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Ryan Rogers
Chief Executive Officer

Six Decades of Dedication: Mary Kay's Unwavering Commitment to Women

Throughout 2023, Mary Kay Inc. has witnessed remarkable milestones in my grandmother's mission to enrich women's lives across the globe. Our commitment to making a difference in the lives of countless women is a testament to the vision set forth by my grandmother, Mary Kay Ash, six decades ago.

This year, we also celebrate our 60th anniversary, a significant landmark in the enduring legacy of a brand built on the principles of love, resilience, and empowerment. From the day Mary Kay Ash founded this company, her dream was to provide women with opportunities to achieve their potential and realize their dreams. Today, as we look back, it's heartening to see that her vision continues to inspire and uplift.

As the CEO of Mary Kay Inc. and, more importantly, as Mary Kay Ash's grandson, I am deeply committed to ensuring that her legacy thrives. Our mission is not just a corporate goal; it's a personal pledge, a family commitment. As we step into the future, I promise that Mary Kay Inc. will remain steadfast in its dedication to championing women, celebrating their achievements, and creating avenues for their success.

Thank you for being a part of our journey. Together, we will continue to keep Mary Kay Ash's vision alive—Then. Now. Always.

Ryan Rogers

Chief Executive Officer, Mary Kay Inc.

60 YEARS OF MARY KAY

OUR COMPANY



YEARS IN BUSINESS

On **September 13, 1963**, Mary Kay Ash founded her dream company for women to access equal opportunities.

FOUNDER

Mary Kay Ash, from humble beginnings to a champion of ensuring women could take their rightful place in the business world.

FAMILY- OWNED & LED

by Mary Ash's grandson, Ryan Rogers, to remain true to her vision as a company of careholders not shareholders.



35+ MARKETS

Mary Kay® products are sold in dozens of countries around the world.



QUALITY PRODUCTS

1678 patents filed¹, **800+** products in our portfolio², **more than 500K tests** conducted annually to ensure product safety, quality, and performance.

GLOBAL SALESFORCE

20,000 Independent Beauty Consultants attended Mary Kay's 2023 Seminar in Dallas, including 380+ independent sales force members from 28 countries.



POSITIVE IMPACT

MORE THAN
\$200
MILLION

Given in monetary and product donations to organizations all over the world by Mary Kay and its foundations since we began tracking our philanthropic efforts.

100%

BIODEGRADABLE PACKING MATERIALS

Made from corn and potato starch are used to ship millions of Mary Kay products every year.

100%



RENEWABLE ENERGY

Powers the Mary Kay global headquarters and manufacturing facility.



1.3 MILLION
TREES PLANTED

in partnership with the Arbor Day Foundation globally.

OUR VALUES

MAKE ME FEEL IMPORTANT

Following Mary Kay Ash's guidance, we imagine everyone has a sign around their neck with this sentiment.



GOLDEN RULE

"Do unto others as you would have them do unto you" is a tried-and-true principle that serves as the foundation upon which our company was built.

GO-GIVE SPIRIT

The real spirit of Mary Kay is the shared passion of our people to be part of something greater than our selves. "Go-Give Spirit" was Mary Kay Ash's term for this selfless pursuit of the greater good.

BALANCED PRIORITIES

We understand that a successful career is just one part of a balanced life. Inspired by Mary Kay Ash's personal desire for balance, we encourage our employees to find proper balance in their own lives.

¹As of 2023

²As of 2022: We have 854 products in our portfolio (skin care / sun care / color / fragrance / nutritional supplements / men's care).

SPECIAL REPORT ON SUSTAINABILITY

Mary Kay Inc.'s Pledge to a Sustainable Future

In a world that is rapidly evolving, Mary Kay Inc. stands at the forefront of change, not only championing the cause of women but also recognizing the immense power they hold in shaping our global economy and driving meaningful change in sustainability efforts. This year, we delve deep into our unwavering commitment to creating a harmonious balance between enriching women's lives, who are pivotal in our global economic progress, and ensuring a sustainable future for all. Our sustainability program reflects our promise to make decisions that are good for our planet and its people while honoring Mary Kay's four core values: Make Me Feel Important, the Golden Rule, our Go-Give Spirit and Balanced Priorities.

