



**MARYLYN REED, REFLECTS “PEOPLE FIRST” BUSINESS PHILOSOPHY
OF GREAT-GRANDMOTHER AND COSMETIC LEGEND, MARY KAY;
OPENING EXPANDED BERGAMOS SPA RETREAT
REBUILT AFTER HURRICANE HARVEY
Visionary Behind \$6.5 Million, 22,000 Square-Foot Retreat near Houston –
Biggest Day Spa in Texas**

Friendswood, Texas -- Marylyn Reed’s calm and quiet demeanor belies her true identity as an heir to one of history’s most successful, female-led beauty companies and an entrepreneurial powerhouse in her own right. As the visionary behind the original Bergamos Spa Retreat that she founded near Houston in 2001, Reed has opened an even bigger and grander version of her original spa after it was destroyed by Hurricane Harvey in 2017. This \$6.5 million, 22,000 square-foot, two-story retreat boasts the largest collection of high tech/high style Gharieni spa equipment in the U.S.; 21 treatment rooms; a Therme Water Therapy Circuit; Himalayan Salt Cave; Nail Salon and Blow Dry Bar; Yoga Studio; Spa Café and Wine Bar, but Reed made sure that quantity never came before quality in this epic reimaged space.

Being raised with the business philosophies of her famous great-grandmother -- the beauty industry icon, Mary Kay -- embedded in her DNA as well as a love of beauty products and treatments, it was actually a visit to a spa while she was touring through Europe at age 17 with an aunt that changed the course of her life.

After graduating with a BA in Marketing from the University of Houston, she married and had two children, while continuing to act as an advisor to the family business and investing in companies including storage facilities and real estate development. Family vacations often brought her back to Europe where she tried even more spas. Then in 2001, after having mediocre spa experiences in her area, the entrepreneur decided to open a lavish, European style day spa in Friendswood, Texas, not far from her great-grandmother’s birthplace in Hot Springs, Texas. Turns out that Reed

shared a penchant for elevating a workforce with her famous relative, supporting the belief that “people are a company’s greatest asset.” And like Mary Kay, she created a profitable business from scratch that created new opportunities for employees – the majority of which are women – to achieve financial success.

In 2015 she began working on plans to expand the successful spa that was now serving its second generation of clients. Then, in 2017 Hurricane Harvey hit. The new spa’s building was drowned in 22 inches of water.

The calm after the storm:

Reed explains the aftermath: “After we made sure all our Bergamos’ families were OK we reached out to our vendors and asked for donations. Many of them sent us necessities such as sunscreens, body lotions and more. We packed those in bags and used social media to give to anyone that needed it – we ended up giving out over 300 Relief Bags, even delivering some. We also went to grocery stores and purchased toilet paper, paper towels, water, etc.... and just drove around and handing out supplies to subdivisions in need. Many people in the neighborhood needed help moving and removing items from there flooded home, and the Bergamos team did that too.”

Reed turned to the Board of Mary Kay Inc. to help her meet payroll for her employees after the hurricane – many of whom had lost their homes as well.

Within a week, Bergamos reopened in a temporary location. “We also offered 50% off to all first responders for a few months,” explains Reed. “On those days we sold out each time!

After any natural disaster, it is important to get back to work and help get the community back to normal,” explains Reed. “And now when we look back we see how far we’ve come together, we all share a real sense of pride.”

Management style:

“You need to realize that your employees are just as important as your customers. In today’s workplace it is so important to find the balance between a structured work environment and happiness of the worker. Overcorrecting without coaching can be disastrous. I work hard to put in fair systems and stick to them, and then coach, coach, coach, with the goal of building and nurturing good habits in my staff.

Cultivate a culture of trust and help guide your employees to success. We make it clear that our core values are: *Integrity, Intentionality, Education, Respect and Communication*. In fact, our employees are encouraged to be aware of each other’s needs. When someone who needs to face the public every day seems a bit down, our catchphrase is: ‘Do you need some lift?’ And they find ways to support each other.”

Tips for would-be entrepreneurs:

“Failure is inevitable during some stage of business, so learn and move on quickly. Remember, as the owner, you are both the big picture thinker and the protector of the business. People management I think is the hardest element of the business, so read, read, read!

The number one thing I learned from college is: finish what you start. I also learned to put together a business plan. And a well-crafted business plan not only helped me get funding for my business but I followed it carefully for the first years of my business – especially when it came to when to hire new staff and when to expand.

And, I still apply the skill of reading and understanding accounting reports, which over the years have saved the company thousands of dollars. Today, I still do all the basic skills in my business like accounting, marketing, management and system development -- all learned in college and on the job!”

What was it like growing up in the Mary Kay family?

“My great-grandmother was certainly a trailblazer for women and way ahead of her time but that did mean she was away from home a lot. But, since I was two generations removed, I got to take away the good stuff like self-worth and self-confidence. She *always* listened to you, held your hand, and inspired you when she spoke to you. It was truly an honor to know her and talk with her. As an adult, I see how she tried to balance the needs of her Mary Kay family and her biological family. She always remembered every big event in our lives and wrote us letter and notes all the time. My great-grandmother left her company to us, and without that I could not have built and financed Bergamos. I am eternally grateful for that. Plus without those extra dollars she gave me I could not have traveled the world experiencing great spas and then bringing those experiences back to Texas!”

What does your great-grandmother’s legacy mean to you?

“It is truly amazing that she’s been gone since 2001 but women and men are still talk about her, quote her business philosophies, use her accomplishments as textbook teaching points in business schools and that her accomplishments are still relevant today!

I am very humbled. I wish she were here, I would love to ask her so many questions pertaining to my business. Especially how she took her company so far -- she launched her company in 1963 and today Mary Kay® beauty and skincare products are sold in over 35 countries, with more than 2.4 million Mary Kay Independent Beauty Consultants around the world and sales of \$3 billion annually. How is that even done??”

###