

MARY KAY



**Creating a Better
World for Women**

SUSTAINABILITY REPORT 2025



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



ManyKay



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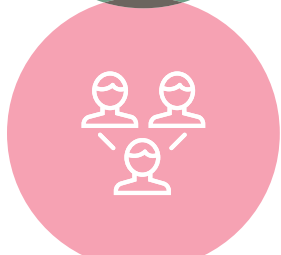
Sustainability at Mary Kay

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.






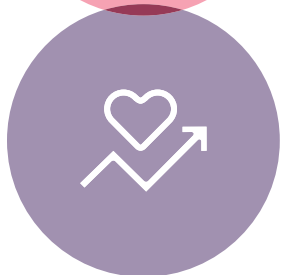
ENVIRONMENTAL

-  Product Stewardship
-  Resource Conservation
-  Water Sustainability



SOCIAL

-  Pink Changing Lives®
-  Women's Empowerment
-  Future of STEM



ECONOMIC

-  Our People
-  Digitalization
-  Advocacy

GLOBAL ALIGNMENT:

Mary Kay is a member of the **United Nations Global Compact** ([UNGC](#)). Our Company initiatives and external programs and partnerships are aligned with the **United Nations Sustainable Development Goals** ([SDGs](#)).



FROM OUR CEO

“People, planet and purpose have been part of my grandmother’s vision since the beginning. Today, we are proud to live out our mission by helping conserve our environmental resources, supporting women and their communities, advocating for our business model and continuing to champion women entrepreneurs.”

A stylized, handwritten signature in pink ink.

Ryan Rogers
Chief Executive Officer



YEARS OF SUSTAINABILITY

Sustainability, which includes environmental, social and economic focuses, has been a vital part of the Mary Kay story, deeply embedded in our Company culture from the start. Mary Kay's mission of enriching women's lives exemplifies what positive impact means for Mary Kay, Independent Beauty Consultants, their customers and the planet. Since Mary Kay Ash opened the business on Sept. 13, 1963, the Company has celebrated many milestones along the path to a more sustainable future.

1980

WOMEN ON THE HILL:

Mary Kay representatives and IBCs advocate for legislative issues, including mammogram coverage and teen dating violence prevention.

1987

WATER AND LAND CONSERVATION:

Mary Kay partners with The Nature Conservancy to support global land and water conservation efforts, a partnership that continues today.

2008

ONE LIPSTICK CAN:

Mary Kay introduces Pink Changing Lives®, donating proceeds from select products to nonprofits enriching women's lives. To date, the program has donated more than \$225 million.

2013

ONE WOMAN CAN:

The Company commemorates the 50th anniversary with a global makeover contest, donating nearly \$500,000 in grants to more than 150 charities worldwide.

2020

HELPING FRONTLINE WORKERS:

Mary Kay Inc. commits nearly \$10 million to global COVID-19 support, including manufacturing and donating hand sanitizer to support frontline workers around the world.

1986

PIONEERING REFILLABLE MAKEUP:

Mary Kay introduces a refillable compact with demand so high, it requires ordering limits for Independent Beauty Consultants.

1996

LAYING THE FOUNDATION:

The Mary Kay Ash Foundation® launches in the U.S. to fund cancer research and, later, domestic violence prevention.

2010

CAPS AND CASES RECYCLING:

Mary Kay launches caps and cases recycling program, planting 400,000 trees with the Arbor Day Foundation. To date, more than 1.4 million trees have been planted.

2018

SUSTAINABLE MANUFACTURING:

Mary Kay opens Richard R. Rogers Manufacturing/R&D Center in Lewisville, Texas, a LEED Silver-Certified facility.

2023

TOPPING THE CHARTS:

Mary Kay is named the #1 Direct Selling Brand of Skin Care & Color Cosmetics in the World* by Euromonitor International, a title maintained in 2024.

*Source: Euromonitor International Limited, Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data.

2024 SUSTAINABILITY IMPACT

ENVIRONMENTAL

93%

RSPO Certified Palm Oil use as of 2024.



100%

OF THE WATER USED

at our global facility is treated and recycled back into the local watershed.



BY 2030 **90%**
OF PRODUCT CARTONS
certified globally.^[1]

80%

OF OUR SHEA USE

was sourced from GSA-member suppliers in 2024.

ECONOMIC

63%

OF THE GLOBAL WORKFORCE
are female^[2] and 57% of leadership
positions are held by women
in our top 10 markets.



NEARLY **30%**
of sales force members
who started a Mary Kay
business in the past year
are under the age of 35.^[3]



100+

NUMBER OF TRADE ASSOCIATIONS

Mary Kay engages around the world on a range of policy issues from direct selling and entrepreneurship to personal care and supply chain and logistics.

SOCIAL

\$230

MILLION DONATED

in monetary and in-kind
donations globally since 1996.

600K+ WOMEN

positively impacted globally
through women's empowerment
initiatives as of 2024.



62%

MARY KAY GLOBAL R&D
team members are female.^[2]

[1] Note: Certified sustainable sourcing certifications may vary by country and package form.

[2] Source: Women Representation and Leadership at Mary Kay (May 2025).

[3] Source: Mary Kay Inc. 2024 U.S. data.



ENVIRONMENTAL



PRODUCT STEWARDSHIP

MINIMIZING OUR ECOLOGICAL FOOTPRINT

Mary Kay Inc. is dedicated to product stewardship with a dual focus on:

- **Sustainable Sourcing:** Sustainably sourcing our ingredients and supporting restoration efforts of damaged or threatened ecosystems led by global organizations such as Global Shea Alliance (GSA) or the Roundtable on Sustainable Palm Oil (RSPO).
- **Packaging Materials:** Considering our entire packaging life cycle while minimizing resource use and exploring opportunities for post-consumer recycled materials.



RESOURCE CONSERVATION

PRESERVING FORESTS AND BIODIVERSITY

We are dedicated to protecting biodiversity and supporting responsible forestry in a variety of ways, including:

- **Using sustainable paper sources** for product cartons and paper inserts, distribution cases and shipping boxes.
- **Highlighting our renewed certification** from the Forest Stewardship Council (FSC).
- **Planting trees around the world** with the Arbor Day Foundation (ADF) since 2008.



WATER SUSTAINABILITY

MANAGING OUR WATER FOOTPRINT

Water, a fundamental and precious resource, is crucial to Mary Kay’s manufacturing process and therefore is at the center of our sustainability efforts. As a global advocate for water stewardship, we are:

- **Reducing water utilization** at our manufacturing facilities in Lewisville, Texas, and Hangzhou, China.
- **Partnering with The Nature Conservancy** (TNC) for 37 years to support projects and initiatives tackling wetlands conservation, ocean health and coral reef awareness worldwide.



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Teamwork Makes the Green Work

Mary Kay monitors social and environmental issues while integrating innovative solutions to root causes. We source renewable raw ingredients, promote opportunities for women-led solutions and partner with non-profit organizations to advance sustainable sourcing standards.

WATCH HERE >

80%
of our Shea use was sourced from **GSA-MEMBER SUPPLIERS** IN 2024.

90%
of our **SHEA SOURCED** from GSA-member suppliers **BY 2030.**



16 million women are the backbone of the Shea industry across the “Shea Belt” of West Africa which spans over 21 countries.
Photo credit: Courtesy of the Global Shea Alliance

GSA One-Year Membership Anniversary

In 2023, Mary Kay joined the Global Shea Alliance ([GSA](#)), a nonprofit industry association that designs, develops and delivers strategies to drive a competitive and sustainable global Shea industry. Together, we aim to establish new industry standards for social and environmental responsibility, transcend beauty ideals to empower individuals and foster a more resilient future for the millions of women who depend on Shea.

