

# MARY KAY: The Heart

## Mary Kay Ash Charitable Foundation and Mary Kay Inc.'s Corporate Social Responsibility

Mary Kay Ash was known as an innovative business leader with a big heart. Her mission was always to enrich women's lives and she dedicated herself to improving the quality of life for women around the world. Through the Mary Kay Ash Charitable Foundation (MKACF), the efforts of the independent sales force and Mary Kay Inc.'s corporate social responsibility initiatives, the lives of women around the world have indeed been enriched.

### Mary Kay Ash Charitable Foundation

After watching her husband, Mel Ash, lose his battle with cancer in 1980, Mary Kay became committed to the fight to find a cure for this disease. She twice served as honorary chairman of the Texas Breast Screening Project and was instrumental in helping pass legislation in Texas for insurance coverage of mammograms. She was also active in raising funds for cancer research programs through the Susan G. Komen Breast Cancer Foundation and the American Cancer Society. After being a cancer awareness advocate for years, Mary Kay established the Mary Kay Ash Charitable Foundation (MKACF) in 1996, a nonprofit public foundation that provides funding for research of cancers affecting women. In 2001, the MKACF expanded its mission to support efforts to prevent violence against women and help women who have been victims of abuse. Since 2000, the MKACF has awarded 822 grants to women's shelters across the country totaling more than \$11 million. In total, the Mary Kay Ash Charitable Foundation has donated nearly \$22 million to its two missions of funding cancer research and domestic violence prevention.

### Mary Kay Inc's Corporate Social Responsibility

Mary Kay Inc. has long been considered a leader in corporate social responsibility. In 2007, the *Dallas Business Journal* ranked Mary Kay number two on its list of top local corporate philanthropists. Mary Kay Inc. has provided financial support to several organizations who have joined the battle against cancer and domestic violence, including The Family Place, a Dallas shelter for women and children who are victims of abuse; Salvation Army; Red Cross; Volunteer Center of Dallas County and American Cancer Society.

Through its corporate social responsibility initiative, Pink Changing Lives<sup>SM</sup>, Mary Kay Inc.'s financial and product donations center on changing the lives of women and children around the world with a focus on the prevention of violence against women. For the first time ever, Mary Kay Inc. is conducting a global cause marketing campaign, Beauty that Counts<sup>TM</sup>. Mary Kay Inc. will donate 100 percent of its profits from sales of one of its regular-line lipsticks to charitable organizations around the world that support women and children. As a part of this effort, in India, Mary Kay Cosmetics India is proud to support Navjyoti India Foundation, in their efforts to empower girl child through computer education.

Navjyoti India Foundation is founded by Dr.Kiran Bedi in 1987 and has over the past 20 years has been working relentlessly in providing education to under privileged children and vocational training to women.

### About Mary Kay Inc.

Mary Kay Inc., one of the largest direct sellers of skin care and color cosmetics, achieved another year of record results in 2007 with \$2.4 billion in wholesale sales. Mary Kay<sup>®</sup> products are sold in more than 35 markets worldwide, and the company's global independent sales force exceeds 1.8 million. To learn more about

Mary Kay, log on to [www.marykay.co.in](http://www.marykay.co.in) or call 0124-6784900

For media inquiries, please contact [renuka.dudeja@mkcorp.com](mailto:renuka.dudeja@mkcorp.com) or 09818663833

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