

Then. Now. Always.[™] **The Mary Kay Ash Story**

Narrated by Ingrid Schumacher

MARY KAY ASH (ARCHIVE AUDIO):

I read a beautiful little thing the other day. It said, "Do not follow where the path may lead, but go where there is no path and make a trail."

NARRATOR:

This is a story of a woman who, against all odds, built success beyond her wildest dreams.

RYAN ROGERS:

She was immensely determined once she had the idea in her mind that she was going to set it into motion.

NARRATOR:

A tiny Texan woman with grand aspirations — and she brought thousands of women along for the ride.... In style... In Cadillacs...custom painted a delicate shade of pink. A color recognized worldwide today as a global beauty brand's signature. Creams, masks and cleansers ... bottles and jars with sleek pink packaging ... and pretty enough to display on every woman's bathroom vanity.

ANNE NEWBURY:

Mary Kay believed so much in women — women's lives, women's rights, women's futures, women's happiness. She knew what it felt like to be a woman who had prospered not just financially, but emotionally and fulfilled.

NARRATOR:

The story of Mary Kay Ash's success is remarkable. She set out to build a company culture that empowered women with the opportunities they were denied in male-dominated workplaces. But how did she achieve this? I'm Ingrid Schumacher, and I spent more than 40 years in the broadcast industry. And I can tell you I know all about male-dominated workplaces. So, I wondered ... was Mary Kay Ash the beauty industry's first mega-influencer?

PAMELA SHAW:

She was so far ahead of her day.

MARY KAY ASH (ARCHIVE AUDIO):

I hope that you catch that dream, that vision, that will give you the opportunity to make your dream a reality.

NARRATOR:

She built and sustained a global independent sales force of women building their businesses as entrepreneurs. She rewarded them for their hard work.

LUCY JANE SANTOS:

If you beat your own target the next year, you're going to get something better. It's a visual motivator as well, but they're also being celebrated.

NARRATOR:

So, I was curious. Typically, companies like this ... with an influential founder ... well-honed company culture ... the exciting rewards ... It raises lots of questions. Who was Mary Kay Ash? Where did she come from? And how did she achieve a level of success that was remarkable for anyone at that time, but she did it as a woman. Starting in mid-life! When lots of people are dreaming of slowing down ... maybe dreaming of a cozy retirement.

NARRATOR:

But not Mary Kay Ash. Her story is one of many "firsts." And I was curious about her and her success, her legacy ... a cosmetics company she founded in 1963 that has weathered social, political, and economic change ... and now a digital revolution. How did she do it? Did it really come down to attitude? Or was there a catch?

MARY KAY ASH (ARCHIVE AUDIO):

How do you go about climbing the stairway to the stars? First and foremost, it is by your attitude. Someone once said that you can do everything right with the wrong attitude and fail. But I'm happy to tell you that you can do everything wrong with the right attitude and succeed.

NARRATOR:

Born in Hot Wells, Texas. Mary Kay Ash's family is poor.

MARY KAY ASH (ARCHIVE AUDIO):

My mother worked all my life to support us.

NARRATOR:

Mary Kay learns early on how to be self-sufficient and to work hard ... learning from the example set by her mother, who supports the family financially since Mary Kay's father is unable to work.

MARY KAY ASH (ARCHIVE AUDIO):

You instill in your children the ability to know that they can do whatever they set out to do. I'm here today because my mother was that kind of person, and she constantly kept saying to me, "Honey, you can do anything in this world you want to do if you want to do it bad enough and you're willing to pay the price. You can do it! You can do it!" And "you can do it" became the theme of my childhood and the theme of my

whole life.

NARRATOR:

But I learned that despite her mother's encouragement, Mary Kay wasn't immune to adversity. At eighteen, she marries a musician and popular local radio host. They have three children, but the marriage doesn't last. After Mary Kay Ash's husband returns from fighting in World War II, he asks her for a divorce.

Now alone, a single mother, Mary Kay Ash goes to work in direct sales — selling products door-to-door. She likes her job and is good at it, but no matter how hard she works, she can't get ahead. This is Mary Kay's take on what was holding her back.

