



Mary Kay's  
mission  
is to enrich  
WOMEN'S lives.

*We will do this in tangible ways,  
by offering quality products to consumers, financial  
opportunities to our independent sales force and  
fulfilling careers to our employees.*

*We will also reach out to the  
heart and spirit of women,  
enabling personal growth and fulfillment  
for the women whose lives we touch.*

*We will carry out our mission in a  
spirit of caring, living the positive  
values on which our company was built.*



*inspiring beauty. enriching lives.™*  
FORTY YEARS OF WOMEN HELPING WOMEN