

# *GO-GIVE PHILOSOPHY*

MARY KAY

Mary Kay really knows how to empower us and help us remember why we're here – which is the frame of mind to have as we honour our next group of Sales Directors.

When Mary Kay first put on paper how she imagined a company should be run, she realised that she was essentially writing a manual on the right way to treat people.

And that the bottom line wasn't profit and loss – but people and love. She knew the success of this Company, the heartbeat of the Company, relied on a generous and giving spirit, a **Go-Give** spirit.

The philosophy of **Go-Give** is the caring and sharing foundation that has set Mary Kay Cosmetics apart from other companies. By giving of oneself, and being sincerely interested in the total person, you are able not only to bring out the best in others, but also the best in yourself

When all Consultants and Sales Directors strive to exemplify it in their business efforts, the highest professional standards of integrity, honesty and responsibility are upheld and the foundation of this Company remains strong. The most prestigious honour a Sales Director can receive is to be nominated by her peers for the **Go-Give** Award.

Those who possess the **Go-Give** spirit are the hearts of this Company and the shining hope for the future!