RSPO 10-Year Membership Anniversary

Growing sustainable palm oil is critical for the health of forests, communities and wildlife. In 2014, Mary Kay joined the Roundtable on Sustainable Palm Oil ([RSPO](#)), a global partnership which promotes the growth and use of sustainable palm oil. Sustainable palm oil has been farmed, processed, distributed and sold responsibly with strict rules that protect animals, the environment, smallholder farmers and their communities who live and work in oil palm-producing countries.

Since joining RSPO, Mary Kay has either used certified sustainable palm oil or purchased credits to support the production of sustainable palm oil.

Palm oil is extracted from the flesh and the kernel of the oil palm fruit. Palm oil and its derivatives are used for their unique natural cosmetic properties as ingredients known for moisturizing, texturizing, foaming and solubilizing. Photo credit: PT Bumitama Gunajaya Agro



EcoVadis aims to improve sustainability performance across the value chain by providing visibility into supply chain risks and supporting corporate sustainability goals. Photo credit: Courtesy of EcoVadis

Sustainable Procurement: ECOVADIS Partnership

Mary Kay has been a member of [EcoVadis](#) since 2021.

In 2023, the Mary Kay Supplier Code of Conduct, which mandates ethical sourcing and Environmental, Social and Governance (ESG) efforts, was distributed to all active direct suppliers. Over 100 Mary Kay suppliers either joined EcoVadis or renewed their EcoVadis Ratings Subscription. Among these suppliers, 87 were awarded EcoVadis medals for achieving high sustainability ratings.

In 2024, we have further strengthened our partnership with EcoVadis to actively engage with our suppliers regarding their ESG initiatives, including advancing Sustainable Procurement. Mary Kay is also incorporating EcoVadis sustainability scores into our supplier assessments.

*2023 RSPO Reporting for Mary Kay use.

From Shelf to Shipping

Mary Kay considers the entire packaging life cycle, aiming to minimize resource use and environmental impact. Our commitment to responsible and sustainable packaging follows the “3Rs” framework.

✓

REDUCE

Plastic Intensity in product packaging such as bottles, tubes and caps.

✓

REUSE

Increase post-consumer recycled content (PCR) in packaging.


✓

RECYCLE


Increase recycle-ready/ recyclable packaging.*

SUSTAINABLE PACKAGING: 2024 HIGHLIGHTS**


1




2




3




4




5




6



7



8



1

TimeWise® Targeted-Action® Toning Lotion

- 94% PCR content in bottle
- Recycle-ready bottle without the pump
- Recycle-ready paper carton

2

Mary Kay® Hydrating Cleanser and Mary Kay® Mattifying Cleanser

- 30% PCR content in tubes
- Recycle-ready paper carton

3

Mary Kay® Hydrating Moisturizer and Mary Kay® Mattifying Moisturizer and Mary Kay® Exfoliating Scrub

- 29% PCR content in tubes
- Recycle-ready paper carton

4

Limited-Edition† Citrus Lilac Satin Hands® Nourishing Shea Cream

- 22% PCR content in tube

5

Limited-Edition† Citrus Lilac Satin Hands® Satin Smoothie® Refining Shea Scrub

- 50% PCR content in bottle
- Recycle-ready bottle without the pump

6

Cityscape® Cologne Spray

- Elimination of the plastic frame to reduce excess material
- Recycle-ready bottle
- 50% PCR content in cap
- Recycle-ready paper carton

7

Mary Kay® Supreme Hydrating Lipsticks

Shades: Black Cherry, Toasted Plum, Hushed Blush, Natural, and Mauve Crush

- 42% PCR content in total package
- Recycle-ready paper carton

8

Mary Kay® Clear Brow Styling Gel

- 35% PCR content in total package
- Recycle-ready paper carton

* Recyclable only where facilities exist

** Percentage of post-consumer recycled content may vary based on availability and geographic region

† Available while supplies last.

Our Recycling Efforts Around the World



MEXICO

Since 2021, Mary Kay has invited Independent Beauty Consultants, customers and employees to deposit empty product packaging in recycling containers available at DHL stores. As of January 2024, **Mary Kay and DHL had collected 2 tons of empty plastic products.** Additionally, 1 hectare of forests has been replanted in Mexico to contribute to a more sustainable future.



SPAIN

Mary Kay has partnered with [SEUR Foundation](#), a leader in sustainable delivery and eCommerce, to recycle all caps and shells of our products in an effort to help girls and boys with special needs improve their quality of life while caring for the planet. **Mary Kay has donated more than 145 kilos of plastic to the SEUR Foundation** through the “Tapones para una Nueva Vida” initiative.



UNITED STATES

A group of Independent Beauty Consultants gathered to celebrate their achievements and recycle cartons and packaging collected from customers and peers — creating a chance to reconnect with customers and promote sustainable practices.

LEARN MORE >



Rooting for Change

The Forest Stewardship Council ([FSC](#)) certification stands for sustainable sourcing that puts forests and people first and ensures products come from responsibly managed forests.

In 2024, the Mary Kay Print Shop celebrated its renewal of certification from the FSC. Mary Kay is committed to supporting responsible forestry by using certified sustainable paper sources for paper inserts, cartons, distribution cases and shipping boxes.



90%

OF PRODUCT
CARTONS CERTIFIED
globally by 2030*

*Note: Certified sustainable sourcing certifications may vary by country and package form.

30%

POST-CONSUMER
PAPER CONTENT
used for the instructions
included with products
since 2022



2024 Leadership in Conservation Award

Mary Kay was honored for the second year in a row with a [Leadership in Conservation and Sustainability](#) Award, a prestigious recognition created by the conservation nonprofit Texan by Nature ([TxN](#)).



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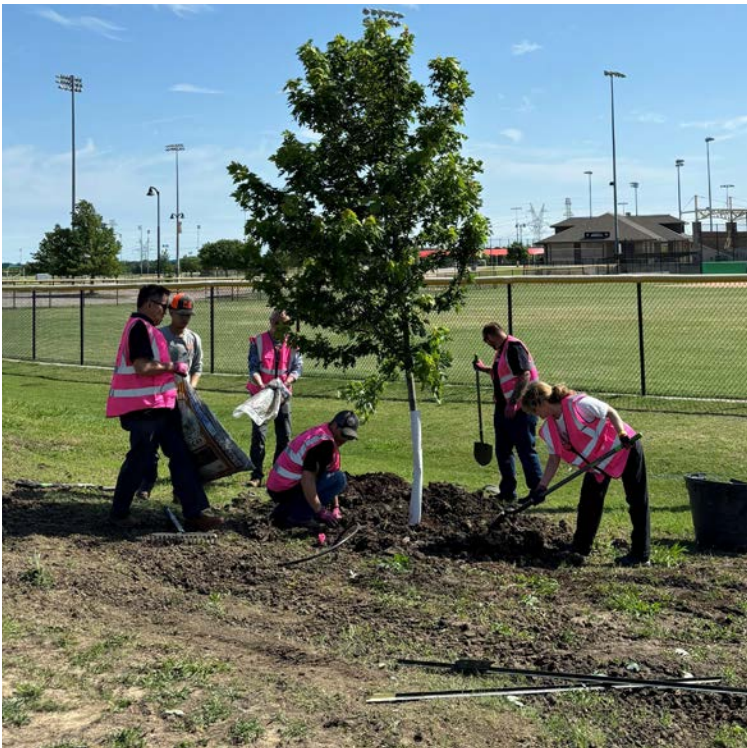
The TxN 20 initiative annually celebrates 20 businesses based or operating in Texas demonstrating data-backed commitments to conservation and sustainability.



