

Thank you for your inquiry regarding the status of Mary Kay Inc. as the best selling brand in the combined categories of facial skin care and color cosmetics in the U.S.

Once again, data from independent industry research has placed Mary Kay as the best selling brand in the combined categories of facial skin care and color cosmetics in the U.S. for 2003 (2004 information is not yet available). The Facial Treatments category includes cleansers, astringents/toners, masques, and moisturizers. The Color Makeup category includes blushers, eye makeup, face powders, lipsticks & lip glosses and makeup bases.

This claim is based on recent available industry data and actual Mary Kay sales. Wholesale sales were reported by an independent market research firm that compiles and reports sales estimates for our industry and all major competitors. This research report is widely used and highly respected throughout the industry. Due to copyright restrictions, we are unable to specifically name the research sources.

If you would like to use this claim, the appropriate verbiage is:

*In the U.S., Mary Kay is once again the best selling brand in the combined categories of facial skin care and color cosmetics.**

**Based on the most recent industry sales data and actual Mary Kay sales.*

Mary Kay Inc. is extremely proud of its leadership position in a highly competitive marketplace. This accomplishment reflects the ability of Mary Kay Independent Beauty Consultants to cultivate long-term relationships with millions of customers by sharing our wonderful skin care and color products along with value-added usage tips and techniques, as well as Mary Kay's philosophy and heritage.

Mary Kay is unique in its focus on enriching women's lives around the world by creating unlimited opportunity for personal and financial success

I hope this addresses your questions. If I can further assist you in any way, please do not hesitate to call.