

National Register of Historic Places Registration Form

SBR Draft

1. Name of Property

Historic Name: Mary Kay Cosmetics

Other name/site number: 8787 N. Stemmons Freeway; Mary Kay Headquarters

Name of related multiple property listing: NA

2. Location

Street & number: 8777 N. Stemmons Freeway

City or town: Dallas

State: Texas

County: Dallas

Not for publication: []

Vicinity: []

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this (X nomination [] request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (X meets [] does not meet) the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:

[] national [] statewide [] local

Applicable National Register Criteria: [] A [] B [] C [] D

Signature of certifying official / Title: State Historic Preservation Officer; Date; Texas Historical Commission; State or Federal agency / bureau or Tribal Government

In my opinion, the property [] meets [] does not meet the National Register criteria. Signature of commenting or other official; Date; State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
determined eligible for the National Register
determined not eligible for the National Register.
removed from the National Register
other, explain:

Signature of the Keeper

Date of Action

Mary Kay Cosmetics, Dallas, Dallas County, Texas

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public - Federal

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	Object

Number of Resources within Property

Contributing	Noncontributing	
2	0	buildings
0	0	sites
5	0	structures
0	0	objects
7	0	total

Number of contributing resources previously listed in the National Register: NA

6. Function or Use

Historic Functions: COMMERCE/TRADE: Business; Office Building; TRANSPORTATION: Road-Related (Vehicular)

Current Functions: COMMERCE/TRADE: Business; Office Building; TRANSPORTATION: Road-Related (Vehicular)

7. Description

Architectural Classification: Late Modern: Slick Skin/Corporate Modern

Principal Exterior Materials: Glass, Concrete

Narrative Description (see continuation sheet xx)

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8. Statement of Significance

Applicable National Register Criteria: A

Criteria Considerations: G (Properties Less Than 50 Years Old)

Areas of Significance: Commerce (*local level*)

Period of Significance: 1976-1995

Significant Dates: 1976, 1985, 1995

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Foster and Meier Architects, Inc. (Tower 1); Frank L. Meier Architects Inc. (Tower 2 and garage)

Narrative Statement of Significance (see continuation sheet xx)

9. Major Bibliographic References

Bibliography (see continuation sheet xx-xx)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested. Part 1 approved December 26, 2023, Project #47187
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State historic preservation office (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

Historic Resources Survey Number (if assigned): NA

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10. Geographical Data

Acreage of Property: Approximately 6.73 acres

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 32.834189°N Longitude: -96.876036°W

Verbal Boundary Description: KINGS ROW IND DIST 2ND ISNT REP, BLK 4/7941 LT 2A (Commercial Account #: 007941000402A0000), Dallas, Dallas County, Texas as recorded in the Dallas Central Appraisal District. Data accessed September 18, 2025 (Map 1).

Boundary Justification: The nominated boundary follows the legal parcel and includes all property historically associated with the Mary Kay Cosmetics headquarters.

11. Form Prepared By

Name/title: Erin Gendt, Architect
Organization: Merriman Anderson Architects, Inc.
Street & number: 300 N. Field Street
City or Town: Dallas State: TX Zip Code: 75202
Email: ering@merriman-maa.com
Telephone: (214) 987-1299
Date: October 30, 2025

Additional Documentation

Maps (see continuation sheets xx-xx)

Additional items (see continuation sheets xx-xx)

Photographs (see continuation sheets xx-xx)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Photograph Log

Name of Property: Mary Kay Cosmetics
City, County, State: Dallas, Dallas County, Texas
Photographer: Hayley Field Machalek
Date Photographed: May 25 and August 10, 2023; July 22, 2024

All photographs accurately depict property conditions. No changes nor significant deterioration has occurred.

Photo 1:
North elevation – Tower 1
Camera facing south.

Photo 2:
Northeast oblique – Tower 1
Camera facing southwest.

Photo 3:
East elevation - Tower 1
Camera facing west.

Photo 4:
Northeast oblique - Tower 2
Camera facing southwest.

Photo 5:
East elevation - Tower 1
Camera facing northwest.

Photo 6:
East elevations - Tower 1 & Tower 2
Camera facing west.

Photo 7:
East elevation - Tower 2
Camera facing west.

Photo 8:
South elevation - Tower 2
Camera facing northwest.

Photo 9:
South entrance - Tower 2
Camera facing north.

Photo 10:
Southwest oblique - Tower 2
Camera facing northeast.

Photo 11:
West elevations - Towers 1 & 2
Camera facing east.

Photo 12:
West elevation - Tower 2
Camera facing east.

Photo 13:
West elevation - Tower 2 & Garage
Camera facing east.

Photo 14:
North elevation - Garage
Camera facing south.

Photo 15:
West elevation - Towers 1 & 2
Camera facing east.

Photo 16:
West courtyard – Tower 1
Camera facing east.

Photo 17:
West elevation of connecting breezeway
Camera facing east.

Photo 18:
South entrance – Tower 1
Camera facing north.

Photo 19:
East elevation of breezeway between Tower 1 & 2
Camera facing west.

Photo 20:
East entrance interior – Tower 1
Camera facing northeast.

Photo 21:
West entrance – Tower 1
Camera facing east.

Photo 22:
East lobby – Tower 1
Camera facing south.

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Photo 23:

West lobby – Tower 1
Camera facing east.

Photo 24:

West lobby circulation – Tower 1
Camera facing south.

Photo 25:

East lobby – Tower 1
Camera facing north.

Photo 26:

Training room – Tower 1
Camera facing northwest.

Photo 27:

West lobby – Tower 1
Camera facing north.

Photo 28:

2nd floor elevator lobby – Tower 1
Camera facing north.

Photo 29:

2nd floor elevator lobby – Tower 1
Camera facing east.

Photo 30:

3rd floor elevator lobby – Tower 1
Camera facing north.

Photo 31:

4th floor, north side – Tower 1
Camera facing north.

Photo 32:

5th floor, north side – Tower 1
Camera facing north.

Photo 33:

7th floor elevator lobby – Tower 1
Camera facing south.

Photo 34:

7th floor, north side – Tower 1
Camera facing southwest.

Photo 35:

7th floor atrium – Tower 1
Camera facing south.

Photo 36:

7th and 8th floor atrium skylight – Tower 1
Camera facing up.

Photo 37:

8th floor northeast corner office – Tower 1
Camera facing northeast.

Photo 38:

Elevator lobby – Tower 2
Camera facing north.

Photo 39:

South entrance – Tower 2
Camera facing west.

Photo 40:

Corridor and west entrance – Tower 2
Camera facing west.

Photo 41:

Covered walkway to garage – Tower 2
Camera facing west.

Photo 42:

5th floor – Tower 2
Camera facing west.

Photo 43:

5th floor southeast corner office – Tower 2
Camera facing southeast.

Photo 44:

5th floor hallway – Tower 2
Camera facing west.

Photo 45:

Breezeway at north entrance – Tower 2
Camera facing southeast.

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Narrative Description

Mary Kay Cosmetics located at 8777 N. Stemmons Freeway, in Dallas, Texas was constructed as a functionally related complex to serve as the corporate headquarters for Mary Kay Cosmetics, Inc.¹ Designed by architect Frank L. Meier of the prominent Dallas firm Foster + Meier Architects, later known as Frank L. Meier Architects, the office park is located 5 miles northwest of Downtown Dallas, 2 miles west of Dallas Love Field, and 10 miles southeast of Dallas-Fort Worth International airport.² Typical of many 1970s and 1980s office parks, the property was designed in a suburban location with ample space for parking and the construction of additional buildings. It is comprised of two contributing buildings and five contributing structures. Tower 1, an 8-story office building, was completed in 1976-77, followed by Tower 2, a 5-story office building, and the 4 ½-story parking garage in 1985-86. The towers are wrapped in gold mirror glass indicative of Corporate Modern architecture of the 1970s and 1980s. Tower 1 has a tower-on-podium configuration with an irregular footprint and Tower 2 has a rectangular footprint. While each is distinct, the towers share many exterior design features including insulated gold reflective glazed curtain walls, dark bronze aluminum frames, ribbed precast concrete panels, and rounded corners. The towers are connected by narrow breezeways also added in 1985-86 for covered circulation. The precast concrete garage is a rectangular structure. Towers 1 and 2 both retain historic lobby and corridor configurations, elevator cores, and stairwells. The parking lots retain integrity to the period of significance and are treated as contributing. Despite minor changes over time, the property retains a high level of historic integrity. Mary Kay Cosmetics vacated the property in 1995.

Setting and Location (Maps 1-6; Figures 1-3)

The Mary Kay Towers is located at 8777 N. Stemmons Freeway. The office complex occupies an irregular shaped parcel and is bounded by Regal Row to the northwest, North Stemmons Freeway to the east, and commercial development to the south and west. Tower 1 (Resource 1) is the northernmost building on the site facing the intersection of N. Stemmons and Regal Row. Tower 2 (Resource 2) is located centrally on the parcel and is connected to Tower 1 via a narrow covered breezeway. A central courtyard is positioned between Tower 1 and 2 added after 1985. The parking garage (Resource 3) sits at the southwest corner of the site. Trees on site conceal the east elevation of the parking garage concealing it from view on the highway. A second covered breezeway connects Tower 2's west elevation to the east elevation of the parking garage. A black fence runs the length of the northwest and western edges of the property. The rest of site is occupied by sparse vegetation, concrete retaining walls and planters, and contributing parking lots present at the time of original construction. Prior to Mary Kay Cosmetic's purchase of the site, the property was undeveloped.

Tower 1 (Resource 1) (Figures 17-18, 22-23, 39, 44-47, Photo 1-3, 5-6, 11, 15, 21)

Exterior

Built in 1976-77, Tower 1 is an 8-story office tower with a tower on podium configuration and an irregular plan. Due to the site's gentle slope from north (high point) to south (low point) and the building was constructed above grade. The one story podium is clad in dark brown ribbed precast concrete panels and has a horizontal orientation. Entrances are located on the east and west elevations of the podium providing access to two lobbies. Large sloped skylights

¹ 8787 N. Stemmons Freeway was the historic address for Tower 1, but the current legal address for the entire property is 8777 N. Stemmons Freeway as recorded in the Dallas Central Appraisal District, accessed October 14, 2025, [Commercial Account Details](#).

² Frank Meier designed both towers, but in 1976-77 the firm was known by the name Foster + Meier Architects, Inc. When the second tower was constructed, Meier had renamed the firm Frank L. Meier Architects, Inc. Note that the name of the firm that preceded Foster + Meier appears on some of the architectural drawings but that is presumably due to the firm name in transition during design and construction of tower 1.

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positioned above the entrances on these elevations allow natural light into the lobbies (Photo 21). The seven story tower features an insulated gold reflective glazed curtain wall system and dark bronze aluminum frame wrapping around the curved corners. The central portions the east and west elevations each have curved insets clad in the same ribbed concrete panels found on the podium. The central, concrete-wrapped elevator and stair cores rise one level above the gold curtain wall to create the mechanical penthouse and stair roof access points. The roof is flat, comprised of a white roofing membrane. A final ridged skylight is located in the middle of the roof and allows light into a double height space found within levels 7 and 8.

The **east elevation** faces N. Stemmons Freeway (Photos 2-3, 5). The podium features regularly spaced windows that were added in 2013. The main entrance is located within the curved recessed portion and protected by a steeply sloped glazed overhang that matches the gold reflective glazing wrapping the rest of the building. Immediately north (right) of the entrance is a ribbed concrete stair shaft that extends to the top of the tower. Stairs lead up to the entrance, along with a concrete ADA ramp. A second concrete projection south (left) of the entrance also extends to the top of the tower and provides partial privacy to the site's central breezeway. The skylight above the main entrance is obscured by vegetation. The upper seven levels are defined by the reflective curtain wall and central ribbed concrete panel system.

The **south elevation** (Photo 11) is connected to Tower 2 by the narrow breezeway. The breezeway was constructed independently from Tower 1 and is connected to the building with a construction joint (Map 4, Photos 17-19). The loading dock on the podium is surrounded by a screened enclosure of ribbed concrete panels. This dock is accessible through a double door that exits into the courtyard. The gold reflective curtain wall system spans the upper floors. Historic signage reading "MARY KAY COSMETICS" was positioned at the top of the south elevation on the mechanical penthouse/skylight enclosure. The signage was legible from the northbound lanes on N. Stemmons Freeway and was removed when Mary Kay vacated the building in 1995 (Figure 23).

The **west elevation** is nearly identical to the east elevation (Photos 11, 15). Many mature trees and shrubs also obscure the main entrance. The first parking space in front of the stairs belonged to Mary Kay Ash and her iconic pink Cadillac when Mary Kay Cosmetics occupied the building. The loading dock at the southern end of the elevation remains in its original location.

The **north elevation** faces Regal Row (Photo 1). The podium features regularly spaced windows that were added in 2013 along with two doors. Raised planters and a retaining wall are positioned along Regal Row. The podium has a linear skylight that runs much of the length of this façade.

Interior (Figures 40-43, Photos 20, 22-37)

The exterior ribbed concrete panels continue into the main (east) building **lobby**, with the ribbed profile extending beyond the frame of the skylight above the entrance doors. The east and west lobbies are similar with double height atriums extending from the first floor to the second floor. The east lobby finishes were renovated in 2021. In the east lobby reception area, six chrome pendant lights are suspended from the ceiling. Terrazzo flooring from a c. 1997 renovation forms a rectangular pattern across the lobby. Original floor planters in the lobbies were removed in 1997. Entry vestibules likely added in a 1985 renovation protrude into both lobbies with an awning style glazed cap on both entrances of the building. The elevators face the west entrance in a core with corridors to either side. The three original elevators remain, as do the original elevator controls. The northernmost elevator in the lobby is a freight elevator. Concrete paneled walls are found throughout the lobby, along with frosted glazing panels surrounding the current training room areas. This area once contained the building's cafeteria and open-air enclosed courtyard after construction in 1976, and then housed the original Mary Kay Museum designed by Frank L. Meier of Foster + Meier Architects, Inc. in 1993. On the north side of the west lobby, a financial institution occupies the previously open lobby space and former Mary Kay training room. Tongue and groove ceiling finishes were removed from the lobbies after

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1985. An enclosed garden courtyard with a skylight off the lobby that remains intact. A wide hall from the east lobby to the south exit and breezeway also had several floor planters that were removed in the 1997 renovation. The mechanical room, electrical room, building engineer's office, and janitor spaces in the southwest corner of the building all remain untouched. The building core, along with both egress stairs, remains in the same position throughout all eight floors.

A **mechanical mezzanine** exists between the first and second floors and is exclusively accessed from the rear door of the freight elevator. A small hallway connects both a northern mechanical room and a southern mechanical room. The northern room is above the men's restroom on the ground floor. The southern room is above the pre-function space adjacent to the current training room.

The **second floor** elevator lobby overlooks the west lobby over an original wooden-capped knee wall. A northern hallway leading to tenant space overlooks the east lobby, as does a conference room on the southern side of the lobby. While the elevator core and bathrooms remain in the same place, all finishes and layouts have been changed by tenants and owners outside the period of significance.

