



MARY KAY

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FOR IMMEDIATE RELEASE

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## LOCAL INDEPENDENT BUSINESS WOMAN EARNS COVETED MARY KAY PINK CADILLAC IN RECOGNITION OF OUTSTANDING BUSINESS PERFORMANCE

**CITY, STATE (Date)** - Mary Kay Independent Sales Director (**First Name and Last Name**) of (**City, State**) has earned the use of the exclusive Mary Kay pink Cadillac, an iconic symbol of success, the most coveted incentive awarded by Mary Kay.

(**Last name**) will take delivery of the new pearlized pink Cadillac (**insert car type**), her (**Number**) Mary Kay Career Car, at (**Dealership, Dealership City, State**). Mary Kay independent sales force members earn the use of a pink Cadillac by meeting and exceeding goals set within their Mary Kay businesses.

(**Last Name**) began her Mary Kay business as an Independent Beauty Consultant in (**Year**) and as a direct result of her accomplishments, became an Independent Sales Director in (**Year**). As an Independent Sales Director, she chooses to provide education, leadership and motivation to other Mary Kay Independent Beauty Consultants and continues to offer her customers high-quality Mary Kay® products. (**Last Name**) is mentored by Independent National Sales Director (**Insert NSD First and Last Name**).

“(Insert one sentence here about how it feels to earn a pink Cadillac),” said (**Last Name**). “(Insert one to two more sentences here elaborating on what this accomplishment means to you).”

Mary Kay Independent Sales Directors earn the use of a pink Cadillac XT-5. The Career Car Program also includes the Chevy Equinox crossover in black, Ford Fusion in black and Chevy Cruze in white.

“Mary Kay has continued to provide a rewarding opportunity selling irresistible products and changing the lives of women around the world for more than 50 years,” said Laura Beitler, Vice President of Sales for Mary Kay Inc. “The use of Career Cars earned by the independent sales force are just one of the ways our Independent Beauty Consultants are rewarded for their success. We are proud to recognize them for their hard work, entrepreneurial spirit and dedication to their Mary Kay businesses.”

Since the Career Car Program’s inception in 1969, more than 157,000 independent sales force members have qualified or re-qualified to earn the use of a Mary Kay Career Car. Currently, 5,000 Mary Kay Career Cars are on the road nationwide with approximately 1,100 of those being the coveted Mary Kay pink Cadillac.

### About Mary Kay

At Mary Kay, success lies in our dedication to irresistible products, a rewarding opportunity and positive community impact. For more than 53 years, Mary Kay has inspired women to achieve their entrepreneurial goals in nearly 40 countries. As a multibillion-dollar company, we offer the latest in cutting-edge skin care, bold color cosmetics and fragrances. Discover more reasons to love Mary Kay at [marykay.com](http://marykay.com)

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