MARY KAY ASH (ARCHIVE AUDIO):

In all those 25 years of working I had found that women were denied the opportunity to go a little further. Every time I reached that golden door it was marked "Men-Only."

NARRATOR:

She's even tasked with mentoring less experienced colleagues...but her leadership skills are ignored. By the time she's in her mid-forties, Mary Kay is frustrated with the sexism she's faced.

LUCY JANE SANTOS:

She had watched many of the men that she had trained earning more than her. And when she'd raised it with management, it had always sort of been justified in the sense that, "Well, they had families to support." And Mary Kay was always like, "Well, so have I."

NARRATOR:

Lucy Jane Santos is a leading expert on the history of the beauty industry.

LUCY JANE SANTOS:

So, there was always that inequality and injustice, and she actually quit her last role over a management dispute. And she began what she thought would be her retirement. So, she's in her, sort of, mid-forties, and she's retired from this industry. clearly, she's not a woman who wants to sit around doing nothing.

NARRATOR:

Lucy Jane, based in the UK, has long been fascinated by Mary Kay's story and how she carved out a prominent place in beauty history.

LUCY JANE SANTOS:

She begins to write a book ... which really seeks to outline all the problems, all the inequalities, all the issues that she'd encountered over her work life, and it was done

with the intention to help other women overcome them. And as she was writing, she realized that she'd actually sort of been writing a business plan for her own dream company and decided to just go into business for herself.

MARY KAY ASH (ARCHIVE AUDIO):

Okay, so what I wanted to do was to start a company that would give women a chance, an opportunity to do anything they were smart enough to do.

NARRATOR:

At this point, Mary Kay has a new husband, and he supports her dream and is prepared to roll up his sleeves to help. Now, this next part is heart-breaking.

LUCY JANE SANTOS:

Mary Kay Cosmetics opens in 1963. Her husband dies at the kitchen table a month before it was due to open, and it was due to open in September of that year. Mary Kay is advised by everyone — her accountants, her lawyer — to quit even before she starts.

NARRATOR:

Now, many of us might throw in the towel at this point. But not Mary Kay. She picks herself up ... and keeps going.

LUCY JANE SANTOS:

And with a small investment from her son and a lot of family support, she opens, and she opens on time.

NARRATOR:

With a product that Mary Kay said she knew she could sell.

MARY KAY ASH (ARCHIVE AUDIO):

It's so important to keep our promises, to be able to follow through with products that keep us, as well as your customers, looking good. The need to keep our outstanding quality consistent goes without saying. What we promise, we deliver, and your energy and spirit is delivering *Mary Kay*[®] products to all the corners of the world, no matter what it takes.

NARRATOR:

Anne Newbury, Independent Elite Executive National Sales Director Emeritus, says Mary Kay's children — Richard, Ben and Marilyn — stepped up to help, echoing her mother's trademark encouragement: "You can do it."

ANNE NEWBURY:

The children just came forth and said: "Mom, this is your dream. We're going to help you." And Richard said, "Yes, I'll, I'll quit my job." He lived in Houston — a young

couple with, I believe, three children at the time — and said, “I’ll quit my job, and I’ll come up here and be your partner.” And her other son, Ben, said, “Mom,” reached in his pocket, produced a wallet, and said, “I don’t have that much, but everything I have is yours. Take this money and use it to your will to help you start it.” And her daughter Marilyn, who lived in Houston, said, “Mom, I’ll start working to help build Houston for you.” And just I’m sure, probably with tears rolling down her face, she couldn’t believe that her kids all believed in her so much.

MARY KAY ASH (ARCHIVE AUDIO):

Remember nothing stands in your way but you. Entrepreneurism, undoubtedly, is clearly the ticket of success.

NARRATOR:

Mary Kay Ash’s business plan to sell the best skin care and cosmetics products and teach women how to use them didn’t just work. It made history and is still talked about in today’s top business schools.

NARRATOR:

Mary Kay Ash had become one of America’s most successful female entrepreneurs, receiving prestigious awards including the Horatio Alger Distinguished American Award and the Dale Carnegie Leadership Award.

