

MARY KAY | SOCIAL
IMPACT

PINK CHANGING LIVES



*"WE MUST REMEMBER UPON WHICH OUR
COMPANY WAS FOUNDED AND BELIEVE
IN OURSELVES AND OUR ABILITY TO DO
ANYTHING IN THE WORLD."*

~Mary Kay Ash



Table of Contents

Pink Changing Lives

Pink Changing Lives Honoree

Pink Changing Lives: A Decade of Action

Pink Changing Lives Limited-Edition Product



Pink Changing Lives



Mary Kay Ash made a lasting impact to change the world for the better. In honor of her legacy, Pink Changing LivesSM was born to support and celebrate women and girls' impactful contributions to the world.

Pink Changing Lives is our global commitment to recognize women and girls who are changing the world for the better, and support organizations around the world who tirelessly work to improve the lives of women and their families.



Our **Pink Changing Lives** cause empowerment program donates funds to organizations around the world focused on supporting cancer research and programs, helping end gender-based violence, fighting poverty, advancing climate justice, beautifying our communities, and programs empowering women and girls. The cause empowerment program is entirely funded by a portion of the sales from Pink Changing Lives products. Since 2008, Mary Kay's global Pink Changing Lives cause empowerment program has impacted more than six million women and their families by partnering with over 3,250 organizations around the world, donating over \$17 million.

Our **Pink Changing Lives Honoree** program, which launched in 2020, recognizes and celebrates influential female leaders who are using their platform, gifts, and voices for social good to create meaningful change and positive ripple effects. Through activism, innovation, technology, and extraordinary accomplishments, these women are leaving their mark on the world, forever changing lives for the better.

Our **Pink Changing Lives Limited-Edition Product** is specially selected each year and offered for purchase. A portion of the sales from Pink Changing Lives products is donated to mission-aligned organizations around the world.

DID YOU KNOW?

Since 2008, the program has impacted more than six million women and their families by partnering with over 3,250 organizations, donating over \$17 million.



A DECADE OF ACTION



2022 PINK CHANGING LIVES

In 2020, the Pink Changing Lives cause empowerment program supported over 135 organizations serving over 500,000 women and children around the world. Organizations supported included:

Mary Kay Argentina/Uruguay

Donated to Fundacion Vida Sin Violencia, an organization to help women that lived through domestic violence. This foundation provides a home for these women and their children for a short period of time, and when they are ready to move forward, they leave this home and start a new life.

Mary Kay Belarus

Supported ImenaMedia, a social and charitable institution that "improves the lives of those to whom society does not pay attention."

Mary Kay Canada

The Mary Kay Ash Charitable Foundation and Mary Kay Canada donated to Look Good Feel Better (LGFB) to support women facing cancer. LGFB offers a complimentary beauty workshop that gives Canadian women the tools and techniques to feel beautiful.

Mary Kay China

Supported OneFoundation, an organization to help children in rural areas get access to sufficient, safe and affordable drink water.

Mary Kay Czech Republic

Fond Ohrožených dětí is a nongovernmental, non-profit organization aimed at helping vulnerable children through foster care shelter and education services, and currently operates in 15 child friendly facilities for children requiring immediate assistance.

Mary Kay Germany/Netherlands/Sweden

Donated to Cleft-Kinder-Hilfe, whose mission is to improve the healing possibilities for patients with cleft and other craniofacial anomalies as well as their social integration.

Mary Kay Hong Kong

Donated to Hong Kong Cancer Foundation to promote public awareness of breast cancer and the importance of breast health.

Mary Kay Kazakhstan

Provided support to the Amila Public Fund to support the program, "Healthy Asia" to support and educate women diagnosed with breast cancer.

Mary Kay Lithuania

Supported Rimantas Kaukėnas Charitable Foundation whose goal is to make life easier for seriously ill children and their families, to help them get through the trauma of diagnosis, and to support through their long journey towards recovery.

Mary Kay Malaysia

Donated 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 Moldova

Donated to Save Life who focuses on coverage of expensive treatments and interventions, needed for the treatment of kids with severe diseases.