Floors 3-6 retain the original elevator core and stairs. Levels 3 and 6 are currently occupied and their layouts and finishes were entirely replaced. Levels 4 and 5 are unoccupied and have open floor plans with no partitions. Finishes have also been replaced on these floors. The curved edges of the exterior design create curved spaces on the interior.

The **7th and 8th floors** of the building retain their original layouts. Pink carpets still exist within most spaces on the 7th and 8th floors—though they are likely not original. Notable spaces on these floors are the corner offices, large conference rooms, and central double-height atrium connecting the 7th and 8th floors. Corner offices occupy all four corners of both floors and vary in size. These offices are curved because of the rounded corners of the building, and all capture the best views of the site context. The **large south conference space** on the 8th floor has an open layout with great views facing Stemmons and Downtown Dallas. A passthrough bar window added in a later renovation connects the space to a small kitchen. Internal windows in the room allow occupants to see into the atrium space adjacent to the conference room. The **large north conference room** on the 8th floor also features a window that looks into the atrium space; however, the room is otherwise windowless. Lastly, the double height atrium has a stair that connects the 7th floor to the 8th floor and is filled with natural light.

Tower 2 (Resource 2) (Figures 51-52, Photos 1-2, 4, 6-13, 15)

Exterior

Built in 1985-86, Tower 2 is a streamlined version of Tower 1. The building is 5 stories tall, and is entirely clad in the same insulated gold reflective glazing and dark bronze aluminum frame as Tower 1. The rectangular building is immediately south of Tower 1 and features rounded corners similar to the 1976 design. While the northern entrance from the covered breezeway is at grade, the south and west building entrances are accessed via staircases. The same reveals in the concrete as the first building create a pattern resembling that of the curtain system adorning both buildings. The roof is flat, comprised of a white roofing membrane. Mechanical and elevator penthouses are centrally located on the roof.

The **east elevation** faces N. Stemmons Freeway and has no openings (Photos 6-7). A concrete foundation is visible below the curtain wall system. The building is raised from grade and a planter separates it from the sidewalk.

The **south elevation** (Photos 8-10) faces the southern parking lot. The southern entrance is recessed slightly from the plane of the building. Like Tower 1, dark brown ribbed precast concrete panels surround the entrance, and a sloped

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skylight creates an overhang. Contrasting Tower 1, the skylight covers an external space and operates only as an awning system for the door. The slope of the site is located below the building the entrance is accessed by a staircase.

The **west elevation** (Photos 11-12, 15) is very similar to the east elevation except for an entrance at the southwest corner. An original concrete covered breezeway connects this door to the eastern pedestrian entry of the garage (Photo 41). The gold glazing system entirely wraps this elevation, but at the door and breezeway, concrete is utilized to infill the panels and create a watertight construction. This entry is also located above grade and stairs provide access.

The **north elevation** (Photos 1-2, 4, 6) faces the covered breezeway, courtyard, and Tower 1. The north entrance provides access to the narrow breezeway (Photos 17-19, 45). The original breezeway is lined with smoked glass panels that are staggered to allow air passage across the path. During the 1997 renovation, pivot entry doors that led into the covered walkway were removed to create more of an “open air” feel. The breezeway was constructed independently from Tower 1 but is connected to Tower 2 with the same concrete infill panel technique as Tower 2’s western entry. The rest of the elevation is entirely wrapped in gold reflective glazing.

Interior (Figures 49-50, Photos 38-40, 42-44)

On the interior of Tower 2, rounded corners and entrances are like those found in Tower 1. On the **first floor**, dated door hardware exists on the south exterior doors leading to the parking lot. The hallway remains in its original location and forms an irregular T-shape, providing access to the north and west corridors. Finishes in the hallway, including flooring and wall coverings/paint, have been replaced with non-historic materials. The building core is in the same location on all floors of Tower 2, including the restrooms and both egress stairs. Three original elevators—two passenger and one freight—match Tower 1’s exterior elevator finishes in the first floor lobby of Tower 2. The main difference between this building and Tower 1 is that the curtain wall systems do not extend from floor to ceiling on each floor; instead, windowsills rise about three feet above the floor.

On the **second floor**, one of the tenant spaces looks into the sloped glazing on the south entry. Currently occupied by a tenants, most finishes are not original. These include updated elevator lobby finishes and new storefront system entry doors into tenant spaces. On **floors three and four**, the open floor plan remains but finishes were replaced over time. On the **fifth floor**, appears to retain its original floor plan. Green carpets and taupe wall bases are found throughout the space and appear to date to the 1980s. Additionally, corner offices like those of Tower 1 are found in every corner.

Parking Garage (Resource 3) (Figure 53, Photos 13-14)

The original 4 ½ story concrete parking garage was built in 1985-86. The rectangular garage contains 409 parking stalls. It is situated at the southwest corner of the site to the west of Tower 2. The concrete is painted the same dark brown as seen on Towers 1 and 2.

The **east elevation** of the garage is connected to Tower 2 by a covered walkway at the northeast corner of the garage. This corner contains a stair and two passenger elevators. One of the two vehicular entry points is located on this elevation and its clearance is 7 feet. The entry is protected by a motorized gate. This elevation faces N. Stemmons and is largely hidden by mature trees on site. The **south elevation** is very similar to the north elevation and faces a neighboring parcel. The **west elevation** is similar to the east elevation and faces a neighboring parcel. The **north elevation** faces Regal Row. The other two vehicle entrances are found on the northwest and northeast corners of the garage. However, it appears that the northwest vehicle entrance is inaccessible due to a chain link fence. The northeast entry has access control and a gate arm that restricts entry.

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Parking Lots (Resources 6 & 7)

Both parking lots appear to retain the same shape and appearance through the period of significance ending in 1995. When comparing historic aerials, it's clear that the original parking lots in place when Tower 1 was constructed were expanded in to accommodate the construction of Tower 2 and the parking garage (Maps 1, 4, Figures 1-3).

Inventory of Contributing Resources within Nominated Boundary

Resource	Type	Date	Status
1: Tower 1	Building	1976-77	Contributing
2: Tower 2	Building	1985-86	Contributing
3: Parking garage	Structure	1985-86	Contributing
4: Breezeway	Structure	1985-86	Contributing
5: Breezeway	Structure	1985-86	Contributing
6: Parking lot east	Structure	1976-77	Contributing
7: Parking lot west	Structure	1985-86	Contributing

Modifications

Site

The site has changed very little since 1976 apart from the construction of Tower 2, the parking garage, expansion of the parking lots, and addition of the breezeways. Many flowering pink plantings were removed over time and several of the organic landscape planters along the north and east perimeters were removed in 2020 renovations. The widening of Regal Row slightly reduced the size of the legal parcel at an unknown date.

Towers and Parking Garage

Tower 1 was occupied by Mary Kay from its construction in 1976-77 until the company's departure in 1995. The building is currently in use by several tenants including medical offices, church facility, banking, and other office tenants. Changes to the building's exterior have been fairly limited. According to historic photographs and Google Street View images, the concrete portions of the buildings were previously a natural concrete finish. The concrete was painted dark brown in 2020. Historic signage was removed in 1995. The interior has been renovated several times with most changes occurring in 1986 when Tower 2 and the garage were constructed, in 1997 when the building was sold by Mary Kay Cosmetics, in 2013 when the financial institution leased space on the ground floor, and in 2020 when the current ownership moved into the building. Changes during the 1986 renovation included replacing the entry doors with transparent storefront doors and the installation of entrance vestibules. During the 1997 renovation, planters and the tongue and groove ceiling finishes were removed and replacement terrazzo flooring was added to the lobbies, and pink walls painted over on most floors. In 2013, the financial institution that currently occupies the northern portion of the ground floor refinished their tenant space and added exterior windows to the podium. During the 2020 renovation, the southeast corner of the east lobby was reconfigured and lobby walls were painted dark brown. Tenants made changes to floors 1 through 6 including the removal of original finishes and the installation of new carpeting, new partition walls or storefront systems to suit their needs.

Tower 2 was occupied by Mary Kay from its construction until 1995. The building is currently in use by several tenants including a podcast studio company, University of Texas at Dallas offices, and a technology company. Exterior

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changes are minor and include the painting of concrete panels dark brown in 2020. The interior has been renovated several times, with most changes occurring in 1997 when the building was sold Mary Kay, Inc., and in 2020 when the current ownership moved into the building. During the 1997 renovation, original finishes were removed and the pink lobby walls were painted over. During the 2020 renovation, tenants removed original finishes and installed new carpeting, partition walls or storefront systems on floors 1 through 4 to suit their needs. Most of these changes were limited to 2 and 3.

Other than the new paint applied to the exterior in 2020, the parking garage and breezeways have not undergone any significant changes since its construction in 1985-86.

Integrity

The Mary Kay Cosmetics property retains a high level of historic integrity. The property remains in its **location**, and the historic **setting** along the Stemmons Corridor, an office and manufacturing hub that grew during the post-war era is largely intact except for some 1980s infill. The historic site remains largely unchanged since 1995 and maintains its prominent position at the corner of Regal Row and North Stemmons Freeway. The site continues to reflect its original design as a 1970s and 1980s suburban office park with abundant parking. **Integrity of design, materials, and workmanship** remain visible in the intact tower-on-podium configuration with an irregular footprint (Tower 1) and rectangular footprint (Tower 2), and insulated gold reflective glazed curtain walls, dark bronze aluminum frames, ribbed precast concrete panels, rounded corners, skylights, and original narrow breezeways maintaining the overall cohesiveness of the architect's vision. The precast concrete garage retains its rectangular structure and continues to supply ample parking for the offices. Both towers retain the historic lobby and corridor configurations, elevator cores, and stairwells. The 7th and 8th floors in Tower 1 retain original floor plans including corner offices, conference rooms, and the double height atrium. The 5th floor of Tower 2 remains largely intact including corner offices and some 1980s finishes. With these aspects combined, the property retains the **feeling** of and **association** with a 1970s and 1980s suburban office complex designed for a major corporation. Few examples of the distinct gold glazing remain in Dallas-Fort Worth. While the property is no longer occupied by Mary Kay Cosmetics, it still reflects its historic function as a corporate headquarters.

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Statement of Significance

Mary Kay Cosmetics is located at 8777 N. Stemmons Freeway, in Dallas, Texas. The property served as the corporate headquarters for Mary Kay Cosmetics, Inc. from 1977 to 1995. In 1963, businesswoman Mary Kay Ash started her direct-sales cosmetics company, Beauty by Mary Kay. Between 1963 and 1976, the company relocated several times to accommodate its rapid expansion. By 1974, Mary Kay Cosmetics needed a larger headquarters equipped with spacious offices and conference rooms.³ In 1976, the same year it was listed on the New York Stock Exchange, the corporation acquired a new suburban office campus and started construction on a new office tower. The company quickly outgrew its 8-story office tower and built the second office tower, and the parking garage in 1985-86. Mary Kay headquarters played a fundamental role in the training and development of the company's salesforce.

The property is nominated to the National Register of Historic Places under Criterion A in the area of Commerce at the local level of significance for its association with Mary Kay Cosmetics, the largest beauty company in Dallas at the time. The property meets Criteria Consideration G (Properties Less Than 50 Years Old) because of its association with Mary Kay Cosmetics, an industry leader, and the corporations' exceptional contributions to the rise of the Dallas cosmetics industry within the last 50 years. The period of significance spans from 1976, when planning and construction began, and extends to 1995 when the company relocated to the current campus in Addison, Texas, which justifies extending the period of significance.

Overview of Dallas Growth, 1960s-1995

In the decades following World War II, veterans and families relocated from northern cities to the Sunbelt. Like many other southern and western cities during World War II, war mobilization and military spending led to population growth and expansion of the local economy in Dallas. The city became a strategic location for aviation manufacturing presenting new economic opportunities. Aircraft factories and defense housing were constructed in Dallas proper and the small agricultural towns (later suburbs) of Arlington, Garland, Grand Prairie, and Irving. Military service members and defense workers contributed to population increases. In reaction to these changes, Dallas leaders created a comprehensive city plan in the 1940s focused on housing, transportation, economic development, and land use all in an effort to make the metropolitan area enticing to new commercial and industrial development.⁴

In the 1950s and 1960s, aviation, finance, insurance, and oil sectors of the economy grew tremendously, allowing the city to become a financial hub. The city saw the emergence of local corporations and it also became a popular relocation spot for others, especially following the widespread use of air conditioning. Some of these corporations included Texas Instruments, Mary Kay Cosmetics, and Electronic Data Systems.⁵ The population grew to 679,684 in 1960.⁶

The Texas state highway system was expanded as the population grew. The completion of Central Expressway and Stemmons Freeway in 1950s allowed for a new development trend: the suburban office park to house corporations (Figures 5-6).⁷ Office parks allowed employees to "live closer to their office and decrease commute times into the

³ Simmacher, Joe. "Mary Kay Ash Dies." *Dallas Morning News*, 23 Nov. 2001.

⁴ Carl Abbott, *The Metropolitan Frontier: Cities in the Modern American West*, (Tucson: The University of Arizona Press, 1993), 36; Paul J. P. Sandul and M. Scott Sosebee, ed, *Lone Star Suburbs: Life on the Texas Metropolitan Frontier* (Norman: University of Oklahoma Press, 2019), 49-52, 114; Robert B. Fairbanks, *For the City as a Whole: Planning, Politics, and the Public Interest in Dallas, Texas, 1900-1965*, (Columbus: Ohio State University, 1998), 126-146; For more on postwar growth in Dallas see Lila Knight and Marcel Quimby, "Dallas Downtown Historic District, Dallas, Dallas County, Texas," National Register of Historic Places Nomination, 2006, pages 52-56.

⁵ David Perryman, *Big B in the Big D: A History of Business in Dallas County* (Historical Publishing Network, 2009) 69-77.

⁶ Jackie McElhaney and Michael Hazel, "Dallas," *Handbook of Texas Online*, <https://www.tshaonline.org/handbook/entries/dallas-tx>.

⁷ Slotboom, Oscar. 2014. "Interstate 35E North Stemmons Freeway." *Dallas Freeways*. Dallas: Lightning Press, August.

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city.”⁸ Exchange Park, one of Dallas’ earliest office parks, began construction in 1956 with a 13-story tower. The development had two more expansions, one rising 10 stories in height and the other rising 17, by the year 1966 (Figure 6). Cheaper land and more space for parking made outlying areas a much more attractive option for corporate campuses, and subsequently led to disinvestment in downtown Dallas. William Blakely, the man behind Exchange Park, fancied his development as a “self-contained business community—America’s first completely integrated and weather-controlled commercial development”.⁹ This “city within a city” was strategically located on Harry Hines, equidistant to Downtown Dallas and nearby Dallas Love Field. Exchange Park was an immediate success and paved the way for more suburban office park development. Soon new office park developments began to appear along Stemmons Freeway, including Stemmons Towers (Figures 8-9), completed in two phases in 1963 and 1968, and Empire Central (Figure 7). Both developments boasted numerous buildings equipped with restaurants for employees, ample parking garages, and air-conditioning. Most importantly, these office parks had easy highway access and were closer to residential neighborhoods with minimal traffic.