NARRATOR:

In 1979, she was even featured on 60 Minutes — America’s top current affairs TV show known for sizzling exposes and investigative reporting. Morley Safer, known for his tough questions, put Mary Kay in the hot seat.

MORLEY SAFER (60 MINUTES ARCHIVE AUDIO):

The Pink Panther is not another episode in the adventures of the renowned Inspector Clouseau. Nope, this Pink Panther is a great-grandmother in Dallas, Texas whose instinct for doing business and making money is as finely tuned as a jungle cat going for the kill. Her method, however, is gentleness itself and quite simple.

NARRATOR:

Gentleness. Simplicity. These words aren’t typically associated with hugely successful corporations. So, we went on a mission to discover how that culture actually worked.

PAMELA SHAW:

I’m Pamela Waldrop Shaw, Executive National Sales Director with Mary Kay.

NARRATOR:

Pamela Shaw was first introduced to Mary Kay cosmetics through a friend.

PAMELA SHAW:

There was just something very exceptional about the culture, the conversation, the positivity, the anticipation of a better life, no glass ceiling.

CINDY WILLIAMS:

Cindy Williams, Independent Senior National Sales Director Emeritus.

NARRATOR:

Cindy Williams, based in Houston, Texas says the journey she's had — the self-confidence she's built — is in large part due to her life with Mary Kay.

CINDY WILLIAMS:

At age twenty-five I had a lot of desires and dreams, but very little belief that they could come true. I wasn't a visionary. I would get afraid looking into the future, and I couldn't look back — had a lot of pain in my past, so I was very obedient to bloom where I was planted, and that came from Mary Kay — from her teachings. And so, it changed me externally, internally and really, eternally.

NARRATOR:

She still holds a few Mary Kay aphorisms close to her heart.

CINDY WILLIAMS:

She said, I believe, “You should praise people whenever you can. It causes them to respond as a thirsty plant responds to water.” I just love that so much. This one is so applicable for today. I bet this is the one you're going to use. She said, “The greatest pollution problem we have today is negativity. Eliminate the negative attitude and believe you can do anything.”

NARRATOR:

Mary Kay Ash shattered the glass ceiling, and America's business elite wanted to know her secret. Lucy Jane gave me some background.

LUCY JANE SANTOS:

The key opportunities that she had decided that she was going to offer women that weren't really being offered by these other companies, with things like profit margins on sales. So, she offered fifty-percent profit margins on her sales at a time when other companies typically offered around about thirty-five percent. Her consultants also didn't have to find sales territories. Now, this was something she was very keen on, because she had identified that often women in these networking businesses lost a lot of their income when they moved away, and they often didn't have control over that, because they were following their husband's career, and she also offered motivational compensations, things that women actually wanted rather than things that those businesses that were dominated by men, thought the women might want.

So, these are all the types of things that she started, and they were sort of rooted in the basic core of the entire business.

NARRATOR:

Anne Newbury, a Mary Kay National Sales Director Emeritus, was living in Boston when the president of a big brokerage firm invited her to lunch at a men's club.

ANNE NEWBURY:

I sat at a table, a round table of eight gentlemen, his obviously best salespeople, and himself, and they just wanted to look at me like under a magnifying glass and ask me questions about Mary Kay, the person, about how she ran the company, how she kept people motivated, what she was like as a person. And of course, I'm just fresh off a year and a half of having just known her myself.

NARRATOR:

Anne says was all too happy to rave about the company.

ANNE NEWBURY:

I couldn't stop talking about everything that I knew and loved about her even in that short period. And so, finally one of the gentlemen said, "How does she keep people motivated?" And I said, "It is as simple as on Monday mornings we have meetings in our individual cities, and the girls all come for education and encouragement. And if they've had a good week, we have some kind of a ribbon. It's as simple as a ribbon that we pin on their lapel. And it says, 'I had a hundred-dollar week,' or, 'I was the star this week,' something." And I said, "It starts as simple as that. No effort is not acknowledged in some way. And then, when you get to the annual meeting in Dallas, it's even more rewarded with beautiful awards and gifts." And I said, "But the element of thank you goes so far beyond, and it's almost daily." I spoke about the ribbon. This gentleman said, "Well, I just don't think that would work for men." And it took me back for a minute because they had a tone of sarcasm. And I just sat back and looked at him, and I said, "You know what? I don't think you better knock it till you try it. Everybody needs a pat on the back."

