

MARY KAY

Feb. 5, 2018

To: Ohio Senate Finance Committee

Re: Mary Kay Inc. SUPPORT for HB 329: Anti-Pyramid Scheme legislation

Dear Members, Ohio Senate Finance Committee

On behalf of Mary Kay Inc., let me express strong support of HB 329. The bill would clearly define and establish penalties for operating or participating in a pyramid promotional scheme.

Mary Kay Inc. is a 55 year old direct selling company which manufactures skin care and color cosmetics, sold by Mary Kay Independent Beauty Consultants. There are over 17,500 Consultants in Ohio, earning supplemental income through product sales and learning business and professional skills.

HB 329 clarifies existing law by defining a pyramid promotional scheme; scams which defraud consumers and often claim to be legitimate direct selling companies "just like Mary Kay." The legislation protects the public from such schemes and guides legitimate direct selling companies on what constitutes acceptable business practices.

The Council of State Governments (CSG) adopted this legislative language into its 2004 Volume of Suggested State Legislation, based on the 2003 South Dakota law. This or similar models have been adopted in some 21 states.

This measure provides clarity and diminishes confusion on the marketplace.

Thank you for your time and consideration. We respectfully urge Committee approval of HB 329.

Sincerely,

Anne Crews
Vice President, Public Affairs
Mary Kay Inc.

Sincerely,



Anne Crews
Vice President, Public Affairs
Mary Kay Inc.