Pink Lipsticks and Green Thumbs

Mary Kay Celebrates 60 years of Sustainable Beauty With Special Tree Planting Event

Mary Kay partnered with the Arbor Day Foundation ([ADF](#)) and Keep Lewisville Beautiful ([KLB](#)) to host a tree-planting and distribution event in Lewisville, Texas, at [Railroad Park](#) to celebrate Mother Nature and Mother’s Day. Mary Kay volunteers planted a variety of native trees along the park’s trails and waterways, symbolizing the Company’s 60th anniversary of enriching the lives of women and their families worldwide and protecting the planet. These trees were planted only four miles from Mary Kay’s state-of-the-art Richard R. Rogers Manufacturing/R&D Center (R3) and benefit Lewisville communities by providing shade, beautifying recreational areas and enhancing the Trinity River watershed’s ecosystem.



110 TREES PLANTED
& DISTRIBUTED



Growing a Greener Tomorrow

Through our partnership with the Arbor Day Foundation (ADF), Mary Kay is making a positive environmental impact in ecosystems where we operate around the world.

We support the use of reforestation and urban forestry efforts to solve issues related to climate change, community resilience and biodiversity.

Mary Kay Inc. and 15 North Texas Companies Are Rooting for Trees With the Arbor Day Foundation.

Trees as solutions for climate and ecological resilience, health and well-being, and economic inclusion? That was the business case presented by the ADF at a roundtable hosted by Mary Kay Inc. in January that gathered sustainability and Environmental, Social and Governance (ESG) leaders of 15 corporate partners from North Texas.

Since 2008:*



OVER 1.4
MILLION
TREES
PLANTED
GLOBALLY

16
YEARS OF
PLANTING
TOGETHER

2,610
ACRES RESTORED

863,392
METRIC TONS CO2 SEQUESTERED

34
PROJECTS IN THE
U.S. AND AROUND
THE WORLD

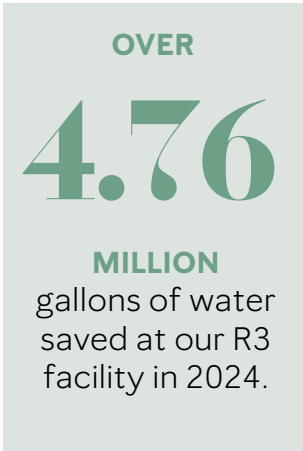
**Source: Arbor Day Foundation Impact Dashboard*



Water Wise: Keeping It Sustainable

As an essential component in creating and using our products at Mary Kay, water is central to our business. Our ability to operate effectively and meet all the needs of our consumers depends on sustainable water access, management and conservation.

We have a commitment to ensure contribution to high water quality and sustainable water quantity across all its value chain and throughout the aquatic ecosystems, watersheds and communities we serve and operate in. Product innovation also plays a vital role in our efforts to conserve this critical resource.



ECONOMIST IMPACT

Panel: Developing blue nature-based projects

Sandra Silva

General Manager Mary Kay Portugal

The 11th annual WORLD OCEAN Summit & Expo

March 11th-13th 2024 | Lisbon

Championing Blue Nature-Based Initiatives

At the 11th Annual World Ocean Summit powered by Economist Impact in Lisbon, Portugal, in the spring, Mary Kay demonstrated its unwavering **commitment to fostering a sustainable blue economy** through being a long-time supporter of The Nature Conservancy ([TNC](#)).

Sandra Silva, General Manager of Mary Kay Portugal, spoke on the panel **“Developing Blue Nature-Based Projects,”** emphasizing the importance of collaborative marine conservation and the positive impact of gender perspectives on climate change and biodiversity initiatives. In October, Silva also discussed “blue credits” at the Fair Carbon webinar that explored the blue economy.

LEARN MORE ›

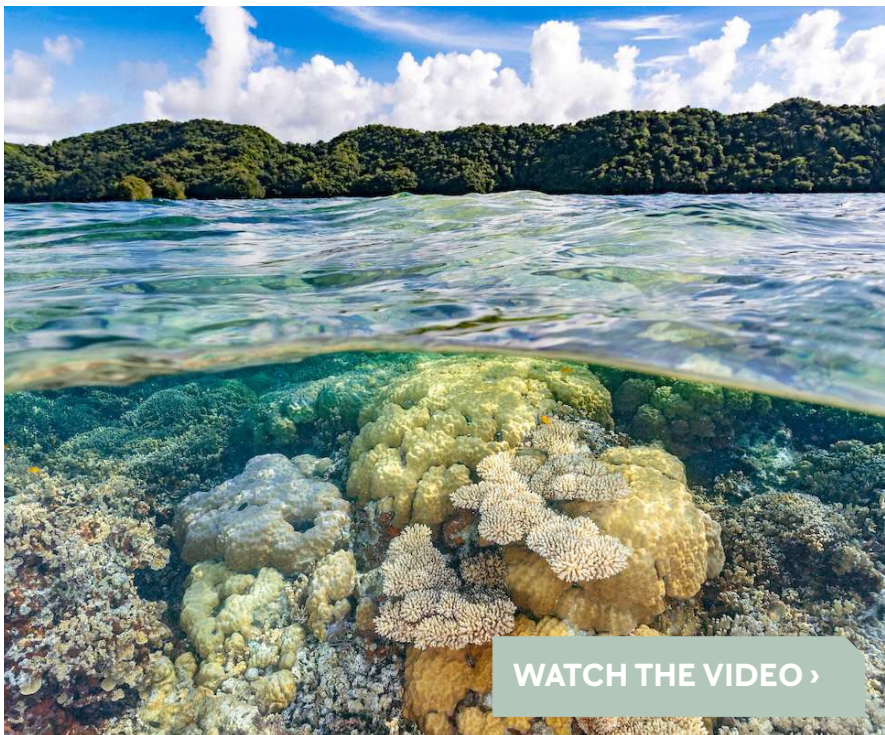


Photo Credit: Cut Canvas Creative/Kip Evans

Protecting Our Planet’s Blue Heart

Mary Kay has been a long-time supporter of The Nature Conservancy (TNC), advancing efforts to protect mangrove ecosystems, conserve our oceans, and safeguard coral reefs. Our continued commitment to TNC’s **Global Oceans and Super Reefs** initiatives has enabled cutting-edge science to inform management decisions for coral reef conservation.

In partnership with the Woods Hole Oceanographic Institution, Stanford University, and TNC, and with private sector support from sources such as Mary Kay, Super Reefs has developed an innovative process to predict and test areas of coral reefs with higher tolerance to heat waves. These findings are shared with governments, local communities, and rightsholders through TNC to help shape policy and decision-making. As a result, coral refugia in Hawaii, the Marshall Islands, and Belize are now being incorporated into Marine Protected Areas (MPAs) and MPA zoning plans to boost long-term reef resilience of coral reefs and the communities that depend on them.

37

YEARS WITH TNC

100

CONSERVATION PROJECTS supported globally and in the U.S.

DID YOU KNOW?



Photo Credit: Courtesy of The Nature Conservancy. Copyright © Jerod Foster for The Nature Conservancy

Texas has lost more than half of its coastal wetlands in the past 200 years to habitat conversion, overgrazing and development. Mary Kay supports wetland protection and restoration along the Texas coast with TNC, as well as efforts to assess blue carbon markets for sustainable wetland management.

GLOBAL ALIGNMENT:

Mary Kay is a signatory to two crucial causes addressing global water challenges through corporate water stewardship: the [CEO Water Mandate](#) and the [United Nations Global Compact’s Sustainable Ocean Principles](#).