The rapid physical and economic growth in the Dallas and Fort Worth areas led to the creation of the North Texas Commission in 1972. The commission spent \$500,000 on a marketing campaign which circulated in numerous business, financial, and industrial publications over a ten month period to encourage large corporations to move to the area. The commission focused on eight North Texas counties including Denton, Collin, Tarrant, Dallas, Rockwall, Kaufmann, Johnson, and Ellis. The Commission copyrighted the term “Southwest Metroplex” as part of a marketing campaign. The name was defined as “a complex of metropolitan areas—united in a common purpose, to market this region to the world.”¹⁰ In 1973 the newly constructed Dallas-Fort Worth Regional Airport (later renamed Dallas-Fort Worth International Airport) was opened in the center of the metroplex. The arrival of the centrally-located airport encouraged more growth and tourism to the area. The construction of the major regional airport was cited as one of the primary reasons corporations chose to make Dallas their home, along with high quality of life, low taxes, low cost of housing.¹¹

While growth continued into the 1970s especially in the form of rapid suburbanization, cracks began to show. Instability in the Middle East led to the OPEC crisis of 1973 subsequently leading to an energy crisis on the United States.¹² Texas, a major American oil producer, and Dallas as an important hub for the oil industry, was largely immune from the crisis. Increases in the price of oil and stagflation, which were detrimental to the rest of the country, supported the Texas oil economy. Expansion of the oil industry facilitated growth in the banking, insurance, real estate, and construction industries. Job creation in those industries drove migration to Texas’ biggest cities increased tenfold—Dallas alone at the rate of 500 new residents per week.¹³ By 1980, the city had a population of 904,078.¹⁴

Between the late 1970s and the early 1980s, the convergence of increased oil profits, the deregulation of banks and savings and loans institutions, and investment in speculative real estate created a unique set of conditions for robust development across Dallas.¹⁵ “From 1974 to 1982, Dallas had an incredible run of commercial development that would see the city grow from about 1.5 million square feet of office to about 1.5 million square feet of office space to 14 million square feet. From 1983 to 1984, the city created more than 29 million square feet of office space, roughly the equivalent of all office space in Miami at the time.”¹⁶ In addition to offices, new speculative apartments, condos, and

⁸ Clinger, Kevin, and Michael Westerfield. "The Suburban Office Park: From Cold and Sterile Cubicle Farms to Thriving Spaces for Work and Life." *Buildings*. July 12, 2023.

⁹ Preziosi, David. 2021. "Exchange Park: Dallas' Cutting Edge Development of the 1950s." *Candy's Dirt*. December 2021.

¹⁰ "New Ad Will Benefit Area," *Dallas Morning News*, January 27, 1972.

¹¹ Perryman, *Big B in the Big D: A History of Business in Dallas County*, 81-83.

¹² Atkinson, Jim. 1995. "Modern History: The Great Dallas Bust - What the Hell Happened?" *D Magazine*. December 1.

¹³ Sanchez, Erika. 1979. "Relocation services help newcomers adjust to Dallas." *The Dallas Morning News*. August 12.

¹⁴ Jackie McElhaney and Michael Hazel, "Dallas," *Handbook of Texas Online*, <https://www.tshaonline.org/handbook/entries/dallas-tx>.

¹⁵ Perryman, *Big B in the Big D: A History of Business in Dallas County*, 82.

¹⁶ *Ibid*, 83.

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shopping centers were also constructed.¹⁷ By 1985, Dallas was home to three out of twenty-five of the United States' largest financial institutions.¹⁸ Additionally, Dallas became "seventh in the nation to corporate headquarters, fifth in total assets in commercial banks, fourth in airline passengers, and in several years, absolute first in commercial construction and convention business."¹⁹

By the mid-1980s, when the oil bubble burst, the interconnectedness of the oil, banking, and real estate industries led to a financial crisis across the country, but one that was felt acutely in Dallas.²⁰ By fall of 1985, U.S. oil companies faced rising competition from Saudi Arabian oil. Oil, which had been trading at \$27 dollars a barrel, fell to a staggering \$9.00 in a period of six months.²¹ Many real estate borrowers defaulted following the period of overbuilding. By the late 1980s, the banking crisis led to the failure of nearly 170 banks. Once shining hub of the banking, real estate, and oil industries, Dallas's image was bruised and the economic damage considerable. Though other Texas oil cities like Midland and Houston also experienced the crash of the late 80s, Dallas faced a more severe impact as evidenced by several vacant office towers downtown.²² By the early 1990s, Dallas's economy began to recover, diversified through agriculture, high tech manufacturing, health care, and the service industry which decreased heavy reliance on oil.²³ "DFW's growing high-tech and IT services industries, along with the increasing traffic at DFW International Airport and Alliance Airport, facilitated the state's integration with the global economy during the 1990s."²⁴ By the 1990s, Dallas became a global city with over one million residents.²⁵

Rise of Direct-Selling

Beginning in the late 19th century, many companies embraced the direct-sales business model to market products to consumers. "The direct-sales business model—in which a company sells its products to representatives, who in turn sell them directly to customers through home demonstration..." was used to market a wide array of products.²⁶ This model was used to sell "...everything from vacuums, brushes, and Bibles to encyclopedias, vitamins, and cosmetics."²⁷ After World War II, the direct selling industry expanded significantly and was largely composed of female representatives. Some companies most well-known for successfully harnessing the power of this technique included Avon, Tupperware, Fuller Brush, and Mary Kay Cosmetics.²⁸ Avon, the oldest and largest direct-sales business still in operation, owed much of its success to the iconic "Avon Lady," which became a household term.²⁹ By relying on door-to-door sales and the home party system, the direct-sales model allowed cosmetics companies to compete with more traditional retailers like Elizabeth Arden and Revlon.³⁰

¹⁷ Ibid, 85.

¹⁸ Dent, Mark. 2024. "Does Dallas's Bank Boom Portend Another Eighties-Style Crash?" *Texas Monthly*. May 21.

¹⁹ Atkinson, Jim. 1995. "Modern History: The Great Dallas Bust - What the Hell Happened?" *D Magazine*. December 1.

²⁰ Perryman, *Big B in the Big D: A History of Business in Dallas County*, 85.

²¹ Atkinson, Jim. 1995. "Modern History: The Great Dallas Bust - What the Hell Happened?" *D Magazine*. December 1.

²² Atkinson, Jim. 1995. "Modern History: The Great Dallas Bust - What the Hell Happened?" *D Magazine*. December 1.

²³ Randolph Campbell, *Gone to Texas*, 448, 256-257.

²⁴ Perryman, *Big B in the Big D: A History of Business in Dallas County*, 88.

²⁵ Jackie McElhane and Michael Hazel, "Dallas," *Handbook of Texas Online*, <https://www.tshaonline.org/handbook/entries/dallas-tx>.

²⁶ Katina Manko, *Ding Dong! Avon Calling! The Women and Men of Avon Products, Incorporated* (New York: Oxford University Press, 2021) 2.

²⁷ Manko, *Ding Dong! Avon Calling!*, 3.

²⁸ Manko, *Ding Dong! Avon Calling!*, 3, 164.

²⁹ Manko, *Ding Dong! Avon Calling!*, 1, 3; Geoffrey Jones, *Beauty Imagined: A History of the Global Beauty Industry* (Oxford: Oxford University Press, 2010) page 26 of 40.

³⁰ Manko, *Ding Dong! Avon Calling!*, 3, 6; Alison Clarke, *Tupperware: The Promise of Plastic in 1950s America* (Washington, D.C.: Smithsonian Books, 1999) 1-2.

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Representative and independent contractor roles offered a flexible part-time schedule and were particularly attractive to married women, especially in suburbia and rural areas.³¹ A direct sales system encouraged sales representatives to "...recruit new representatives from among the customers who attended their sales parties. They are paid commissions from their personal sales and take a slice of the sales made by representatives they recruited, as well as those representatives recruits. In the business, this is known as establishing a "downline."³²

Local Beauty Industry, 1960s-1995

After World War II, population increases and the growth of the beauty market led to the creation of more direct-selling and traditional retail beauty and cosmetics companies. By the 1940s and 1950s the rise of consumer culture led to more women wearing makeup driving up demand.³³ For years Avon led the way, and continued to do so in the 1950s and 1960s targeting new city markets after the war.³⁴ Headquartered in New York, it dominated the Dallas market and remained the oldest and largest company of its kind. By the 1970s, advertisements for Avon representative positions demonstrated the company's continued popularity in Texas. The company sold makeup, lotion, shampoo, and perfume.³⁵ Being an Avon representative was painted as a glamorous option for women seeking flexible working hours, sales skills, extra money, and expert knowledge in cosmetics.³⁶ By 1977, Avon became the third largest beauty company (retail or direct sales) in the world and by 1989, it became the largest.³⁷ In 1989, both Amway and Mary Kay Cosmetics each tried to acquire Avon. Avon declined the offers.³⁸

By the 1960s, Avon faced increasing competition from other local direct sellers. After working for the direct-selling companies Stanley Home Products and World Gift, Dallas local Mary Kay Ash decided to become an entrepreneur. In September 1963, Ash opened her own direct selling business, Beauty by Mary Kay. Later known as Mary Kay Cosmetics, the company increased sales 20 percent to 30 percent each year, and operated in all 50 states and Australia by 1974, with most of the sales in southern states.³⁹ By 1975, Mary Kay Ash was noted as a top "mover and shaker" in the Dallas business community, recognized for leading her company in the local beauty industry and accumulating substantial wealth in the process.⁴⁰ Shortly after its announcement for the construction of a new headquarters (subject property) in 1976—a testament to Mary Kay's tremendous growth—the company was welcomed in the New York Stock Exchange.⁴¹ By the late 1970s, Mary Kay thrived as a major Dallas company known for its signature pink briefcases and Cadillacs. It held multi-day regional sales conventions in five cities across the U.S., owned its manufacturing, and had a 40,000 strong beauty consultant sales force.⁴² By 1984, Mary Kay had 200,000 beauty consultants and annual seminars in Dallas with up to 7,000 participants.⁴³ By the late 1980s, after Avon, Mary Kay was the second largest direct selling company and became a major competitor to traditional national and international beauty retail companies including like L'Oreal, Revlon, Covergirl, Estee Lauder, and Maybelline.⁴⁴

³¹ Manko, *Ding Dong! Avon Calling!*, 7.

³² Manko, *Ding Dong! Avon Calling!*, 7.

³³ Katina Manko, "Ding Dong! Avon Calling! The Women and Men of Avon Products, Incorporated," 2021.

³⁴ Manko, *Ding Dong! Avon Calling!*, 5.

³⁵ Manko, *Ding Dong! Avon Calling!*, 1.

³⁶ Advertisement, *Fort Worth Star-Telegram*, January 18, 1976, page 203.

³⁷ Geoffrey Jones, *Beauty Imagined*, Appendix 2, tables 2.3 and 2.4.

³⁸ Manko, *Ding Dong! Avon Calling!*, 11.

³⁹ "Mary Kay: The Mixture's Odd, But it's Success Is Gratifying," *Dallas Morning News*, July 7, 1974. Ash was recognized alongside other Dallas business leaders like H. Lamar Muse of Southwest Airlines, and oilman Jack Chrichton.

⁴⁰ "Savings Hints From 'Movers & Shakers' of Dallas Business," *Dallas Morning News*, February 16, 1975.

⁴¹ "Mary Kay to Build: New Headquarters to Open Spring of 1977," *Dallas Morning News*, January 24, 1976; "New York Stock Exchange Welcomes a Lady," *Dallas Morning News*, August 27, 1976.

⁴² "They've Got that Mary Kay Enthusiasm," *Fort Worth Star-Telegram*, January 31, 1978, page 28.

⁴³ "Mary Kay, Behind the Image: A Closet Feminist," *Fort Worth Star-Telegram*, January 22, 1984, page 53; "Think Pink," *The Houston Post*, August 30, 1983, pages 65-66.

⁴⁴ Shad Rowe, "Business Bullish on Beauty," *D Magazine*, December 1, 1989.

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The success of Mary Kay created opportunities for another local direct-selling cosmetics company, BeautiControl. Beauty industry newcomers Jinger and Dick Heath came in on the coattails of Mary Kay. In 1965, former Mary Kay directors Jackie Brown and Marjie Slaten started their own company with the help of fifteen other former Mary Kay consultants.⁴⁵ Mary Kay Ash sued BeautiControl and argued that her former employees were attempting to run Mary Kay Cosmetics out of business and steal employees. Brown countersued and a settlement was reached in 1969: Mary Kay Cosmetics was allowed to say the formulas came from a hide tanner, but only BeautiControl could use the tanner's name and likeness.⁴⁶ While BeautiControl may have won the suit, the company continued to bleed, and a New Jersey direct-sales firm called Tri-Chem soon purchased what was left of it in 1970. After several unsuccessful attempts to revive BeautiControl, the company failed. That is, until it was purchased in 1981 by Dick Heath.

Dick Heath began operations of BeautiControl in the Dallas suburb of Carrollton (2121 Midway Road; extant). Heath's vision included making his wife Jinger the young figurehead for BeautiControl. Utilizing many of the same sales techniques, BeautiControl became a competitor of Avon and Mary Kay, and by 1989 was the third largest direct sales cosmetics company in the world. In 1983, the company began offering color analysis, greatly boosting profits, which led to the company going public in 1986. As Mary Kay sales, along with the nation's turning tides of recession, dropped in 1985, BeautiControl sales soared. Through 1990, BeautiControl grew at a rate of 20 percent and topped \$50 million in sales, reaching \$70 million by 1994.⁴⁷ Mary Kay Cosmetics updated its brand identity around this same time, and profits at the end of 1991 topped \$500 million. Mary Kay even filed a 1990 antitrust lawsuit against BeautiControl claiming it worked with Clairol, Inc to monopolize the skincare market.⁴⁸ Although Mary Kay and BeautiControl battled for several years, Mary Kay Cosmetics always remained the larger, more successful company. The Heaths left BeautiControl in the early 2000s when it was purchased by Tupperware, and the company struggled until it closed its doors in 2017.⁴⁹

In 1982, Sally Beauty Company, an established traditional beauty retailer relocated to the Metroplex. The company had its headquarters at 3900 Morse Street in Denton (extant). Founded in 1964 in New Orleans, not long after the initial establishment of Beauty by Mary Kay, Sally Beauty grew from a small corner store to a nationally competitive beauty supply store by 1978. It marketed professional beauty supplies such as hair products and nail polish to cosmetologists and the regular customers. By the 1990s, it became the largest beauty supply company with \$500,000 in sales operating in 46 states and the Puerto Rico, the United Kingdom, and Japan.⁵⁰ Unlike the direct sales companies, Sally Beauty advertised to customers through women's magazines, salon trade publications, and radio.⁵¹ Sally Beauty was headquartered in Denton for over 40 years, until they announced their relocation to Plano, Texas in 2025.⁵²

Undoubtedly, the success of Mary Kay paved the way for BeautiControl and Sally Beauty, but remained the "grande dame" of the Dallas beauty industry.⁵³ While both BeautiControl and Sally Beauty had large headquarters, neither were as large or prominent as the gold Mary Kay Cosmetics headquarters visible along Stemmons Freeway. With all

⁴⁵ Advertisement, *Fort Worth Star-Telegram*, March 12, 1967, 73.