At the heart of our sustainability efforts are three pillars: **environmental, social, and economic sustainability**. We recognize that true sustainability is not just about reducing our carbon footprint or recycling; it's about creating a business model that values and uplifts every individual, especially women, fosters social well-being, and ensures economic growth that benefits everyone.

Developed in collaboration with key stakeholders and aligned with the United Nations' Sustainable Development Goals, Mary Kay is proud to be part of a global coalition working tirelessly to ensure a brighter, more equitable future. As we journey through this special sustainability report, we invite you to explore how Mary Kay Inc., with the strength and influence of women at its core, is making strides in these critical areas of sustainability, continuing our legacy of enriching lives around the world.





ENVIRONMENTAL SUSTAINABILITY

MARY KAY



Responsible Water Usage
Mary Kay's improvements projected to save 100,000 gallons of water per month.

Women at the Helm of Mary Kay's Water Steering Committee

Water, a fundamental and precious resource, is at the center of sustainability and crucial to Mary Kay's manufacturing process. As a global sustainability advocate, the company is committed to applying the [Alliance for Water Stewardship \(AWS\)](#) standard at its global manufacturing facilities in Lewisville, Texas and Hangzhou, China. To successfully implement best practices, Mary Kay launched the Water Steering Committee and an AWS Project Team – both led by women.

As Mary Kay implements additional water initiatives, the company continues to make strides in corporate water stewardship. Recent progress includes:

- In August 2023, Mary Kay implemented an improvement that is projected to save approximately 100,000 gallons per month.
- Between 2021 and 2023, Mary Kay optimized several manufacturing cleaning processes which resulted in saving a projected 572,000 gallons of water each year based on production forecast.¹

More than half of Mary Kay's Water Steering Committee members are women. Led by Nichole Jones-Dooley, Plant Manager at Mary Kay's Richard R. Rogers Manufacturing and R&D Facility, the committee identifies improvements in water efficacy and monitors current efficacy of water optimizations. "For 60 years, Mary Kay has committed to delivering advanced product technology while maintaining industrial excellence and we are continuing our commitment with the launch of the Water Steering Committee," said Jones-Dooley. **"Water sustainability is not only ethically imperative but a necessity for the well-being of humanity and the planet.** By taking collective action to preserve and protect this invaluable resource, we help ensure the ongoing availability of water to meet the needs of the environment and communities around the world."

The Mary Kay Water Steering Committee's future actions include:

- Continuous monitoring of water usage at our global manufacturing facilities.
- Working cross-functionally to build a comprehensive water dashboard to gauge water usage

at the company's manufacturing facilities with the goal of identifying additional water stewardship improvements.

As the world grapples with the challenges of water scarcity, pollution, and climate change, women leaders continue to be at the forefront of water stewardship innovation and principles. At Mary Kay, we are making a difference, one commitment at a time.

More than half of Mary Kay's Water Steering Committee members are women.

¹Methodology: These projected water savings are calculated by monitoring the data pulled from our flow meters and forecasting the annual projections based on daily and weekly averages. We will continue to monitor water usage and forecast savings as projections are subject to change based on external factors such as demand.



Mary Kay supports conservation through partnering with The Nature Conservancy & Arbor Day Foundation.

Female-Produced and Directed Documentary Tells One Woman’s Story of Environmental and Economic Empowerment

In the heart of the Sierra Madre mountain range in southern Mexico, 71-year-old Angélica Torres is determined to change her country’s future. An eco-warrior and entrepreneur from humble beginnings, Torres created a sustainability initiative that is breathing new life into the area surrounding Monterrey, Mexico. [Forest of Hope](#), an award-winning, female-produced and directed documentary produced by Mary Kay, tells her story.

The eye-opening documentary takes viewers to a small mountain town surrounded by the Cumbres de Monterrey National Forest where clear-cutting and fires have destroyed more than 30% of the forest. Determined to protect what was left, Torres started “Women United for the Conservation of Laguna de Sanchez” and in turn, created a grassroots movement. Women of her village planted trees, built a greenhouse and together, they are working to not only replenish the forest but also to create a better economic life for their families by selling what they grow. In 2015, Torres partnered with [The Nature Conservancy \(TNC\)](#), a global environmental nonprofit organization working to create a world where people and nature can thrive.