SOCIAL



PINK CHANGING LIVES®

GIVING BACK IS A BEAUTIFUL THING

Mary Kay's global charitable efforts reflect a commitment to making a meaningful difference and creating a lasting impact in women's lives and their families worldwide through Pink Changing Lives® which focuses on:

- **Inspiring hope** by advancing women's cancer research.
- **Empowering women** by working to end domestic violence.
- **Transforming lives** by promoting economic empowerment.
- **Beautifying communities** by protecting natural resources.



WOMEN'S EMPOWERMENT

WHEN WOMEN THRIVE, COMMUNITIES FLOURISH

Mary Kay is dedicated to empowering women globally by igniting personal development and entrepreneurial spirit through game-changing initiatives such as:

- **Programs to help support:** Women's leadership and promoting equality and advance sustainable development.
- **Programs to provide opportunities for:** Education, entrepreneurship and independence, helping women thrive and enact positive change in their lives and communities.



FUTURE OF STEM

INSPIRING FUTURE WOMEN IN LEADERSHIP

Mary Kay celebrates and encourages young women to take charge of their futures in STEM fields and help the next generation of female STEM leaders achieve their dreams by offering continued support through:

- **Leadership:** Mary Kay boasts a 62% female, global Research & Development Team.
- **Innovation:** Offering grants and ongoing support to young women excelling in a variety of STEM areas.

\$230

MILLION DONATED

in monetary and in-kind donations globally since 1996.

600K+
WOMEN

positively impacted globally through women's empowerment initiatives.

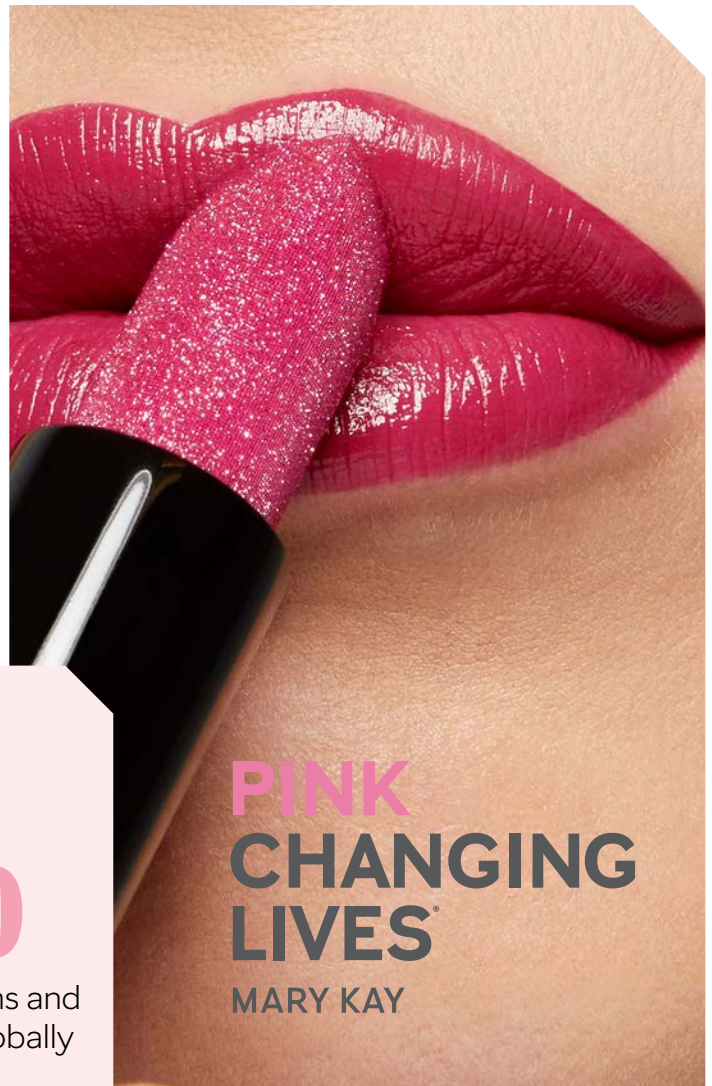
62%

MARY KAY GLOBAL R&D
team members are female.

Our Global Promise to Women

Since 1996^[1], Mary Kay Inc. and its four Company-sponsored foundations have contributed over \$230 million in monetary and in-kind donations to charitable organizations to improve the lives of women and their families around the world.

Mary Kay Inc. is committed to empowering women and enriching their lives, providing hope and healing, caring for the planet and creating lasting impact through our multifaceted Pink Changing Lives® Program.



OVER **4** MILLION
women
& families
served

\$230
MILLION DONATED

OVER **3,300**

charitable organizations and
projects supported globally

**PINK
CHANGING
LIVES®**
MARY KAY



Heart of Our Product

Mary Kay's Pink Changing Lives® cause-marketing campaign remains a cornerstone to giving back in local communities in meaningful ways. Since 2008, the Pink Changing Lives® Program has donated over \$18 million, entirely funded by a portion of the sales of designated products in participating Mary Kay markets. Funds support causes including cancers affecting women, ending domestic violence, providing care and support for women and their families and beautifying communities where we live and work because women are at the heart of everything we do.

¹While the Company has provided philanthropic support to charitable causes for many decades, official documentation began in 1996 with the founding of the Mary Kay Ash Foundation® (U.S.).

PINK CHANGING LIVES®

MARY KAY

Aptly named, the 2024 Pink Changing Lives® designated product, a limited-edition Mary Kay® Sparkle Cream Lipstick, boasted the shades EMPOWER and POSITIVE IMPACT. These colors lived up to their name and Mary Kay's mission, as a portion of the proceeds from each sale supported women around the world in powerful ways.

Since 2008, more than \$18 million has been donated to more than 3,300 organizations in support of millions of women worldwide.



Mary Kay Germany's Pink Changing Lives® beneficiary Horizont e.V. is a nonprofit offering mothers and children a safe home free from violence.

“Only what you give can be multiplied back into your own life.”

Mary Kay

DID YOU KNOW?

Since 2008, the Pink Changing Lives® Program has featured 17 products in 30 unique shades, scents and packages toting a bigger purpose – making the world a more beautiful place!



AROUND THE WORLD, MARY KAY IS COMMITTED TO:

- ✓ Supporting women-related cancer research and programs.
- ✓ Helping to end domestic violence.
- ✓ Advancing environmental issues.
- ✓ Creating a better world for the next generation.



PINK CHANGING LIVES® Around the World

Whether it's from a portion of the proceeds of a designated product, from employees and Independent Beauty Consultants giving back locally or from financially supporting meaningful causes, Mary Kay affiliates are making a lasting impact worldwide.



ARGENTINA

Mary Kay has partnered with Resguardo Familias de Esperanza since 2001, bringing celebrations and joy to children in vulnerable situations during their time at the facility. Mary Kay's donation ensures children receive emotional and family support, a promising education and confidence to develop and grow in the early stages of their lives despite their difficult circumstances.



BRAZIL

Company-sponsored foundation, Instituto Mary Kay Brazil, provided over \$20,000 in financial support to domestic violence partner Fala Mulher. Since the partnership began in 2017, more than 15,000 women have received emergency shelter, legal, social and psychological care and emotional healing from domestic violence trauma.



CANADA

Look Good Feel Better received more than \$135,000 USD in product donations used to create 230 workshop kits for women who are undergoing or who recently completed cancer treatment. Women attend workshops to learn techniques for applying makeup after physical changes due to treatment, restore self-confidence and help their inner and outer beauty shine in the face of cancer.

For a comprehensive look at all 2024 market partners and charitable efforts, visit marykayglobal.com.



