

MARY KAY

2018 PRESS KIT

Irresistible Products

**FROM CUTTING-EDGE SKIN CARE TO BOLD COLOR COSMETICS AND FRAGRANCES,
WE DISCOVER WHAT WOMEN WANT**

At Mary Kay, success lies in providing innovative, high-performing products. In a typical year, Mary Kay Inc. invests millions of dollars in research and conducts hundreds of thousands of tests to ensure that every Mary Kay® product meets the highest standards of safety, quality and performance.

From inspiration to formulation to distribution, each new product passes through a series of stringent research and consumer testing procedures. By constantly combing the globe for the latest ingredients, technology and innovation, our dedicated team of scientists are able to continually develop and deliver cutting-edge products. To date, Mary Kay Inc. has more than 1,400 patents for products, advanced technologies and packaging designs in its global portfolio. This milestone validates Mary Kay's status as one of the top innovators in the direct selling and cosmetics industries. The company partners with top makeup artists, trendsetters and fashion designers worldwide, enabling Mary Kay Independent Beauty Consultants to provide the irresistible products women want coupled with personalized service.



"I am excited to be on the front lines of innovation to create beauty products that invigorate our independent sales force members, as well as their customers, around the world. Our award-winning portfolio is the result of innovative insights and rigorous testing that ensures every formula delivers on the highest standards of quality, efficacy and safety."

Dr. Lucy Gildea, Chief Scientific Officer, Mary Kay Inc.