⁴⁶ Hollandsworth, Skip. "Hostile Makeover." *Texas Monthly*, Nov. 1995, <https://www.texasmonthly.com/news-politics/hostile-makeover-2/>

⁴⁷ "BeautiControl, Owner Heath Make Up Story of Sweet Success," *Austin American-Statesman*, November 12, 1994, page 53, 56; Hollandsworth, Skip. "Hostile Makeover." *Texas Monthly*, Nov. 1995, <https://www.texasmonthly.com/news-politics/hostile-makeover-2/>; Shad Rowe, "Business Bullish on Beauty," *D Magazine*, December 1, 1989.

⁴⁸ "Mary Kay Files Antitrust Suit Against Competitor," *The Kerrville Times*, November 7, 1990, Page 11.

⁴⁹ "Tupperware to Buy Dallas Cosmetics Firm," *The Houston Chronicle*, September 14, 2000, page 56.

⁵⁰ "Sally Beauty Celebrates \$500,00 Million Sales Mark," *Victoria Advocate*, September 1, 1993, page 15.

⁵¹ "Sally Beauty Celebrates \$500,00 Million Sales Mark," *Victoria Advocate*, September 1, 1993, page 15; "Sally's Keeps Customers Looking Chic," *Fort Worth Star-Telegram*, August 17, 1996, page 87.

⁵² Staff Report. "Sally Beauty Relocating Headquarters from Denton to Plano to Create a 'Workplace of the Future,'" *Denton Record-Chronicle*, March 5, 2025.

⁵³ Holly Haber, "Inside the Dallas Beauty Business," *D Magazine*, August 20, 2015.

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original buildings intact, Mary Kay remains the most well preserved late 1970s and 1980s suburban office park in Dallas related to the beauty industry. Mary Kay was also first of these companies to have an office independent of distribution and manufacturing facilities.

Mary Kay Ash

Mary Kay Ash was born Mary Kathlyn Wagner in May of 1918 in Hot Wells, Texas. After her father developed tuberculosis, the young family moved to Houston. Ash learned to fend for herself and care for her ailing father while her mother worked to support the family.⁵⁴ While it was difficult for Mary Kay Ash to learn to take care of herself as a young girl, it taught her that a woman “can do anything she sets her mind to.”⁵⁵ After she graduated from high school, she married a studio musician named Ben Rogers in 1934. The Rogers had three children: Marylyn, Ben Jr., and Richard.⁵⁶ Through the 1930s, Mary Kay worked odd jobs in sales such as selling educational children’s books and working as a church secretary. Ben Rogers was drafted to serve in World War II in 1944, and Ash went to work for Stanley Home Products, a direct-sales company credited for developing the party sales concept.⁵⁷ When he returned in 1945, Ben Rogers asked Mary Kay for a divorce. Ash struggled to make ends meet for a few months; however, after attending a Stanley convention in Dallas, the single mother found new inspiration and soon became the company’s top producer.

After climbing the ladder to a top position at Stanley, Mary Kay Ash decided it was time for a change. In 1952, Ash left Stanley to become a director of training at another sales company called World Gift. Ash spent seven years with World Gift before moving to Dallas with her family in 1959. She continued to work with the company and saw many of the men she trained rising through the ranks. Even though she was an executive, she still heard all-too-familiar comments about her gender getting in the way of her thinking or her forward progress within the company. Ash once said, “No matter how hard I tried, no matter how well I did my job, I still found myself reaching for the golden door only to find it marked ‘Men Only.’”⁵⁸ In early 1963, Mrs. Ash left her position with World Gift after the discovery that the men she had been training were making \$50,000 a year, compared to her \$25,000.⁵⁹

Soon after leaving World Gift, Ash married a businessman named George Hallenbeck.⁶⁰ With 25 years of experience in direct sales, decided she was going to write a direct sales how-to guide that contained the pros and cons of selling. As she was writing, it became clear that the pages she had in front of her were a solid business plan to start a company. The only problem: what would she sell? Ash and Hallenbeck investigated many products, such as rented floral arrangements; however, they recognized that idea was not going to build a successful business. Ash knew that she wanted to design a company catered to women and that it needed to be a “superior product, one superior to that sold in stores”, and that it needed to be “something so good that a woman will go to no end of trouble to get that product again.”⁶¹ Finally, the idea struck her: Ash had been using the same cosmetics since 1953. These products, which Ash had encountered at a direct-selling home party, had done wonders for her skin. The products were formulated by a hide tanner, a professional that treats animal skins and hides to produce leather.⁶² The hide tanner reportedly noticed that the use of the formulas kept his skin soft and unworn. His daughter bottled the formulas and sold them to family and friends. Ash had been repurchasing these products since that home party which was a testament to how good they

⁵⁴ Simnacher, Joe. “Mary Kay Ash Dies.” *The Dallas Morning News*, 23 Nov. 2001.

⁵⁵ Edgar, Carol. “The Hot Pink Empire of Mary Kay Ash.” *Texas Monthly*, Apr. 1979.

⁵⁶ Simnacher, “Mary Kay Ash Dies”.

⁵⁷ Edgar, “The Hot Pink Empire of Mary Kay Ash”.

⁵⁸ Edgar, Carol. “The Hot Pink Empire of Mary Kay Ash.” *Texas Monthly*, Apr. 1979.

⁵⁹ Simnacher, Joe. “Mary Kay Ash Dies.” *Dallas Morning News*, 23 Nov. 2001.

⁶⁰ Edgar, “The Hot Pink Empire of Mary Kay Ash.”

⁶¹ Caruth, Donald L. & Ash, Mary Kay. Oral History Interviews with Mary Kay Ash, November 1974, book, November 1974; Denton, Texas.

⁶² Hide Tanner (definition): Professional in treating animal skins and hides to produce leather.

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worked. After the woman passed away a few years later, Ash purchased them from the woman's daughter. As she thought of her new business, Ash purchased the formulations from the daughter to begin selling under a new name: "Beauty by Mary Kay."⁶³ Unfortunately, as her new company was being created, Hallenbeck suffered a fatal heart attack. Ash's younger son Richard Rogers, a man only twenty years of age, stepped into his stepfather's shoes to take over the business side of the new company. Her older son Ben offered his life savings, a sum of \$4,500 dollars, to help his mother realize her dream. Finally, after much loss and many setbacks, Ash started her own direct-sales company.⁶⁴

Beauty by Mary Kay

In September 1963, Mary Kay Ash opened the doors to her business Beauty by Mary Kay. Located in a 500 square foot office space in one of the city's first office parks, Exchange Park, the small business was strategically located within the bank building (Figure 10).⁶⁵ Approximately five thousand women worked in the bank complex, and Ash knew that these women would be the perfect clientele.⁶⁶ Decorated with used furniture and homemade décor, Ash opened the doors to her small business. Her consultant team initially consisted of nine women. Ash not only aimed to sell her products to women just like her; rather, she aimed to provide them with an opportunity to grow and make careers for themselves. Armed with the four-product Mary Kay Basic Treatment Set, the small business and its growing salesforce hit the ground running. The charm and effectiveness of the Mary Kay products made them easily marketable. These products were not only different than any others on the market, but they were also packaged beautifully. Ash wanted to design a stand-out product that was pretty enough to be displayed on a woman's white countertop. Pink packaging became a trademark of Beauty by Mary Kay.⁶⁷ Ash took her designs to Mr. Elwood Goodier, a chemist and perfumer who owned Goodier Inc. This company began producing the entirety of Beauty by Mary Kay's product volume.⁶⁸ The light pink bottles in her Basic Treatment Set became the foundation of Ash's groundbreaking new business (Figure 11).

By the end of 1964, Beauty by Mary Kay product sales had risen to \$198,000.⁶⁹ At this time, Ash moved her growing company to a new 6,000 square foot building at 1220 Majesty Drive (Figure 13).⁷⁰ On the one-year anniversary of the company's opening in Exchange Park, Ash celebrated the success with her employees and held her first annual Mary Kay Seminar. The warehouse on Majesty Drive was decorated with crepe paper and balloons for the event. Ash and a crowd of 200 feasted on chicken, jalapeno dressing, and Jell-O salad.⁷¹ This event acted as an awards night for her consultants and Mary Kay Ash gave some of her first rousing speeches. This first seminar started a company tradition that continues to this day.

Just two short years after the business began, Ash amassed a workforce of nearly 850 beauty consultants.⁷² The time in the Majesty Drive office, however, was short-lived. In 1967, Ash hired architecture firm Dales Y. Foster's associate architect Frank L. Meier to design the new home of the growing company (Figures 14-15). The new building, just a few blocks away from the Majesty Drive office, was located at 3900 John Carpenter Freeway. The 20,000 square foot

⁶³ Caruth, Donald L. & Ash, Mary Kay. Oral History Interviews with Mary Kay Ash, November 1974, book, November 1974; Denton, Texas.

⁶⁴ Edgar, "The Hot Pink Empire of Mary Kay Ash."

⁶⁵ "Mrs. Ash to Judge Miss GP." *Grand Prairie Daily News*, 21 May 1968, p. 6.

⁶⁶ Ash, Mary Kay. "Mary Kay". *Perennial Library*. 1986.

⁶⁷ Ash, Mary Kay. "Mary Kay". *Perennial Library*. 1986.

⁶⁸ Caruth, Donald L. & Rogers, Richard. Oral History Interviews with Mary Kay Ash, November 1974, book, November 1974; Denton, Texas.

⁶⁹ "Great American Business Leaders of the 20th Century: Mary Kay Ash." *Harvard Business School*, www.hbs.edu/leadership/20th-century-leaders/details?profile=mary_kay_ash. Accessed 29 Jan. 2024.

⁷⁰ McGinnis, Rosalie. "Old Man Had Youth's Skin." *Dallas Morning News* (Dallas, Texas), September 20, 1964: 1. NewsBank: Access World News – Historical and Current.

⁷¹ Ash, Mary Kay. "Mary Kay". *Perennial Library*. 1986.

⁷² Kruh, Nancy. 1993. "Memories in Pink: Complete with Marble, Videos, and Display Cases, the New Mary Kay Museum Pays Tribute to the 30-Year-Old Cosmetics Company," *The Dallas Morning News*, August 12.

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building contained both offices and manufacturing space. By the end of the decade, the company had earned over six million dollars in sales and had a staff of over 4,000 women. As the company continued to grow, so did the number of products marketed by the consultant salesforce. In a joint agreement, Ash's son, President Richard Rogers, acquired Goodier, Inc. in December 1968. Less than a year later, Ash's company constructed a brand-new manufacturing plant at 1330 Regal Row.⁷³ Goodier, Inc.'s name was changed to Cosmetic Creations, and they operated fully underneath the Mary Kay umbrella.⁷⁴ In 1969, it became time for the company to expand, go public, and to operate under a new name: Mary Kay Cosmetics, Inc.⁷⁵ Business was booming with no end in sight.

Mary Kay Cosmetics, Inc.

By the 1970s, Mary Kay Cosmetics, Inc. sales soared and more employees were hired. In 1974 the company had 21,000 beauty consultants, annual sales of \$23 million, and earnings of \$3.4 million.⁷⁶ Such unprecedented growth required more space, and the company quickly began construction of its new international headquarters. The company rehired architect Frank L. Meier to design it. After designs were completed, the company began construction on their first office tower in 1976-77 (Figures 17-18, 20-23). In 1976, Mary Kay Cosmetics, Inc. was listed on the New York Stock Exchange.⁷⁷ As a result, Ash's son, 33-year-old Richard Rogers, became one of the youngest men to act as president of a New York Stock Exchange-listed company. In 1980, Mary Kay Cosmetics sales increased 83 percent to \$166.9 million. Net income for the company increased 57 percent to \$15.1 million, up from 1979's \$9.6 million.⁷⁸ In 1982, the company was the top Texas Performer among the New York Stock Exchange and was ranked eleventh nationally.⁷⁹

The company, while initially intending to expand the headquarters on the same site as Tower 1, began looking elsewhere. In the early 1980s, *The Dallas Morning News* reported that Mary Kay Cosmetics would build a 170-acre "campus-style office and production development" near the intersection of Stemmons Freeway and Northwest Highway.⁸⁰ The company grew at such unprecedented rates that it had to lease space out of nearby office buildings just to fit the Mary Kay corporate employees. In fact, in 1983, Mary Kay leased 75 percent of a new office building across Stemmons on Regal Row.⁸¹ Unfortunately, by early 1984, the tide of business had turned in Dallas. In October 1984, Mary Kay reported a 36 percent drop in revenue. The company attributed the drop to a decline in the size of its salesforce.⁸² Economic downturn meant Mary Kay lost its most valuable assets: its consultants. By November 1984, Mary Kay had scrapped its new campus plans entirely and sold the land to Vantage Properties and Sunbelt Savings.⁸³ Despite these challenges, Mary Kay Cosmetics was named among *The 100 Best Companies to Work for in America*.⁸⁴

By 1985, Mary Kay Ash and Richard Rogers had a plan to save the company from the economic downturn: complete a leveraged buyout of Mary Kay Cosmetics and return it to private ownership. Prior to completion of this buyout, however, Ash and Rogers had to complete the sale and lease back of Tower 1. The building was sold in August of 1985 for \$14 million to a Denver-based real estate firm BetaWest Properties. This firm not only leased back the office building to Mary Kay Cosmetics Inc, but also agreed to build a 100,000 square foot expansion to the headquarters

⁷³"Mary Kay Buys Site," *The Dallas Morning News*, December 24, 1968.

⁷⁴ Caruth, Donald L. & Rogers, Richard. Oral History Interviews with Mary Kay Ash, November 1974, book, November 1974; Denton, Texas.

⁷⁵ "Land Bought by Mary Kay," *Dallas Morning News*, September 13, 1968, p. 3.

⁷⁶ Joe Simmacher, "Mary Kay Ash Dies," *Dallas Morning News*, November 23, 2001.

⁷⁷ "New York Stock Exchange Welcomes a Lady," *Dallas Morning News*, August 26, 1976.

⁷⁸"Mary Kay sets new records," *Dallas Morning News*, February 12, 1981.

⁷⁹ "Mary Kay Cosmetics Texas' best on NYSE in '82, 'Money' reports," *The Dallas Morning News*, January 29, 1983.

⁸⁰ "Cosmetics firm leases new office, plans to relocate 70 employees," *Dallas Morning News*, July 1, 1983.

⁸¹ "Mary Kay leases more space; 83,000-square-foot office to house 150 workers," *Dallas Morning News*, February 22, 1983.

⁸² "Briefing," *Dallas Morning News*, October 19, 1984.

⁸³ Steve Brown, "Mary Kay scraps plans for complex," *The Dallas Morning News*, November 3, 1984.

⁸⁴ Michael Weiss, "Crow Co., Tandy ranked in top 10 places to work," *The Dallas Morning News*, April 15, 1984.