CHINA

In 2022, Mary Kay partnered with Zhejiang Xinhua Compassion Education Foundation to launch the Hope for Pearl Program to help academically excellent female students from financially challenged families access quality education. To date, 93 high school female students, including 42 in 2024, have completed the program. Each of these “pearl students” receives tuition and a living allowance to complete their high school education with peace of mind and free of debt.



COLOMBIA

In Colombia, futbol is life. Mary Kay partnered with nonprofit Colombianitos to rehabilitate a rundown sports field to allow children a safe environment for after-school play, supporting their well-being, developing life skills and building community while their mothers work late into the evenings to provide for their families.



CZECH REPUBLIC/SLOVAKIA

Be Charity received over \$7,600 USD toward their mission to care for individuals with long-term illnesses. Mary Kay provides critical financial aid to specific children to ensure their long-term care is covered, a crucial step in their health and healing journey. In 2024, Mary Kay sponsored Nicolka (age 12 from Czech Republic) and Tomas (age 5 from Slovakia) by paying for their neurorehabilitation and special health treatments.



GERMANY/NETHERLANDS/SWITZERLAND

Mary Kay partnered with The Reiner Meutsch Foundation supporting FLY & HELP for 12 years building 10 schools to date in support of children’s education in third-world countries. In 2025, the 11th Mary Kay-sponsored school opens in Sri Lanka.



POLAND

For six years, One Day Foundation has been the beneficiary of Mary Kay’s Pink Changing Lives® efforts caring for children and young people from orphanages or foster care in the process of becoming independent. Funds raised pay for therapy services for emotional development and professional courses to help create financial stability upon exiting the program.



SPAIN

Mary Kay and its independent sales force partnered with the FERRO Foundation, designating it as the beneficiary of their Pink Changing Lives® product proceeds. Their support has helped fund groundbreaking breast cancer research, including a study that has enrolled more than 50 female cancer patients. Mary Kay has proudly supported this vital research for the past two years.



UKRAINE

For 15 years, Woman Health & Family Planning Charity Foundation has been the beneficiary of the Mary Kay Pink Changing Lives® donation, receiving funding to further educational activities and rehabilitation for women recovering from breast cancer. In 2024, \$8,300 USD was donated to provide support and healing to women in Truskavets, Ukraine.



UNITED STATES

In 2024, the Mary Kay Ash Foundation® awarded \$2.4 million in grants to cancer research and domestic violence shelters, thanks to generous donors such as the United States region of Mary Kay. In addition to donating Pink Changing Lives® product sales proceeds, Mary Kay provided a grant of \$4,120 USD to the Violence Intervention Program to further their mission of leading Latina victims of domestic violence to safety.

When Women Thrive, Communities Flourish.

It is essential for us to do our part to help create an enabling ecosystem for women entrepreneurs at large and support regional collaborative platforms where women can engage, network, sell their products, have access to funding and gain confidence.

In 2024, three major initiatives highlighted our commitment to help advance entrepreneurship and create the environment that “works” for women entrepreneurs, **globally, regionally and locally.**

600K+

WOMEN POSITIVELY IMPACTED GLOBALLY

through women's empowerment initiatives

110+

PARTNERS in global and regional high-level events and programs



The report details Mary Kay's steadfast commitment to championing women's causes around the world through launching the groundbreaking Women's Entrepreneurship Accelerator (WEA) multistakeholder partnership.

WOMEN'S ENTREPRENEURSHIP ACCELERATOR

In 2019, Mary Kay joined forces with six United Nations agencies to form a groundbreaking multistakeholder partnership: the **Women's Entrepreneurship Accelerator** also known as WEA with a mission focused on alleviating the barriers to women's entrepreneurship.

In March 2024 during the UN Women's Commission on Status of Women (CSW68), Mary Kay released WEA's impact report at an event titled **Building Enabling Ecosystems to Advance Women Entrepreneurship.**

[LEARN MORE ›](#)



Kunduz Khaidarova, Founder of Business English School, speaking at the Sub-Regional Women's Entrepreneurship EXPO 2024 held in November in Bishkek, Kyrgyzstan.

Photo credit: Courtesy UN Women, Kyrgyzstan

BACKGROUND

The Women's Entrepreneurship EXPO was launched in 2021 by the UN Women Regional Office for Europe and Central Asia in collaboration with the European Bank for Reconstruction and Development (EBRD) and Yıldız Holding with the support of Mary Kay.

In 2024, Mary Kay supported again the Women's Entrepreneurship EXPO in Europe and Central Asia.

The **EXPO** facilitates collaboration, networking, peer learning, idea generation, skills enhancement and business expansion opportunities for women entrepreneurs, investors and private sector stakeholders. It also increases the visibility of women-led enterprises and promotes inclusive markets and value chains regionally and globally.

The 2024 EXPO showcased women's businesses in 13 European and Central Asian countries: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kazakhstan, Kosovo, Kyrgyzstan, Moldova, North Macedonia, Serbia, Tajikistan, Türkiye and Ukraine.

EXPO 2024 AT A GLANCE*

1600+

WOMEN
ENTREPRENEURS
JOINED THE
EXPO JOURNEY.

18K+

PARTICIPANTS TOOK
PART IN 16 SATELLITE
EVENTS HELD IN 10
COUNTRIES IN EUROPE
AND CENTRAL ASIA.

125

WOMEN
ENTREPRENEURS
RECEIVED MENTORING
FROM 60+ EXPERTS.

60

LOCAL PARTNERS ENGAGED.

*Source: <https://eca.unwomen.org/en/what-we-do/economic-empowerment/womens-entrepreneurship-expo-2024>



The project contributed to advancing 12 of 17 SDGs.
Photos: Courtesy of the villagers of Waipula.

SDG Pilot Village Project in China: The Multiplier Effect of Women Entrepreneurship

UNDP China and Mary Kay, 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 the Yongren County Government, launched the **SDG Pilot Village Project in Waipula, Yunnan Province, China in 2017**.

The joint project, titled SDG Pilot Village Project: Women-Focused Poverty Reduction and Sustainable Development, addresses structural barriers to women's economic inclusion. Through the creation of green entrepreneurial opportunities from ecotourism, the project also enhances women's leadership in community decision-making forums.

BOOTS ON THE GROUND

AGRICULTURAL DEVELOPMENT

- ✓ 200+ people, mainly women, trained in organic farming.
- ✓ Certified products such as dried mangoes and rice added 200,000 yuan to the village economy.



VALUE-DRIVEN HANDICRAFT TRAININGS

- ✓ 60 women trained in handicraft skills.
- ✓ The Huoboruoma Art Troupe and Women's Choir now have 40 members.

CULTURE AND TOURISM

- ✓ Festivals drew 13,000 tourists in 10 days, generating 50,000 yuan.
- ✓ 1 farmhouse inn and 2 homestays were added.

ENHANCED GOVERNANCE CAPABILITY

- ✓ Women make up 70% of the Waipula Rural Ecotourism Professional Cooperative's leadership.

WATCH THE VIDEO ›



AWARDS & RECOGNITION IN ASIA PACIFIC



Mary Kay Shortlisted for the 2024 Edition of WEPs Awards in Asia Pacific Region

In March 2019, Mary Kay took the first step in its Women's Empowerment Principles ([WEPs](#)) journey, becoming a global signatory during the Commission on Status of Women (CSW63). In 2023, the Asia Pacific region of Mary Kay joined WEPs, and in 2024, our region was shortlisted for the prestigious WEPs Awards.



Mary Kay Wins the Outstanding Entrepreneurship Platform Award in China

This award presented by the New Economy Rankings Committee at the 2024 New Economy Award Ceremony held in Chongqing recognized nearly 30 years of empowering women to build thriving businesses in China.