“I hope young and old will find inspiration like I have as they get to know Angélica, her family and her community.” *Forest of Hope* was screened at the 17th annual Dallas International Film Festival, the North Dakota Environmental Rights Film Festival, Hot Springs International Women’s Film Festival, San Francisco Green Film Festival and La Femme International Film Festival.

For decades, Mary Kay has supported conservation initiatives, on land and below water, in partnership with TNC and the [Arbor Day Foundation](#) to drive impact in critical areas such as reforestation and ocean conservation. By shining a light on eco-warriors like Angélica Torres whose passion for protecting the environment is matched only by her compassion for the women in her village, the power of women in conservation continues to be an inspiration.

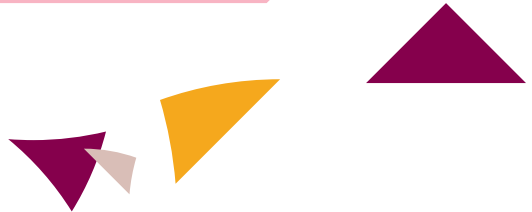


“At 71 years young, Angélica proves that you’re never too old to make a difference in this world and as a woman myself it was wonderful to find myself inspired by her spirit and the work that she does,” said Cris Graves, Director of Forest of Hope.





Oceans cover more than 70% of Earth's surface.



Mary Kay Supports Female Environmental Leaders Worldwide

In a partnership that stretches back more than 30 years, Mary Kay has worked alongside [The Nature Conservancy \(TNC\)](#) to elevate ocean health and coral reef awareness while also fostering gender equality in conservation initiatives. The decades long partnership aligns perfectly with our companies core value of enriching lives through women's empowerment and entrepreneurship. By focusing on gender equality in local conservation communities, women are empowered to lead and implement nature-based solutions.

"TNC is committed to conserving 4 billion hectares of the ocean by 2030, and we are grateful for the generous support from Mary Kay to help us to achieve this critical goal," said Dr. Elizabeth McLeod, Global Ocean Director at The Nature Conservancy. "Strong partnerships with companies focused on sustainability like Mary Kay can help to ensure lasting ocean conservation."

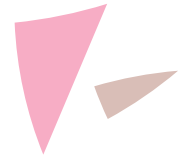
Our oceans cover more than 70% of Earth's surface and play a critical role in the well-being of our planet and livelihoods of billions of people. Through our current and past support of TNC's programs over the last three decades, Mary Kay has empowered women who have become change agents in community conservation efforts:

- In Papua New Guinea, Mangoro Market Meri is an initiative previously supported by Mary Kay to create incentives for mangrove protection and restoration. The women of Mangoro Market Meri provide sustainable mangrove products, such as shellfish and mud crabs, to generate income and employment opportunities while also protecting mangroves, an important ecosystem and natural infrastructure that absorbs storm surge and reduces erosion.
- In the Solomon Islands, Mary Kay has also supported female-led ecotourism businesses protecting endangered

turtles in the South Pacific Ocean in partnership with TNC. KAWAKI, a thriving local women's network, is leading the ecotourism initiative to help lift communities from poverty, provide much-needed resources for turtle conservation efforts, and conduct gender training with community stakeholders to understand and challenge gender-based norms that may inhibit women's involvement in conservation efforts.

A current signatory of the [UN Global Compact Sustainable Ocean Principles](#) and member of the [Ocean Stewardship Coalition](#), Mary Kay is committed to securing healthy oceans through private-sector collaboration. Keeping the momentum going on ocean conservation initiatives worldwide remains critical in creating a sustainable future for all. At Mary Kay, we are proud to support female environmental leaders around the world who play a vital role in safeguarding our beautiful oceans.

Since 1990, Mary Kay has supported **hundreds of projects in ocean conservation** and coral reef restoration in partnership with The Nature Conservancy. Through the decades-long partnership, Mary Kay has also elevated women's leadership in marine conservation to sustain programs that build **gender equality** in conservation efforts.





