

2019
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 1,500 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.

Our Always List

We Screen We carefully screen every ingredient. If we can't verify its safety, we won't use it.

We Test To ensure product safety, quality and performance, we spend millions of dollars and conduct hundreds of thousands of tests every year, including clinical studies with independent dermatologists, ophthalmologists and other medical experts.

We Investigate We actively investigate and monitor issues related to product safety and take action based on scientific fact.

We Prohibit We go above and beyond the more than 1,300 ingredients banned worldwide to meet our high standards of product safety.

“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.

