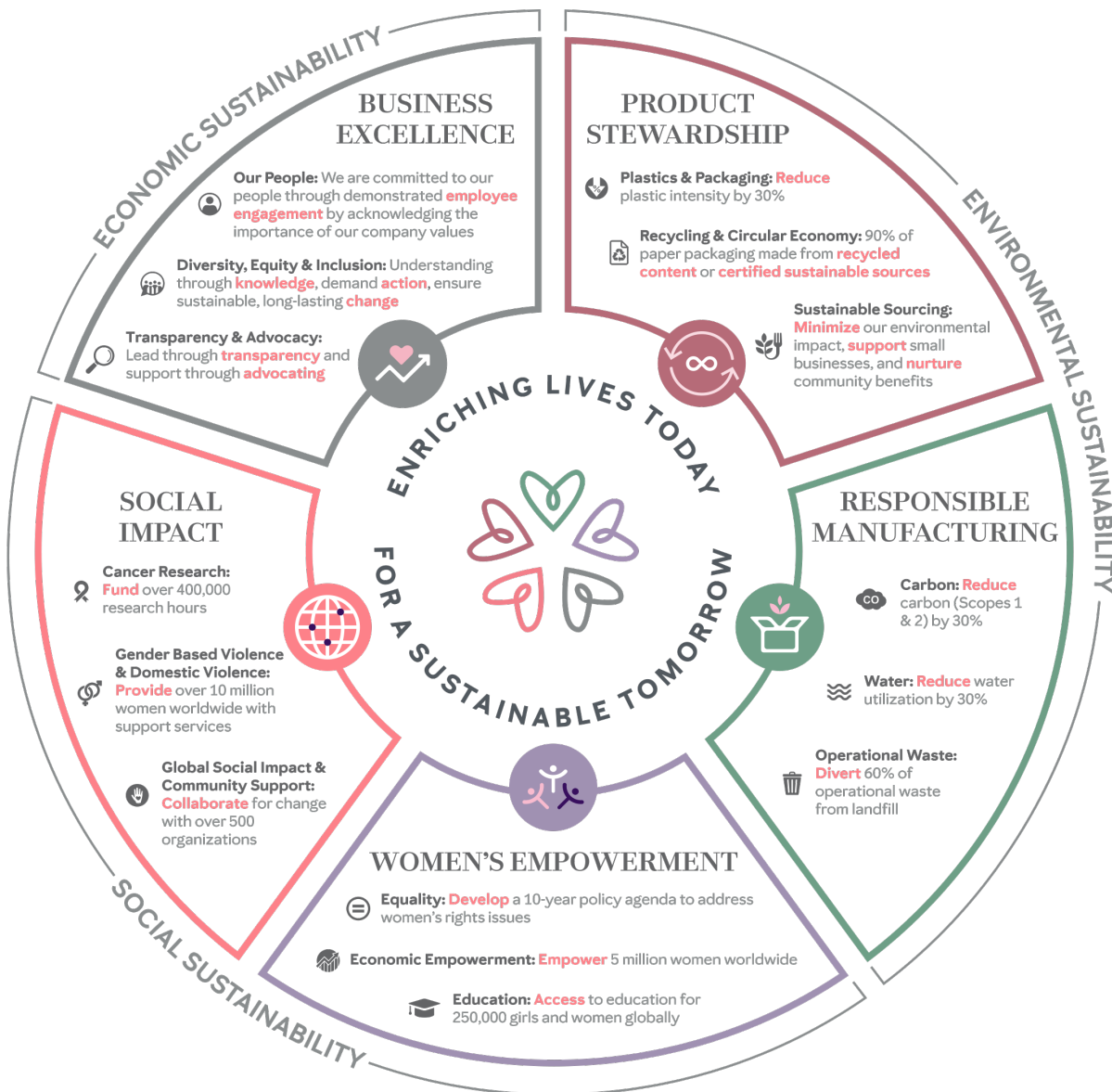
Photo courtesy: Arbor Day Foundation

SUSTAINABILITY GOALS

5 PILLARS. 15 COMMITMENTS. ONE DECADE OF ACTION.

ENRICHING LIVES TODAY FOR A SUSTAINABLE TOMORROW

Our strategy is anchored in the three dimensions of sustainable development—economic, environmental, and social—covering five sustainability pillars, activated by 15 commitments to achieve our goals by 2030. We know there are some places where we are already making significant positive impact, and we know where there is room for improvement. We will keep striving to do better, and we are immersing ourselves in identifying the gaps and opportunities on how we can change and improve.





“

I feel very strongly that we must do everything in our power to save our planet or our grandchildren will not have a place to live. Let me emphasize that Mary Kay is an environmental leader because we strongly feel it is the right thing to do.”



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