SOCIAL SUSTAINABILITY

Mary Kay has awarded **19 grants** to young women in STEM since 2020.



Mary Kay Inspires the Next Generation of Young Women in STEM

After joining her 7th grade math Olympiad team, [Angela Busheska](#) was inspired to pursue a career path in STEM – science, technology, engineering, and mathematics. The now 20-year-old young woman from Macedonia is a social entrepreneur and research-innovator. Busheska developed an app designed to help users live a more sustainable lifestyle by utilizing machine learning algorithms. She is making her mark on the STEM field and received a [Mary Kay Young Women in STEM grant](#).



As a global leader in women’s empowerment and innovative science, **Mary Kay launched the grant program and social campaign in 2020 to help shift the perception of “the face of science,”** and encourage young

women to pursue STEM-related fields of study and career paths. According to [UNESCO](#), the United Nations Educational, Scientific and Cultural Organization, women remain a minority in scientific fields and are under-represented in areas such as computing, digital information technology, engineering and mathematics.

This year, Mary Kay will award six new grants to young women pursuing STEM related research or programs in their community. In 2022, Mary Kay also provided its first Continuing Education STEM grant to 17-year-old [Ivanna Hernandez](#) who strives to become the first Latin American woman astronaut to go to Mars. The Colombian native is inspiring other young women to pursue higher education in aerospace, astronomy, astrophysics and physics. “There will always be someone who is willing to teach, guide or help you in whatever goal you set for yourself,” said Hernandez. “So, if you put your mind to it and don’t give up, you can achieve and be absolutely anything you want to be!”

In celebration of the [International](#)

[Day of Women and Girls in Science](#), Mary Kay hosted a STEM Youth Summit at the Richard R. Rogers (R3) Manufacturing/R&D Center, the company’s global manufacturing facility. To inspire the next generation of female leaders in STEM, Mary Kay welcomed 25 girls in under resourced communities to learn more about professional STEM paths. “At Mary Kay, we celebrate young women who are embracing higher education and careers in STEM areas as we continue to help narrow the gender gap and bias in scientific and related fields,” said Dr. Lucy Gildea, Chief Innovation Officer, Product and Science at Mary Kay Inc.

As Mary Kay STEM grant recipients blaze trails around the world to help solve some of humanity’s most complex problems through science and innovation, the company is committed to providing education grants and STEM-learning opportunities to build a more robust pipeline of female STEM talent in the future while also empowering more young women to pursue STEM-related careers.

UNLEASHING THE FULL POTENTIAL OF WOMEN ENTREPRENEURS



The initiative helped drop poverty from 28% to 0%, in just four years.

Mary Kay China Pioneers Village Project

As a young child, Shiqiong Han would walk to the river in her small rural village of Waipula, located in the Yunnan Province of China, to carry water home in a bamboo basket because the village did not have running water. Today, Shiqiong Han is a proud farm owner and female entrepreneur in Waipula who is advancing gender equality and contributing to the acceleration of sustainable development goals (SDGs) at a local level. Her story is featured alongside two other female leaders of the village in an [impact report](#) and video produced by Mary Kay and partners entitled [Daughters of the Moon](#). The film highlights women's entrepreneurship as a key driver of poverty reduction and local sustainable development.

Realizing that improving the lives of rural women is key to fighting poverty and achieving sustainable development, UNDP China, and Mary Kay China, in collaboration with the China Women's Development Foundation, the China International Center for Economic and Technical Exchanges, the Women's Federation of Yunnan Province and Yongren County Government, launched the *SDG Pilot Village Project: Women-focused Poverty Reduction and Sustainable Development* in Waipula in 2017.

The joint project has established the foundation for a local ecotourism initiative in the village and has reduced poverty from 28% in 2017 to 0% in just four years. Since the project began, it has made tangible improvements in the lives of Waipula women and their families.

“The women-focused approach of providing entrepreneurial opportunities to rural women proved to be transformative,” said Wendy Wang, Asia Pacific Region President at Mary Kay Inc. “When women started participating in economic development and consequently gained status in their communities, the whole village benefited.”