NARRATOR:

The staggering popularity of the Mary Kay business model also raised some suspicion. Was the company legit? Was it simply a pyramid scheme? Lucy Jane has examined all different kinds of beauty business models.

LUCY JANE SANTOS:

Really, the main distinction is whether you have to recruit other sellers to make an income. It doesn't require its sellers, it's consultants, to build a network of other sellers, and you can earn simply by selling the product alone.

NARRATOR:

And that's what sets Mary Kay apart from some of its competitors. You can earn money by selling the product alone.

NARRATOR:

The company goes public, but after a growth streak, it hits a wall in the 1980s. America's labor market is changing and so are the desires of women. The power suit is born, and women are angling for C-suite positions.

NARRATOR:

Ryan Rogers, Mary Kay Inc.'s CEO.

RYAN ROGERS:

Interest rates were still really high in the mid-1980s. Women were entering the corporate workforce in droves. So, there were a lot of other opportunities for women that were starting to open up that maybe hadn't been there in the past. And so that was making it more difficult for us to bring new people into the business.

NARRATOR:

Ryan also happens to be Mary Kay Ash's grandson and son of Richard Rogers, then CEO of Mary Kay Inc.

RYAN ROGERS

...And my dad and my grandmother had the idea that they were going to double down, if you will, on increasing the ways that you could earn money through your Mary Kay business, which was going to cost us more. And as a publicly traded company, you know, having to do conferences with Wall Street analysts. They didn't believe in my grandmother and my dad's plan to turn the company around. And the stock price was starting to reflect that.

NARRATOR:

But Mary Kay Ash had a strategy. She and Richard spent \$315 million dollars to buy back outstanding stock in a carefully considered, leveraged buyout.

RYAN ROGERS

And they just saw the opportunity to take the company private so they could implement their plans and not really have to worry about what Wall Street said about it.

LUCY JANE SANTOS:

But this is the genius of Mary Kay and her family. They showed that they understood their market, both the buyers and the sellers.

NARRATOR:

Despite the leveraged buyout, Mary Kay Inc. and the independent sales force model remained intact with the same positive, recognition-rich culture it was known for.

LUCY JANE SANTOS:

The company offered a better commission to new consultants. They also created a centralized direct support program, offering incentives like a free gift with purchase. The crucial thing here is, that free gift was not a cost that was borne out by the consultants. So, it was paid for by the main company. And it was little things like that, or I say little things, big things like that, that really showed that they understood their market. They turned the business around within eighteen months.

NARRATOR:

Not only did the business turn around, but its expansion beyond America's borders was ramping up. And by 1993, Mary Kay Inc. had become the first female-owned Fortune 500 company.

MARY KAY ASH (ARCHIVE AUDIO):

Hello, and welcome to our Mary Kay family. I'm excited to be sharing this moment with you. It makes me feel so great to know that we are now helping women in yet another part of the world feel good about themselves. It's more than I ever could've imagined when we started the company back in 1963.

NARRATOR:

So, what was it about the Mary Kay opportunity that spoke to so many women?

RYAN ROGERS:

Mary Kay was a very faithful person. She had a very strong faith, and a lot of the values that our culture are founded on come from her faith. And the first of those is The Golden Rule: "Do unto others as you would have them do unto you." And so, she really ingrained that in our company's culture and how we treat one another and treat our independent sales force.

MARY KAY ASH (ARCHIVE AUDIO):

As we began the company, I wanted to put into effect the things that I felt had made my past career a success. I also wanted to zero in on the things that I think almost all women hold as priorities in their lives. And so, we decided to make our philosophy, first of all based on The Golden Rule. And then as our philosophy: God first, family second, career third.