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property.⁸⁵ Just a few months later, Ash and Rogers leveraged the buyout of Mary Kay Cosmetics in December 1985 in a \$389.5 million deal to re-acquire the property including the new tower and garage.⁸⁶ Work swiftly began on the second office tower and parking garage at the end of 1985 (Figures 48-52). As the company celebrated its 25th anniversary in 1988, sales increased to \$400 million, up from \$255 million in 1986.

In 1993, thirty years after the opening of Beauty by Mary Kay, Mary Kay Cosmetics, Inc. had \$1 billion dollars in revenue. That same year, the Mary Kay Museum opened with the goal of inspiring future entrepreneurs (Figure 37).⁸⁷ Through the next decade, Mary Kay Ash established The Mary Kay Foundation to provide funding for cancer research and prevention of domestic violence. In 1995, Mary Kay Cosmetics, Inc. moved its corporate headquarters to Addison, Texas.⁸⁸ Just six months later in February 1996, Ash suffered a devastating stroke that left her unable to continue her role.⁸⁹ According to *The Dallas Morning News*, this health event “effectively ended her career.”⁹⁰ Ryan Rogers, Ash’s grandson and current CEO of Mary Kay Cosmetics, told reporters in 2023 that the health event rendered Ash unable to speak: “It took away her superpower of her voice. She felt frustrated and trapped in her body. She could not speak.”⁹¹ Although Ash lived in her Round House for five more years, she was never able to fully recover. On Thanksgiving Day in 2001, Mary Kay Ash passed away.⁹²

Women in the Workforce

Mary Kay Ash was not only a pioneer in the makeup industry but was also a pioneer in women’s professional empowerment. Ash, like many other women at the time, entered the workforce as a means of supporting her family after her husband was drafted to serve in World War II. Due to the much smaller population of working age men, women like Mary Kay Ash found both a place and a purpose in their work, but after war opportunities for women to work outside the home were harder to come by.

When Ash opened Beauty by Mary Kay, she focused on recruiting and employing women. Ash sought to build a new type of direct sales company without male bosses or any wage gaps. Under her watch, women would be successful professionally while continuing in their daily lives as wives and mothers. Mary Kay Ash started her business with the help of just nine of her friends, who became the first Mary Kay consultants.⁹³ The consultants made Beauty by Mary Kay different than other companies. Instead of trying to simply sell products door to door, consultants would show women how to use the products. Through live demonstrations, women could see the effectiveness of the products and learn new techniques or applications of typical makeup elements. As women saw the Beauty by Mary Kay starter kits work before their very eyes, there was little consultants had to say to make the sale. Consultants became walking billboards for the company and Beauty by Mary Kay was a true success.

By the time Beauty by Mary Kay was renamed Mary Kay Cosmetics, Inc. it had nearly 40,000 beauty consultants.⁹⁴ Sales in the first six months of 1976 exceeded sales during the entire year of 1973.⁹⁵ When Mary Kay Ash passed in

⁸⁵ “Briefing,” *Dallas Morning News*, August 20, 1985.

⁸⁶ Weiss, Michael. “Mary Kay completes completion of buyout,” *The Dallas Morning News*, December 5, 1985.

⁸⁷ “The Pink Patrol,” *Dallas Morning News*, 14 July 1993.

⁸⁸ “Mary Kay Opens Seminar 1995,” *Dallas Morning News*, August 5, 1995.

⁸⁹ Simmacher, Joe. “Mary Kay Ash Dies.”

⁹⁰ Simmacher, Joe. “Mary Kay Ash Dies.”

⁹¹ Hall, Cheryl. “Mary Kay’s Ryan Rogers out to prove his legendary grandmother’s DNA still present,” *The Dallas Morning News*, October 17, 2023.

⁹² Simmacher, Joe. “Mary Kay Ash Dies.”

⁹³ Mary Kay, Inc., *The Story of Mary Kay Inc.*, Dallas, TX, 2012, p. 5.

⁹⁴ Mary Kay Cosmetics, Inc. “Thank You! The New Mary Kay International Headquarters on Stemmons Freeway and Regal Row,” *Dallas Morning News*, April 16, 1978.

⁹⁵ “New York Stock Exchange Welcomes a Lady,” *Dallas Morning News*, August 26, 1976.

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2001, Mary Kay Cosmetics, Inc. had a revenue of \$1.3 billion and 800,000 independent beauty consultants—of which, 99% were female.⁹⁶ Upon Ash's death, Dorathea Dingler was interviewed about her 36 years working as a consultant for Mary Kay Cosmetics, Inc. About Ash, Dingler stated, "She's a person who unleashed the talents of women. When she formed her company, women couldn't even sign their name to a bank loan. She's brought us up to where women own banks."⁹⁷ When Mary Kay Cosmetics celebrated its 60th birthday on September 13, 2023, it had more than 3.5 million independent beauty consultants and more than \$2.7 billion in revenue.

Company Leadership

Avon led the way for women's success in direct sales, having been the only company of its kind with exclusively female representatives from its founding in 1886.⁹⁸ In the 1930s women represented less than 15% of the national direct sales agents. By 1980 women had flipped the ratio, occupying more than 80% of direct sales agent positions nationwide.⁹⁹ While direct sales consultants were predominantly women, very few companies had female representation in executive positions. Even Mary Kay Cosmetics with Mary Kay Ash in the lead role at the company had an all-male corporate board managing company finance. Ash promoted female ability and provided advancement opportunities within the company. In the 1960s and 1970s Mary Kay sought out displaced homemakers and other women suffering from economic turmoil, offering both financial opportunity and preservation of femininity.¹⁰⁰

By the late 1980s and early 1990s women gradually took on more corporate and executive roles reflecting larger workplace trends. From the beginning, Mary Kay Cosmetics was chaired by Mary Kay Ash and her son Richard Rogers. Two of Ash's other children, Ben and Marylyn, also served in executive roles. Ash assumed a forward-facing role with the sales staff and production while Rogers assembled a board of financial advisors comprising largely of men. In 1968 Rogers assumed the role of President and Chief Executive Officer with Mary Kay remaining as Chairman Emeritus. By 1987, Rogers became Chairman of the board and Mary Kay Cosmetics promoted Richard C. Bartlett to President and Chief Operating Officer. Bartlett brought women on for several executive board positions including Senior Vice President of Research and Development / Chief Science Officer (Dr. Myra Barker) and Vice President of Product Marketing (Ms. Curran Croskeys). During Ash's tenure with the company it remained female-owned and female-run even with a predominately male board of directors behind her.¹⁰¹

The Mary Kay Salesforce, Training Initiatives, and Company Traditions

As a 25-year veteran of direct sales, Ash knew exactly how to train her first nine consultants when the company opened. Ash demonstrated her techniques, spent many hours teaching them the art of sales, and then had them try what they learned on real people. The training process took about six months to become standardized practice for the company.¹⁰² The goal was to sell products and recruit new consultants—this served as the foundational business model for the company. When one consultant recruited new consultants, they made a percentage back of their new consultants' sales. These original consultants would then grow sales "families," and were able to make "the maximum amount" through this system.¹⁰³ As the sales force grew, it became the responsibility of the first consultants to train their new recruits, and so on. Ash then was free to perform more administrative duties. When the company celebrated its first anniversary in September 1964, Ash threw the first annual seminar. While the first seminar was more of a party

⁹⁶ Simnacher, Joe. "Mary Kay Ash Dies." *Dallas Morning News*, November 23, 2001.

⁹⁷ Simnacher, Joe. "Mary Kay Ash Dies."

⁹⁸ Katina Manko, *Ding Dong! Avon Calling! The Women and Men of Avon Products, Incorporated*, 2021, 1.

⁹⁹ Katina Manko, *Ding Dong! Avon Calling! The Women and Men of Avon Products, Incorporated*, 2021, 9.

¹⁰⁰ Kathy Piess *Hope in a Jar: The Making of America's Beauty Culture*, 2011.

¹⁰¹ Camerius, James W. "Mary Kay Cosmetics, Inc.: Corporate Planning in and Era of Uncertainty."

¹⁰² Ash, Mary Kay, *Mary Kay: The Success Story of America's Most Dynamic Businesswoman*. *Perennial Library*, 1986.

¹⁰³ McGinnis, Rosalie. "Old Man Had Youth's Skin," *The Dallas Morning News*, September 20, 1964.

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and less of a training event, seminar soon grew into a weeklong conference comprised of training sessions and ending in a night full of awards and celebrations (Figures 16, 30-32). It was at these awards ceremonies in 1968 that the first “Cinderella gifts” made their debut, including the first Mary Kay pink Cadillac. Mary Kay Ash herself, along with son and President Richard Rogers, would award top performing consultants mink coats, diamond jewelry, and golden chalices in front of the company’s salesforce. By 1993, the seminar had grown to 36,000 attendees.¹⁰⁴ The business model, training initiatives, and personalization of Mary Kay Cosmetics are what helped the company to stand out among its competitors. While consultants acted as their own business owners with self-made schedules, the training and awards systems incentivized them.

On a much smaller scale, company training events occurred weekly at company headquarters. After its construction in 1976-77, the subject property played a fundamental role in the growth of both the company and its salesforce. Tower 1, outfitted with a large training room, welcomed hundreds of Directors in Qualification every four weeks (Figures 25-26). All twelve months of the year, consultants from all over the country would fly to Dallas for what was known as “DIQ Week.”¹⁰⁵ After arriving, consultants would attend a five-day retreat at the headquarters. In the training room, consultants would be treated to audiences with Richard Rogers, company leadership, and Mary Kay Ash herself. Consultants would grow their Mary Kay networks and attend team-building exercises with other DIQs. Additionally, these consultants would take trips to the company’s manufacturing building at 1330 Regal Row and Mary Kay Ash’s “Round House” residence on Lupton Circle. At the end of these five days, the Directors in Qualification would return home, inspired by the training and lectures attended. While the headquarters did not house offices for independent consultants, it served a pivotal role in training thousands of them every year.

By the mid-1990s, technology allowed the company to adopt new sales techniques, by connecting with customers in one-on-one interactions to virtual or hybrid as online resources became available. Like many companies of this era, Mary Kay integrated e-commerce tools for its independent beauty consultants including a web presence and interactive catalogs.¹⁰⁶

Criteria Consideration G (Properties Less Than 50 Years Old)

The Mary Kay Cosmetics headquarters is significant under Criterion A in the area of Commerce at the local level of significance. Recent historical scholarship contextualizes the rise of female entrepreneurship, the beauty and cosmetics industry, and the growth of direct sales companies, firmly establishing the property as having acquired significance in the last 50 years which supports National Park Service’s Criteria Consideration G requirements.¹⁰⁷

Recognition of Mary Kay Cosmetics as an Industry Leader

Four important scholarly works written by historians in the last 30 years acknowledge the success and significance of the Mary Kay Cosmetics company within the mid-to-late twentieth century beauty and cosmetics industry. Combined these works provide the necessary context to evaluate the significance of the nominated property and the Mary Kay Cosmetics company between 1976 and 1995.¹⁰⁸

¹⁰⁴ “The Pink Patrol,” *Dallas Morning News*, July 14, 1993.

¹⁰⁵ Meyer, Peter, director. *Mary Kay - All Your Tomorrows*. Bill Stokes Associates, 1980, https://texasarchive.org/2013_00629. Accessed 18 Jan. 2024.

¹⁰⁶ Mary Kay Website. “Be a Beauty Consultant.” Be a Beauty Consultant | Mary Kay. Accessed February 27, 2026. <https://www.marykay.com/en/be-a-beauty-consultant.html>.

¹⁰⁷ “National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation,” U.S. Department of the Interior, National Park Service, Cultural Resources, 1995, 41-43; National Register Bulletin 22: Guidelines for Evaluating and Nomination Properties that Have Achieved Significance in the Past Fifty Years, U.S. Department of the Interior, National Park Service, Cultural Resources, 1998, 4.

¹⁰⁸ While Mary Kay Ash authored several books herself, looking to authors and sources with critical distance, enables a more objective evaluation.

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According to historian Virginia Drachman in 2002 *Enterprising Women: 250 of American Business* explained female entrepreneurship grew substantially in the late 20th century.¹⁰⁹ “The last quarter of the twentieth century witnessed a sharp expansion of entrepreneurial business ventures instigated by women.”¹¹⁰ In 1977, women were responsible for 7 percent of American businesses, rapidly expanding to 30 percent by 1987. She argued, “Following the conformity and conservatism of the 1950s, women of the 1960s and 1970s, like their predecessors a century before, began to examine the restrictions of their conventional roles as wives and mothers and launched a modern women’s movement to redefine and expand the parameters of their lives.”¹¹¹ Legal and social reforms paved the way for more women in the business world, allowing them to directly impact the retail business world itself, particularly businesses that marketed to women. Mary Kay Ash, and her company, Mary Kay Cosmetics, followed in the footsteps of predecessors like Madam C. J. Walker, Matilda Harper, and Elizabeth Arden, and through the success of the direct selling model, Mary Kay Cosmetics, ballooned to a multi-million dollar company in the cosmetics industry.¹¹² “By 1992 her company was on *Fortune’s* list of the five hundred largest corporations in the country. By the end of the century, her onetime storefront operation with nine consultants had mushroomed into a multi-billion dollar enterprise with over a half-million consultants selling Mary Kay cosmetics worldwide.”¹¹³

According to business historian Geoffrey Jones in *Beauty Imagined: A History of the Global Beauty Industry*, direct sellers expanded their presence in the market from 15 percent in 1950 to 23 percent in 1970.¹¹⁴ “In 1981 Avon’s revenues of \$2.6 billion delivered a return on capital of almost 25 percent, whilst Revlon’s \$2.4 billion revenues produced a return of less than 12 percent. Mary Kay had a smaller business of \$235 million revenues, but a high return on capital at 35 percent.”¹¹⁵ While Mary Kay was soon regarded as a major competitor, especially for Avon, and also traditional beauty and cosmetics retailers like L’Oreal and Lancome.¹¹⁶ In 1989, Avon had the highest revenue and was the largest beauty company in the world. That same year, Mary Kay Cosmetics joined the list of the top 30 largest in the world, and by 2008 Mary Kay climbed to 17th largest in the world, behind L’Oreal, Estee Lauder, Avon, and Chanel, reporting higher revenues than Revlon, and Elizabeth Arden.¹¹⁷

In her history of the cosmetics industry and beauty culture, *Hope in a Jar: The Making of America’s Beauty Culture*, historian Kathy Peiss discusses relationship of business and beauty. Writing in 2011, Peiss also noted Mary Kay Cosmetics was an cosmetics industry leader and as a major competitor both direct selling companies like Avon, as well traditional beauty and cosmetics companies like Estee Lauder, Revlon, Elizabeth Arden, Cover Girl.¹¹⁸

Historian Katina Manko *Ding Dong! Avon Calling! The Women and Men of Avon Products, Incorporated* provides the richest analysis of the direct selling method forged by Avon, and the rivalry between Avon and its largest direct sales competitor, Mary Kay Cosmetics. Writing in 2021, she provides insight into both Mary Kay Cosmetics and Ash herself. According to Manko, “Avon faced its second major challenge in these decades from within the direct selling industry and the competition presented by multi-level marketing. Companies like Amway and Mary Kay Cosmetics, Avon’s largest rivals, had changed the commission structure for their independent contractors, allowing for exponential growth to accrue based on their own personal sales and the sales of the person they had recruited.”¹¹⁹ By

¹⁰⁹ Virginia G. Drachman, *Enterprising Women: 250 Years of American Business*, (Chapel Hill: The University of North Carolina Press, 2002) 149-150.

