



PINK
CHANGING
LIVES[®]

MARY KAY

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Our Global Promise to Women

Since 1996, Mary Kay and its four company-sponsored foundations have contributed over \$230 million in monetary and in-kind donations to charitable organizations to improve the lives of women and their families around the world. Mary Kay is committed to empowering women and enriching their lives, providing hope and healing, caring for the planet and creating lasting impact through our multi-faceted *Pink Changing Lives[®]* program.

OUR FOCUS:

- ✓ Inspiring hope by advancing women's cancer research
- ✓ Empowering women by working to end domestic violence
- ✓ Transforming lives by promoting economic empowerment
- ✓ Beautifying communities by protecting natural resources

OVER
4
MILLION
women &
families
served

\$230
MILLION DONATED

OVER
3,300

charitable organizations and
projects supported globally



*“Only what you give can
be multiplied back into
your own life.”*

Mary Kay



Heart of Our Product

Mary Kay's *Pink Changing Lives[®]* cause-marketing campaign remains a cornerstone to giving back in local communities in meaningful ways. Since 2008, the *Pink Changing Lives[®]* program has donated over \$18 million, entirely funded by a portion of the sales of designated products in participating Mary Kay markets. Funds support causes including cancers affecting women, ending domestic violence, providing care and support for women and their families and beautifying communities where we live and work because women are at the heart of everything we do.

Aptly named, the 2024 *Pink Changing Lives[®]* designated product, a Limited-Edition Mary Kay[®] Sparkle Cream Lipstick, boasted the shades EMPOWER and POSITIVE IMPACT. These colors lived up to their name and Mary Kay's mission as a portion of the proceeds from each sale supported women around the world in powerful ways.

Since 2008, more than \$18 million has been donated to more than 3,300 organizations in support of millions of women worldwide.

¹While the company has provided philanthropic support to charitable causes for many decades, official documentation began in 1996 with the founding of the Mary Kay Ash Foundation[®] (U.S.).

PINK CHANGING LIVES®

Around the World

Whether it's from the portion of the proceeds of a designated product, employees and Independent Beauty Consultants giving back locally or financially supporting meaningful causes, Mary Kay affiliates are making a lasting impact worldwide.



ARGENTINA

Mary Kay has partnered with [Resguardo Familias de Esperanza](#) since 2001, bringing celebrations and joy to children in vulnerable situations during their time at the facility. Mary Kay's donation ensures children receive emotional and family support, a promising education and confidence to develop and grow in the early stages of their life despite their difficult circumstance.



BRAZIL

Company-sponsored foundation, Instituto Mary Kay Brazil, provided over \$20,000 in financial support to domestic violence partner [Fala Mulher](#). Since the partnership began in 2017. More than 15,000 women have received emergency shelter, legal, social and psychological care and emotional healing from domestic violence trauma.



CANADA

[Look Good Feel Better](#) received more than \$135,000 USD in product donations used to create 230 workshop kits for women who are undergoing or recently completed cancer treatment. Women attend workshops to learn techniques for applying makeup after physical changes due to treatment, restore self-confidence and help their inner and outer beauty shine in the face of cancer.



CHINA

In 2022, Mary Kay partnered with [Zhejiang Xinhua Compassion Education Foundation](#) to launch the “Hope for Pearl Program,” to help academically excellent female students from financially challenged families access quality education. To date, 93 high school female students, including 42 in 2024, have completed the program.



GERMANY/NETHERLANDS/SWITZERLAND

Mary Kay partnered with [The Reiner Meutsch Foundation](#) supporting [FLY & HELP](#) for 12 years building 10 schools to-date in support of children’s education in third-world countries. In 2025, the 11th Mary Kay- sponsored school opens Sri Lanka.



SPAIN

Mary Kay and its independent sales force partnered with the [Fero Foundation](#), designating it as the beneficiary of their *Pink Changing Lives*® product proceeds. Their support has helped fund groundbreaking breast cancer research, including a study that has enrolled more than 50 female cancer patients. Mary Kay has proudly supported this vital research for the past two years.



UNITED STATES

In 2024, the *Mary Kay Ash Foundation*® awarded \$2.4 million in grants to cancer research and domestic violence shelters thanks to generous donors like United States region of Mary Kay. In addition to donating *Pink Changing Lives*® product sales proceeds, Mary Kay provided a grant of \$4,120 USD to [Violence Intervention Program](#), to further their mission of leading Latina victims of domestic violence to safety.

*For a comprehensive look at all 2024 market partners and charitable efforts, visit marykayglobal.com.