

1990

Mobile phones, personal computers and the birth of the World Wide Web defined this electronic decade, as the Y2K countdown marked the end of an amazing century.

1991 | Billion-Dollar Growth

Global growth in 1991 catapulted wholesale sales worldwide to \$1 billion. The next year wholesale sales reached \$1 billion in the U.S. market alone.



- 1993



1993 | Can-Do Power

Kathy Helou became the first Independent Sales Director to achieve \$2 million in estimated unit retail sales in 1993. She discovered Mary Kay® products as a contestant on "The Price is Right" game show. Since she started her Mary Kay business in 1981, she has earned more than \$6 million in commissions and achieved Independent Senior National Sales Director status.

- 1994

1993 | Passing It On

From the Company's first business receipts to the latest Sales Director suits, the Mary Kay Museum opened in 1993 to give visitors a view of the extraordinary vision of Mary Kay Ash and the Company she created. The museum now includes the "Keepers of the Dream" Independent National Sales Director Hall of Honor, which opened in 2002. There visitors can see the leaders who are passing on the legacy of Mary Kay Ash throughout the world.



- 1995

FORTUNE

1994 | Making Headlines

In 1994, Mary Kay Inc. earned Fortune magazine's honor as one of the "Most Admired Corporations in America."

- 1996



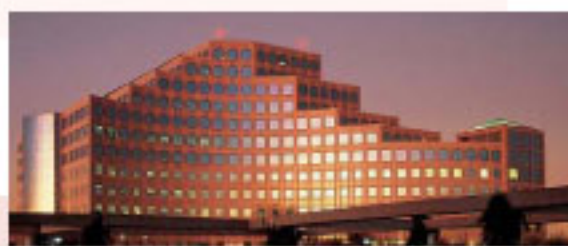
1996 | A Helping Heart

Mary Kay Ash expanded her vision of enriching women's lives when she established the Mary Kay Ash Charitable Foundation in 1996. The MKACF supports cancer research related to women's health and helps in the fight against domestic violence. To date, the Foundation has awarded more than \$28 million in grants to cancer researchers and women's shelters in the United States.

[Click here](#) to visit The Mary Kay Foundation site.

1995 | New World Headquarters

Global growth and growing success brought about another move. The new Mary Kay Building became the world headquarters in 1995. Situated on 34 acres, the 13-floor, pink granite building includes nearly 600,000 square feet and is located in Addison, Texas, just north of Dallas. [Click here](#) to learn more about the Mary Kay World Headquarters.



- 1997



- 1998

1996 | Selling Success

Great skin care products and going the extra mile for customers helped the independent sales force earn national recognition in 1996. They were ranked by *Sales & Marketing Management* magazine as one of the top 25 sales forces in the nation.

- 1999



1999 | E-Business With Ease

Mary Kay Inc. harnessed the power of the Internet to give Independent Beauty Consultants advanced tools for their online businesses. In 1999, the Company launched Mary Kay InTouch.® This online support community allows Beauty Consultants to manage all aspects of their businesses with the click of a mouse.