Mary Kay Ash: “Enriching Women’s Lives”

An Honors Thesis (HONRS 499)

By

Laura Salak

Thesis Advisor:
Dr. Lynne Richardson

Ball State University
Muncie, Indiana

December 2005

May 6, 2006
Abstract

My ultimate goal for my Mary Kay® business is to achieve the status of National Sales Director. I feel that this position will be the most enriching position. However, there are other positions to obtain before this prestigious one. Therefore, I want to find out how Mary Kay® has enriched the lives of women at all status levels in the business.

By researching something that is so personal, I will increase my knowledge of the business that I have started which I feel is a great thing, especially since I want to do this for the rest of my life.

Answering the question of why Mary Kay® is quite simple. First, I want to find out more about the business I have started. Second, I want to find out more about myself by analyzing how this business has enriched my life thus far. Finally, I want to find out how this business has enriched the lives of other women since it was Mary Kay Ash's goal to "enrich women's lives."

The first part of my thesis will be composed of research about Mary Kay Ash. This will not be lengthy since this thesis is not a biography of Mary Kay. I will then go on to discuss the company. This will be composed of the history of Mary Kay Cosmetics®, how it has grown and developed, and the principles behind our company. This will not have a strong business base since I am not very familiar with the various business theories and strategies. I want to give the reader a background on the company because the reason the company was created was to enrich the lives of women (the company motto) and I want to be able to focus the rest of the project on that, not on the company itself.

The second part of the thesis will focus on how Mary Kay Cosmetics® has enriched the lives of various women. I will first explore and explain how it has enriched my life since I joined in 2002. I will then go on to include interviews from 12 women at various levels in the business. Each interview will include the same questions. I will start with an Independent Beauty Consultant and go all the way up to an Independent National Sales Director (the highest level in Mary Kay Cosmetics®). I will conclude the paper by explaining how I hope Mary Kay Cosmetics® continues to enrich my life and how I would like it to enrich my life.

The obvious thing that I would like to learn from this thesis project is how Mary Kay Cosmetics® has enriched my life and the lives of other women who have started a Mary Kay® business. I would also like to share the lives of these women, as well as myself, with others who read this thesis.

The importance of this thesis is to learn more about the business that I have started and how it has enriched my life, as well as other women’s lives. I also would like to learn more about myself in this business. Learning more about me is obviously an important thing.
# Table of Contents

- Biography of Mary Kay Ash and Mary Kay Cosmetics® .............................. 5
- Works Cited .......................................................................................... 9
- My “I-Story” ......................................................................................... 10
- Pat Simmons .......................................................................................... 16
- Linda Masters ......................................................................................... 17
- Danielle Keihn ....................................................................................... 18
- Jillian Strobel ......................................................................................... 20
- Mary Webb ............................................................................................... 21
- Leah Burton ............................................................................................... 23
- Georgeann Ergang ................................................................................... 24
- Sheila Linders ........................................................................................... 26
- Jeannine Stassen ..................................................................................... 27
- Karla Sides ............................................................................................... 29
- Julie Schlundt .......................................................................................... 30
- Sue Kirkpatrick ......................................................................................... 32
- Mary Kay® “Enriching Women’s Lives” ...................................................... 34
- Memorable Quotes Spoken by Mary Kay Ash .............................................. 39
Acknowledgements:

This thesis is dedicated to the twelve women who helped make it possible.

I would like to give a special thank you to each of the women who participated in the production of this thesis. Without these special women this project would not have been possible. I want to thank them for their time, efforts, and willingness to share how Mary Kay Cosmetics® has enriched each of their lives.

Thank you:

Pat Simmons
Linda Masters
Danielle Keihn
Jillian Strobel
Mary Webb
Leah Burton
Georgeann Ergang
Sheila Linders
Jeannine Stassen
Karla Sides
Julie Schlundt
Sue Kirkpatrick

May God bless each one of you and your businesses! Continue to share Mary Kay® with each woman you meet so that her legacy of “enriching women’s lives” continues.

I also would like to thank Dr. Lynne Richardson for her advice, patience, and willingness to work with me on my thesis.

- Laura
Most people know of Mary Kay Ash. When someone hears the name Mary Kay® one usually thinks of make-up and pink Cadillac's. No one ever really thinks of the mission of the cosmetics company she created. The thought everyone has is the superficial conception that is something that Mary Kay, herself, would not want people to have of her wonderful company. Mary Kay Ash, rather, started Mary Kay Cosmetics® in order to "enrich women's lives." She wanted to help women achieve everything that they are able to achieve, without hitting the glass ceiling that she hit so many times.

Mary Kay Ash was born on May 12, 1915 in Houston, Texas (Brands 247). She was born to not-so-average parents and led a not-so-average life. Her father was very sick with tuberculosis and her mother worked as a manager for a restaurant in order to help the family get by (Brands 247). She was forced to act as the mother of the household and take care of the house and nurse her father.

She got married for the first time at age 17 and had 3 children (one of which, Roger, would later help her run Mary Kay Cosmetics®) (Brands 247). Soon after all three children were born her husband left her to raise the three children alone. Since she was alone and had three children she had to find a way to support her family.

Mary Kay supported her family by taking jobs with direct sales companies. She started her career in sales with Stanly Home Products®. While working for this company she was quite successful and even went to the annual convention in order to learn ways of increasing her success. She met the queen of sales and asked her to share her secrets for success (Brands 248). Three hours and nineteen pages of notes later Mary Kay knew what she had to do—become queen of sales the following year (Brands 249). The
following year she was the queen and after reaching the glass ceiling in this company she switched to World Gifts® (Brands 249).

World Gifts® hired her to become the national sales director. This job required her to travel 3 out of the 4 weeks in a month training various individuals in order for them to become national sales directors (Brands 249). After a couple disrespectful years of working for this company she decided she was going to resign. The final straw was when a recently hired man who was trained by Mary Kay was promoted to the position that should have been Mary Kay’s and made twice the salary that she made (Brands 250). After that she decided enough was enough, was sick and tired of hitting the glass ceiling, and resigned from the company.

After resigning she started outlining a company that would be ideal for women. She started writing a book and then realized that she could start this wonderful company rather than write about it (Brands 250). So, on September 13, 1963 with $5,000 in a storefront office and without the support of her financial advisor and attorney she started Mary Kay Cosmetics®.

She had 9 beauty consultants at the time and her mission was to enrich the lives of women. This company would sell skin-care formulas that were developed a few years earlier by a man in Arkansas (Brands 250). This man treated deer hides and noticed that the creams he used on the hides were making his hands look younger and feel smoother (Brands 250). So, the products that were the original Beauti-Control formulas were bought by Mary Kay and used as her first line of Mary Kay Cosmetics® skin care products (Brands 250).
After one year in business the company increased in value from $5,000 to $200,000 and from 9 consultants to 200 consultants (Brands 250). This company had a clear explanation of how to rise to the top. Based on sales and sharing the wonderful career opportunity any woman could reach the top and never hit a glass ceiling in this wonderful business.

