

# MARY KAY

Mary Kay Inc.  
P.O. Box 799045 | Dallas, Texas 75379 | o 972.687.5798

---

March 8, 2021

## VIA U.S. MAIL AND EMAIL

Ms. Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.  
P.O. Box 927  
Madison, CT 06443  
[lsmith@truthinadvertising.org](mailto:lsmith@truthinadvertising.org)

Re: Mary Kay Inc.

Dear Ms. Smith,

I received your March 5, 2021 correspondence. Thank you for making us aware of your concerns. Mary Kay takes consumer protection very seriously.

The Company devotes significant time and resources to proactively monitor, review, and address such issues. We reviewed the materials you brought to our attention and believe the net impression of the videos and other materials identified in your correspondence do not misrepresent the potential of the Mary Kay opportunity. However, we removed several assets to avoid any ambiguity or possible misunderstanding. We will continue to review the remaining sampling materials referenced and will remain vigilant in our efforts to ensure that the Mary Kay opportunity is accurately represented.

If you have questions, please do not hesitate to contact me.

Sincerely,

  
Julia A. Simon