Mary Kay Philippines

Donated to Talikala, Inc., an organization which aims to improve the quality of life for women and young children who are victims and survivors of sex trafficking and prostitution.

Mary Kay Poland

Donated to One Day Charity to help fund different activities such as professional courses and tools, aptitude tests, allowing young people to fulfill their dreams and find and keep proper paying jobs.

2020 PINK CHANGING LIVES

Mary Kay Portugal

Since 2019, has supported Ajuda de Berço, a social solidarity institution that works every day to provide a dignified and happy present to children from 0 to 3 years old who are waiting for a future – an adopted family, the return to their biological family or another place where they can find the protection they deserve and need.

Mary Kay Singapore

Partnered with the United Nations to promote economic empowerment among young girls in its Girls2Pioneers program.

Mary Kay Slovakia

Supported Civic Association Orin Panacea and its activities related to oncological children patients and their families.

Mary Kay Spain

Since 2013, collaborated with Fundación Integra on the project "A New Future with Mary Kay" through the Pink Changing Lives™ Program. Fundación Integra organizes sociolabor workshops and specific courses where Mary Kay Spain employees get to contribute their knowledge in different fields.

Mary Kay United Kingdom

Donated to Rainbow Trust Children's Charity. Rainbow Trust supports families who have a child aged 0-18 years with a life threatening or terminal illness and need support.

Mary Kay United States

Donated over \$500,000 to the Mary Kay Ash Foundation to help provide grants to domestic violence shelters across the country, and support cancer research for cancers affecting women.



2021 PINK CHANGING LIVES

In 2021, Mary Kay's global Pink Changing Lives cause empowerment program supported over 20 NGOs around the world. Organizations supported included:

Mary Kay Argentina

Donated \$18,800 to Fundación Vida Sin Violencia, whose mission aims to promote a safe place for women and children who are victims of family violence, to help expand the organization and build a new one next to the existing one.

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 Canada

The Mary Kay Ash Charitable Foundation and Mary Kay Canada donated a combined gift of \$130,000 CDN to Look Good Feel Better to support women facing cancer. LGFB offers a complimentary beauty workshop that gives Canadian women the tools and techniques to feel beautiful.

Mary Kay China

Supported "100% Smile," providing funds to support girls needing cleft lip and palate surgery. In 2021, Mary Kay China raised a total of 350,000 yuan to help 70 girls with cleft lip and palate get free surgery through donations and lipstick sales. 37 beauty consultants participated in offline surgery activities as volunteers. From 2014 to 2021, Mary Kay China has allocated a total of 4.45 million yuan to 879 girls with cleft lip and palate who need help.

Through China Women's Development Foundation, Mary Kay China donated a combined 100,000 yuan in essential supplies to: 84 villagers needing cooking oil, flour and other essentials affected by flooding; 365 villagers who lacked personal protective equipment against COVID-19; Lizhai Village Primary School who was affected by the flood and required audio-visual technology for teaching; and 846 left-behind women and children received recreational equipment to improve their physical and mental health.

Mary Kay Colombia

Donated \$3,750 to Fundación Proyecto Guajira, whose mission is to combat child malnutrition in La Guajira and help improve the quality of life for the communities in the region.

Mary Kay Czech Republic

Fond Ohrožených dětí is a nongovernmental, non-profit organization aimed at helping vulnerable children through foster care shelter and education services, and currently operates in 15 child friendly facilities for children requiring immediate assistance. The donations coming partially from the sales of Mary Kay Pink Changing Lives products and local charitable branded products with Miki the penguin (the patron of the charitable Mary Kay CZ/SK activities and representing a symbol of hope and good deeds).

Donated 543,157 CZK to Be Charity to provide a children's play zone at Prague children plastic surgery hospitals and clinics in Bratislava, and eventually in Czech Republic.

Supported Arcidiecézní Charita Praha, Charity Ostrava, Magdalenium, and Acorus, non-profit women's shelters, providing a donation of 60,000 CKZ to each organization.