Now, forty-two years later Mary Kay Cosmetics® is thriving better than ever. There are over 1.3 million beauty consultants in 34 different world markets and the average gross income of Mary Kay Cosmetics® is $3 billion dollars every single year. The company has produced the number one brand in skin care and color cosmetics for the past thirteen consecutive years. This is such an accomplishment for a woman who developed this company based on an idea she had. She never thought this business would ever be at the point it is today. Her idea, making people feel good about themselves, truly was the key to her success and the success of her business (Brands 247). Mary Kay believed that praising people to success would move women to reach their ultimate goals in their businesses—how she was so right (Brands 247).

Mary Kay could not have said it better herself when she said, “As far as I’m concerned, our legacy will be that we have helped hundreds of thousands of women find out how great they really are. And that they can do anything in this world they want if they want to do it bad enough,” (Brands 247). She developed a company that would “enrich women’s lives.” Through praise, recognition, and rewards thousands of women’s lives have been enriched by a God-filled, petite woman from Dallas, Texas.

Mary Kay Ash left a legacy in America, the world, and in the lives of all the women that have been touched and inspired by her. She left this earth on one of her most
favorite holidays—Thanksgiving—on November 22, 2001. Even though she is no longer
with us, her dream continues to grow and develop everyday. Every time some one uses
the product, sells the product, demonstrates the product, or starts a wonderful Mary Kay
business her dream is continued. God bless Mary Kay Ash; thank you for such a
wonderful business where women’s lives can be enriched and where women can never
again hit the glass ceiling.
Works Cited


<http://www.marykaytribute.com/Default.htm>
Never would I have ever really thought, 4 years ago that is, that I would be selling Mary Kay Cosmetics®. I never wore make-up and since I was a swimmer my idea of skin care was chlorine. I also thought selling make-up was for uneducated people with way too much time on their hands. I mean, come on, all that someone is going to do is sell cosmetics to people?!!? That sounded rather unappealing to me. I had heard of Mary Kay®, but never thought it would be something I would be doing and something that I would want to do for the rest of my life.

I started my Mary Kay® business on April 29, 2002. I was still in high school and had just started using a skin care and color line other than the chlorine, water, and “after work out red” that I had been using previously. I, in a way, recruited myself to sell Mary Kay®. Go figure, the person who wore nothing was now wanting to sell what she did not wear, at least up until then.

My art teacher (now my recruiter and director) in high school sold Mary Kay® and had just earned and picked up her first free Mary Kay® car. It was the red Pontiac Grand Am. So, that day we had a red party as a celebration of her achievement (shh, do not tell the principal©). Each class went out to the parking lot and looked at the car. She mentioned that it was free and free sounded so good to me, especially a free car. This Grand Am was so much better than what I was driving around and it was brand new. Earning a free car was exactly why I joined, however, now it is not why I stay in this business.

As we were walking back into the school building I told my teacher that I wanted to sell Mary Kay®. She looked at me, smiled, and said “Good” (thinking that I was not
serious). However, I was serious. I kept asking her about the company, if I could have a facial, and then ended up buying product.

After bugging her enough about joining, she knew I was serious and the day after my eighteenth birthday I joined. I was a brand new Mary Kay® consultant. After joining, I had no idea what this business would bring to me or how it would enrich my life, but I was hoping for the best.

Upon joining my original goals for the business were to earn the use of the first free car and become an Independent Sales Director. As of right now, I have achieved one of those goals. In November of 2004, I picked up my first free Mary Kay® Grand Am. I signed one piece of paper and was then given the keys to my brand new car. It was the most amazing thing that has ever happened to me, especially since I was a college student. What college student does not like the word “free?” I am still working on reaching the wonderful position (a position that only 4% of the women in Mary Kay® reach) of an Independent Sales Director. However, as this is being written, I am in the process of achieving that goal!

In a way I knew my business would develop to the point it is today, but how it would develop to this point, I did not know. I joined to earn a free car and become a director, so I knew I would get there someday. I did not know how long it would take, how many obstacles I would have to over come, or how many people I would meet along the way. But, I knew it would happen. I just had to never give up trying to reach these goals!

I also thought it would be an easy journey, one that could be done in a relatively short amount of time. However, I was completely wrong. Instead of earning my car in
the first 4 months I was in the company, it took me almost 3 years. (I did earn it in four months, a requirement of the company, but I had been in the company for three years before earning my car.) Instead of becoming a director in 8 months it has taken me almost 4 years. (Again, it only takes four months to become a director, but I have let myself get in the way of achieving this goal of mine.) However, it is not the amount of times that it takes, but rather the amount of times I keep on trying. This has been a process of developing my business and myself that has been so valuable. Even though there have been ups and downs I am glad that I went through them because if I had not then my business would not have developed to the point it is today, or the point it will be.

This business has enriched my life beyond anything that I could have ever imagined. It has enriched my life emotionally, spiritually, mentally, and financially. Starting a Mary Kay® business is not something that just enriches most women’s lives financially (although that is a hefty plus), but rather something that enriches women’s lives in so many other areas and that is exactly what it has done for me.

The first, and most important, area of my life that I feel has been enriched because of my business is my spiritual life. Prior to starting my business I was a Christian. I would say that I was a pretty strong Christian for only being a high school student; however, I was not at the point I am today in my walk with the Lord. I have grown in my faith so much as a result of my business. I have had to learn to depend on God, not on myself. I have had to learn to trust God with my business and to have faith that He will provide whatever I may need. This is something that I still am learning to do today. He is the ultimate Giver and I have learned to be thankful for all the blessings that He has given to me and my business. I am so glad that Mary Kay Ash was such a strong
Christian and wanted her consultants to have a strong relationship with God and have Him as our number one business partner. If this was not the case I am pretty sure I would not have been enriched, spiritually, as much as I was.

Because of my business, I also feel that I have been enriched mentally and emotionally. I feel that these two areas coincide with each other and should be discussed together. Prior to starting my business I had pretty low self esteem. I thought negatively about myself, from the way I looked to the way I acted and behaved. Even though I was outgoing, I did not like talking in front of large groups or talking to people about Mary Kay®. I did not want to say something that people thought was dumb or make a fool of myself. I had a big problem, and sometimes still struggle with it today, of being worried about what people thought of me.

