

TECHNOLOGY INNOVATION

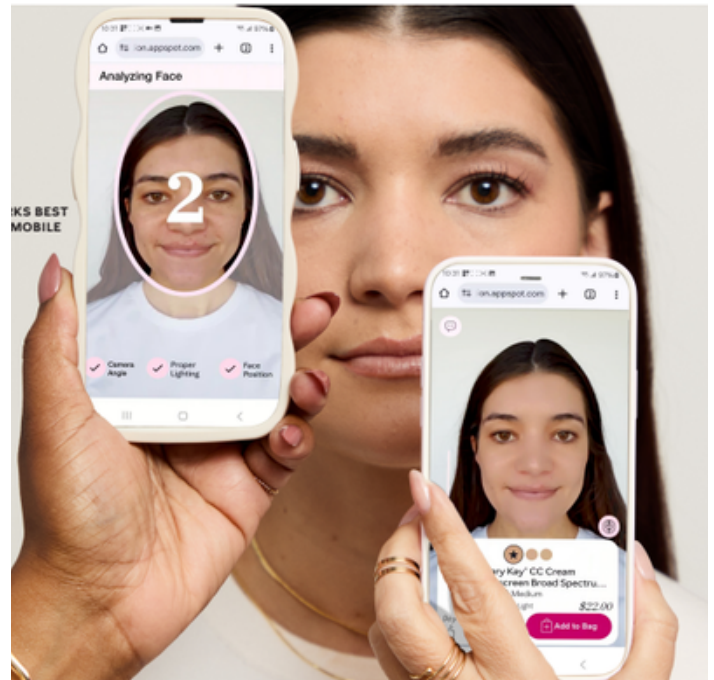
The rapid rise of generative AI created a significant opportunity to transform the beauty customer experience through hyper-personalized recommendations while strengthening business performance. With mobile commerce now driving more than 62% of beauty sales in key markets, we recognized the need to equip our Mary Kay Independent Beauty Consultants (IBCs) with innovative digital tools that enhance customer connections, deliver personalized recommendations & exceptional Golden Rule service, and support business growth.

MARY KAY

AI-POWERED FOUNDATION FINDER

*Reimagining Personalized Beauty
Through Artificial Intelligence*

In 2025, Mary Kay Inc. announced the launch of its cutting-edge **AI-powered Foundation Finder**—an intuitive technology designed to help consumers effortlessly find their foundation match, while empowering Mary Kay IBCs to guide their customers in finding the right match – right from their phones.



Foundation Finder is integrated into the online shopping experience, accessible from www.marykay.com or through the [iCatalog](#).



FACE THE FUTURE: POISED TO DISRUPT THE BEAUTY GAME

A first in the direct selling industry, this AI Foundation Finder uses advanced artificial intelligence to scan a customer's face on their mobile phone and provide personalized shade recommendations in just seconds.

FIND YOUR MATCH ›



FOR CUSTOMERS

PERSONALIZED BEAUTY IN SECONDS

The AI Foundation Finder provides consumers:

- **Instant** foundation recommendations
- **Seamless** mobile experience
- **Greater** confidence in shade selection
- **Reduced** purchase hesitation
- **Inclusive** skin-tone representation

IN CONSUMER TESTS,

83%

of consumers said they would be likely to purchase their recommended match.



FOR MARY KAY IBCs

A DIGITAL PARTNER FOR BUSINESS GROWTH

The AI Foundation Finder helps consultants:

- **Deliver** science-backed recommendations
- **Build** trust and credibility
- **Serve** customers virtually or in-person
- **Create** personalized shopping experiences
- **Stay** competitive in a digital-first marketplace

IN CONSULTANT TESTS,

100%

of IBCs said they would be very likely to use the tool in their business.



TECHNOLOGY TO EMPOWER RELATIONSHIPS

“Our Independent Beauty Consultants now have a powerful digital partner that elevates their business, enhances customer trust, and reimagines how beauty is delivered in a tech-enabled world.”



JAMES WHATLEY
Chief Information Officer at Mary Kay Inc.



WHAT MAKES IT DIFFERENT?

Mary Kay's AI Foundation Finder uses:

- ✓ Advanced AI facial analysis
- ✓ Detection of 151 facial feature points
- ✓ Proprietary 10-shade inclusive skin-tone scale
- ✓ RGB analysis matching customer skin tone to Mary Kay foundation shades
- ✓ Mobile-first experience integrated into Mary Kay's ecommerce ecosystem

Proven Results. Global Recognition.

The AI-powered Foundation Finder elevates the beauty experience through instant, hyper-personalized shade matching, increasing consumer confidence and reducing guesswork in product selection. It strengthens trust between customers and Independent Beauty Consultants by providing a science-backed recommendation they can stand behind.

The tool enhances inclusivity with a nuanced skin tone scale, ensuring more consumers feel seen and accurately matched. It also modernizes the Mary Kay experience, blending digital convenience with personal service, and positions the brand as an innovation leader in direct selling.

244M+

MEDIA IMPRESSIONS

including coverage in The Dallas Morning News, The Fashion Network and CIO Dive

80%

USER SATISFACTION FEEDBACK

7%

AVERAGE CONVERSION RATE

500K+

USERS SINCE LAUNCH



Why It Matters to Direct Selling

AI Foundation Finder demonstrates how emerging technologies can:

- Enhance consultant-customer relationships
- Increase personalization at scale
- Drive measurable sales growth
- Modernize the direct selling model
- Attract next-generation consumers and entrepreneurs

Mary Kay's AI-powered Foundation Finder represents the future of direct selling: combining the power of artificial intelligence with the human connection, trust, and personalized service that have defined Mary Kay for more than 60 years.