The SDG Pilot Village Project reflects Mary Kay's mission to advance women's entrepreneurship around the world. It highlights the potential of multi-stakeholder partnerships, including the private sector, in advancing the SDGs while maximizing the impact of female entrepreneurship. UNDP China, together with Mary Kay China and local public sector partners, worked with women entrepreneurs in Waipula to ensure they were equipped with the tools and education necessary to become successful. Barriers to their participation were also addressed so future entrepreneurs could actively contribute to creating an inclusive and sustainable economy.

In April 2023, Waipula welcomed leaders of the project to celebrate the success of the joint initiative with a plaque unveiling that read – “Your arrival and help have changed our destiny.” As the project continues, it serves as a blueprint of how companies can leverage their unique strengths to accelerate development results through public-private partnerships.



**PINK
CHANGING
LIVES™**
MARY KAY



Mary Kay Impacts Millions of Women and Girls Around the World

Our beloved founder, Mary Kay Ash, said “the very foundation of this company is based on the premise of helping others.” In honor of her legacy, Pink Changing LivesSM was born to reinforce Mary Kay’s global commitment to recognize women and girls who are changing the world for the better and support organizations worldwide who tirelessly work to improve the lives of women and their families.

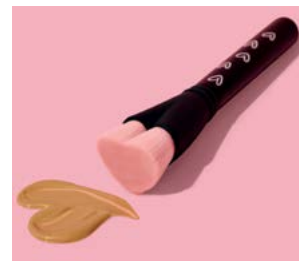
The cause marketing program is entirely funded by a portion of sales from Pink Changing LivesSM designated products. Since 2008, the global empowerment program has impacted more than six million women and their families by partnering with approximately 3,250 organizations around the world, donating over \$17 million including:

- **Mary Kay China** donated to OneFoundation to help children in rural areas get access to sufficient, safe and affordable drinking water.
- **Mary Kay Philippines** donated to Talikala, Inc. to improve the quality of life for women and young children who are victims

and survivors of sex trafficking and prostitution.

- **Mary Kay Canada** donated to Look Good Feel Better to support women facing cancer, giving them the tools and techniques to feel beautiful.
- **Mary Kay U.S.** donated to the Mary Kay Ash FoundationSM to help provide grants to domestic violence shelters across the country and support research of cancers affecting women.
- **Mary Kay Lithuania** donated to Rimantas Kaukenas Charitable Foundation whose goal is to make life easier for seriously ill children and their families by supporting them through their long journey towards recovery.

Mary Kay Ash reminds us, “I’ve often said that we are doing something far more important than just selling cosmetics; we are changing lives.” At Mary Kay, we understand empowered girls grow up to be empowered women and we’re committed to changing lives for the betterment of future generations.



**2023
Pink
Changing
LivesSM
Product**

Since 2008, Pink Changing LivesSM has impacted more than **six million women and their families** by partnering with approximately **3,250 organizations**, donating over **\$17 million.**



LEADING THE CHARGE IN WOMEN'S CANCER RESEARCH



1 in 3 women will be diagnosed with cancer in her lifetime.

Mary Kay Supports Pioneering Female-Led Research

Baylor Scott & White in Dallas, Texas is home to Dr. Joyce O'Shaughnessy, a Texas Oncology medical oncologist whose research focuses on advanced treatment options for metastatic triple-negative breast cancer (TNBC). Meanwhile in Madrid, Spain, Dr. Eva Ciruelos leads clinical trials to better understand breast cancer patients who are unresponsive to certain treatments. Despite thousands of miles of separation, the mission remains the same – find a cure.

One in three women will be diagnosed with some form of cancer in her lifetime. Mary Kay and the Mary Kay Ash Foundation are committed to improving those odds through on-going support of:

- Innovative translational research grants of prevalent cancers affecting women;
- Clinical trials resulting in better detection, prognosis and treatment of women's cancers;
- Partner organizations providing women cancer care support programs and services.

The Mary Kay Ash Foundation awarded 37 grants in support of research projects. Of those, 51% of principal investigators are female, and 100% of clinical trials are female-led.

"I began treating women with breast cancer in 1985, and we were terribly frustrated with the lack of therapeutic options," said Dr. O'Shaughnessy. "...To move treatments ahead, you need to know everything about the diseases you're treating. And on that front, we're seeing great promise."