However, because of my business I feel that I have started to overcome my fears and worries of what people think of me. The reason for this is because I have started to become more comfortable with myself and with the talents God has given me. I have learned to love myself and to try to ignore the worries that someone might not like me. This has been something that my business has helped me to do because I have befriended so many people who like me for me. I do not have to put on a mask or try to be someone that I am not. These people, whom I would not have met if it was not for my business, have helped to teach me to overcome these feelings of insecurity. The one person, mainly, who has helped me is my former art teacher, my recruiter, director, and most importantly, my friend, Sheila Linders.

My Mary Kay® business has also enriched my life financially; from what I have earned through my sales and commissions to the free car that I have earned. This
business has truly enriched my life financially and, as I continue to build my business, my financial enrichment will only continue to grow.

The financial part of the business is great; I am not going to lie. However, the reason I stay in this business is not for the money, but rather the people that I get to meet and the other lives that I get to enrich by sharing this wonderful career opportunity. Mary Kay Cosmetics® enriches women’s lives everyday. This is exactly what Mary Kay Ash wanted to do. Her business was twofold. First, she wanted to provide a company where women could make an open ended income and never hit a glass ceiling. Second, she wanted to create a business where women could grow and develop into better individuals and continue to do that as they grew their business.

If I had not started a Mary Kay® business I still would have been a student at Ball State University and would have still majored in Deaf Education. I still would have met some pretty amazing people and I still would be a Christian. However, I honestly do not feel that I would be the exact same person that I am today if I would have never started a Mary Kay® business. There are several reasons I feel this way.

First, many of the women that I have met through my business, both consultants (directors included) and customers, have helped mold me into the woman that I am today because of their mentoring and leadership. These women have taught me so many life lessons that I cannot even begin to count them. They have also helped me in my walk with the Lord, which therefore helped me in becoming a stronger Christian. I will be eternally grateful to these women.

Second, I would not have had a reason to become a strong and effective leader. I realize that as a teacher I need to become a strong leader, but I will always have someone
above me leading and directing me. Whereas, in Mary Kay® I need to be a strong leader in order to help other women reach their goals for their business. I also need to continue to lead my business and if I am not doing that then I cannot expect my team members to want to lead their business; since the speed of the leader is the speed of the gang.

The third reason I feel that I would not be the same person I am today is because I would not have had a real reason to grow in the many different areas in which I have grown in, from my faith to my emotional well being. In order to build a strong business in Mary Kay®, I believe that, you need to walk closely with God and have a strong and solid head on your shoulders. Since I started my business I had to ask God to be my number one business partner, therefore making me a stronger Christian. I also had to become stronger, mentally, in order to develop a strong business and also in order for me to become a strong leader.

I will be forever grateful to my director for helping me start a Mary Kay® business. Just as I have mentioned, I would have never thought that I would have started this type of business, or any business for that matter. However, I am so happy that I did start my very own Mary Kay® business and I cannot wait to see where I go as I continue to build my personal business and the businesses of my team members.
Pat Simmons
Independent Beauty Consultant

1. July 17, 2004

2. To make extra money towards vacations, etc. I also wanted to get product at half off. My son encouraged, or rather, told me to join. I have no regrets for joining the business.

3. Just to build my clients and get it off the ground. I didn't really have a goal, such as $1,000 a month, or anything like that. I just wanted to get started. I also wanted to maintain once I did get started.

4. Yes, I got out of it what I put into it. I focused on friends and family and enjoy that right now. I could use a few more customers though. I tend to keep calling the same ones. A third of my customers are out of town which makes it hard to service them.

5. I've made a very good friend, Jessica, and I've discovered that I can run a business. I have a friendly place to go on Wednesday nights (my Mary Kay® success meeting) and I love it! The business end is harder because I have deficits in new learning and memory from my stroke, so this is good to have something that can challenge my brain. I love the convenience of having make-up choices at my fingertips, either in my Mary Kay® store or in my Mary Kay® network. The business has challenged me at times and I've learned that I can do it! I've learned to organize, organize, organize and network. It's been a nice change from teaching kids and changing diapers.

6. No, I would not have had any reason to do the things that I am doing in my Mary Kay® business if I had never started it.

7. I'd be retired, but I wouldn't have the friends I have made because of my Mary Kay® business. I'd still be paying full price for my skin care and cosmetics. I might be bored or lonely. I'm not quite sure. This has really been a good opportunity for me.
Linda Masters
Senior Consultant


2. I started in order to help my niece reach a goal. My niece was working on becoming a Sales Director and needed some more people to start a business for her to achieve this goal. I was also interested in trying Mary Kay® products.

3. Originally, my goals for this business were to introduce & share the benefits of the Mary Kay® products to my friends and ultimately to other people. I also wanted to make some extra money.

4. Unfortunately, I have not had the time to develop my business as well as I had hoped to by this time, but I'm working on it.

5. My life has been enriched by the fact that I believe my skin has benefited from using the various Mary Kay® skin care & color products. I have learned a lot by reading about the benefits of the products and by attending seminars. Therefore, educationally my life has been enriched by this company.

6. I believe I would be the same person, but the knowledge I have gained is a definite plus.

7. I am not at a loss for things to do. I have a very busy life right now but over time I hope that things will calm down to where I can spend more time on my Mary Kay® business.
1. April 12, 2005.

2. I originally started because I had used Mary Kay® years ago and also joined for personal use. Then I started again to get back on product without paying full price, earn extra money over the summer, and work it on a part-time basis.

3. I told my husband that if I was going to do this and build a business that I would have to be consistent. So, my goal was to maintain consistency. I wanted to make sure I remained consistent with orders and my customers. I wanted something that I would be able to make some extra money at and use that money to help my family with their needs. It was going to be part time and now it’s become full time for me. I am looking at that (Mary Kay®) for my future because I don’t want to go back to work this upcoming fall. I just know that the benefits of Mary Kay® for my family are so great and out weigh anything that I can get doing other jobs. I need to look at what’s best for my family.

4. No, because when I first joined in April, I told my director that I was going to order product and establish a part time business. So, no because I have realized that my goals have changed because I want to earn a car and become a director. My business is a lot bigger than I thought it was going to be when I first started. I am also working it more than I thought I would when I first started. The day after I started my business I found out my position at school was going to be terminated. So, I thought that joining Mary Kay® was a great thing. I wanted to see where I could go with this business. Now I know that this spring I want to be in a position where it’s not going to matter if my position is terminated again because I will have my successful Mary Kay® business.

