WE'RE #1!

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We've earned big accolades not once,
not twice, not thrice — but four years in a row.

4X EUROMONITOR INTERNATIONAL HAS SHARED:

#1 DIRECT SELLING BRAND OF SKIN CARE & COLOR COSMETICS IN THE WORLD*

*SOURCE EUROMONITOR INTERNATIONAL LIMITED; BEAUTY AND PERSONAL CARE 2026 EDITION, VALUE SALES AT RSP, 2025 DATA

Mary Kay Is the #1 Direct Selling Brand of Skin Care and Color Cosmetics in the World.*

MARY KAY IS STILL ON TOP OF THE WORLD.

Mary Kay Is the #1 Direct Selling Brand of Skin Care in the World.*

Mary Kay Is the #1 Direct Selling Brand of Color Cosmetics in the World.*

Mary Kay Is the #1 Direct Selling Brand of Skin Care and Color Cosmetics in the World.*

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- It is recommended to use Mary Kay-provided assets.
- Do not alter the assets provided by Mary Kay.
- The claims cannot be altered or modified. You may not add/remove/change words.
- The claims must ALWAYS be accompanied by the footnote. The footnote must always be enclosed in quotation marks and cannot be modified in any way. The footnote must be visible.
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HOW TO SHARE:

- You can share social media posts from the official Mary Kay Instagram and Mary Kay U.S. Facebook pages or from the Mary Kay® Digital Image Library, available on Mary Kay InTouch®.
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- You can share these impressive claims through May 9, 2027.

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MARY KAY

*"Source Euromonitor International Limited; Beauty and Personal Care 2026 Edition, value sales at RSP, 2025 data"

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