

MARY KAY®



Discover the  
*Beauty*  
of Mary Kay.

Enriching Lives Around the World



## One Woman Can

We are a Company with heart and integrity. One built by a woman, for women, with staying power and a solid reputation that spans more than half a century.

*“As an Independent Beauty Consultant, you’re in business for yourself, but never by yourself.”*



## Product Promise

Innovation is in the DNA of our Company. We are dedicated to discovering the trends and technologies that enable us to create products no one else has, while keeping safety and quality our highest priority.

We offer a full range of products - from game-changing skin care and dermocosmetics, to amazing colour cosmetics and fragrances that fit any personality.



## Making a difference

Throughout her life, Mary Kay Ash showed others how to live and how to give. Now her legacy of love lives on through the Mary Kay Ash Charitable Foundation.

Since it was established in 2001, the Foundation has donated more than \$1.59 million to shelters and outreach programs across Canada and \$1.1 million to *Look Good Feel Better*® in Canada. For every dollar raised, 99 cents goes to these two important causes.

## Our global manufacturing commitment



Sustainable Product Packaging



100% Biodegradable Packaging Materials



Zero Landfill Sites



100% Renewable Energy

# Mary Kay by the numbers



## 1963

Mary Kay Ash founded the Company in Dallas, Texas.

## 1 Million

trees planted around the world as part of the Mary Kay commitment to sustainability and *Pink Doing Green*® initiatives



## Nearly 40

countries where *Mary Kay*® products are sold



## 100%

level of confidence in *Mary Kay*® products, thanks to high standards of safety, quality and performance and the *Mary Kay*® Satisfaction Guarantee

## Millions

of *Mary Kay* Independent Beauty Consultants worldwide

## More than 1,500

patents *Mary Kay* Inc. holds for products, technologies and packaging designs

## 200+

products in the *Mary Kay*® line consisting of premium skin care, colour cosmetics, body care, sun protection and fragrances



## Hundreds of Thousands

of tests *Mary Kay* conducts each year to ensure every individual ingredient and finished product meets the highest standards of quality, safety and performance

## Over 160,000

independent sales force members worldwide who have earned the use of a *Mary Kay* Career Car



## Multibillion-dollar company



# Mary Kay, your way

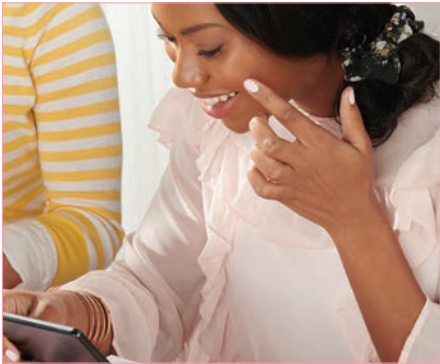


## Host

- Host a party and spend time with friends!
- One-on-one, just-for-you service is only the beginning.
- Your Beauty BFF is ready to offer a whole lot of beauty know-how.
- Plus, exclusive product specials!

## Customer

- Shopping with your Beauty Advisor is like hanging with a friend – an advisor focused on helping you look and be your best.
- Try products before you buy them and know that all purchases are backed by the *Mary Kay*® Satisfaction Guarantee
- Get connected with products you love and the latest trends.
- The ultimate in customer service.



## Beauty Consultant

- Define success on your own terms, set your own hours, be your own boss.
- You can earn up to 50%\* on everything you sell at retail.
- Exciting rewards and customizable experiences with MK Total Rewards.
- You can qualify to earn team building commissions.
- Access to innovative digital tools such as Link & Learn™, Skin Analyzer, MyCustomers®+, and more! Everything you need to run and grow your business!

\*The 50% gross profit calculation is based on suggested retail prices.

A typical Independent Sales Force Member does not earn any commissions or bonuses. Please see the Canadian Statement of Typical Participant Earnings on the last page for full details.

# A growing and exciting industry!



Mary Kay Cosmetics Ltd. is a proud member of the Direct Sellers Association (DSA) in Canada.

