

MARY KAY

SPECIAL Anniversary Edition

applause®

PHILIPPINES

SEPTEMBER 2013

Celebrating All That One Woman Can™ Be



50

Years of Beauty

MARY KAY
one woman can™
50 YEARS



50 years ago ...

Mary Kay Ash had a dream

that became a **reality**

which launched an **empire**

that **spans the globe**

and **changes** our world

by **enriching women's lives®** every day.

If **One Woman Can™** do all that,

just **imagine what YOU can do.**

One Woman Can™ be

an **inspiration**

an **original**

ahead of her time

flawlessly unique

a **role model**

more than she imagined

a **true beauty**

anything she wants.

One Woman Can™ be YOU.

MARY KAY
one woman can™
50 YEARS



CELEBRATING

50



Sept. 13, 1963

With \$5,000, Mary Kay and her 20-year-old son, Richard Rogers, launch Beauty by Mary Kay in a small office space in Dallas' Exchange Park.

Little do they know they are opening opportunities for millions across the globe. The original Beauty by Mary Kay set includes Magic Masque, a powdered oatmeal formula that customers mix with water.

MARY KAY
one woman can
50 YEARS



Years



1964

Seminar begins more like a large family dinner than the grand gala it is today. Mary Kay cooks chicken and jalapeño dressing for 200 Independent Beauty Consultants. She decorates with crepe paper and balloons to celebrate their first anniversary.



1965

Since a great image can inspire confidence, success and pride, it's no surprise that the **Career Apparel program** is among the first developed after the Company opens.

1966

Mary Kay marries Mel Ash on January 6. They marry on a Thursday, and on every Thursday after that, Mel gives Mary Kay a gift, sometimes candy or a flower, other times, a cherished collectible.

1969

Make it pink! Mary Kay Ash requests a pink Cadillac and creates the **Career Car program**. The first pink Cadillacs are awarded to the top 5 Independent Sales Directors. Today, more than 1,200 Independent Sales Directors earn the use of a Mary Kay pink Cadillac.



1970

First diamond bumblebee pin. Mary Kay Ash tells the story of how aerodynamic engineers are unable to understand how the bumblebee flies. The bumblebee symbolizes the can-do spirit to achieve new heights.



1971

Mary Kay opens its first international subsidiary in Australia.



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1975

The **Star Consultant program** is born! Mary Kay Ash leads a challenge to hold 10 skin care classes in a week! Ryan Rogers launches a similar challenge in 2011 and holds 10 skin care classes of his own! Today, Star Consultants receive beautiful prizes and the Ladder of Success pin.

1979



Company is featured on CBS's 60 Minutes, making Mary Kay a household name and leading thousands of women to become Mary Kay Independent Beauty Consultants in the United States.



1982

First nationally televised commercial airs in the United States.

1984

Mary Kay Cosmetics, Inc. appears in "100 Best Companies to Work for in America."

1989

Mary Kay is among the first companies to enact a recycling program. Today, *Pink Doing Green*® initiatives are at work around the world. Also, Mary Kay global retail sales top \$1 billion!

1996

The Mary Kay Ash Charitable Foundation is established. Since then,



the Foundation has awarded \$18.6 million in grants to scientists focusing on curing cancers that affect women and \$28 million to shelters and programs addressing domestic violence in the United States.

2000

Demand for products that promote younger-looking skin increases. Today, the *TimeWise*® *Miracle Set*® and supplements continue to be top-selling products.

Mary Kay Philippines was born.

2003

Worldwide Independent Beauty Consultants exceeds 1 million. Today, sales force are located in more than 35 markets throughout Europe, Asia-Pacific and the Americas.

2009

Mary Kay launches its YouTube channel and Facebook page.



2011

Mary Kay is the only cosmetics company to be named one of **Brand Key's Top 10 "Brands That Delight,"** along with companies such as Apple and Facebook.

2012

facebook

Mary Kay hits 1 million fans on Facebook.

2013

Mary Kay hits its goal of 3 million Independent Beauty Consultants around the globe on its 50th Anniversary!

Mary Kay Philippines'

model Fatima Amor Saquilabon won the title as the new face of Mary Kay Asia Pacific after winning the One Woman Can™ Beauty Contest.



50th Anniversary

BEAUTY WITH A

Heart

Mary Kay



Countless business leaders have made great strides and achieved much success but no one quite compares to Mary Kay Ash. She was a business-woman, an innovator, a teacher and motivator, and a philanthropist. Mary Kay Ash proved *One Woman Can™* do amazing things. As an entrepreneur, she started her business in a tiny storefront in Dallas, Texas.

