

KISS DOMESTIC VIOLENCE GOODBYE!



Confidence Inspiration Compassion

Let's work together &
Kiss Domestic
Violence Goodbye!

Sell 10 lipsticks and get
\$50 of free Mary Kay -
Sell 20 lipsticks and get
\$100 of free Mary Kay!

BEAUTY THAT COUNTS

Give back with
Compassion,
Inspiration
and Confidence

Join Mary Kay in its worldwide efforts to change the lives of women and children through your purchase of Beauty That Counts Mary Kay Creme Lipstick.

\$1 will be donated from each sale of limited-edition*[Beauty that Counts](#)® Mary Kay® Creme Lipsticks in three shades. As part of this worldwide effort, Mary Kay Inc. will support The Mary Kay Foundation's efforts to end domestic violence.

Domestic Violence Escalates Nationwide in Light of the Economy, Survivors Struggle to Find Jobs

Mary Kay Identifies National Increase in Domestic Violence, Responds with Action Plan for Prevention

Dallas, May 5, 2010 - Despite signs the economy may be recovering, domestic violence shelters throughout the United States report the economy's negative impact still weighs heavy and domestic violence continues to increase. In addition to domestic violence incidents rising, the abuse is more severe, victims struggle to find jobs and shelters expect the situation will only get worse in light of the economy - according to the second "*Mary Kay Truth About Abuse*" national survey.

More than 700 domestic violence shelters across the country were surveyed in March 2010. Shelters indicate the economic downturn of the last 18 months has increased demand for their services, and also note their shelters' ability to raise funds and provide services will be hampered over the next 12 months.

Detailed findings from the 2010 "*Mary Kay Truth About Abuse*" survey reveal alarming trends, including:

- 88 percent of domestic violence shelters expect their overall situation during the next 12 months will be worse than now, or the same as now, in light of the economy.
- Three out of four domestic violence shelters (77 percent) report an increase in women seeking assistance from abuse.
- 75 percent of shelters attribute this rise in abuse to "financial issues."
- 54 percent of shelters link this increase in domestic violence to "job loss."
- More than half (57 percent) of women in shelters can't find employment due to the economy.
- 51 percent of shelters nationwide note the abuse is more violent now than before the economic downturn.
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The Mary Kay Foundation will award 150 domestic violence shelters \$20,000 grants totaling \$3 million. Our local Kerrville Women's shelter was a recipient of \$20,000. To date, the Foundation has donated nearly \$22 million to women's shelters and domestic violence programs across the United States.

Each lipstick is \$13 + 8.25% sales tax (\$1.07) = \$14.07

1 @\$13 = \$14.07

2 @\$13 = \$28.15

3 @\$13 = \$38.97



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