5. My life has been enriched by the people I have met in this business. When I first joined I couldn’t think of recruiting, but after thinking about recruiting a little more I decided to see where I could go after doing it (recruiting). My life has been enriched by seeing the influence I could have on people by sharing this opportunity. I think that I look at people differently because of Mary Kay®. People joke about the “pink bubble,” but it’s true. I get excited about seeing what they can do and go beyond the negative and find positives in them. My family sees the positive part of it too. My husband is really excited about the business. My kids are so excited about it! My daughter has become “all girl” and can’t wait to turn 18 to become a consultant and my boys are excited about seeing the future in Mary Kay®. It gives me peace of mind and made me a happier person. I have always been a happy person, but I really think that Mary Kay® has helped me to see more positives in life and in people rather than prejudging them. I try to focus on something positive in people.
6. No, because like I said it has helped me feel happier inside because of the people that I am in contact with. Not just servicing customers, but also with my director/recruiter, and the people I have recruited. I can’t imagine not having my weekly Mary Kay® meeting. I look forward to the positives. Especially dealing with the negatives going on in my job. I think of things differently because of my business. Mary Kay says that “If you believe it you achieve it,” and that is so true. I am happier and positive and am so grateful for the opportunity and the people that I have come in contact with because of my Mary Kay® business.

7. I would still be working at the school. I wouldn’t be happy because I would always be worrying about something and I would be paying full price for the product. I would still be taking care of my family and doing all the day to day things, but I know that I would be handling things a lot differently than I am because of Mary Kay®. It is a lot of fun earning the money that you can in Mary Kay® and showing other women all the things that they can accomplish in this business. Also, having access to the wonderful product is great and I love sharing it with other people, it’s a lot of fun. I know that I am different because people from school have noticed and commented on the change. I had asked my superintendent for a facial and to my surprise she said yes. When I showed up wearing my red jacket and in my Mary Kay® attire, she was really impressed. Not only with the presentation, but also with the professionalism. She was impressed because of what I had achieved. It was neat because of her status level and I had something to impress her. We have a polish that no other company has and it’s so neat to be a part of that because it makes you feel good to know you are a part of something that wonderful. It’s an honor and exciting.
Jillian Strobel
Team Leader

1. I started Mary Kay® (MK) on June 9th of 2004.

2. I started Mary Kay because I was a very poor college student and I needed some money to help me get by. My friend, whose name is also Jill, introduced me to Mary Kay® and thought it would be a good investment for me. She was so right! I really didn't hesitate on saying yes to her, actually, I never even had a facial with her, I just know a good thing when I see it, I suppose.

3. Originally, my goals for Mary Kay® were just basically to make an extra couple hundred dollars a month for spending money along with my other job. I also thought earning a free car would be great too.

4. When I started Mary Kay® I never thought that I would ever get this far! I am very proud of myself and I am continuing to impress myself with the confidence I now have and also with the accomplishments I have made. I know I will continue to grow even more!

5. This business has enriched my life in so many ways. I have so much more self confidence and perseverance now that I know I can accomplish anything I set my mind to. I am also a positive thinker, I used to be so negative and now through the help of my director and my Mary Kay® friends I have such a positive outlook on everything in life. I also have acquired many friends through Mary Kay®; the type of friends that I know will never use, hurt, or desert me. I have never had friends like that before now, thanks Mary Kay!

6. I definitely do not think that I would be the same person that I am today without my Mary Kay® business. I probably would still be a "negative Nancy," would still be hating my life, and not knowing what I want to do with my life. I now know that I will always be a part of this great company no matter what!

7. Like I said, I have no idea what I would be doing without Mary Kay®. I think I would still be struggling to find out what was for me. I think would still probably be going to school, just as I am now, but not really knowing what to do when I was done. God has definitely put Mary Kay® in my life for a reason and if I keep working it full-circle I know that I will have a very enriched and fulfilled life. Of course, putting God first, family second, and Mary Kay® third.
Mary Webb
Future Sales Director


2. I joined in order to get the 50% discount because I loved the products. I also joined in order to give myself an avenue of income when I became a mom - at the time I was teaching full-time, coaching volleyball, and doing tons of work for the yearbook as the adviser - I wanted to become a stay-at-home mom.

3. Well, I guess I had the ultimate goal, as I said, to use Mary Kay® as an avenue to help with our family finances when I no longer had a full-time teaching job. But, when I began I really just wanted to build to 25 or so customers in my first few months so that I'd have the beginning of a reorder business.

4. Actually, I hoped that it would be further along than it is today. I had my goal of being a director by January of 2005 and obviously that hasn't come about ... yet!

5. Mary Kay® has enriched my life in so many ways. I think one of the biggest ways is it has is the way in which given me the chance to dream big. In teaching I could only make so much and that pay would increase a little every year until I hit the top level at the school district, then I'd stay at the same pay until I retired. In Mary Kay® I have an unlimited earnings opportunity, so I've been able to dream about so many things for my family and our future, such as family vacations, building a house, paying for our kid's college, and just not being in debt, and so on. Also, Mary Kay® has given me many close friendships with women (consultants) who have so much in common with me as far as faith and positive attitude, but also with customers whom I never would have met without my Mary Kay® business. One more big thing Mary Kay® has given me is the chance to show my children that their mom can stay home with them every single day, but also have something to do that brings her fun and happy times, as well as something that requires perseverance and belief in myself and God's plan for my life, which I'm so excited for my kids to see. I really think they can learn so many great values and character traits through my being part of Mary Kay®.

6. For the most part I would be the same person today had it not been for Mary Kay®. The reason for this, I guess, is because I was already a Christian and a positive person, looking to help others by being a school teacher. I think the big difference is the ability I now have to dream big and have the opportunity to make those dreams come true myself. You know what else is different now? I always thought I'd stay home just until my kids all got into school and then I'd go back to teaching. But, now through the example of other Mary Kay® moms, I see that my kids will need me at home more when they're in their pre-teens and teens so that I can be there for them after a tough day at school, etc. and really know
what's going on in their lives. So, I'm planning on that directorship, God willing, to keep me "at home" for my kids always!

7. If I had not started a Mary Kay® business I'd be a stay-at-home mom still, just less motivated each day because I'd only have my kids to focus on. Don't get me wrong, I love being able to give them so much attention because I can stay home with them, but I LOVE that I have something else to do a few nights or days a week, a reason to get dressed up and put makeup on, a reason to meet new people, and a fulfilling way of helping others, which was what I loved about teaching . . . all because of my Mary Kay®.

2. I started because I was looking for a second job to pay off my credit card debt in order for our family to have another child. That was the deal I made with my husband. I also wanted to leave my current job at Best Buy.

3. Originally, my goal for my business was to make enough to pay off my debts.

4. In a way I thought my business would be where it is today, but at the same time I didn’t. Yes, because I knew that anything would be possible in this business. Everything felt so right. No, because there was always some doubt as to how far I could go. My business has been going fast for me and I just keep going. I can't stop now!

