

Mary Kay's mission is to enrich women's lives.

We will do this in tangible ways,
By offering quality products to consumers,
Financial opportunities to our independent sales force
And fulfilling careers to our employees.

We will also reach out to the heart and spirit of women,
Enabling personal growth and fulfillment
For the women whose lives we touch.

We will carry out our mission in a spirit of caring,
Living the positive values on which
Our Company was built.