Mary Kay Czech Republic donated 200,000 CZK to non-profit organization People in need in Czech Republic, to support victims and to assist in the recovery after devastating tornado in South Moravia (Czech Republic).

Mary Kay Germany/Netherlands/Sweden

GNS donated 48,000 EUR: 50% was donated to Cleft-Kinder-Hilfe, whose mission is to provide free medical care to children with cleft lip and palate, and 50% was donated to Horizont e.V. an organization which has several women's shelters to help women and their children.



2021 PINK CHANGING LIVES

Mary Kay Kazakhstan

Provided support to the Amila Public Fund to implement the "First Support" charity project. The First Support project aids pediatric patients of Almaty Regional Children's Clinical hospital.

Mary Kay Lithuania

Supported Rimanto Kaukeno Paramos Grupe Charity with a donation of \$2,631 in support of their mission to help children and their families when faced with a serious illness and diagnosis.

Mary Kay Malaysia

Provided funding for National Cancer Society supporting psychological support services.

Donated \$12,150 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 Moldova

Donated \$4,800 to CCF Moldova (Child Community Family Moldova) who focuses on creating for children in need, an environment of hope and respect, in which they can develop their full potential and provide practical tools for a positive change in the life of the child, family and community.

Mary Kay Peru

Donated \$8,090 to Misma Luna, a local non-profit organization reinforcing education and empowerment of girls in vulnerable areas of Peru.

Mary Kay Poland

Donated 50,370 PLN to One Day Charity to help fund different activities such as professional courses and tools, aptitude tests, allowing young people to fulfill their dreams and find and keep proper paying jobs.

Mary Kay Portugal

Since 2019, has supported Ajuda de Berço, a social solidarity institution that works every day to provide a dignified and happy present to children from 0 to 3 years old who are waiting for a future – an adopted family, the return to their biological family or another place where they can find the protection they deserve and need. In 2021, Ajuda de Berço received 3,500€.

Mary Kay Russia

Supported Hurry To Do Good which provides targeted assistance to children with complex illnesses and supporting children's creativity, culture, and family.

Mary Kay Slovakia

Supported Civic Association Orin Panacea and its activities related to oncological children patients and their families. The donations came partially from the sales of Mary Kay Global Pink Changing Lives products and local charitable branded products with Miki the penguin, the patron of the charitable Mary Kay CZ/SK activities and representing a symbol of hope and good deeds.

Supported Civic Association Brana do života, Civic Association Good Heart, and Civic Association Majak Nadeje, non-profit women's shelters, providing a donation of 2,350 EUR to each organization. Mary Kay Slovakia provided Mary Kay products, used as gift packages for clients, their children and employees of the civic associations.

Mary Kay Spain

Since 2013, collaborated with Fundación Integra on the project "A New Future with Mary Kay" through the Pink Changing Lives™ Program. Fundación Integra organizes sociolabor workshops and specific courses where Mary Kay Spain employees get to contribute their knowledge in different fields.

Mary Kay Ukraine

Donated \$13,000 to Woman Health & Family Planning Charity Foundation which provides comprehensive rehabilitation programs for women who have survived breast cancer.

Mary Kay United States

Donated \$420,000 to the Mary Kay Ash Foundation to help provide grants to domestic violence shelters across the country.



2022 PINK CHANGING LIVES



In 2022, Mary Kay's global Pink Changing Lives cause empowerment program will support women and children's organizations around the world, providing support to those in need. Organizations supported include:

Mary Kay Belarus

Supported Belarusian Children's Hospice with a donation going towards medicines, medical supplies, hygiene products, specialized baby food, social and medical workers who provide palliative care to ward families of the Belarusian Children's Hospice Public Organization

Mary Kay Czech Republic

Fond Ohrožených dětí is a nongovernmental, non-profit organization aimed at helping vulnerable children through foster care shelter and education services, and currently operates 15 child friendly facilities for children requiring immediate assistance.

Donated to Be Charity to provide a children's play zone at hospitals and clinics in Bratislava, and eventually in Czech Republic.