5. My life has been enriched in the fact that I have grown personally. I am so thankful for the priorities of this business. I have grown spiritually and that has enriched my life as well. I have built a new relationship with my Heavenly Father. I grew up in a strong Christian home and when I was a teen I fell away. As an adult I was looking for that again and I was not finding that in the environments that I was in (my current profession). For that I am eternally grateful. I am so thankful for the women that I have met. Everyone leaves their egos at the door and is able to be comfortable with themselves and each other.

6. No, my life would not be the same had I not started this business. It would be very boring and more stressful. I wouldn’t know where my extra income would come from. I am more relaxed and spiritually fulfilled.

7. If I had not started this business I would be looking to go back to college in order to get a degree to teach drama. Instead, I will be able to do Community Theater when I want to, not as something to do in order to pay the bills. I would also be working toward a manager position at Best Buy and waiting till that person left to take their spot and only if the general manager wanted me to be the manager.
Georgeann Ergang
Independent Sales Director


2. I started a Mary Kay® business because I wanted to be self employed. My husband, Bryan, and I were looking at owning our own business. We thought we might open a coffee shop or restaurant and were looking into our options. After I had a complimentary facial and I saw all the potential in the business, I knew that Mary Kay® was what I needed to be doing. This was a business that could involve both my husband and me; Bryan could be working in my office, while I was out sharing the product and/or the opportunity. Upon joining I knew nothing about make-up, nor did I have any girlfriend time, it was a complete business decision to join.

3. I had no idea I would be at the point I am today. I always did what Sheila (my Senior Sales Director) told me to do. I joined for the business aspect of it (i.e. the buy back guarantee and the success I saw). I seriously did not know what I was doing. I wanted to be where Sheila was. I knew that was where the money was. I wanted a car; everything looked great and in a way doubted it. I just did everything that she (Sheila) told me to do. It all goes back to the business decision—to become a director, making a good income, and being a free car driver!

4. No Way!!! I didn't really understand the business in the beginning. I just kept sharing and sharing the opportunity! We think we may never reach that point (our highest goal), but I just needed and still need to have positive thinking. I saw that becoming a director and driving a free car was huge and something that may not happen, but it has.

5. This business has enriched my life in so many ways. First, it has enriched my life spiritually. I grew up Catholic, went to the Catholic schools, and went to church every Sunday. When I started college I stopped going to church and moved to Kalamazoo for my career. I started going to church here and there, especially on the holidays, but nothing serious. When I joined Mary Kay® it just became a part of who I am (speaking of spirituality). I shared that (faith) with Bryan and he decided to become a Christian. It has helped my faith and family, and I really do not think that this would have happened if it had not been for my Mary Kay® business.

My self confidence has also been enriched. I could do my job as a police officer and be firm in that, but talking in front of people was something I could never do. However, my Mary Kay® business has helped to enrich that area of my life. Now talking to people I do not know does not embarrass me.

Before Mary Kay® I was a big tom boy. I grew up in a small country town, wearing jeans, roughing it outside, and did not have a lot of girlfriends. I think
that may be why I became a police officer, because it just clicked/connected. I work with all men, so I've never had the opportunity to build relationships with other women. When I joined the company I started gaining girl friends. I love Wednesday nights because I can be a girl now. My daughters love seeing me be a girl and love helping me with that.

6. No, I would not be the same person today had it not been for my business. I would be a negative person and I know that I would not have reconnected with my Catholic faith without the help of Mary Kay®. All the responses in the previous question would not have happened. It has made me a more patient person with my husband and my family. I have always been pretty calm, but this business has made me calmer and I really feel it's because of all the training I have received while being a part of this business.

7. If I had never started this business I would still be working at my current career. Even though I am still a police officer (God will let me know when it is the right time to leave) I would not have had the opportunity to look at leaving this profession. I would also be living a more negative life. I would not know the girl side of me, wearing jewelry, skirts, and other fun "girl" stuff had it not have been for my Mary Kay® business.

2. I started in order to get the discount, to maybe make some money, and because Karla (my recruiter and senior sales director) made it sound really good.

3. I didn't really have too many goals right away. I went to my first Career Conference (a Mary Kay® sponsored event) that March (after I joined) and then decided after that to at least have a debut—which wasn't until May. I also had decided I would send out some flyers letting people know about my business. That was about it—nothing more than that.

4. I would have never thought my business would be where it is today because I didn't believe in myself or understand what Mary Kay® could really offer my family and me. I sure am thankful though that I started down this path!

5. This business has enriched my life in so many ways. It has brought me closer to the Lord. It has also taught me to not worry about where things are going to come from, but to work hard and always trust Him. It has allowed me to be home with my children while making a nice income. It has also given me freedom to do other things, such as spend time with my mom during the day or participate in my Tuesday morning Bible study. My life has been enriched by the way Mary Kay® has helped me develop leadership skills and speaking skills. This business has offered me free new cars, where that would not have always been an option. My life has been enriched by the wonderful Godly women that I get to work with and be accountable to. Overall, this business has enriched my life by offering me a positive, satisfying, flexible, challenging, and blessed way of life!

6. Oh my word no! I would not be the same person today had I not started a Mary Kay® business. I would never have wanted to speak in front of people—especially about God (not just Mary Kay®). I would not be as confident in myself as I am today. I would probably be much more negative and would for sure worry much, much more!

7. If I had not started this wonderful business I would be teaching art, most likely full-time, while trying to balance family life as well.

2. I started for a variety of reasons.
   - Jeff, my husband, was in between jobs and I hadn’t taught for 9 years and I didn’t want to be in a position again where we didn’t have an income.
   - Jeff and I both had fathers who owned their own businesses, so that made us comfortable. We also had a desire of owning our own business.
   - Because of my background in family and consumer science, we thought about a restaurant, but after researching the failure rate of non-franchised and franchised restaurants we decided to take a half million dollar plunge was terrifying.
   - I had used Mary Kay® for several years, loved the product, and I knew there were a lot of Christians who were directors and National Sales Directors, so I knew it was a faith based organization.

3. When I first came in my goal was to become a sales director. I didn’t put a time frame on that goal, which was an error of mine. But, I knew I wanted to become a director because I knew that was where the financial stability was that would give us the money to replace my full-time teaching income. Also, I wanted to bring as many women along with me as I could, meaning becoming a consultant. Now my goal is to bring as many women with me to directorship.

4. Yes, I anticipated that I would have a viable business going when I first began.

5. Mary Kay’s philosophy, since the company began, has been built on a woman keeping her faith first, her family as her second priority, and her career as her third priority. That corporate environment has allowed me to be enriched in my personal life spiritually, physically, emotionally, mentally, financially, and also has enriched my family’s lives.

   The company has allowed me to not have to hide my faith from my business. I have been allowed to grow spiritually and not have to sacrifice that on the business altar.

   Physically: Since we are a cosmetic company; it has caused me to be aware that it is important to present my body in the best fashion. So, I need to take care of myself and do the best with what I have been given.