Hello Future! Program Welcomes Interns to Mary Kay in China

A joint program led by the Human Resources and Corporate Social Responsibility Teams of the Mary Kay "Hello Future!" Program welcomed 12 university students during the summer for internships. "Hello Future!" aims to provide a path to connect female university students with the corporate world through campus speaking events, corporate office visits and summer internship projects.

Next Gen Women in STEM

As a global leader in women's empowerment and innovative science, Mary Kay is committed to providing higher education grants and STEM learning opportunities to build or strengthen a robust pipeline of female talent in STEM focused fields.

At Mary Kay, we celebrate young women who are embracing pushing boundaries, challenging norms and thinking outside the box to pursue their STEM dreams. Mary Kay continues to help narrow the gender gap and bias in scientific and related fields by lifting up the next generation of female STEM leaders.



62%

OF THE MARY KAY GLOBAL RESEARCH & DEVELOPMENT TEAM IS WOMEN.

OUR FORMULA FOR SUCCESS SINCE 2020

16

COUNTRIES

Grants awarded:
Argentina, Armenia,
Australia, Brazil, Canada,
China, Colombia,
Germany, Macedonia,
Philippines, Portugal,
Slovakia, Spain, Turkey,
Ukraine, U.S.

IN 2024, MARY KAY SERVED AS A SPECIAL
AWARD ORGANIZATION AT THE INTERNATIONAL
SCIENCE AND ENGINEERING FAIR (ISEF).

5

SKIN HEALTH RESEARCH GRANTS

8

MADAM C.J. WALKER SCHOLARSHIPS
WITH THE SOCIETY OF COSMETIC
CHEMISTS SPONSORED BY MARY KAY

\$216,250

AWARDED TO YOUNG
WOMEN IN STEM GRANTS

37

GRANTS AWARDED TO
YOUNG WOMEN PURSUING
STEM DREAMS



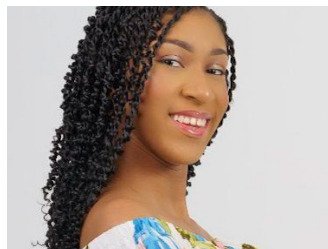
SOCIETY OF COSMETIC CHEMISTS

Madam C.J. Walker Scholarships

First awarded in 2021, the SCC Madam C.J. Walker Scholarship, sponsored by Mary Kay, awards two \$5,000 scholarships to under-represented students of any gender pursuing an undergraduate, graduate or post-graduate degree in chemical, physical, medical, pharmaceutical, biological or related STEM disciplines interested in pursuing a career in the cosmetics and personal care industry.

To date, 8 awards have been granted to female students pursuing their goals of bringing positive change and more diverse representation to the rapidly evolving world of cosmetics.

2024 Madam C.J. Walker Scholarship Recipients



Karissa Richards
University of Toledo,
Undergraduate student



Taylor Scott
University of Cincinnati,
Graduate student

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YOUNG WOMEN IN STEM GRANTS



Valeria Corrales, Spain

Valeria Corrales is the co-founder of ValPat STEAM, a YouTube channel that inspires and motivates youth, especially girls, to enter the world of STEM. She's created more than 550 videos covering topics such as engineering, robotics, science, electronics and mathematics. These engaging videos teach fun and simple projects where students from Spain and Latin America (or anywhere in the world) can learn about STEM subjects for free.



Alexandra Rodger, Canada

Alex earned her Bachelor of Science with a dissertation on improving treatments for neurodegenerative diseases like Parkinson's and Alzheimer's.

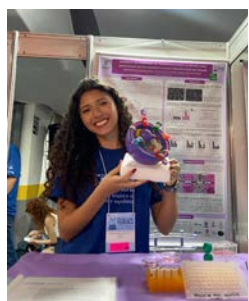
She's now pursuing a Master of Research in genetic sustainability, focusing on plastic-eating enzymes to tackle plastic waste. This groundbreaking work in sustainable biology has the potential to change the world.



INTERNATIONAL SCIENCE AND ENGINEERING FAIR

The Regeneron International Science and Engineering Fair ([Regeneron ISEF](#)) is the world's largest science competition for high-school-aged students, convening nearly 2,000 participants annually from almost 70 countries, in hopes of taking home a portion of approximately \$9 million in awards and scholarships.

Mary Kay Inc. served as a Special Award Organization at the 2024 competition hosted in Los Angeles, Calif., from May 11–17. Kristin Dasaro, Director of Package Engineering, Sustainability and Process Development & Commercialization; and Carrissa Dowdy, Manager of Product Formulation, attended on behalf of Mary Kay to meet, interview and present \$7,500 in awards to five inspiring young scientists receiving 2024 Mary Kay grants.



Carolina de Araujo
Pereira da Silva

Carolina de Araujo Pereira da Silva BRAZIL

ROCK THE METALS! Investigating Manganese as a Trigger of Malignancy and Metal Transporters as Targets in Cancer Treatment

Carolina is researching how metals and their transporters affect cancer cell behavior for novel therapeutic cancer treatments.



Madalena Filipe



Frederico Mauritty

Madalena Filipe & Frederico Mauritty PORTUGAL

HIDROQAPA: Waterproof Bioplastic Made From Chitosan Extracted From Shrimp Shell Waste

Madalena and Frederico are co-creators of sustainable, biodegradable materials from crustacean shells, helping to reduce waste and environmental pollution.



Keshvee Sekhda



Nyambura Sallinen

Keshvee Sekhda & Nyambura Sallinen UNITED STATES

IDENTICAN: The App That Detects Brain, Breast, Lung, Skin and Pancreatic Cancer

Keshvee and Nyambura are the co-creators of IdentiCan, an app that detects brain, breast, lung, skin and pancreatic cancer utilizing AI technology with 99.6% accuracy.



ECONOMIC



WOMEN-POWERED

THINKING LIKE A WOMAN: AN ASSET TO LEAD

Mary Kay is powered by women's growth and success. We are committed to fueling the futures of women in the workplace^[1] with:

- **57%** of leadership positions are held by women in our top 10 markets.
- **60%** female Executive Team.
- **62%** of our global Research & Development Team is led by women.
- **81%** of our Global Brand Marketing & Creative Design Studio Team is made up of women.



DIGITAL EVOLUTION

EMPOWERING HER SUCCESS

We continually evolve how we support our Independent Beauty Consultants (IBCs) in the running of their businesses by:

- **Reimagining the digital selling experience** which embraces digital opportunities while maintaining the hallmark of personalized service and attention our IBCs are known for.
- **Developing a variety of digital resources** that allow consumers to easily find a Mary Kay IBC and shop online, in person or via social media platforms.
- **Innovating the supply chain** to continue serving our IBCs and their consumers around the world with excellence.



ADVOCATING FOR WOMEN

OUR "RAISON D'ÊTRE"

Mary Kay has a vibrant legacy of championing policies that enable women's access to entrepreneurship through direct selling. We encourage female small-business owners around the world with programs that:

- **Foster** an inclusive and supportive environment.
- **Help achieve** financial independence, personal growth and entrepreneurial success.



63%

OF THE GLOBAL WORKFORCE are female.



30%

OF SALES FORCE MEMBERS who started a Mary Kay business in the past year are **UNDER THE AGE OF 35.**^[2]

100+

NUMBER OF TRADE ASSOCIATIONS

Mary Kay engages around the world.