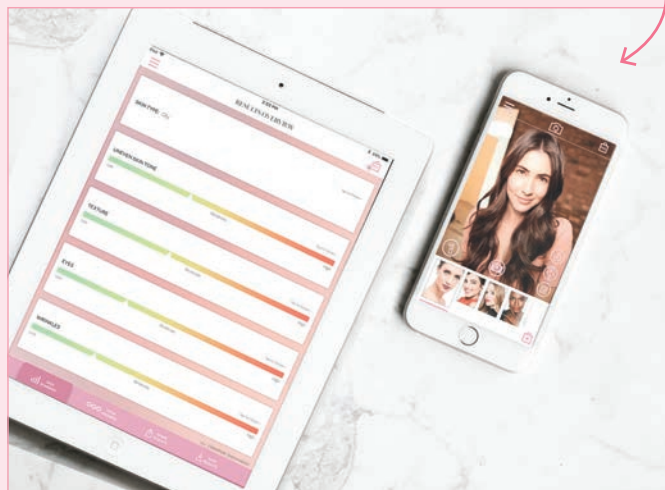
The direct selling industry is a dynamic segment of our economy. In 2019, it thrived with an estimated \$3.5 billion (CDN) in sales and 1.2 million independent consultants.

## Discover your Favourite Way to Connect

### Timeless Skin Care + Modern Technology

With one scan, the Mary Kay® SkinSight® app detects wrinkles, under eye condition, uneven skin tone and texture, and offers customized product recommendations to make your skin look its best.

Contact your Independent Beauty Consultant to book your personalized SkinSight® scan!



### The Mary Kay Mirror Me® App

Mirror Me® is a real-time makeover app that'll help you find your most fabulous face from the palm of your hand! Instantly apply any makeup artist-curated look or hundreds of Mary Kay® shades to lips, eyes and face with just the tap of a finger.

[marykay.ca](http://marykay.ca) |



# EARNINGS REPRESENTATION

## CANADIAN STATEMENT OF TYPICAL PARTICIPANT EARNINGS



The vast majority of the Independent Sales Force Members' primary source of profit is selling product to their customers, with up to a 50% profit potential on a all retail sales.



In addition to awards and bonuses, all Mary Kay Independent Beauty Consultants who choose to invite others to join the Mary Kay Opportunity become eligible to earn commissions.



To be eligible for commissions, Independent Beauty Consultants must be active themselves and have offered the opportunity to at least one active Independent Beauty Consultant during the relevant period.



Members of the Independent Sales Force are considered active in a particular month (and for the two months after) when they place at least \$450 retail orders (\$225 in discounted wholesale orders) for cosmetics intended for resale to end consumers during the month.

All Canadian Independent Sales Force members, including those that do not earn commissions or bonuses, are included in the typical participant earnings statement for the year 2020. This "typical" figure is representative of the smallest range of compensation earned by over 50% of all Mary Kay Independent Sales Force Members.

A typical participant in the Mary Kay Independent Sales Force does not earn any commissions or bonuses. This earnings statement does not include any profits realized from personal retail sales.

While personal earnings will vary, Independent Beauty Consultants who were eligible for commissions or bonuses earned between \$0 and \$9,810 annually in 2020, with an average of \$255 in 2020.

### Average Annual Commissions of Mary Kay Independent Sales Force Members in 2020\*

**This chart covers the following period: January 1, 2020 through December 31, 2020**

	Average Annual Commissions	% of Independent Sales Force	Average Time to Position
Independent National Sales Director	\$151,032	0.044%	15 years
Independent Sales Director	\$24,084	1.715%	3 years
Commission Eligible Independent Beauty Consultant	\$255	13.421%	
Independent Beauty Consultants who are not eligible to earn commissions	\$0	84.821%	

\*This chart does not include profits realized from personal retail sales, nor does it take into account business or other related expenses.

Beauty Consultants who reach the status of Mary Kay Independent Sales Director or higher can also earn the use of a Mary Kay career car (or cash in lieu). As of December 31, 2020, 65% of the 519 Independent Sales Directors and Independent National Sales Directors participated in the Career Car Program.