THE INNOVATOR

Mary Kay's priorities of God first, family second, business third allow the independent sales force members the flexibility to work their businesses when they want.

Mary Kay

Her dream?
To help other women transform their lives. That dream became

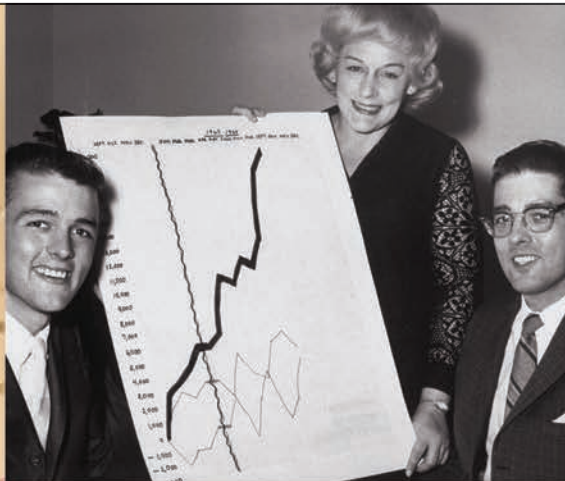
reality. Today the Company comprises a global independent sales force that numbers 3 million in 35 markets and growing. It has been said no other company wholeheartedly embodies the values and reflects the beliefs of its Founder more than Mary Kay. 50 years later, her timeless people-centered philosophies drive this global Company. The groundwork she began continues to touch the lives of others and open new opportunities. Mary Kay Ash was one of a kind. She exemplifies how *One Woman Can™* transform her life, become her most beautiful self and enrich the lives of countless others.

MARY KAY
one woman can™
50 YEARS



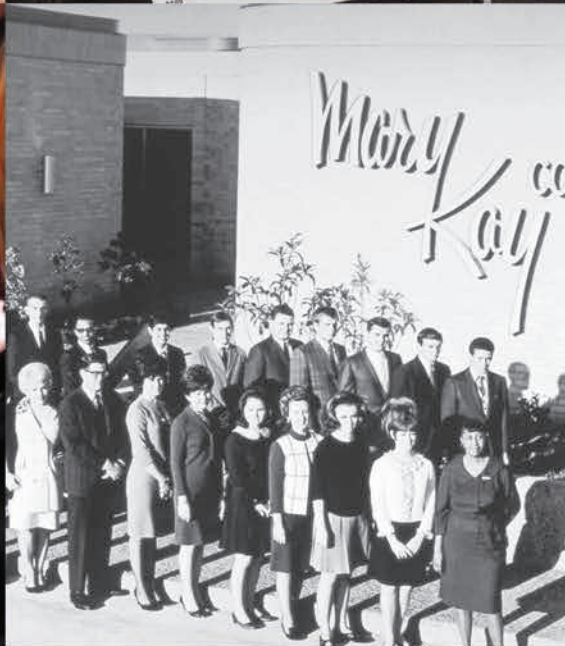
Mary Kay Ash opened the country so new team members could be added anywhere. This open territory approach is supported by another innovation, the Mary Kay Adoptee program, where adoptee Independent Beauty Consultants can participate their local adoptive Independent Sales Directors' programs.





The Business-Woman

Little did Mary Kay Ash know that day as she sat at her kitchen table writing her likes and dislikes from her experiences in the corporate world, that she was creating a business plan for a new kind of business. One that would reward effort, recognize achievement and enrich the lives of millions. She knew if the independent sales force fell in love with the products, it would be easy to share them with others! She believed in her products – as much as we do today! Mary Kay Ash knew that happy customers are more likely to be repeat customers! In business, P & L refers to Profit and Loss, but for Mary Kay Ash, it also stood for **People and Love**.



Mary Kay Ash also realized early on that everything is subject to change – except her principles – and on those she stood firm. “Standing still is like moving backward,” she once said. “If you don’t go forward, others zoom past.”