RYAN ROGERS:

The second value that she firmly believed in was what we call balanced priorities. But the way she would have said it is 'God first, family second, career third.' So, she believed that women needed to have balance in their lives so that they could take care of not just their duties in their career, but their duties with their families and

their duties with their faith.

NARRATOR:

The trio of priorities — faith, family and work — are a universal currency for Mary Kay's independent sales force, transcending cultures, languages, and religions. And by 2000, Mary Kay was in thirty countries including Brazil, Germany, China, Malaysia, Canada, Mexico and Argentina.

MARY KAY ASH (ARCHIVE AUDIO):

Did you know that we are now on almost every continent in the world? This means that every moment of every day there's always someone, somewhere in our worldwide family extending the Mary Kay opportunity and sharing our Go-Give Spirit.

NARRATOR:

Around the world, women were buying into not just the Mary Kay opportunity, but its unique culture of giving back.

RYAN ROGERS:

It's this idea that giving to others will come back to you in greater magnitude. So, you need to do it and do it enthusiastically. And the highest award that we give to our independent sales force members is called the Go-Give Award. It really recognizes people that are nominated by their peers for having this Go-Give Spirit and just sort of selflessly giving into the lives of others, expecting nothing in return.

NARRATOR:

Sheryl Adkins-Green is Mary Kay Inc.'s Chief Experience Officer.

SHERYL ADKINS-GREEN:

The Mary Kay brand and opportunity have been shared and enjoyed and appreciated around the world. It's because it really does speak and resonate with those things that women value, and the fact that we have a very strong culture that resonates around the world.

NARRATOR:

Against all odds, the middle-aged grandmother from Hot Wells, Texas had built a company and global brand beyond her wildest dreams... And gave thousands of women an opportunity to become entrepreneurs.

ANNE NEWBURY:

Well, I think what you have to remember is that she unfortunately suffered a stroke. I think it was in 1998. That very day the good Lord silenced her voice, which course was her gift. Her gift was her ability to greet you and encourage you and everything.

NARRATOR:

And on November 22, 2001, Mary Kay Ash — the woman who had inspired countless women around the world — passed away, entrusting the splendid torch she lit to the people she left behind.

CINDY WILLIAMS:

You know what I realized was, all that she had poured into me, and to us, would live on long after her. And that's why I really believe that the best is yet to come — because our foundation is so rock solid because of her leadership, her principles, and all she left us in her words, her words of wisdom that I think will carry on. I believe the best is yet to come.

NARRATOR:

So... How does a company so heavily modelled after its founder and its namesake remain current and in step with culture and society? What about today's rapidly changing digital landscape?

NARRATOR:

Mary Kay's direct sales model of skin care parties in intimate home settings has entered the digital age.

LUCY JANE SANTOS:

It's a really, really interesting pivot for the company and probably something that they would have done anyway. And also, it really does bring Mary Kay Cosmetics into a full circle.

CINDY WILLIAMS:

We were the ones that were so proud that we did it in person. Blah blah, blah, blah blah! And then Covid hit [so] we had to go virtual, and now we have such a hybrid. Well, of course, as “old-timers” we'll talk about walking uphill through snow both ways, because we only did in person, but my goodness! Today I can still do in person, which I love. I can do virtual, which I love. I can have a hybrid — a blend of both — which I really love, because we can FaceTime. I mean, it's just so beautiful that this gave us that new way of doing business, or we can still gather in person. It's just ... It's magical. We are just now approaching the very best opportunity ever. We are so right for the times for today.

NARRATOR:

But with so many direct selling companies and other side gigs available, I wondered: What is it about Mary Kay that keeps drawing new generations of women to the business?

SHERYL ADKINS-GREEN:

For decades, the company has invested millions in research and development. The company holds more than 1,600 patents. So, it's an amazing science-based portfolio

of products that the independent sales force shares with their customers along with customized, personalized advice.

NARRATOR:

Dr. Lucy Gildea is Mary Kay's Chief Innovation Officer of Product and Science.

