



INSTITUTO MARY KAY

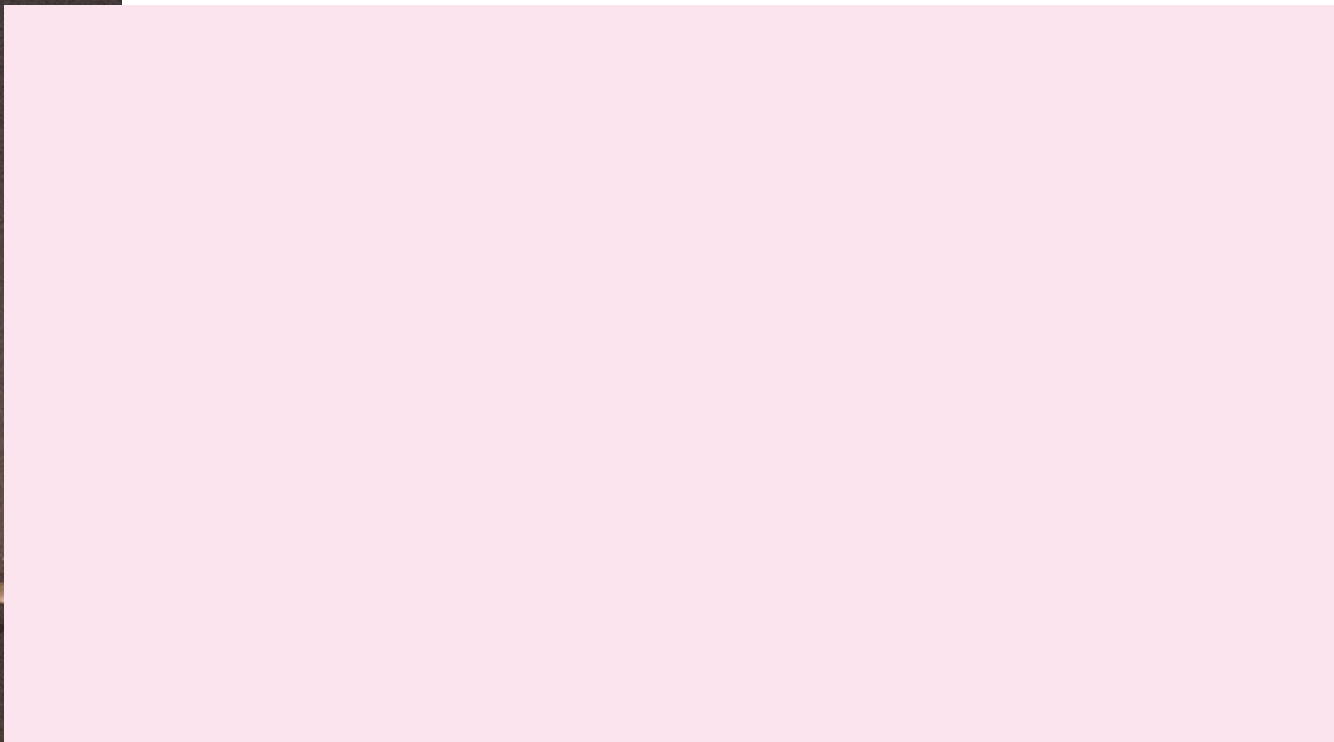


Table of Contents

Supporting Women

Decade of Action



SUPPORTING WOMEN

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.

Founded: 2014

Mission: Instituto Mary Kay's mission is committed to the health, education, families and professional and social development of women with a focus on keeping women safe from domestic violence and funding cancer research.



Our Beginning: 2020

- Instituto Mary Kay has partnered with Fala Mulher since 2017. The organization has two centers to provide support materials and programs to domestic violence victims, and two shelters to house women and their families at high risk. More than 8,000 women have been supported since the partnership began.
- Mary Kay Brazil and Instituto Mary Kay donated to the FIOCRUZ – Oswaldo Cruz Foundation to help produce 5,000 modern COVID-19 tests for public hospitals; donated to São Paulo State Fund to support efforts to purchase ventilators; and donated to the State Health Department to support special protection aprons for ICU workers in public hospitals.
- Mary Kay Brazil donated more than 60 tons of hand sanitizer to the city of São Paulo, Minas Gerais and Pernambuco States.
- Mary Kay Brazil donated 56,000 units of hand sanitizer to the city of Sao Paulo in response to the COVID-19 pandemic.
- From 2020 to 2021 Instituto Mary Kay partnered with Justiceiras to fund the system that supports women who are victims of domestic violence through Whatsapp. The survivors receive assistance from lawyers, physicians, psychologists, social workers, etc. During the height of COVID-19, more than 3,000 women sought out services.
- Starting in 2020, Instituto Mary Kay partnered with Justice National Council (CNJ) and Brazilian Judge Association (AMB) to advocate for and bring awareness to how Brazilians can support women all over Brazil who are affected by domestic violence with the campaign “Sinal Vermelho Contra a Violência Doméstica” (Red Sign Against Domestic Violence). With this campaign, those experiencing domestic violence were encouraged to make the sign of a red cross in the palm of their hand to alert others she is in a dangerous situation and needs help without alerting her aggressor. This campaign became the biggest and most effective domestic violence action in Brazil.



Our Future: 2022

The Red Cross Campaign “Campanha Sinal Vermelho Contra a Violência Doméstica” was awarded the Silver Award in the Woman’s Impact Category at ABEVD Associação Brasileira das Empresas de Venda Direta (Brazil DSA) Anual Congress.



Mary Kay e Instituto Mary Kay:
Projeto Ação Sinal Vermelho contra a Violência Doméstica

VENCEDOR
CATEGORIA PRATA
IMPACTO
FEMININO

MARY KAY

Our Journey: 2021

In 2021, Instituto Mary Kay sponsored the De Bem com Você—Beauty against Cancer program, in association with Look Good Feel Better.

In addition, it 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.

On November 25, 2021, Instituto Mary Kay participated in the UN International Day Against Domestic Violence. They donated more than 5,000 red lipsticks at the biggest shopping mall in São Paulo to spread the Red Sign Campaign. The campaign was created to allow victims of domestic violence to alert passersby about their dangerous situation and get help without their aggressor knowing. As part of the UN day, they “painted” main tourist attractions throughout São Paulo the color red - like de Estaiada Bridge - to bring awareness to the campaign.



Painting Sao Paulo red for UN International Day Against Domestic Violence in support of Red Sign Campaign





Our Beyond: 2023-2030

Mary Kay Brazil and Instituto Mary Kay, through charitable contributions and support programs, are committed to continuing their philanthropic efforts to span across the urgent needs for women and children throughout the country during the Decade of Action.



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