¹¹⁰ Virginia G. Drachman, *Enterprising Women*, 151.

¹¹¹ Virginia G. Drachman, *Enterprising Women*, 152.

¹¹² Virginia G. Drachman, *Enterprising Women*, 151-153.

¹¹³ Virginia G. Drachman, *Enterprising Women*, 153.

¹¹⁴ Geoffrey Jones, *Beauty Imagined: A History of the Global Beauty Industry* (Oxford: Oxford University Press, 2010) 164-165.

¹¹⁵ Geoffrey Jones, *Beauty Imagined*, 165.

¹¹⁶ Geoffrey Jones, *Beauty Imagined*, 165.

¹¹⁷ Geoffrey Jones, *Beauty Imagined*, Appendix 2.

¹¹⁸ Kathy Peiss, *Hope in a Jar: The Making of America’s Beauty Culture* (Philadelphia: University of Pennsylvania Press, 2011), 262-268.

¹¹⁹ Manko, *Ding Dong! Avon Calling!*, 211.

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1980, Mary Kay had more women that earned \$40,000 than other corporations, largely due to the success of representative sales commissions.¹²⁰

According to the Library of Congress research guide on the “History of the Beauty Business,” Mary Kay Cosmetics ranks among the ten most noteworthy beauty and cosmetics industries with a wide ranging impact. Mary Kay is featured along with Estee Lauder, Revlon, Avon, Elizabeth Arden, and other industry giants.¹²¹

Supplemental: Architect

Frank L. Meier

Architect Frank L. Meier was born in Dallas, Texas on June 21, 1936. Meier attended Texas A&M University in College Station, Texas and returned to Dallas after his graduation in 1960. In 1963, Meier joined the staff of Dales Young Foster, Inc., an architectural firm in Dallas.¹²² Within his first few years with DYF, Meier worked on notable Dallas buildings such as Manor House Apartments (1967); LTV Tower, now 1600 Pacific (1969, NRHP 2006); and football legend Tom Landry’s residence (1983). Meier worked his way up in the architecture community and went on to form a partnership with Dales Young Foster. After Foster retired in the 1970s, he sold his portion of the business to Meier. Meier changed the company name to Foster + Meier, Inc. Meier later went on to change the company name to Frank L. Meier, Inc. and worked until his death in the early 2010s.

Before Mary Kay Cosmetics became the powerhouse that it is today, it leased small office space in Exchange Park on September 13, 1963. Within a year, the growing company needed more space. From 1964 to 1967, Mary Kay leased a small warehouse just outside of the Empire Central development on Majesty Drive. This space, however, soon became too small as well. In 1967, Meier began the most important and longest-lasting partnership of his career: his decades-long work with Mary Kay Ash. That year, Meier designed the first Mary Kay headquarters located at 8900 John Carpenter Freeway.¹²³ This project featured curved corners, which became a signature element of future buildings commissioned by Mary Kay Ash.¹²⁴ This new headquarters was just a few blocks away from the Mary Kay Manufacturing plant at 1330 Regal Row that the company acquired in 1968. In 1969, Meier was also commissioned by Mel and Mary Kay Ash to design their historic circular residence at 7248 Lupton Circle.¹²⁵ After only 7 years in the John Carpenter office, Ash again went to Meier to design the company’s largest headquarters to date: The 1976 gold mirrored Mary Kay office tower.¹²⁶ The eight-story tower was also close to the Regal Row manufacturing plant.¹²⁷ In 1985, Ash hired Meier to design the sister tower to his first Mary Kay Tower, along with the accompanied garage. Rising five stories in height, this tower complemented the original tower in both materials and design. In the early 1990s, Kay hired Meier for the last time to help design her Mary Kay Museum.¹²⁸ This museum opened in 1993 in the Mary Kay Towers and became the model for the future museum that would reside in the future Dallas North Tollway Mary Kay Headquarters for the next twenty-five years.

Tower 1 and Tower 2 were both wrapped with gold mirrored glass curtain systems—a unique design approach; few examples of 1970s gold mirror corporate architecture remain. Gold mirrored glazing was introduced in Dallas with the

¹²⁰ Manko, *Ding Dong! Avon Calling!*, 212.

¹²¹ “Beauty of Business: A Research Guide,” *Library of Congress*, <https://guides.loc.gov/business-of-beauty/history>, accessed February 23, 2026.

¹²² “Meier, Frank Lorenz.” *American Architects Directory*, American Institute of Architects, New York & London, 1970, p. 612.

¹²³ “Meier, Frank Lorenz.”

¹²⁴ “Mary Kay to Build.” *Dallas Morning News*, 24 Jan. 1976, p. 30.

¹²⁵ Barnes, Jeanne. “The Ash’s Dream - A Round House - Works.” *Dallas Morning News*, 28 June 1969.

¹²⁶ “Mary Kay to Build.” *Dallas Morning News*, 24 Jan. 1976, p. 30.

¹²⁷ “Mary Kay to Build.”

¹²⁸ “Congratulations, Mary Kay Cosmetics, Inc.” *Dallas Morning News*, 17 Sept. 1993.

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construction of Campbell Centre 1 in 1972 and in 1977 with Campbell Centre 2. In 1978, these two gold towers were featured in the opening sequence of the television series *Dallas*, and were later shown as the office used by the characters. Gold mirror glass, although known for its glamorous reflective aesthetic, also kept air conditioning costs low. The ability of the glazing to reflect ultraviolet rays made the window system particularly attractive for corporations and builders. Ash desired the eye-catching gold glazing, the curved corners that had adorned her previous corporate offices, and the heat-preventing qualities for her new corporate headquarters. Additionally, Ash referred to the buildings and her company inside as the “pot of gold at the end of the rainbow.”¹²⁹ Other than the Campbell Centre Towers, few examples of gold mirror glazing in high rise construction exist in Dallas, including Bryan Tower (1972; 2001 Bryan Street; NRHP 2024). The Mary Kay towers now serve as unique intact examples of rounded corner gold mirror glazed buildings interrupted by a ribbed concrete panel core.

Supplemental: Multi-Level Marketing Controversies

Mary Kay Cosmetics’ multi-level marketing business model, used for decades, has been scrutinized especially in more recent years. MLMs date back nearly 250 years. In 1886, The California Perfume Company, later renamed Avon, was founded and began as a direct sales company. The true father of the MLM, though, was Carl Rehnborg of the California Vitamin Company, established 1934.¹³⁰ Rehnborg, who rebranded the company as Nutrilite five years later, “believed the best people to market and sell the product were the people who use it.”¹³¹ A few short years later, the United States government had to intervene in order to prevent Nutrilite from making fabricated claims in the name of selling product. One such claim salespersons made to prospective buyers was that Nutrilite had the ability to cure disease. After the government’s involvement, Nutrilite flew under the radar until they were acquired by Amway. In 1975, Amway faced accusations of being a pyramid scheme and was subsequently investigated by the Federal Trade Commission. Though Amway was found to be guilty of lying to recruits about potential earnings with the company, it was not found guilty of being a pyramid scheme. This became a landmark case for defining pyramid schemes and a precedent was set for companies to brand themselves as legitimate multi-level marketing corporations.

Mary Kay Cosmetics has consistently attested to the fact that none of these attributes describe the company and that no hallmarks of a pyramid scheme exist within the company structure. Although Mary Kay has never lost a court case claiming the company to be an illegal pyramid scheme, it has not stopped former independent beauty consultants from pursuing litigation. In the 2012 case *Mary Kay Inc. vs. Amy Dunlap*, the company sought to sue a former Independent Sales Director for breach of contract. According to Mary Kay, under the terms of the agreement Dunlap agreed to “use her best efforts to promote the sale of Mary Kay products, motivate, counsel, and advise the International Beauty Consultants and Independent Sales Directors in her sales group, and recruit other IBCs.”¹³² In a countersuit, Dunlap alleged that she was wrongfully deceived by the company and that they business “engaged in false, misleading, or deceptive acts and practices.” She alleged that many of the actions and practices performed by Mary Kay should be deemed unlawful under the Texas Business & Commerce Code.¹³³ The case was settled out of court. Even still, there is a real history of people who met hardship and loss due to involvement with Mary Kay. Mary Kay Cosmetics was not found to be officially held liable for unlawful practices during the period of significance ending in 1995.¹³⁴

¹²⁹ Cook, Jennifer Bickel. 2021. *Pass It On: What I Learned from Mary Kay Ash*. Brown Books Publishing Group, 53.

¹³⁰ May, Daniel. “The Dirty, Ugly History of MLMS.” *Medium*, Antidote, 20 Sept. 2019, medium.com/anti-dote/the-dirty-ugly-history-of-mlms-2930f3ab9dec.

¹³¹ May, Daniel. “The Dirty, Ugly History of MLMS.”

¹³² United States District Court for the Northern District of Texas Dallas Division. *Mary Kay, Inc. v. Dunlap*. 06 June 2012. *Casetext*, <https://casetext.com/case/mary-kay-inc-v-dunlap#p1>

¹³³ United States District Court for the Northern District of Texas Dallas Division. *Mary Kay, Inc. v. Dunlap*. 20 Dec. 2012. *Casetext*, <https://casetext.com/case/mary-kay-6>.

¹³⁴ Testimonials found at *PinkTruth.com*, published on July 4th, 2006; the website provides past experiences and mutual support to former employees who believe they have been wronged by the company.

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Conclusion

The property is nominated to the National Register of Historic Places under Criterion A in the area of Commerce for its longtime association with Mary Kay Cosmetics, Inc. during the period of significance of 1976 – 1995. These buildings were the site of the company's day-to-day operations and monthly training initiatives. Prior to construction, the company had to move three different times within a period of ten years due to their rapid expansion. The construction of these towers marked the first time that Mary Kay Cosmetics occupied the same building for longer than a decade. It served as a true company headquarters for not only company executives, but for all Independent Beauty Consultants as well. The property meets Criteria Consideration G (Properties Less Than 50 Years Old). Between the 1970s and 1995, Mary Kay Cosmetics, Inc. grew from a moderately sized woman-owned company to the international symbol it is today, thanks to the dream of Mary Kay Ash.

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

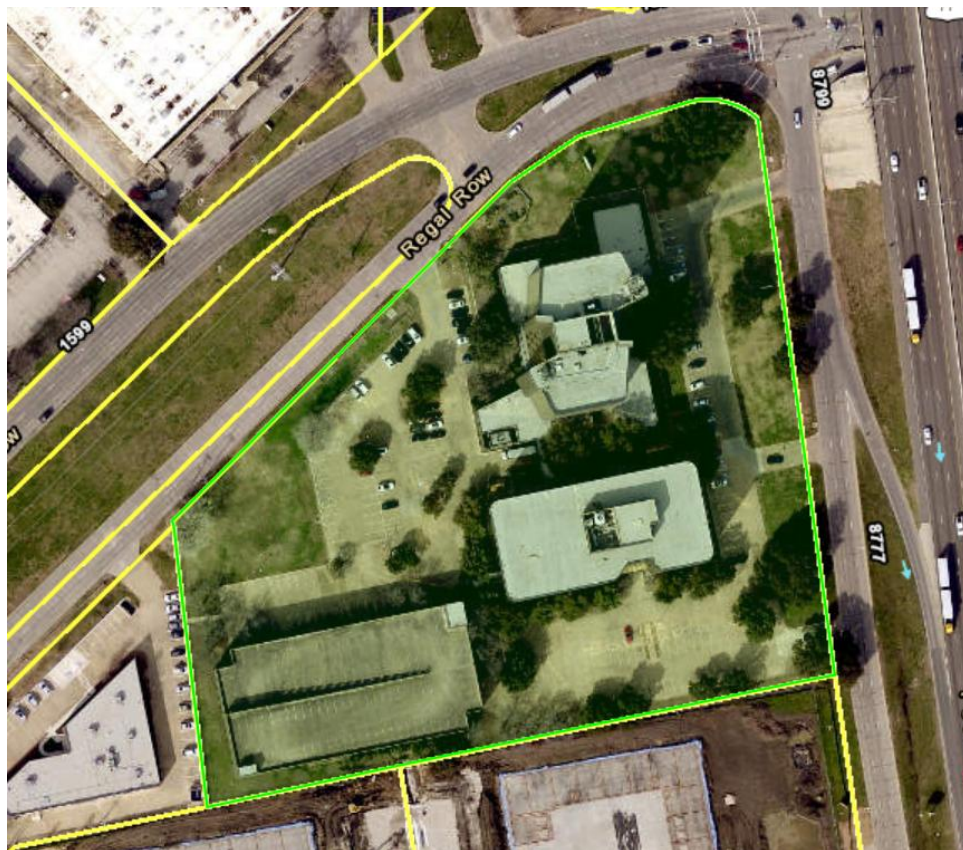
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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Maps

