

MARY KAY

2018 PRESS KIT

More than 50 Years of Innovation

FROM HUMBLE BEGINNINGS TO ONE OF THE MOST RECOGNIZED
BEAUTY BRANDS IN THE WORLD

1963

"Beauty by Mary Kay" opens on Friday, Sept. 13 in a 500-square-foot storefront in Dallas, Texas.

1971

Mary Kay Inc. opens its first international subsidiary in Australia.

1992

Mary Kay Inc. is listed as a Fortune 500 company for 1992 and Most Admired Corporations in America in 1995.

2001

Founder, Mary Kay Ash, passed away Nov. 22, 2001, on Thanksgiving Day -- her favorite holiday.

2004

Mary Kay Ash is named one of the "25 Most Influential Business Persons of the Past 25 Years."

2008

Mary Kay Inc. celebrates its 45th anniversary and launches its formal global corporate social responsibility initiative Pink Changing Lives with the sole purpose of changing the lives of women and children around the world.

2016

Mary Kay China opens the doors to a new \$125 million (USD) corporate building in Shanghai, China.

1969

The Mary Kay career car program begins with the first pink Cadillac®

1984

Mary Kay Inc. is featured in Fortune magazine's "The 100 Best Companies to Work for in America." Again in 1993 and 1998.

1996

Mary Kay Ash is the only woman profiled in the book, *Forbes Greatest Business Stories of All Time*. The Mary Kay Ash Charitable FoundationSM is established.

2003

Mary Kay Inc. celebrates its 40th anniversary.

2007

Mary Kay® products are sold in more than 35 markets worldwide.

2013

Mary Kay Inc. celebrates its 50th anniversary with Mary Kay Independent Beauty Consultants around the world.

2018

Mary Kay Inc. anticipates the opening of its new, state-of-the-art U.S.-based global manufacturing and research and development facility in Lewisville, Texas.