

Mary Kay picks Lewisville for \$100 million research, manufacturing plant

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Mary Kay's current Dallas plant was built in the 1960s. (Google Street View)

Cosmetics firm Mary Kay Inc. said Tuesday that it will build its \$100 million manufacturing and research complex in Lewisville.

The direct sales firm recently decided it needed to replace its almost 50-year-old plant in northwest Dallas.

The company said it looked at locations around North Texas before picking Lewisville.

Mary Kay said it has identified a location but hasn't yet purchased it.

"Our analysis identified a site in Lewisville as the optimal location for our new facility that will enable us to continue to provide the highest quality skin care and color cosmetics for our more than 3.5 million independent sales force members," CEO David Holl said in a statement.

The company has its headquarters in Addison and a distribution center in Carrollton.

The current manufacturing plant is on Regal Row near Stemmons Freeway. It produces more than 1 million units of cosmetics a day.

"As we approach the status of a top five beauty brand globally and following several years of double digit growth, the new facility will support our company's future needs," said Holl.