Treating others with kindness and respect, the Golden Rule, was the force behind Mary Kay’s business plan. She felt abiding by **the Golden Rule** helped promote integrity, performance, **sisterhood and satisfaction**. As she said, “Things change – hemlines swing, hairstyles evolve – new products come and go – but **values are timeless!**”

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The Motivator



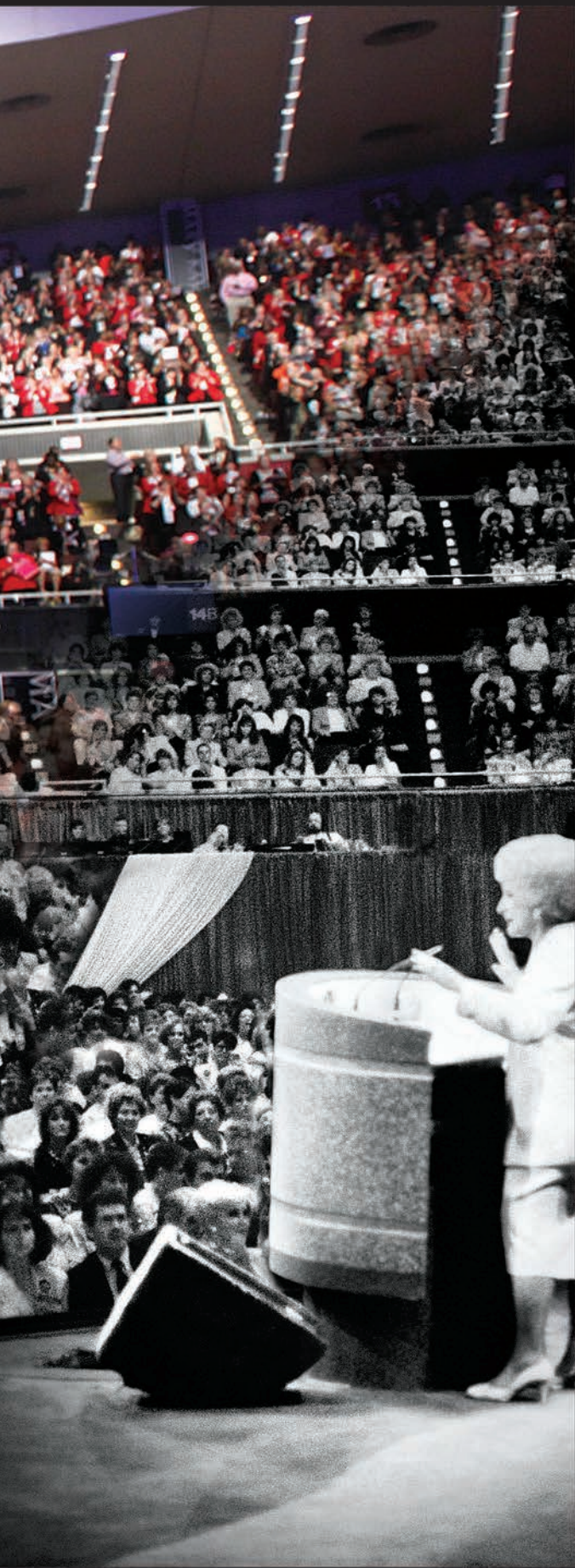
You can do it! Mary Kay Ash often talked of her mother's positive encouragement and its impact on her life. She heeded the wisdom of her mother and was the ultimate practitioner of making others feel important. She always imagined an invisible "Make Me Feel Important" sign around everyone's neck. When meeting someone, she looked them in the eye, touched or held their hands and spoke just to them.



Mary Kay believed in praising people to success with words, actions, ribbons or thank-you notes. She believed if you said you were **GREAT**, you were on your way to being great.

She was a pioneer when it came to sharing best practices and saw the impact of sharing. "If you have an idea and I have an idea, we each have one idea; but, if we share them, we have two!" Mary Kay was proud of women from all walks of life who honored their commitment to share – that these women stood united to help enrich lives everywhere!





pink changing lives®



The Philanthropist, Advocate

Careful use and reuse of resources was part of Mary Kay Ash's personal and Company philosophy. In fact, the Company was among the first to use refillable makeup compacts. In recognition of the Company's recycling efforts, more than 300,000 trees have been planted in United States forests.

She always felt a mission to share her life's blessings with others. Today, her personal philosophy expands through The Mary Kay FoundationSM. Thanks to the help of the independent sales force, the Foundation has donated a whopping \$50 million in grants toward cancer research and the prevention of violence against women!

In the Philippines, the Company continuously participates in various community service activities that cater in helping Filipino women and children enrich their lives.

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HAPPY ANNIVERSARY, Mary Kay

Here's to 50 more!

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