Since 1996, the Mary Kay Ash Foundation and Mary Kay Inc. have contributed more than \$36 million to cancer research, support programs and services. In addition, the Foundation established the Endowed Distinguished Professorship in Women's Cancer Research in honor of Dr. Jerry Shay, Ph.D. at UT Southwestern Medical Center in Dallas. For the last 25 years, Dr. Shay has served as Chair of the Research Review Committee for the Foundation's domestic

Innovative/Translational Cancer Research Grants, and most recently as principal investigator of the Mary Kay Ash International Postdoctoral Scholars in Cancer Research program established in 2019.

At Mary Kay, we take a holistic approach to grant giving efforts to ensure we support innovative research programs advancing additional research worldwide.



YouTube

Watch our exclusive conversation with Dr. Joyce O'Shaughnessy and Dr. Eva Ciruelos as they get candid about the promising outlook of women's cancer research on our YouTube channel - [MaryKayGlobal](#).

Currently, Mary Kay Ash Foundation supports 37 cancer research projects. **51% are women-led** and **100% of clinical trials are woman-led.**



ECONOMIC SUSTAINABILITY

MARY KAY

DIVERSITY AND INCLUSIVITY: KEY DRIVERS OF PRODUCT INNOVATION

50+ different shades of foundation
True authentic shades



Mary Kay's Exclusive IntelliMatch™ Technology Captures Women's Authentic Tones

Empowering, embracing and celebrating women is what we do best. We know at the heart of every woman is a unique balance and blend that makes her truly shine, and the same is true for her skin. For more than 60 years, we have focused on improving and perfecting our product technology and innovation to ensure each unique skin tone is beautifully represented and color matched in our product offerings. At Mary Kay, we are proud to offer more than 60 different shades of foundation in our global product portfolio to match a broad range of skin tones, ensuring every woman feels confident and beautiful in her own skin. Our commitment to diversity and inclusion is thicker than water, it's our foundation.

Using our exclusive IntelliMatch™ Technology, Mary Kay captured thousands of data points from the foreheads, cheeks and décolletages of women with varied skin tones. The data was used to map skin tones across

the spectrum from fairest to deepest, warmest to coolest, and everywhere in between. This innovation significantly improved the authenticity of shades so that more women than ever can find their perfect match.



"In creating options for a truly diverse population, product selection is key," said Dr. Michelle Hines, Director of Product Formulation at Mary Kay Inc.

"Companies must strive to create products that allow a consumer to feel important and included. Like color foundations, consumers EXPECT to find a range of shades which includes their skin tone. With the diversity of skin tones around the globe, ensuring a color product range where everyone feels included is not only a challenge, but a responsibility. Everyone should feel important!"

In addition to patented color-match technology to create an inclusive and diverse product portfolio, Mary Kay holds more than 1,600 patents for products, technologies and packaging designs in its global portfolio. We remain committed to advancing skin health, research and development, and nutrition because we know beauty starts from within.

Our IntelliMatch™ Technology significantly improved the authenticity of shades so that more women can find their perfect match.



MARY KAY



WOMEN'S ENTREPRENEURSHIP ACCELERATOR



Mary Kay Supports Inclusive Digital Upskilling and Transformative Technology for a Sustainable Future

The digital revolution has ushered in a new era of opportunity for entrepreneurs across the globe. At Mary Kay, we are conscious of the role technology plays in all aspects of business - especially entrepreneurial business - yet 37% of women worldwide do not have access to the internet.

Recognizing the intersection between innovation, technology, the digital space, education and equal opportunities, the [Women's Entrepreneurship Accelerator](#) launched the [WEA Digital Innovation Challenge](#) for Women Entrepreneurs in late 2022. The objective of the challenge conducted by our partner International Telecommunication Union is to address barriers to women's entrepreneurship and to create solutions in support of the UN's [Sustainable Development Goals](#) (SDGs).

“To reach their full potential, women business owners must not only have access to the digital tools we take for granted, but they must have the right skills and training to use them effectively,” said Deborah Gibbins, Chief Operating Officer at Mary Kay Inc.