DR. LUCY GILDEA:

Mary Kay has teams of scientists who conduct ongoing research to come up with the next innovation. We utilize many internal and external resources. We even go outside the beauty and skin care industry for inspiration, and we collaborate with multiple business teams to generate the next great idea. This team incorporates cutting edge skin science, consumer behaviors and attitudes, and upcoming trends to generate ideas. We study the effects of our product on skin cells in the lab with in-vitro testing. We perform clinical studies on panelists to measure these improvements in skin and conduct consumer studies to see if the users observed or perceived the effects we desire.

NARRATOR:

It's also building innovative new technologies to support its global independent sales force.

PAMELA SHAW:

To think how far we've come, and really, how simple it would be for anyone to learn the business [and] use the product with the available technology that has such a far-reaching impact. I mean, in the early days your only reach was within your zip code or your willingness to drive. And today our technology allows us to span the globe, literally. Zip code is no longer a barrier. And the professional touch. Our technology just keeps getting better and better.

NARRATOR:

Innovation and sustainability are front and center at Mary Kay Inc. The company's Richard R. Rogers Manufacturing R&D Center in Dallas has LEED Silver Certification. And the Mary Kay global headquarters is powered by 100% renewable energy.

SHERYL ADKINS-GREEN:

One of the things that I'm so excited about is to be a part of a company that does give back, and to be a part of an organization that is really about making a difference in the world – making a positive difference in the world.

NARRATOR:

And of course, that Go-Give Spirit that underpins everything the company does.

SHERYL ADKINS-GREEN:

Mary Kay has always had, I'll say, a business with a heart. In fact, Mary Kay Ash often said that "P & L" stands for "people and love." And so, from the very beginning, giving back to the community, supporting, particularly, some causes that were near and dear to Mary Kay Ash's heart as well as, you know, hearts and minds of the independent sales force.

MARY KAY ASH (ARCHIVE AUDIO):

If you were to ask me the one common denominator among women, I would have to say it is undoubtedly, what great effect they can have on other people and what great confidence they can instill in other people.

NARRATOR:

Mary Kay Ash set up a charitable foundation in 1996 to give back to her community and the world.

SHERYL ADKINS-GREEN:

Two of the causes that they are dedicated to addressing: one is ending domestic violence, and then, secondly, finding cures to cancers that impact women. So, over the last twenty-five plus years, the [*Mary Kay Ash FoundationSM*] has donated literally tens of millions of dollars in support of those two objectives as well as tens of millions of dollars that have been awarded to grants for scientists that are researching the cures to cancers that impact women.

NARRATOR:

Ryan Rogers is sure to carry on with the Go-Give Spirit. In part, it has to do with faith.

RYAN ROGERS:

I think Mary Kay's desire to give back was motivated by her faith. She just firmly believed that if you give into the lives of others, it will come back into your own. And I think she got that from her interpretation and studying of the Bible. She just thought that was the way she needed to live her life.

NARRATOR:

Mary Kay Ash was always a step ahead of the status quo — always building opportunities for women's empowerment when there were very few available.

SHERYL ADKINS-GREEN:

Mary Kay Ash was certainly very intentional. Some of her first employees were women. Throughout the years, women executives have played an important role, not only at the corporate headquarters, but as leaders and our international business units.

NARRATOR:

According to Sheryl Adkins-Green, Mary Kay Inc. has long been ahead of the curve when it comes to diversity, equity and inclusion.

SHERYL ADKINS-GREEN:

And today I can actually say that, in terms of our executive team and the senior leadership of our markets, we are very well represented in terms of a variety of backgrounds, ethnic diversity, etc. And that's very exciting. We have a very strong culture that resonates around the world. And again, things like the Golden Rule — treating others the way you'd like to be treated. I've said it before making sure that you treat everyone with that invisible sign around their neck that says, "Make me feel important."

SHERYL ADKINS GREEN:

Values around trust. So those things translate across borders. And there are also, I would say, very timeless values that are relevant across generations.

NARRATOR:

Sheryl says the culture at Mary Kay gave women from all backgrounds the chance to potentially earn extra income and then give back and share the opportunity with other women. Inspiring them. Supporting them.

