



David Holl  
CEO Mary Kay

## Mary Kay Surpasses 1,200 Patents

by Ted Nuyten on January 4, 2016

With more than 130 patents awarded so far this year, Mary Kay Inc. has set a company milestone with more than 1,200 patents for products, technologies and packaging designs in its global portfolio.

This new milestone validates Mary Kay's status as one of the top innovators in the direct selling and cosmetics industries as the global cosmetics company has a long history of fostering a culture of creativity and innovation since the company's founding in 1963.

Notable utility patents awarded to Mary Kay this year for skin care technologies and product formulations include Mary Kay® TimeWise Repair® Volu-Firm® Lifting Serum, Mary Kay® TimeWise Body™ Targeted-Action® Toning Lotion and Mary Kay® TimeWise Repair® Volu-Firm® Eye Renewal Cream.

For packaging innovations, design patents were awarded to the Mary Kay® Cityscape® Eau de Parfum and Mary Kay® Cityscape® Cologne Spray bottles, Mary Kay® Lash Intensity™ Mascara and Mary Kay® TimeWise Repair® Volu-Fill® Deep Wrinkle Filler.

**"Mary Kay's patents play a key role in keeping our products competitive and protecting the company's unique ingredients, formulas, technologies and product designs,"** says Sheryl Adkins-Green, Chief Marketing Officer for Mary Kay Inc.

"The company's global team of scientists utilize the most advanced skin care ingredients and technology available to ensure that women get what they want – innovative beauty products they can believe in, at affordable prices."

The iconic beauty company takes strategic and innovative steps to ensure it can provide the most efficient and effective solutions to produce and provide the irresistible products that more than 3.5 million Mary Kay Independent Beauty Consultants and their customers worldwide love.

"The patent process spurs innovation," adds John Wiseman, Vice President and Associate General Counsel for Intellectual Property and Innovation for Mary Kay Inc. "Because we can protect our inventions, we have an incentive to continue inventing great things."

From inspiration to formulation to distribution, each new product passes through a series of stringent research and consumer testing procedures. Mary Kay Inc. invests millions of dollars in [research and development](#) and conducts more than 500,000 tests each year to ensure Mary Kay® products meet the highest standards of quality, safety and performance.

### About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For more than 50 years, Mary Kay has offered it all.

With 3.5 million Mary Kay Independent Beauty Consultants and \$4 billion in global annual sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. Discover what there is to love about Mary Kay by connecting with a Mary Kay Independent Beauty Consultant at [marykay.com](http://marykay.com).