

# *Positive Community Impact*

*Changing the lives of women and children worldwide is a beautiful thing*

## **PINK CHANGING LIVES®**

Mary Kay Ash was known as an innovative business leader with a big heart. She founded her company on the philosophy of treating others as you would like to be treated and emphasized the importance of giving back. It's part of our company's heritage and we are honored to continue Mary Kay's legacy of making a difference.

## **TRANSFORM** *Changing the Lives of Women and Children*

Thanks to the efforts of Mary Kay Independent Beauty Consultants worldwide, Mary Kay's global cause-related initiative, Beauty That Counts®, has generated millions of dollars to help change the lives of women and children around the world. To date, Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> have given more than \$50 million to domestic violence prevention and awareness programs in an effort to end the cycle of abuse. The Mary Kay Foundation<sup>SM</sup> has also invested more than \$25 million in the fight against cancer since its inception in 1996.

## **INSPIRE** *Helping Future Generations*

One woman at a time, the Mary Kay way of giving back has inspired countless women around the world since 1963. From the United States to Europe to Latin America to the Asia-Pacific region and in every corner of the world, Mary Kay honors women by giving back in the communities where we live and work. With the spirit of volunteerism, Mary Kay independent sales force members, their customers, corporate employees and friends continue to give back to organizations helping women and children and have donated their time to community service since 2011. Through scholarship programs and partnerships with leadership development organizations, Mary Kay is helping to shape and inspire the next generation of leaders while helping communities not only survive, but thrive.

## **EMPOWER** *Finding Passion and Fulfilling Dreams*

Mary Kay is empowering women to realize their highest potential - to redefine what seemed impossible. In China, Mary Kay and the China Women's Development Foundation, in partnership with the United Nations Development Programme, founded the Mary Kay Women's Small Business Fund to help women start their own companies through small business loans or microfinance. Mary Kay China has provided more than \$4 million (USD) to help enrich the lives of women across 20 provinces in China.

## **PRESERVE** *Protecting Our World*

Knowing our actions today will affect the quality of life of future generations, Mary Kay continuously seeks opportunities to improve our environmental performance and strives to find ways to be even more sustainable and green. We call it Pink Doing Green®. With a U.S. recycling program and implementation of responsible transportation and energy consumption practices, Mary Kay has earned numerous environmental awards and remains a corporate leader in resource conservation. Mary Kay's global manufacturing facility in Dallas uses environmentally responsible waste disposal and recycling techniques to achieve zero landfill status, and many Mary Kay distribution centers ship orders using 100-percent biodegradable packing peanuts. Mary Kay has also committed to planting one million trees across the United States including five national forests.