PATRICIA TURKER:

My name is Patricia Turker. I'm an Independent, Elite Executive National Sales Director with Mary Kay. What made me fall in love with the company was that I wanted to be able to be an entrepreneur right away. I was like, "Maybe I can be the first to go to New York and, you know, build up the Latino market."

NARRATOR:

At Seminar 2022, Patricia Turker was named Mary Kay Inc.'s number one Independent National Sales Director in the United States.

PATRICIA TURKER:

Well, I felt like I had a mission to enhance the life of the Latina women. I started with that mission. That was my priority because I saw the market open, and no one was offering them the opportunity — prejudging them for their backgrounds. And I thought, "Hey. This is my opportunity. I'm born in New York. I know what it is to make it." And it was hard, but it's not impossible for people who have dreams.

NARRATOR:

If I had doubts about Mary Kay as a company, the stories Patricia Turker and Pamela Shaw, Anne Newbury and Cindy Williams ... all speak to a triumvirate. Big dreams. A disciplined approach to hard work. And an incredible support system baked into the company culture.

PATRICIA TURKER:

What would I say to Mary Kay? I would say thank you. Because you have changed the life of many women. Thank you.

NARRATOR:

So, after empowering women around the world since 1963, what does the future look like for Mary Kay?

CINDY WILLIAMS:

That sixty years was just the ramping up for what is to come in the future. I think we are ready and now waiting for simply the best in all of Mary Kay's history.

PATRICIA TURKER:

I think it's bright. I think it's bright. I believe a lot of new changes are coming, and they're coming for good. And it gets better and better because, you know, it's a self-owned family company, and they have a desire to keep Mary Kay's legacy.

PAMELA SHAW:

We are a skin care brand with a beautiful culture and legacy of enriching women's, lives that spanned the globe that allows for an individualization. At the same time, we stand on the same solid rock, believing in the incredible power and courage, and strength, and longevity and creativity of a woman. And because of our founder and because of her courage and grit in difficult times, we continue to offer the legacy of opportunity to yet another generation. And I believe we will always be around.

MARY KAY ASH (ARCHIVE AUDIO):

I'm frequently asked the question: "What is your goal for the future?" And my invariable answer is: "If just one more woman today discovers how great she really is, how much God-given talent she has, it will be a great day."

SHERYL ADKINS GREEN:

I couldn't be more excited about the future of Mary Kay as we go forward, in part, because so many of the things that inspired Mary Kay Ash are still great needs right now. Women and people in general still need flexibility. They need and want the opportunity to better balance their life's priorities. And everyone wants and needs to feel important, to feel valued, to have an opportunity to do and be their best. That is as true now today as it was in 1963.

RYAN ROGERS:

Well, I'm absolutely thrilled and honored to be named CEO and President of Mary Kay going forward into our 60th anniversary year. I hope it is a great opportunity, as a family run business, to be family-led again. I'm sure we'll excite many of our very loyal and faithful Mary Kay employees and Independent Beauty Consultants. And so,

my goal is to reignite and re-enthusiate the faith to all of those people and re-establish our growth on a global scale and open new markets and continuing to bring this opportunity to women that need it all over the world.

NARRATOR:

I noticed Ryan repeatedly talked about faith. Faith in his company, his employees and global independent sales force. Faith that Mary Kay can enrich the lives of women around the world.

MARY KAY ASH (ARCHIVE AUDIO):

Looking at you I see proof that my dream became a reality. And I can see proof that my belief in Mary Kay cosmetics was well founded when I believed in you.
(applause) And just as that tiny mustard seed grows into a mighty plant, Mary Kay cosmetics has grown into the finest teaching-oriented skin care company in the world.

NARRATOR:

There's a lesson for all of us in the Mary Kay story. Sure, some of it is obvious – dream, plan and work really hard. But beyond that, she proved that it's possible to be successful and to do it with integrity, without compromising your values and still striving to stay in step with the times. She didn't just climb the ladder for herself, she built up others, too.

RYAN ROGERS:

Mary Kay is here to stay.