[1] Source: Women Representation and Leadership at Mary Kay (May 2025)

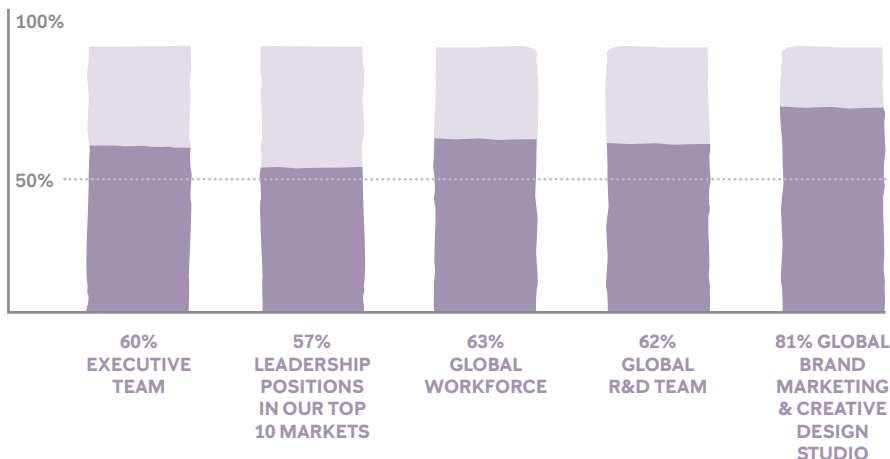
[2] Source: Mary Kay Inc. 2024 U.S. data

PEOPLE POWERED

In 1963, Mary Kay Ash founded her Company to give women the place they deserved in the workplace and in their communities, empowering them to have control over their futures.

Mary Kay is a **family-owned and family-led** direct selling business that has provided millions of women across the globe the opportunity to earn extra income by selling innovative skin care and cosmetic products to their customers. **We are fully committed to the direct selling model** and are confident in how we provide a world-class direct selling opportunity to our Independent Beauty Consultants across the globe.

SHATTERING THE GLASS CEILING: WOMEN LEADERS AT MARY KAY



We changed the way many women thought about their place in the workforce. From an employee standpoint, there's never been a glass ceiling at Mary Kay.

BY THE NUMBERS

- ✓ 40+ markets around the world.
- ✓ 3,500+ employees in corporate positions and globally.
- ✓ 1,400+ patents globally for products, technologies and packaging designs.
- ✓ 1.1 million products manufactured per day at the Richard R. Rogers Manufacturing/R&D Center (R3) in Lewisville, Texas. The facility boasts 20 product-packaging lines!



Mary Kay has strong footprints in science and innovation. We are dedicated to investing in the science behind beauty and to manufacturing cutting-edge skin care, color cosmetics, nutritional supplements and fragrances.



GROWING OUR GLOBAL FOOTPRINT

We truly are a global company with a presence **in more than 40 markets** and a strong focus on maximizing our Mary Kay opportunity where we already are.

We also have a commitment to expanding Mary Kay's footprint to empower women to pursue the dream of owning their small businesses wherever they are! In 2023, Mary Kay expanded into **Hungary** and into **Kyrgyzstan** in 2024.



CHEERS TO THE DIVERSITY OF THE MARY KAY INDEPENDENT SALES FORCE!

The U.S. Sales Force Education Team recently won eight awards for their video showcasing the variety of Independent Beauty Consultants that make up Mary Kay. They were awarded four *Davey Awards* and four *Telly Awards*.

DOUBLE TAKE

#1 Direct Selling Brand of Skin Care and Color Cosmetics in the World* by Euromonitor International in 2023 and 2024. We did it again in 2025!



**RANKED
#9**

**Forbes
2025
BEST BRANDS
FOR SOCIAL
IMPACT**

MARY KAY

Mary Kay ranks **#9** on Forbes' 2025 Best Brands for Social Impact and is the **only direct-selling company** on the list. This recognition reflects the **real impact** of our global Pink Changing Lives® initiatives and how Mary Kay leads with heart.

**Source Euromonitor International Limited; Beauty and Personal Care 2025 Edition, value sales at RSP, 2024 data*



Smarter Routes, Smaller Footprint

Optimizing transportation efficiencies, minimizing our carbon footprint

Mary Kay is committed to supply chain excellence, implementing solutions to enhance transportation efficiency and reducing CO2 emissions.

The Mary Kay corporate warehouse, an impressive facility located in Dallas, Texas, is called the **Automated Storage and Retrieval System (ASRS)**. Here, the Mary Kay® products are loaded onto trucks for transit to the branches within the United States or shipped globally to the markets.

Our advanced supply chain visibility and tracking system monitors the current carbon footprint, providing insights to better compare and select the most efficient transportation mode and service level.

Over the past three years, Mary Kay has been implementing a **Transportation Management System (TMS)** to improve routing and consolidation.

The system provides estimated routes and mileage, indicating the best transportation mode and delivery speed.

Leveraging this data, the transportation and logistics teams gain visibility into shipment routes to global markets, focusing on direct and cost-effective routes while reducing our environmental impact.

Our obsession: ensuring our Independent Beauty Consultants and their customers get their Mary Kay® products in a timely fashion, because every shipment matters.





Supply Chain Innovation: 2024 Top Supply Chain Award

Real-time, end-to-end location and quality compliance tracking solution

Mary Kay was recognized for priority work on a shipment visibility solution in partnership with *Tive*, a leading provider.

This innovative solution consolidates all real-time shipment data into one easy-to-use cloud platform allowing Mary Kay to receive and customize alerts for shipments en route.

In both 2023 and 2024, Mary Kay significantly reduced lead times and ensured they were consistently updated in real time.



The Supply & Demand Chain Executive "2024 Top Supply Chain Projects" list profiles innovative case study-type projects designed to automate, optimize, streamline and improve the supply chain.

ASRS BY THE NUMBERS



20
AUTOMATED-
GUIDED VEHICLES

13

LANGUAGES SPOKEN
BY ASRS EMPLOYEES



700

INBOUND PALLETS
RECEIVED DAILY

92

PALLET STORES PER HOUR

71

PALLET RETRIEVES PER HOUR



THE POWER OF DIGITAL TRANSFORMATION

Turning Clicks Into Connections

We are leveraging all our technology to create a **truly unified and seamless brand experience for our Independent Beauty Consultants** (IBCs) and for their customers around the world. By removing barriers and blending direct and social selling, we are enhancing the day-to-day experience of running their businesses and making selling easy and effective for our IBCs.



One of the most advanced AI-powered technologies in the world

^[1]Image Translation: Find your foundation shade with a simple test and enjoy the most advanced technology of the Mary Kay Skin Analyzer. Take the test with your Mary Kay Independent Beauty Consultant.

We are energized to ignite innovation, empower our Independent Beauty Consultants to sell with confidence wherever they are and connect the next generation to a vibrant, sustainable and dynamic earning opportunity.



INNOVATIVE DIGITAL RESOURCES

Mary Kay® Skin Analyzer App is a resource that brings skin care and AI technology together at one's fingertips. It helps customers understand the unique characteristics of their skin and create a customized skin care routine. Different versions of the app are available in the Asia Pacific, North America, and 5 markets in Latin America regions.

^[2]Image Translation: Mary Kay Skin Analyzer can simulate your skin ageing in 5 and 10 years. Get a complete analysis with a Mary Kay Independent Beauty Consultant.

Your Business, Your Way

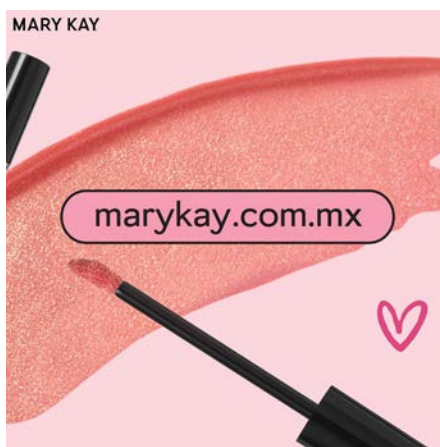
ECOMMERCE IN THE U.S., MEXICO, BRAZIL AND SPAIN: MAKING THE SHOPPING EXPERIENCE EASY AND EFFICIENT

The *Run Your Business Your Way* campaign allows Independent Beauty Consultants to provide their personal online selling link to their customers, who can then order directly from the website and have products shipped to their homes.