Our challenge received 250 submissions from women-owned and -led startups in 54 countries. 10 digital best practices and three special winners were announced by Mary Kay during the Commission on Status of Women (CSW67) in March 2023.

We are revolutionizing Mary Kay's Independent Beauty Consultants' (IBCs) businesses through digital upskilling, the development and roll-out of innovative digital tools, access to award-winning apps featuring augmented reality and connecting IBCs with their customers in more effective and seamless ways including:

- The **InTouch® mobile platform** provides millions of IBCs around the world with 24-hour access to information and services to effectively manage their Mary Kay business.
- In Europe, our award-winning **“Link & Learn”** is an integrated, education platform comprising a robust learning curriculum IBCs can access anytime, anywhere.
- **Mary Kay Mirror Me™** is our real-time makeover app using augmented reality to apply makeup trends and color products for real life application.
- **Mary Kay® Skin Analyzer** is a tool that brings skin care and

technology together at one's fingertips to help customers create a customized skin care routine.

- The newly launched **Mary Kay Interactive Catalog** brings catalogs to life with easy product ordering, GIFs, videos, shareable wish lists, instant augmented reality makeovers and more.

With digital transformation and innovation, women entrepreneurship continues to strengthen the global economy while advancing the SDGs, now and into the future.

DID YOU KNOW?

WEA was inceptioned by Mary Kay and six UN agencies with a commitment to empower 5 million women entrepreneurs by 2030.



PIONEERING GENDER EQUALITY RESEARCH IN ALGORITHMS AND ARTIFICIAL INTELLIGENCE



Mary Kay joined forces with ERT in 2020.

Mary Kay Helps Accelerate Equality in the Digital Age

At Mary Kay, we know a level playing field is not only key but vital for women entrepreneurs to thrive in today's digital economy. In 2020, Mary Kay joined forces with the [Equal Rights Trust](#) (ERT) to support a new field of research focused on framing the new landscape of Artificial Intelligence (AI) and gender equality and advocating for an "equality by design" approach.

“Addressing potential gender bias in new technologies and working to ensure that AI technology is designed to foster equality is another path for Mary Kay to demonstrate our commitment to inclusivity as core to our mission of enriching women’s lives,” said Melinda Foster Sellers, Chief People Officer at Mary Kay.

In 2023 during Global Diversity Month in October, ERT released the *“Principles on Equality by Design in Algorithmic Decision-Making,”* the outcome of three years of research and consultation work.

The pioneering research includes guidance on how to ensure that AI technology and machine learning are developed and used in ways which accelerate equality. The *Principles* build the case for an “Equality by Design” approach to system design which requires and enables the discriminatory impacts, as well as any potential positive equality impacts of algorithmic systems, to be identified, assessed, and addressed as an integral part of the development process.

The *Principles* also elaborate why States and businesses must adopt such an approach and provide detailed guidance for its implementation.

“Through this important collaboration Mary Kay is also leading the way inviting the private sector to help promote good practices ensuring the use of AI advances equality moving forward,” said Evelyn Collins, Chair of the Equal Rights Trust.



Supported by Mary Kay, the *Principles* were developed in consultation and collaboration with experts from across the globe.

SUSTAINABILITY HIGHLIGHTS

ECONOMIC SUSTAINABILITY



CROWNED

Mary Kay Inc. Crowned #1 Direct Selling Brand of Skin Care and Color Cosmetics in the World by Euromonitor International.¹

WOMEN LEADERSHIP



62% of our Global Workforce are women, 50% of our Executive Team are Women and 60% of the Leadership positions in our Top 10 Markets are held by women.²

ENVIRONMENTAL SUSTAINABILITY



Launch of the new reformulated **TimeWise Miracle Set** in more sustainable packaging as a reflection of our commitment to product stewardship.



Mary Kay® Oil-Free Eye Makeup Remover gets to the next level³: formula enhanced by a new technology and bottle and cap made from Post-Consumer-Recycled (PCR) materials.

572,000

GALLONS OF WATER

our projected annual water savings based on our production forecast.⁴

15 years of partnership with the Arbor Day Foundation, 1.3 million trees planted globally, and 100,000 trees to be planted in 2023 in the U.S (Georgia, California), Spain and Mexico.