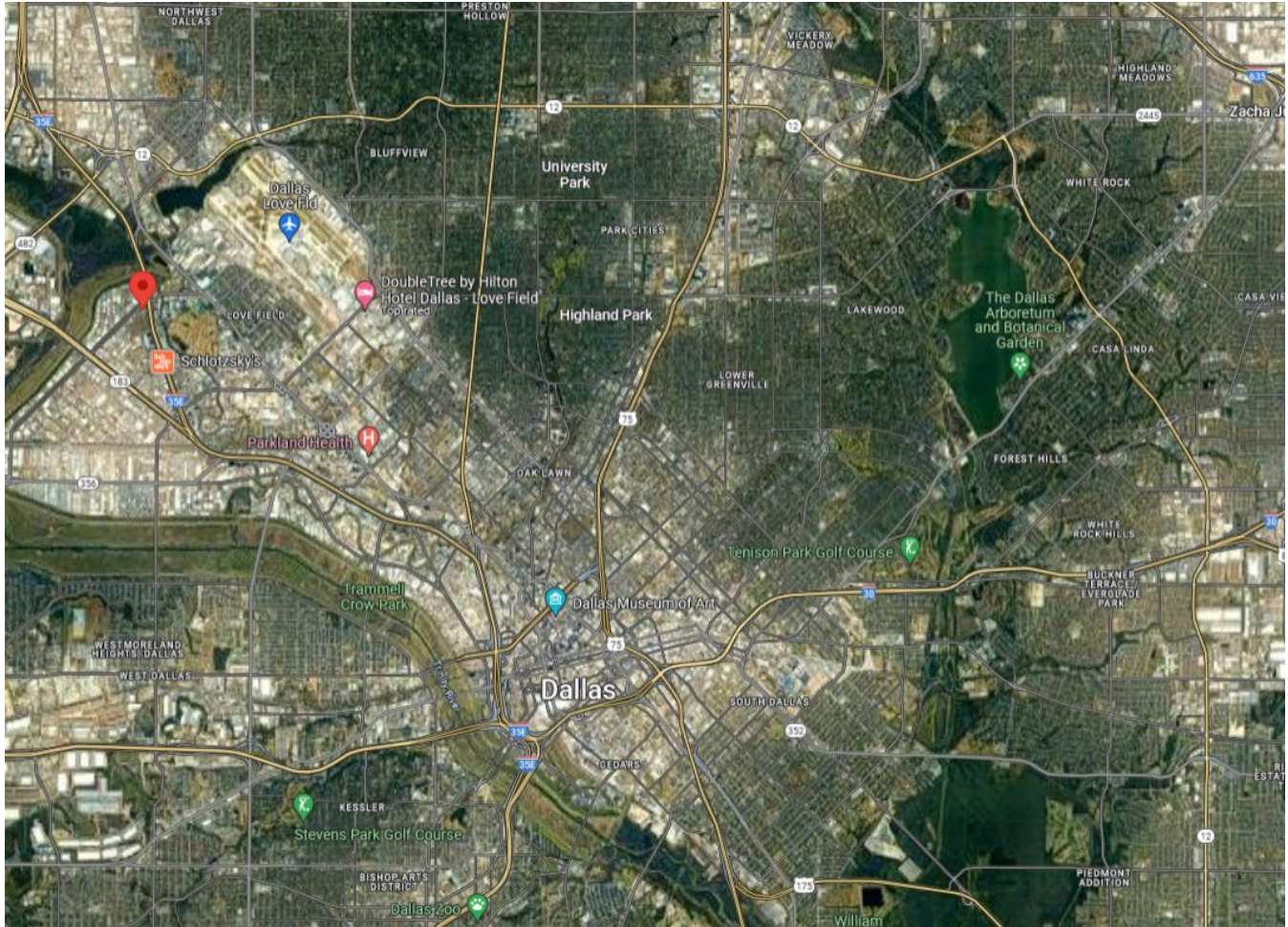
Map 1: KINGS ROW IND DIST 2ND ISNT REP, BLK 4/7941 LT 2A (Commercial Account #: 007941000402A0000), Dallas, Dallas County, Texas as recorded in the Dallas Central Appraisal District. Data accessed September 18, 2025. The nominated boundary (shown in green) follows the legal parcel and includes all property historically associated with the Mary Kay Cosmetics headquarters.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Map 2: Mary Kay Towers, Dallas, TX. Source: Google Maps.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

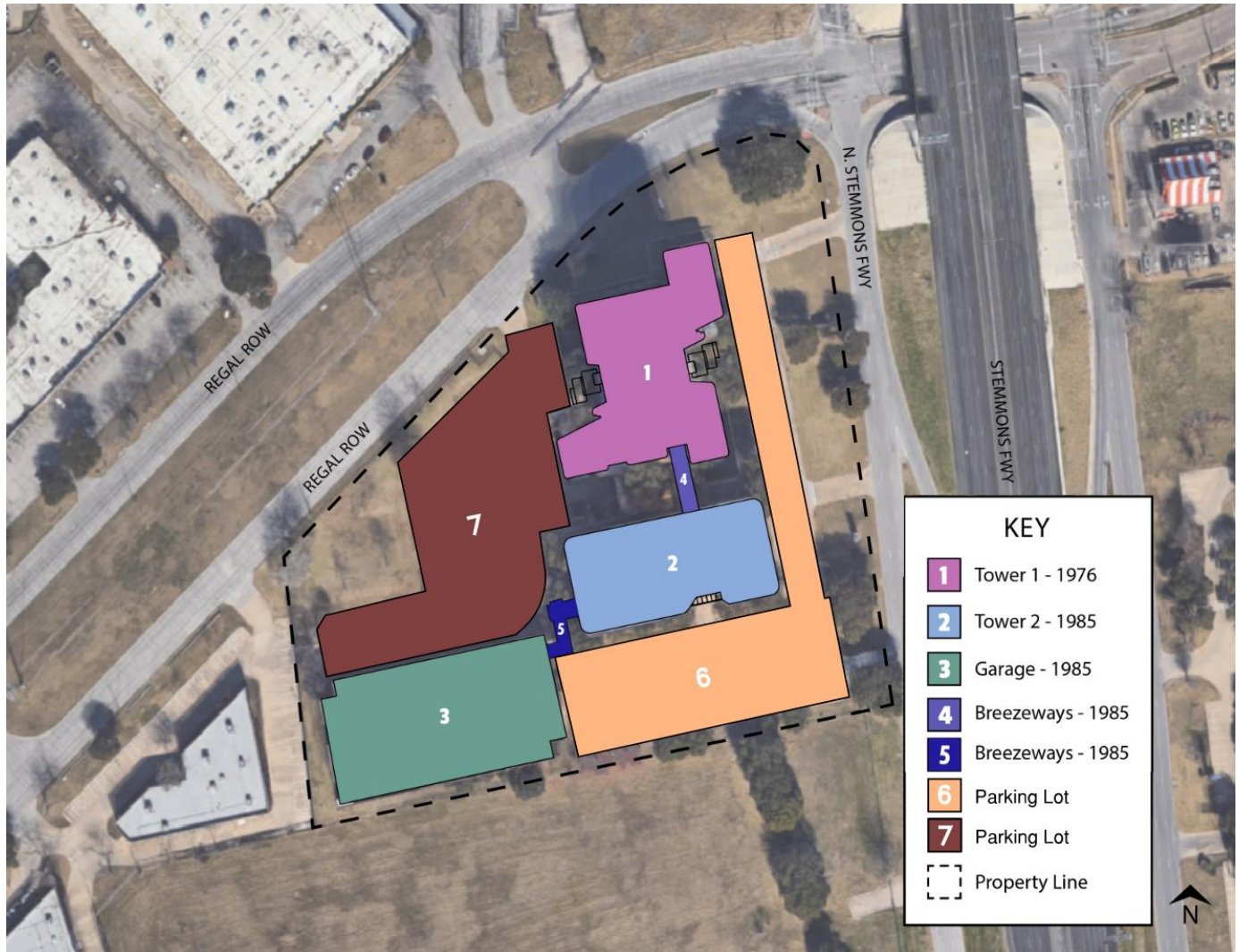
Map 3: Google Earth, Accessed March 5, 2026.



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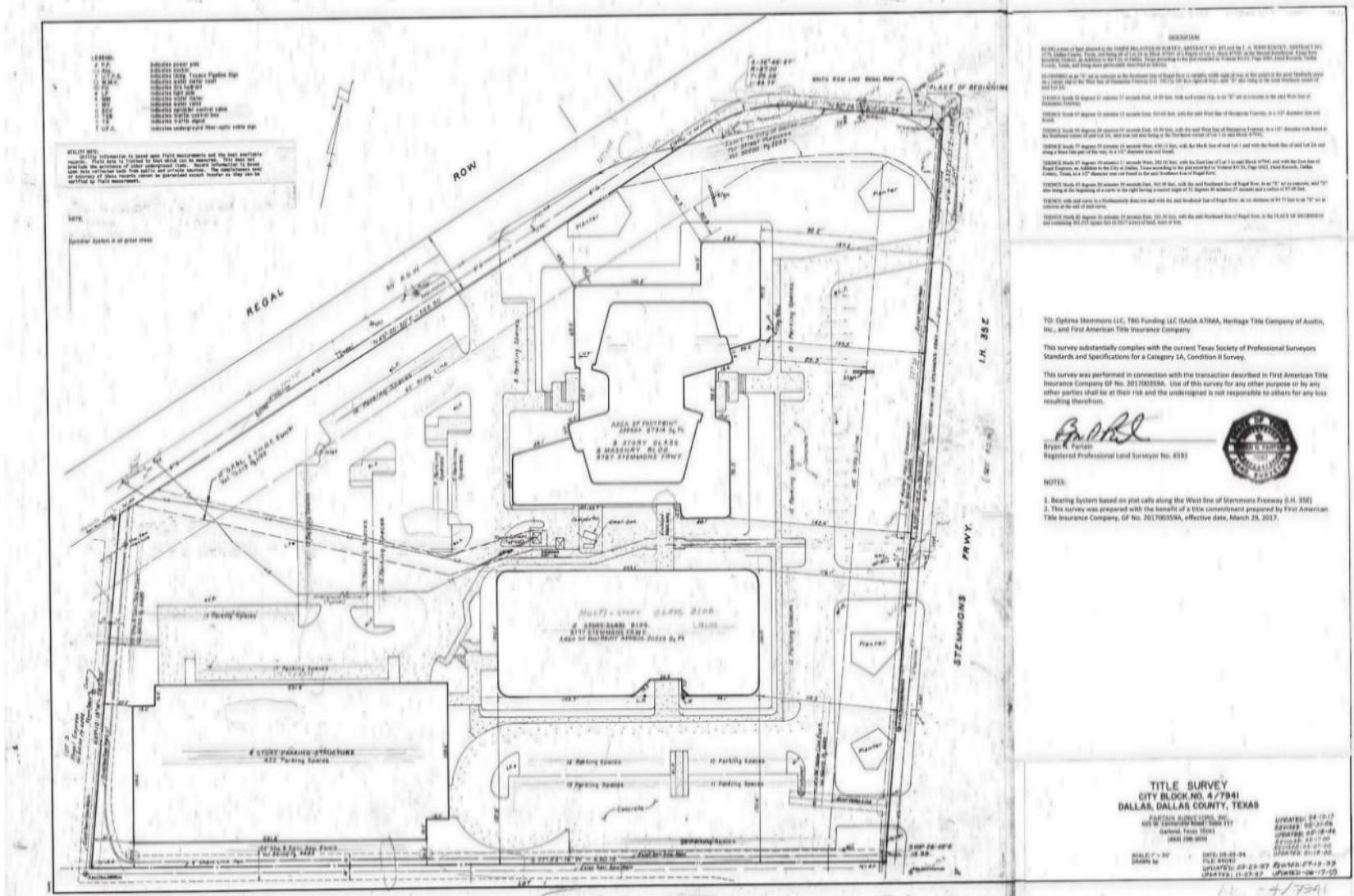
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Map 4: Site map showing contributing resources. Merriman Anderson Architects. Base Source: Google Maps



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Map 5: Land Survey. Drawn by Partain Surveyors, Inc. 04/17/17.



DESCRIPTION

TO: Optima Stemmons LLC, TBO Funding LLC, ISADA ATAMA, Heritage Title Company of Austin, Inc., and First American Title Insurance Company

This survey substantially complies with the current Texas Society of Professional Surveyors Standards and Specifications for a Category 1A, Condition II Survey.

This survey was performed in connection with the transaction described in First American Title Insurance Company of No. 201700355A. Use of this survey for any other purpose or by any other parties shall be at their risk and the undersigned is not responsible to others for any loss resulting therefrom.

[Signature]
 Bryan K. Partain
 Registered Professional Land Surveyor No. 4593

NOTES:

1. Bearing System based on prior calls along the West line of Stemmons Freeway (I.H. 35E)
 2. This survey was prepared with the benefit of a R/S commitment prepared by First American Title Insurance Company, of No. 201700355A, effective date, March 28, 2017.

TITLE SURVEY
 CITY BLOCK NO. 4/7941
 DALLAS, DALLAS COUNTY, TEXAS

DATE: 04-17-17
 FILE: 84441
 DATE: 08-03-14
 FILE: 84441
 DATE: 03-28-17
 FILE: 84441

4/7941

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Map 6: Mary Kay locations between 1963 and 1995. Lower right, location of Exchange Park. Drawn by Hayley Field Machalek. Current Mary Kay headquarters in Addison, TX not featured. Base Source: Google Maps, Accessed 07/16/2024.



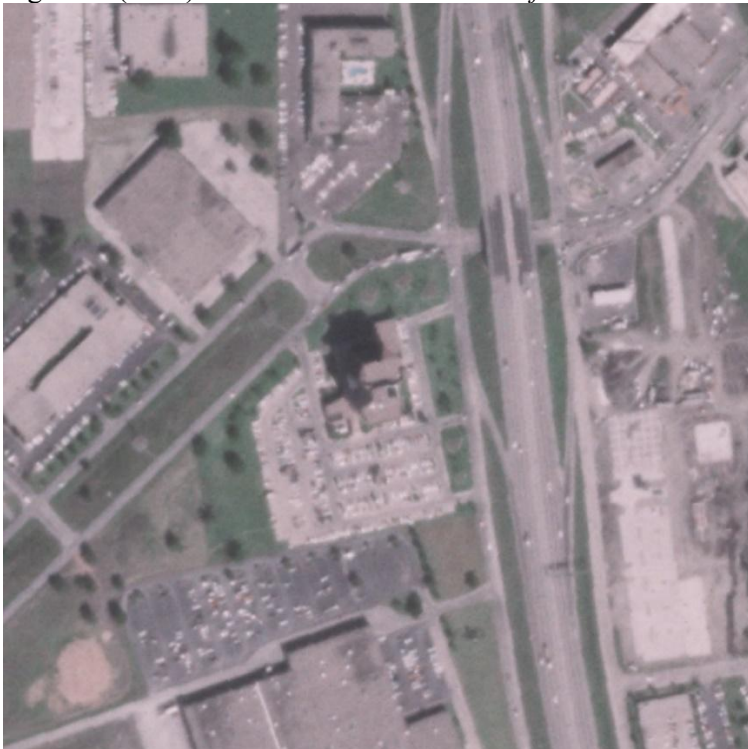
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figures

Figure 1: (1979) Mary Kay site three years post construction of Tower 1. *Historic Aerials - Retrieved from Historic Aerials by NETROnline.*



Figure 2: (1981) *Historic Aerials - Retrieved from Historic Aerials by NETROnline.*



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 3: (1989) Mary Kay site 4 years post-construction of Tower 2 and garage. Historic Aerials - *Retrieved from Historic Aerials by NETROnline*



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 4: (01/04/1959) Aerial of the Stemmons Freeway Opening Day Parade. The intersection in the middle of the photo is Market Center Blvd, with the newly constructed Dallas Trade Mart on the right side of the photo. *Squire Haskins Photography, Inc. Collection, UTA Libraries Digital Gallery. Accessed July 15, 2024.*



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 5: (10/1960) Aerial of the John Carpenter Freeway as seen above the Trinity River Elm Fork. The “triangle” of development on the left is the beginning of Empire Central.

DFW Freeways.com, Texas 183 Historical Images, <http://www.dfwfreeways.com/sh183/historical>



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 6: (1965) Postcard of the completed Exchange Park.