Mary Kay Slovakia

Donated to Civic Association Orin Panacea, an organization that provides resources and volunteers dedicated to the wellness of cancer patients.

Mary Kay Spain

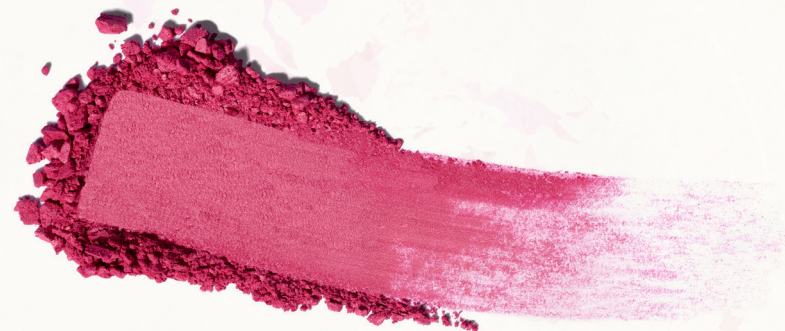
Donated 20,000 EUR to Vicky's Dream Foundation in support of research for childhood cancer.

Donated 20,000 EUR to Ecomar Foundation, a local non-profit that aims to bring children and young people closer to the marine environment and teach about ecological and environmental values of the sea.

Donated 20,000 EUR to Fundacion Integra in support of research for childhood cancer.

Mary Kay United States

Donated to the Mary Kay Ash Foundation to help provide grants to domestic violence shelters across the country.



PINK CHANGING LIVES HONOREE

2020 First-Ever Pink Changing Lives Global Honoree

Monique Coleman



When you need to engage nearly 20 percent of the world's population and give them a voice to change the future, you search for the most tireless youth advocate you can find. Enter: Monique Coleman. The United Nations appointed Monique Coleman as first-ever "UN Youth Champion" and she has since become a long-time advocate for improving the social and economic well-being of young people.

Most recognized for her character Taylor McKessie in the "High School Musical" movies, Ms. Coleman, recently launched an original docu-series GimmeMo' to amplify youth voices and shine a light on the incredible individuals and organizations making a difference on their behalf. Ms. Coleman garnered a 2019 Daytime Emmy Nomination for "Outstanding Host" in the category Lifestyle, Children's, or Special Class program.

Over the years, Ms. Coleman has supported various charities including Thirst Project, She's The First, Global Kids, Lollipop Theater, Better Youth, WeDay, Playworks, Allstate Foundation, UN Foundation's Girl Up Campaign and many others.


contributions youth make in their communities. Her advocacy for the priority area, girls and young women promoted gender equality and poverty reduction.

During her tenure as UN Youth Champion, Ms. Coleman initiated and self-funded a global tour to 24 countries. Her aim was to give voice to young people, raise awareness about the most serious challenges they face and highlight the positive

So, why Monique Coleman as the first-ever Pink Changing Lives Honoree? Because here at Mary Kay, we understand empowered girls grow up to be empowered women, and Ms. Coleman's tireless commitment to youth advocacy will make changes for the betterment of future generations.

2021 & 2022 Pink Changing Lives Honoree

Due to COVID-19, selection and production of a Pink Changing Lives Honoree was postponed for 2021 and 2022. Program to resume at a future date.



PINK CHANGING LIVES LIMITED-EDITION PRODUCT*

"I've often said that we are doing something far more important than just selling cosmetics; we are changing lives."

Mary Kay

*U.S. products featured. Specific product selection for Pink Changing Lives Limited-Edition Product may vary by market.



2020 Pink Changing Lives Product:

Limited-Edition Mary Kay Intuitive pH
Lip Balm in Pink and Berry

2021 Pink Changing Lives Product:



Mary Kay Unlimited™ Lip Gloss in
Confident Pink and Hopeful Lilac



2022 Pink Changing Lives Product:

Mary Kay® Heart Shape Lipstick in
Natural Confidence & Courageous Pink



MARY KAY

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