

**MARY KAY IS THE WINNER OF THE EMPOWERER OF THE YEAR AWARD AT
THE 2019 DIRECT SELLING AUSTRALIA INDUSTRY AWARD**

Sydney, NSW – Monday, 24 June 2019 – Mary Kay has been named the winner of the Empowerer of the Year award at the 2019 Direct Selling Australia Industry Awards. Direct Selling Australia (DSA), the country's leading representative body for retail direct selling, designed the awards to celebrate innovation, excellence, creativity and partnership among the membership.

“The awards aim to empower independent direct sellers, fuel businesses processes and make our world a better place, the awards have one thing in common; they promote direct selling as a business channel that helps create better lives,” said Gillian Stapleton, Executive Director of DSA.

The DSA Empowerer Award recognises the company that described a specific program that empowered or motivated the sales field to succeed.

“Mary Kay is the recipient of the Empowerer Award for their 'Skin Analyzer' program which successfully empowered the sales field to succeed. This tool provides personalised skin care solutions in a very innovative way including Wifi and Bluetooth connection, 50x zoom camera lens, real-time skin observations, app compatibility whilst remaining compact and portable,” shared Gillian.

“On behalf of the Association, I would like to congratulate Mary Kay on receiving this year's Empowerer Award. It is an outstanding achievement”, said Gillian.

“This is the ideal tool for the millennial generation,” shared Bill Duncan, Life Member of DSA.

The Empowerer award was presented during Direct Selling Australia's 52nd annual conference at the Sheraton Grand Sydney Hyde Park on Monday 24 June 2019. The award was sponsored by valued DSA Supplier Member, Fenton Green.