JOINED

GLOBAL SHEA ALLIANCE

SOCIAL SUSTAINABILITY

PINK CHANGING LIVES™

MARY KAY

6 million women and their families and 3,250 organizations positively impacted, \$17 million donated since 2008 through our **Pink Changing Lives** global cause empowerment campaign.

600,000+

women have already benefited from WEA trainings and programs around the world.



WOMEN IN STEM

14 grants of \$2,500 each awarded to young women from around the world pursuing their dreams in STEM-related fields in 2022-2023.

3,000 WOMEN

and 760 companies engaged in the Women's Entrepreneurship EXPO powered by Mary Kay and partners in Europe and Central Asia.



485 students aged 13-24 participated in the third annual World Series of Innovation (WSI) challenge in partnership with **Network for Teaching Entrepreneurship (NFTE)** supported by Mary Kay. Theme: innovative solutions to address UN SDG 14: Life Below Water.

¹Source: Euromonitor International Limited; Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data. (September)

²Women Representation & Leadership at Mary Kay (December 2022)

³Also top selling product of all time

⁴CIP Optimization projected savings is accurate based on forecasts as of 09/19/23 for September 2023 – November 2024 and may fluctuate based on shifts in demand and scheduling requirements

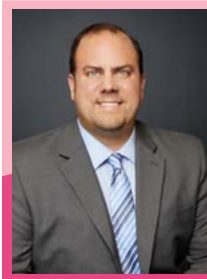
SUSTAINABILITY HIGHLIGHTS

LEADERSHIP HIGHLIGHTS



RYAN ROGERS

promoted to **Chief Executive Officer**; becoming the 3rd family member at the helm of Mary Kay.



JAMES WHATLEY

promoted to **Chief Information Officer** to champion Mary Kay's digital transformation and innovation efforts in support of the Independent Sales Force.



SHERYL ADKINS-GREEN

appointed **Chief Experience Officer** to support the success of millions of Independent Beauty Consultants' businesses.

AWARDS AROUND THE WORLD



Mary Kay Ash recognized by USA Today as one of the **"100 Women of the Century"** who have significantly impacted their communities and country.



European Direct Selling Association (SELDIA) awards Mary Kay an Astra Award in the Continuous Education and Upskilling category.



35 AÑOS EN MÉXICO

MARY KAY

Mary Kay Mexico is awarded the **"Empresa Socialmente Responsable"** distinction.

MARY KAY

MARY KAY SPAIN

receives **"Entrepreneurship and Business Development Award"** from Woman magazine – recognizing the company as a champion of women's entrepreneurship, business development, and leadership.



MARY KAY CHINA

receives **Forbes China Best Employer Award**. In the "Forbes China Best Employer Selection," out of 500 participating companies, Mary Kay won the "Best Innovation Practitioner Award."

Deborah Gibbins
Chief Operating Officer



Sustainability and Empowerment: Mary Kay's Vision for the Future

As we commemorate our 60th anniversary, it is with profound pride that I reflect on the strides Mary Kay Inc. has made in enriching the lives of women worldwide. Our legacy, built on the foundation of uplifting women, has always been intertwined with a deep sense of responsibility towards our planet and its inhabitants.

Sustainability is not just a buzzword for us—it's woven into the very fabric of who we are as a brand. Our commitment to sustainable practices is a testament to our dedication to conducting business in a manner that not only earns trust but also ensures a positive impact on our world. We recognize the challenges ahead. While we've made significant progress, we're just getting started.

Our sustainability program, crafted in collaboration with key stakeholders, aligns seamlessly with the United Nations' Sustainable Development Goals. This alignment positions Mary Kay Inc. as a pivotal player in a global coalition, working diligently to guarantee a brighter, more sustainable future. While we celebrate our achievements this year, we remain resolute in our mission. We are committed to being even more accountable in our economic, environmental, and social decisions, ensuring that Mary Kay's legacy is not only about empowering women but also about safeguarding our shared home.

Thank you for joining us on this journey. Together, we will continue to make a difference.

Deborah Gibbins
Chief Operating Officer, Mary Kay Inc.

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