



MARY KAY®
ENRICHING WOMEN'S LIVES

engaging nontraditional advocates



the woman



“ “Our company was begun with only one objective...that of giving women the chance to succeed.”

– Mary Kay Ash

the company



“ “ *The Company is based on the premise of helping others.
We aren't just selling cosmetics – we're touching lives.*
– Mary Kay Ash ” ”

our global presence

LATIN AMERICA

Argentina
Brazil
Colombia
Dominican Republic
El Salvador
Guatemala
Mexico
Peru
Uruguay

NORTH AMERICA

Canada
United States

EUROPE

Armenia
Belarus
Czech Republic
Estonia
Finland
Germany
Kazakhstan
Latvia
Lithuania
Moldova
Norway
Poland
Portugal
Russia
Slovakia
Spain
Sweden
Ukraine
United Kingdom

ASIA PACIFIC

Australia
China
Hong Kong
Malaysia
New Zealand
Philippines
Singapore
South Korea
Taiwan

MK PUBLIC AFFAIRS

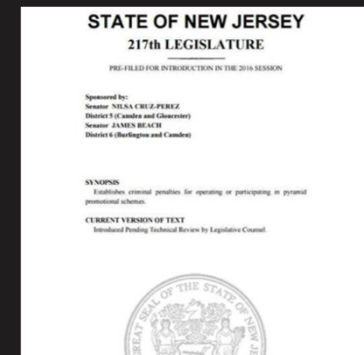
discover what you LOVE™

objectives



we positively influence and change legislation, regulations and government policies that affect our direct selling & cosmetics business.

we secure interpretation of legislation, regulations and policy from U.S. and foreign government agencies.



we partner with other Mary Kay departments to support our Company, our sales opportunity and our products.

direct selling issues



A word cloud of various issues related to direct selling, contained within a large white thought bubble on a dark background. The words are in different shades of pink and purple, with varying font sizes. The largest words are 'Direct Selling' and 'Collaborative Economy'. Other prominent words include 'Consumer Rights', 'E-commerce', and 'Commercial agents'. Smaller words include 'Geoblocking', 'Unfair Commercial Practices', 'Contract sales of goods', 'VAT', 'Cosmetics claims', 'Trade', 'Corporate taxation', 'Uberisation', and 'Environmental claims'.

Geoblocking

Commercial agents

E-commerce

Unfair Commercial Practices

Contract sales of goods

VAT

Direct Selling

Consumer Rights

Collaborative Economy

Cosmetics claims

Trade

Corporate taxation

Uberisation

Environmental claims

product issues

Substances

Microbeads

Cosmetics

Ingredients

REACH

**Endocrine
disruptors**

Nanomaterials

Marine litter

“Made in”

Labelling

Allergens

key allies

product & channel

Direct Selling
Association &
global affiliates

Independent
Cosmetic
Manufactures &
Distributors

Personal Care
Products Council
& global affiliates

Issue-driven
coalitions

business

US Chamber of
Commerce

Brazil-US
Business
Council

U.S. State Retail
Associations

Embassies

government relations partners

Public Affairs
Council

State
Government
Affairs
Council

Interel
Consulting

academic engagement

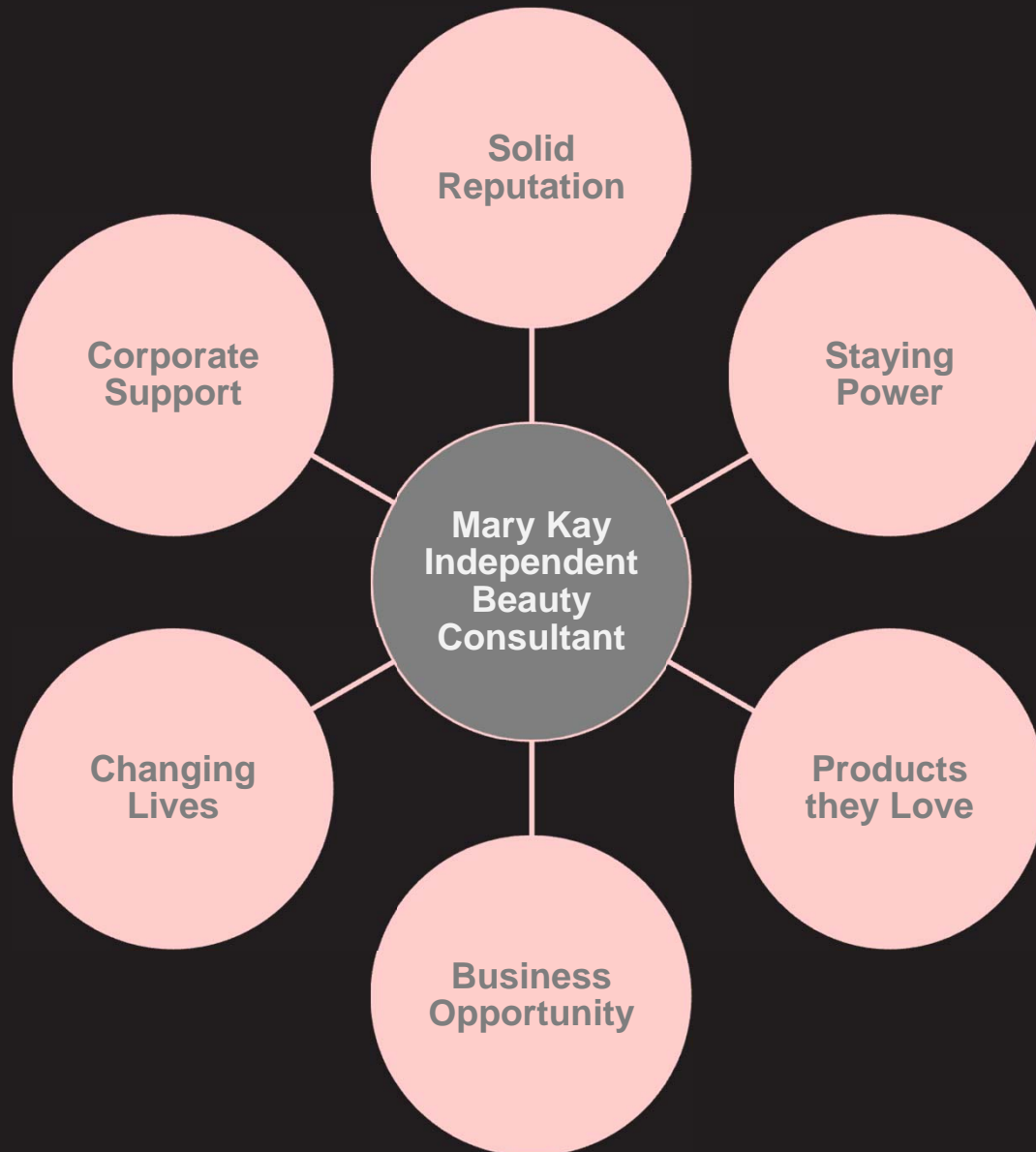
Academy of
Marketing
Science

Direct Selling
Education
Foundation

Top Business
Schools
Around the
World

Mary Kay Independent Beauty Consultants

our best suited advocates



our true champions

- Identify, every two years
- Inform, as needed
- Introduce to integrated digital platform
- Engage, as appropriate

signature events & campaigns

- Lobby for Good
- Day at the Hill
- Grassroots Outreach
- Skincare classes

lobby for good

MARY KAY



day at the hill

MARY KAY



congressional skin care classes

MARY KAY



THANK YOU!

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