   Emotionally: This business has allowed me to stay pretty “even keel”. Because of the incentives and the company awards, I’m striving to do my best not for Mary Kay, but for myself, my family, and my Lord.
Mentally: I feel it has kept me sharp because Mary Kay® has forced me into the technology age when I may not have done so otherwise on my own. I have been able to hone my business skills because of the continuous education we get from the company.

Financially: My Mary Kay® career has allowed me to provide for my family at a level that I could not have done as a classroom teacher.

Finally, in relation to my family, they have obviously reaped the financial rewards of my Mary Kay® business, but even more important that that they have reaped the benefits of many of the companies philosophies. A few of these philosophies are:

- Learning how to set and achieve goals.
- Also having a “you can do it” attitude.

6. Definitely not because I probably would be much less balanced in my personality styles than I am due to my Mary Kay® training and 17 years of working with people with the emphasis of it all being about them.

7. I guess I would maybe be struggling to develop my own business of some sort, but without the support of Mary Kay®, because we had been talking about starting our own business. But thankfully we got locked into a company that had a support structure. So, I guess I would still be looking for a business that I could get up and running. It would have been a business involving people.
Karla Sides
Independent Executive Senior Sales Director


2. I started in order to earn some extra money while waiting to land a full-time teaching job.

3. Originally, I liked the career path. So, originally I wanted to build a team and earn the (then) use of the Pontiac Grand Am. I had never had a new car and wanted the free Mary Kay® car.

4. In a way, I always knew it was possible. I could see myself in a car and becoming a director while staying home with my kids. But, I didn't see, clearly, becoming a National Sales Director or having the size of business I have today.

5. It has enriched my life because I feel completely free!!! I have never had to have full-time daycare and I have never had to deal with office politics. I have never had to "wait" to be promoted or ask for time off for my vacation. I have been able to make 5 times what a teacher salary would be, which has afforded my family and me a much more comfortable lifestyle. I have been able to give my husband and children things I never had. But mostly, I have developed into someone I really like, the kind of leader I feel benefits others. I have been able to watch many other women overcome obstacles and do the same thing I have done. It's awesome!

6. No, I am definitely not the same person I was before. The course that Mary Kay® and the Lord have led me on have definitely shaped my mind, made me grow, and enriched my finances. No way would I ever have had the satisfaction of these blessings and rewards without Mary Kay®; and, if you add up all the free time, it's priceless.

7. If I had never started a Mary Kay® business I could see myself as a teacher and loving it. I would live in a smaller home and probably be neck high in debt, not loving that! But, because of Jesus, I would still have the work that He has started in me and will continue it until I go home, in or out of Mary Kay. Mary Kay® wouldn't change that aspect. This aspect is the most important aspect of my life on earth (fulfilling God's plan for my life).
Julie Schlundt
Independent Elite Executive Senior Sales Director


2. I never saw myself as a Mary Kay® consultant. I really don’t know why I started this business. I was a Bible study leader for Bible study leadership. My leader sold Mary Kay® and I was shocked because she had her MBA. I thought Mary Kay® was beneath me and for people who were bored. I am a registered nurse and became one in 1981. I didn’t see it as a true business. I wasn’t a party person and thought they were dumb. I was invited to a guest event and talked to the director and signed a week later after reading Mary Kay’s biography. I saw Mary Kay Ash as an old lady with big hair and a woman who drove a pink Cadillac. I thought the Mary Kay® opportunity was too good to pass up. I have never looked back.

3. My goals were to be like Deb Dudas (my director). She was driving a pink Cadillac and I want to do that. I’m now driving my 4th pink Cadillac. My goals were to make good money and travel around the world because that’s what she did. I had never traveled like that before and knew it would be fun. Basically, I wanted to earn a car, make good money and travel the world.

4. Yes and no. I really felt that if this business was authentic. If! want something bad enough I work really hard. I saw other people’s success and thought “why not me?” I saw this business as a way to set goals and meet them. I had been a nurse for almost 15 years and started to see the negatives of working for someone else.

I started missing goals and would become discouraged and would doubt it (achieving a goal in Mary Kay®). It (Mary Kay®) really takes perseverance. It has taught me to keep going when you want something bad enough. There is really a lot of success in Mary Kay®, if you’re willing to work for it. When I missed goals I doubted it. Missing goals is not a negative...quitting is a negative. Work, focus, and never quit. If you quit on a goal, you will not make it. If you really want something bad enough you will get it.

5. Relationships are the most important way in which my life has been enriched. I have become a better friend, mother, wife, and leader. It has truly helped me become a better leader through training I have gotten from Mary Kay®.

My life has also been enriched in the self confidence I have. People would have thought that I was confident (which I really wasn’t prior to Mary Kay®) and now Mary Kay® has taught me how to be truly confident and improve the aspects that I have control over.
My life has been enriched through the experiences I have had in Mary Kay®. I have traveled (7 top directors’ trips). I’ve been to Maui twice, Alaska, Scotland, Vienna, Austria, Prague, Hungary, Italy, France, and Greece. All paid for by Mary Kay®—100%!

My life has also been enriched financially. My Mary Kay® business and family have been blessed. My first year in the company working 10 hours a week I was bringing in $1,200 a month profit from sales; and with my commission it was about $2,000 a month income. In 1996, I became a sales director and my income was $59,000 for one year! And my first full year as a sales director it was $89,000, my 4th year it was $112,000 and is starting to grow towards $200,000 in one year! There is no ceiling! The time that I put in 8 years ago is paying off now. It is amazing that since I have helped build up people in Mary Kay®, Mary Kay® is giving back to me financially. Having a free car every 2 years also helps. The way that the company takes care of us is amazing. Mary Kay® has paid for our children’s education in college. Our kids our great students and I truly believe it’s what they have seen in me while working in the home with my Mary Kay® business.

Finally, my life has been enriched spiritually. It has helped strengthen my relationship with God, which is vitally important.

6. I would not be the same person I am today had I not started a Mary Kay® business. Next to my salvation, Mary Kay® is the most important decision I have ever made. I am so grateful for this business.

7. If I had never started a Mary Kay® business I would still be a nurse. I was starting to get restless in that profession. I was thinking of furthering my education and becoming a nurse practitioner. I was getting bored and restless. Mary Kay® truly has helped me so much. I truly believe that Mary Kay® is the best opportunity; no regrets.
Sue Kirkpatrick  
Independent Senior National Sales Director


2. I started in order to make a little extra spending money since I did not want to have to look to find another job. I also wanted to service my family and friends who were already using Mary Kay® products. I wanted a job that I would have fun doing and had no idea it would turn out as it has today.