Combining both social and in-person selling, *Run Your Business Your Way* aims to attract the next generation of IBCs who seek flexible selling options that align with their lives and priorities to serve consumers accustomed to the convenience and immediacy of online shopping.

The Mary Kay *Run Your Business Your Way* Campaign in Mexico

^[1]Translation: "What I want, how I want it."



DID YOU KNOW?

Our AI Committee is responsible for implementing the vision and strategy for AI within the organization. The committee plays a crucial role in:

- Evaluating existing and new AI systems, applications and use cases with a focus on quality, reliability and usability; while ensuring they meet compliance, moral and ethical standards, security and legal requirements.
- Fostering a culture of trust, responsibility and innovation, sharing best practices, identifying and mitigating risks and leveraging opportunities. Regular progress reports are provided to the AI Council, and the committee assists in building an AI Literacy Program.



EMPOWERING OUR ENTREPRENEURS TO RUN THEIR DIGITAL BUSINESSES WITH CONFIDENCE

“Phygital” is about enriching traditional personal interactions at the heart of the Mary Kay selling opportunity by adding layers of digital sophistication.

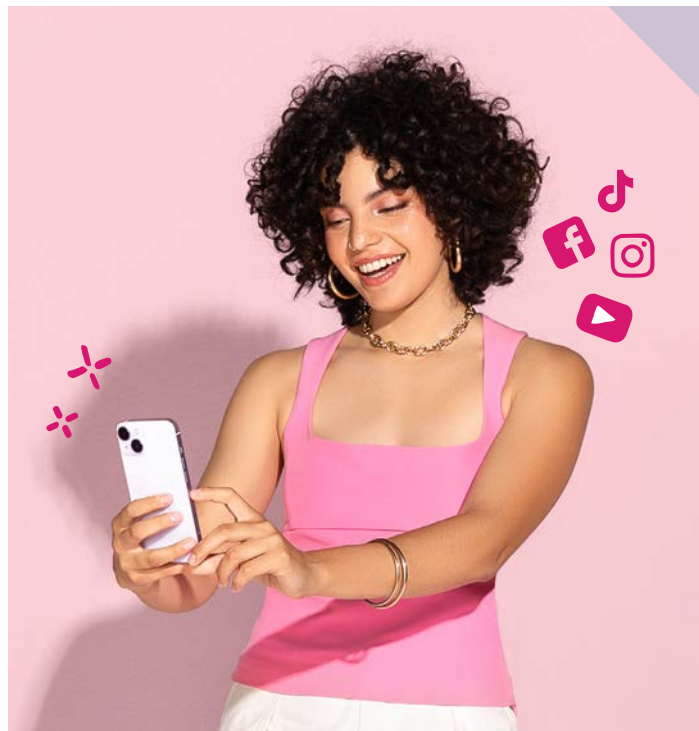
Mary Kay “Phygital” Campaign launched in Mexico and Brazil in 2024, with Colombia to follow in 2025.

In an increasingly interconnected world, consumers expect an omni-channel shopping experience. By offering best-in-class **digital and in-person resources** as well as education and mentorship, we are reshaping how our Independent Beauty Consultants (IBCs) engage with their customers and market their products and services and are enabling them to run their small businesses efficiently in a digital marketplace.

With “Phygital,” our IBCs are expanding their reach, enjoying in-person or online selling options while offering their customers the unique Mary Kay service and experience wherever they are.

Leveraging cutting-edge technologies such as AI, augmented reality or interactive screens, our “Phygital” campaign helps deliver immersive and personalized shopping experiences that resonate deeply with the ever-evolving expectations of modern-day consumers.

Combining social selling, eCommerce and personalized customer service is the winning formula to attract the next generation of IBCs and consumers accustomed to the convenience and immediacy of online shopping.



Highlights from Mary Kay’s Phygital Campaign in Brazil, with models showcasing the ease of mobile use and convenience of social selling through digital platforms for personalized consultations.



Our Advocacy Efforts Around the World



Spain: First-Ever Direct Selling Day

In June 2024, Mary Kay proudly joined the **inaugural Spanish Direct Selling Association Day** in Madrid, celebrating over 50 years of direct selling in the Iberian market. **Nerea Beitia Uriarte** from Spain joined the roundtable titled “Direct Selling, a Sector With a Positive Impact,” highlighting our Company’s ongoing commitments to social, environmental and economic sustainability.



China: State Administration for Market Regulation (SAMR) Conference

In October, **Coco Zhang** from China spoke at the Ethics and Sustainability panel at the industry conference hosted by SAMR in Shanghai. The conference was attended by representatives from the **World Federation of the Direct Selling Associations (WFDSA)** and Direct Selling Associations from Singapore, Malaysia, Ecuador, Korea and China, as well as sustainability officers from global industry leaders.

Our future belongs to those who see the possibilities before those possibilities become obvious.





Our Advocacy Efforts Around the World (cont.)



Brazil: Policy Work at the G20 Summit

In October, **Mariana Dileo** from Brazil was invited to contribute to the **G20 Employment & Education Task Force (B20)**, responsible for developing a Policy Paper. Held in Rio de Janeiro, the G20 event brought together 1,000 business representatives from the G20 countries, selected guest countries and international organizations to discuss economic and business issues of mutual interest. The B20 Task Force produced a Policy Paper including a set of recommendations for a resilient and productive workforce, ensuring diversity and inclusivity and fostering innovation for sustainable growth.

[LEARN MORE ›](#)



United States: Direct Selling Day on Capitol Hill

In September, Mary Kay, along with representatives from other Direct Selling Association member companies, gathered in Washington, D.C., to join the annual Direct Selling Day on Capitol Hill. Mary Kay representatives met with lawmakers, advocating for women's entrepreneurship, product regulations and innovation. **IBCs in attendance shared their stories, connecting directly with members of Congress to drive change.** Altogether, almost 100 direct sellers and executives representing 14 DSA member companies met with over 70 Members of Congress's offices to discuss the direct selling channel as a low-risk path to entrepreneurship. They emphasized the importance of legislative protections for independent workers and how other regulations impact the business.

CHAMPIONING DIRECT SELLING ASSOCIATIONS: SERVANT LEADERSHIP

Advocacy is essential for empowering women entrepreneurs in direct selling. For Mary Kay, it is mission critical. That's why our leaders engage in direct selling associations with an unwavering commitment to champion local and regional policies supporting individual businesses and fostering an environment where women can confidently thrive, lead and pursue their dreams.



EWA KUDLINSKA-PYRZ

General Manager of Mary Kay Poland and Lithuania

EUROPE

Member of Board of Directors, European Direct Selling Association ([SELDIA](#)) and Direct Selling Associations of Estonia, Latvia and Lithuania, since 2024



NESTOR FERNANDÉZ

General Manager of Mary Kay Argentina

ARGENTINA

President, Direct Selling Association of Argentina, since 2024



SANDRA SILVA

General Manager of Mary Kay Portugal

PORTUGAL

President, Direct Selling Association of Portugal, since 2024



ELKE KOPP

General Manager of Mary Kay Germany

GERMANY

President, Direct Selling Association of Germany, 2022–2024



EDITA SZABOOOVA

General Manager of Mary Kay Czech Republic and Slovakia

SLOVAKIA

Chair of the Board, Direct Selling Association of Slovakia, since 2024



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