

Mission Statement

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.

Integrity

Integrity and the Golden Rule must guide every business decision.

Enthusiasm

Enthusiasm encourages a positive attitude and provides inspiration
as we work together to achieve our goals.

Praise

Praise motivates everyone to reach their full
potential.

Leadership

Leadership among our sales force and employees must
be encouraged and recognized in order to achieve long-
term success.

Quality

Quality in our products and services must be a
priority in order for us to deliver value and
satisfaction to our customers.

Teamwork

Teamwork allows each person to be valued and
appreciated by others while contributing to the
Company's success.

Service

Service should be prompt and proactive to
provide convenience with a personal touch.

Balance

Balance in our lives with God, family and
career in harmony.