3. My original goal for my business was to earn an extra $30 per week for spending money. This $30 would be a lot more today because of inflation. But, my primary goal was to earn a little extra money.

4. I had no idea that my business would have developed to the point it is today. I started this business and learned quickly to go as far as I could see and once I got there I could go a little further. I had limited vision and had to operate that way. Still to this day I go to what I can see and then envision the next thing.

5. This business has given me a sense of purpose, restored and enriched my spiritual life, helped me grow emotionally & personally, and given us financial security. Spiritually it has given me a closer relationship with God because of the mentors in the business and the example that Mary Kay herself set (God first, family second, career third). This business has truly been a spiritual growth journey. Emotionally, I have learned how to mature in my emotions. I have also learned several life skills, i.e. compartmentalizing, setting priorities, managing stress, setting goals, and learning discipline in order to achieve these goals. My life has been enriched professionally and financially by this business opportunity. We have had increased options (because of our increase in finances), we have been able support our family, educate our children, support our aging parents, and support the causes we believe in. This business has given us the freedom and flexibility to design our life. It has allowed us to have the freedom to have our priorities in order. We (Mary Kay®) have had the harmony to enrich my life and I want to pass this on to other women to do the same thing.

6. Definitely not, because I think we are developed because of the people we are around and because of our life experiences. The people I have been around I would not have had the privilege of being around if it had not been for my business. My life experiences would have been different; they would have been very limited. I have had the opportunity of traveling the US and the world and being in the presence of successful people who I would like to emulate. I would not have been exposed to that without being in this business.
7. Only God knows. I am afraid I would be depressed, frumpy, self centered, and unhappy, working in a mundane job environment. This is because I married young with no professional skills (no college education), so I probably would be in a low paying job. I really don’t know; it’s hard to imagine. I’m grateful everyday that I don’t have to imagine this.
Mary Kay® “Enriching Women’s Lives”

Mary Kay® has enriched the lives of millions of women worldwide. Mary Kay Ash wanted to establish a company that would allow women to have the ability to reach every dream and goal they set for themselves and never hit a glass ceiling. She wanted a company that would praise people to success, not one that would evoke competition among its consultants. Mary Kay also wanted a company that would enrich the lives of its consultants in many ways from spirituality to financial stability.

Upon interviewing thirteen women (including myself) I have been able to see, first hand, how this wonderful business opportunity has enriched the lives of each one of these women. It was fascinating to see what this company has done in each of their lives. The most amazing thing that I noticed was how this company has similarly enriched each life. Every single interview was done on a one-on-one basis and yet each one contains similar information. I truly believe that this shows how this company does exactly what Mary Kay wanted it to do “enrich women’s lives.”

Within the following several paragraphs I will give an overview of the compilation of interviews that were performed; comparing, contrasting, and making note of the wonderful things this company has done in these women’s lives. Each question that was asked will have a separate paragraph analyzing the responses of the group as a whole.

Each woman joined Mary Kay® at a different time in her life. Some have been in for several years, whereas others have only been in a few short months. The range of the years that the women joined is from 1975 to 2005. Knowing this piece of information will help someone see that the length of time in the company may play an important role
in the enrichment each woman has received from her business. Upon compiling each of the interviews, I found that the average year these women started their business was 1998. Knowing this may seem irrelevant, however, it can be an important piece of information when trying to see if the amount of time a woman has had her business correlates to the amount of enrichment a woman may experience.

Each woman started her business for different reasons. Some started in order to earn an extra income (a much needed thing nowadays) in order to pay off debts or avoid having to find another job. Some of the women started in order to leave their job they currently had. One woman had always wanted to start a business without the fear of plunging into debt. Others started in order to get the 50% discount on the products (not a bad idea), it is such a good idea to save money, especially half of it, on something that you use and love. A couple even joined purely to earn the use of the free company car (I was one of those people). One joined in order to help her niece reach a goal and try the products; and a couple joined because they thought that the opportunity was too good to pass up.

The women who started this business for similar reasons had original goals that were quite alike. The women who joined in order to earn a free car had that original goal. Others who joined merely for the discount did not really have set goals in mind since they did not really want to work the business anymore than to just receive a great discount. The women who joined in order to earn another income had different goals pertaining to the amount of added income. One only wanted to make an extra $30 a week (granted that was in 1975), whereas others wanted to earn enough to replace a full-time income (the income they were receiving from their other job). The one goal that many of these
women had that really sticks out was the goal of wanting to build a solid base of customers. This is a key factor for earning a car, earning an extra income, or replacing a full-time income. Without these customers no one could reach those original goals.

When the question came up pertaining to whether or not they thought their business would have developed to the point it is today the answers varied. Some women never thought their business would have ever developed to the capacity that it has. When talking to these women I could hear the shock in their responses as they described what their businesses have blossomed to become. Others had a feeling that their business would be at the point it is today based on the work that they knew they were going to put into it. There were even a couple who had mixed feelings, if you will, about how their business has grown. These women thought that their businesses would be at the point they are today, but at the same time doubted it a bit.

The next question was the one that was the meat of this thesis. It was the whole point of why this thesis was being written. The question pertaining to how Mary Kay® has enriched each of their lives was the core of this essay. The one thing that I noticed, after reading each of the interviews again, was that each woman’s life tended to show more enrichment the longer she had been in the business. The responses to this question were quite similar. Almost every woman said that her life has been enriched spiritually. I find this aspect truly wonderful that a single woman, Mary Kay Ash, could have developed a company that would bring the ultimate enrichment...a closer walk with God.

The other common areas in which these women have been enriched are financially, emotionally, mentally, and physically. Each one of these areas is great and wonderful to have enrichment in. However, I strongly feel that the best way in which a
woman’s life can be enriched is spiritually. This is the ultimate thing that Mary Kay® has been able to do in each one of these women’s lives.

The financial enrichment is a great thing. It has allowed these women to make better choices for themselves and for their families; choices that they would not have had, had it not have been for their business. It has allowed them to live more comfortably, send their children to college, and/or leave a full-time, stress-filled job. Their added finances have been a great benefit for their life and their family. Their finances have enriched their lives by providing choices.

Just as previously mentioned, I noticed that the longer someone has been in Mary Kay® the greater their life has been enriched. I feel that this is an accurate assumption to be made. The reason for this is because the longer someone has been building their business the longer they have been reaping the benefits of it. They have had longer to see the great things that this company has to offer and the great things they can get if they just work for them. I realize that this is an obvious thought, but it is something that needs to be addressed. I feel that if one reads two of the interviews (one from someone who has been in the company for several years and one who has been in only a few months) there will be a huge difference in the amount of enrichment; therefore the amount of time someone has been with the company should be taken into consideration when truly seeing how much this company has enriched the lives of women.

The second to last question dealt with asking the women if they think they would be the same person today had they not started their Mary Kay® business. This question got a few mixed responses. A few said that they would probably be the same person they are today had they never started their business. I find that a little hard to believe since in
the previous question it asked how this business has enriched their lives and each one said something positive and life changing about it. However, most of the women said that they feel they would definitely not be the same person that they are today had it not have been for their Mary Kay® business. I think that this is amazing, that a dream that a small woman from Dallas, Texas had could change and enrich so many women’s lives.

Finally, when asked what each would be doing if she had never embarked on a Mary Kay® journey, each answer differed. Some said they would be doing the same job they left in order to do Mary Kay® full-time, whereas others said that they may be depressed and doing something they really would rather not be doing. Some of the women could not even see themselves outside of this business. They had no idea what they would be doing. I think that is great because it truly shows that this business has become part of who they are.

These questions have truly allowed me to see what Mary Kay® has done for so many women. This company has enriched so many women’s lives over its forty-two year span. As one can tell, it is truly a positive business and one that “enriches women’s lives”—the one thing that Mary Kay Ash wanted it to do.
Memorable Quotes by Mary Kay Ash

I wanted to conclude this collection on how Mary Kay Cosmetics® has enriched the lives of thirteen women with memorable quotes spoken by Mary Kay Ash.

**Mary Kay on Attitude:**

"Do you know that within your power lies every step you ever dreamed of stepping and within your power lies every joy you ever dreamed of seeing? Within yourself lies everything you ever dreamed of being. Become everything that God wants you to be. It is within your reach. Dare to grow into your dreams and claim this as your motto: Let it be me."

"I always greet our employees with a warm 'Hi! How are you?' When a new employee answers, "Uh, pretty good. How are you, Mary Kay?" I'll say, 'You're not just good, you're great!' Each time I see him or her afterward, he or she will say, 'I'm great!' and the smile will get bigger and bigger. If you act enthusiastic, you become enthusiastic—and it spreads like wildfire!"

"Every failure, obstacle or hardship is an opportunity in disguise. Success in many cases is failure turned inside out. The greatest pollution problem we face today is negativity. Eliminate the negative attitude and believe you can do anything. Replace 'if I can, I hope, maybe' with 'I can, I will, I must.'"

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve."

**Mary Kay on Business:**

"People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps."

"We need leaders who add value to the people and the organization they lead; who work for the benefit of others and not just for their own personal gain; who inspire and motivate rather than intimidate and manipulate; who live with people to know their problems and live with God in order to solve them; and who follow a moral compass that points in the right direction regardless of the trends."

"I have learned to imagine an invisible sign around each person's neck that says, 'Make me feel important!' I respond to it immediately, and I never cease to be amazed at how positively people react. If I were to teach a first-year management course, I would instruct every student to wear a make-me-feel-important sign for the entire semester. By the end of the term and for the rest of their lives, they'd imagine seeing the same sign hanging from the neck of everyone they met. What wonderful relationships they would build with their spouses, friends, co-workers and customers!"

"Our Company was begun with only one objective ... that of giving women the chance to succeed, an opportunity that simply did not exist in the early '60s. I just couldn't believe that a woman's brain was worth fifty cents on the dollar. With all my heart, I wanted to change that."

**Mary Kay on Faith:**

"My priorities have always been God first, family second, career third. I have found that when I put my life in this order, everything seems to work out. God was my first priority early in my career when I was struggling to make ends meet. Through the failures and success I have experienced since then, my faith has remained unchecked."

"Hope is wishing for something to come true. Faith is belief that it will come true. Believe that for every problem God gives you, He will also provide you with a solution."
"Behind every success story in Mary Kay, you will find a simple explanation of great faith. I believe that every person has a capacity for greatness, that God planted the seeds there, and it is up to us to make them blossom forth with patience, guidance and belief. It is up to us to discover the multiple talents that we possess and bring them into fruition."

"Many women have made the mistake of changing their beliefs to accommodate their work. It must be the other way around. No circumstance is so unusual that it demands a double standard or separates us from our faith. No matter how fast the world changes, exemplary values must remain constant."

**Mary Kay on Heritage:**

"You can do anything in this world that you want to do, if you want to do it badly enough and you are willing to pay the price. Often during my childhood, I heard those words from my mother, always urging me on to greater heights! They became so firmly implanted in my mind that they became the theme of my childhood and of my life."

"The most valuable gift that you can give your children is not money; it is the ability to think positively. The money will soon be gone, but the ability to think positively will go on to help your children be a success throughout their lives."

"The success [of Mary Kay Inc.] is much, much deeper than just dollars and cents and buildings and assets. The real success of our Company is measured to me in the lives that have been touched and given hope."

"I know now that my legacy is assured. The Company has my name, but it also has a life of its own. And its life’s blood is the philosophy that many thousands of women have made a part of their lives. They embody that philosophy of sharing and giving and, as such, it will always live on."

**Mary Kay on Success:**

"We must have a theme, a goal, a purpose in our lives. If you don’t know where you’re aiming, you don’t have a goal. My goal is to live my life in such a way that when I die, someone can say, she cared."

"When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone. Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure."

"The definition of successful people is simply ordinary people with extraordinary determination. You cannot keep determined people from success. If you place stumbling blocks in their way, they will use them for stepping-stones and climb to new heights. People who succeed have a goal, a dream and make their plans and follow them."

"I was taught to put my best effort into anything I did, and I can honestly say I’ve always done that. Still, there were many times when I failed, many times when I was disappointed. We didn’t set the world on fire from the first day: disappointments, setbacks and work have created the Company as it is today. I envisioned a company in which any woman could become just as successful as she wanted to be. The doors would be wide open to opportunity for women who were willing to pay the price and had the courage to dream."

**Mary Kay on Values:**

"Before you ever receive the wonderful treasures of a happy life, you must first give. Give of yourself. Be of service to others. Only what you give can be multiplied back into your own life. That is the law of the harvest, the law of the ten-fold return. If you give nothing, even if it is multiplied, you receive nothing."
"Integrity is the ingredient that will enable you to forge rapidly ahead on the highway that leads to success. It advertises you as being an individual who will always come through. Whatever you say you will do, do it even if you have to move heaven and earth."

"Each of us should have a philosophy about how we conduct ourselves with others. A long time ago I chose as my standard the Golden Rule: 'Do unto others as you would have them do unto you.' Some might consider the Golden Rule corny and old-fashioned, but no one can deny its simple truth. Imagine how much better our world would be if everyone lived by this creed."

"The real success of our personal lives and careers can best be measured by the relationships we have with the people most dear to us – our family, friends, and co-workers. If we fail in this aspect of our lives, no matter how vast our worldly possessions or how high on the corporate ladder we climb, we will have achieved very little."