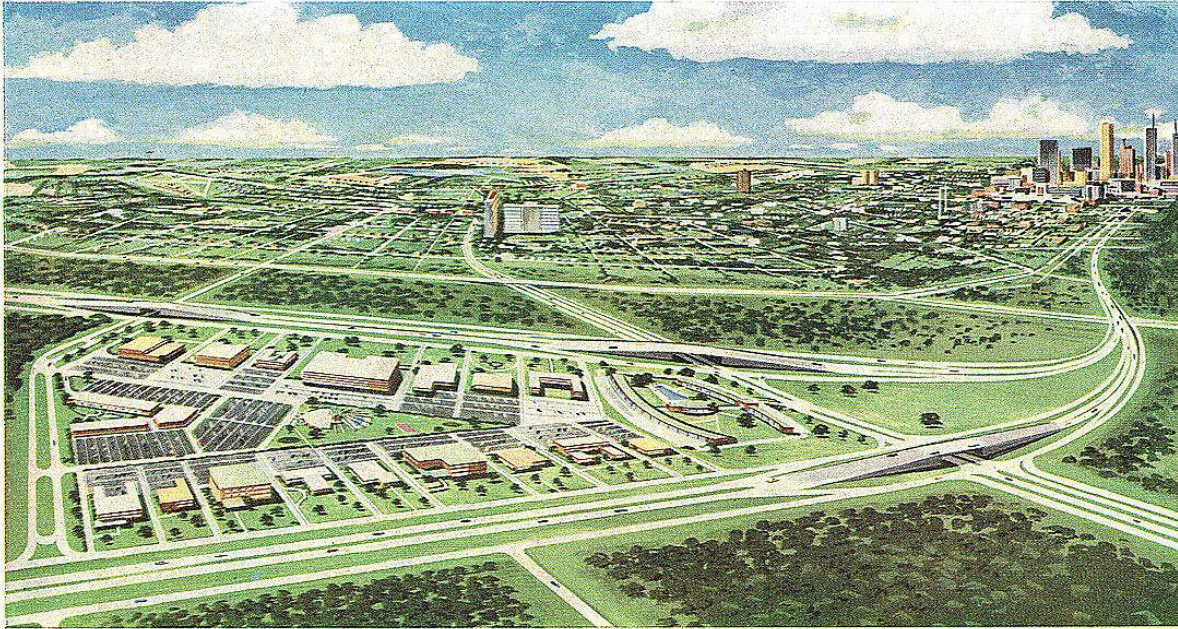
UNT Libraries, the Portal to Texas History, <https://texashistory.unt.edu/ark:/67531/metaph121602/>: accessed August 8, 2024).



Braniff Airways, Frito-Lay and Exchange Bank Buildings

Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 7: (1958) Rendering and advertisement for Empire Central office park. Exchange Park can also be seen in the middle of the rendering. *Flashback Dallas, "Empire Central and Its Fabulous Empire Club"*, <https://flashbackdallas.com/2016/10/18/empire-central-and-its-fabulous-empire-club/>

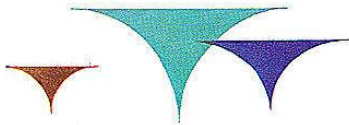


Empire Central, DALLAS,

marks another significant advance in the search for more efficient and attractive environment for office and commercial functions. During the first half of the twentieth century, the shopping center was a logical step in the pattern of urban growth.

Now Empire Central introduces necessary solutions to today's accelerated concentrations of population and personnel turnover.

The answers to modern office requirements for efficiency and economy are found in Empire Central's unit function concept of internal shopping, service and office-supply facilities . . . A beautiful employees' club to attract and retain the most proficient personnel . . . Each building site on a major freeway access road, minutes from any portion of the metropolitan area . . . Traffic patterns to assure smooth traffic flow . . . Off-street parking . . . Front-door public transportation . . . Architectural review for positive quality control . . . An advanced concept of restrictions to protect function and enhance investment . . . Looped water and gas mains for service assurance and operational economy.



General Electric Company, Southwestern Drug Corporation and others have selected Empire Central. Additional details available on request.

Windsor Properties, inc.

211 MERCANTILE COMMERCE BUILDING • DALLAS 1, TEXAS

Consultants: Broad & Nelson; Edward L. Wilson, Jr.; Lambert Landscape Company.

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

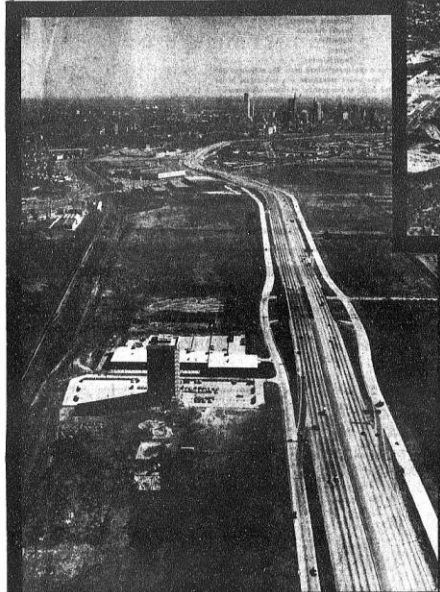
Figure 8: (01/1963) Advertisement for future leasing of Stemmons Towers by Industrial Properties Corporation. Bottom image is a rendering of the completed office park.

Flashback Dallas, "Stemmons Tower, Downtown Skyline—1963", <https://flashbackdallas.com/2018/07/17/stemmons-tower-downtown-skyline-1963/>

ALONG STEMMONS FREEWAY

Yesterday ▶

The top picture shows the Trinity Industrial District and the new Stemmons Freeway as it was in 1959.

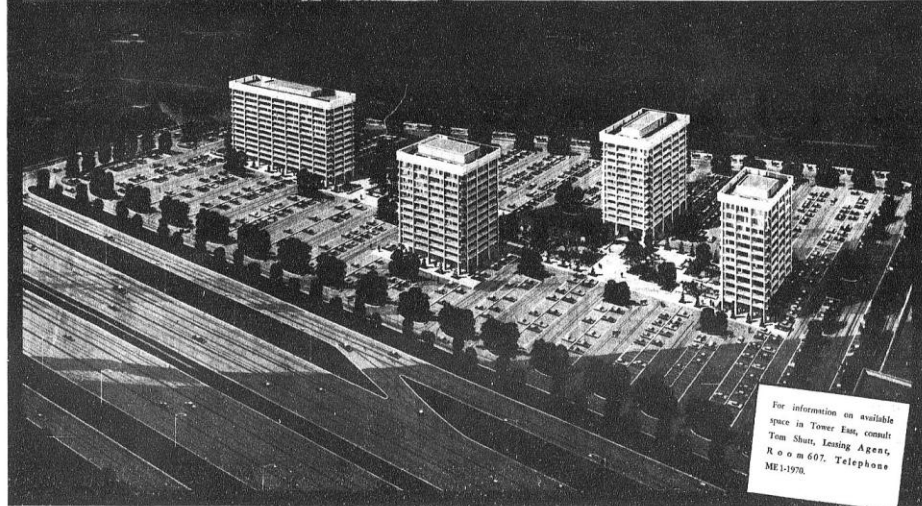


◀ Today...

The picture at left shows the Stemmons Freeway area as it is today, with the first unit of Stemmons Towers in the foreground and the original Trinity Industrial District in the upper right background.

Tomorrow ▼

Here are the Stemmons Towers of tomorrow, a complex of office buildings, beautifully landscaped, and offering everything that's new, modern and convenient. The first of the Towers is now completed and leases for office space are being negotiated.



For information on available space in Tower East, consult Tom Shurt, Leasing Agent, Room 607, Telephone ME1-1970.

INDUSTRIAL PROPERTIES CORPORATION

JOHN M. STEMMONS

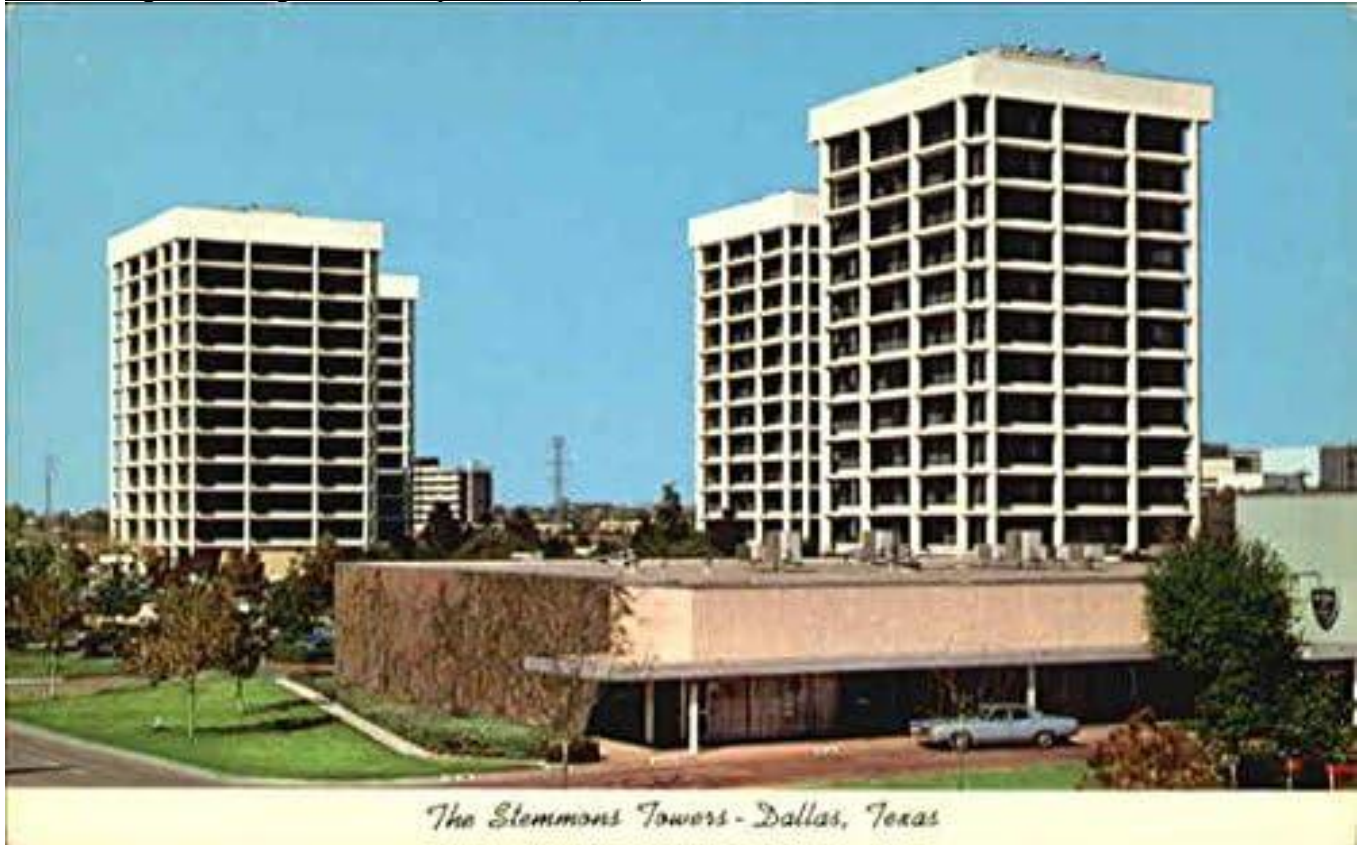
Tower East, 2700 Stemmons Freeway, ME1-7910

L. STOREY STEMMONS

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 9: (approx. 1965) Postcard for the completed Stemmons Towers. Source: <https://www.amazon.com/Stemmons-Towers-Original-Vintage-Postcard/dp/B00P4DQHFK>



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 10: (1963) Photo of the original Beauty by Mary Kay storefront at Exchange Park, opened September 13, 1963.
Source Image: marykay.com



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 11: (1963) Photo of the original Beauty by Mary Kay product set. Source Image: marykay.com



Figure 12: Mary Kay and her sons Richard Rogers (left) and Ben Rogers (right). The graph pictured is the sales of Beauty by Mary Kay in their first year at Exchange Park (1963 – 1964). *The Dallas Morning News*.



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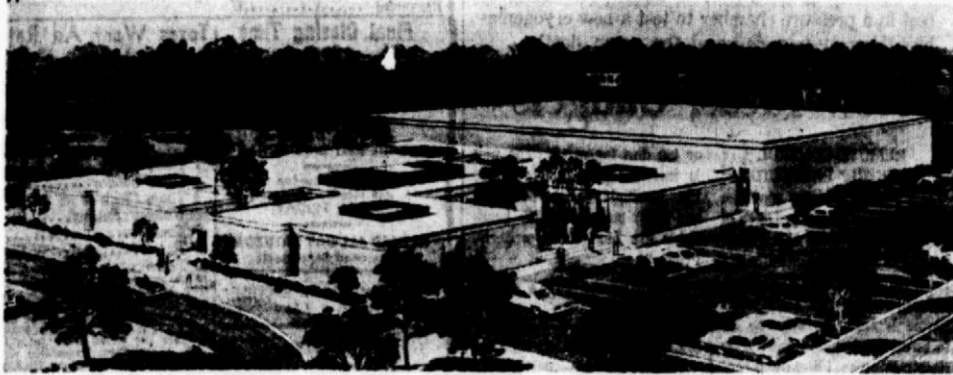
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 13: Mary Kay employees and Mary Kay, pictured in front of the Mary Kay headquarters at 1220 Majesty Drive (1964 – 1967). c. 1980, "All Your Tomorrows", *Texas Archive of the Moving Image*. Accessed January 18, 2024. https://texasarchive.org/2013_00629



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 14: Rendering of the Mary Kay headquarters at 3900 John Carpenter Fwy. Housed the company from 1967 to 1976. Source: *Dallas Morning News*, August 20, 1967.



New Home of Mary Kay Cosmetics

Above is an architect's rendering of Mary Kay Cosmetics' new home now rising at Carpenter Freeway and Profit Street. It was designed by Dales Y. Foster, Architect, and Frank L. Meier, Associate Architect. Connell Construction Co. is general contractor. Exterior is a buildup of an exposed aggregate battered wall to a grey velour

brick wall capped by a projected double soldier brick course band with duranodic colored fascia strip. Corners of the 20,000 sq. ft. building are softened by a curved wall laid up of row-lock brick. Real estate negotiations were handled by Campbell Company of Dallas, Realtors. It's Mary Kay Cosmetics' third expansion in four years.

Figure 15: Mary Kay employees and Mary Kay, pictured in front of the Mary Kay headquarters at 3900 John Carpenter Fwy (1967 – 1976). Source: *Facebook.com*



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 16: Mary Kay Ash performing on stage at Seminar. Likely post-1968, as she awarded the first pink Cadillacs in 1968. Source: *marykay.com*.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 17: Rendering of the Mary Kay headquarters at 8777 N. Stemmons Freeway (1976-1995).
Source: *Dallas Morning News*, January 25, 1976.



Mary Kay Cosmetics plans new headquarters.

Mary Kay to build

New headquarters to open Spring of 1977

Mary Kay Cosmetics Inc. is starting construction on an 8-story corporate headquarters building at the southwest corner of Stemmons Freeway and Regal Row.

The multi-million dollar structure, financed with internally generated funds, is scheduled for completion by the spring of 1977. It will also contain training facilities for the firm's Southwestern Division.

Designed by Dales Y. Foster Inc. with Frank L. Meier as principal architect in charge, the new building is round-cornered similar to the single-

story headquarters at 8900 Carpenter Freeway. Meier designed that building as well as Mary Kay's personal home, which is perfectly round.

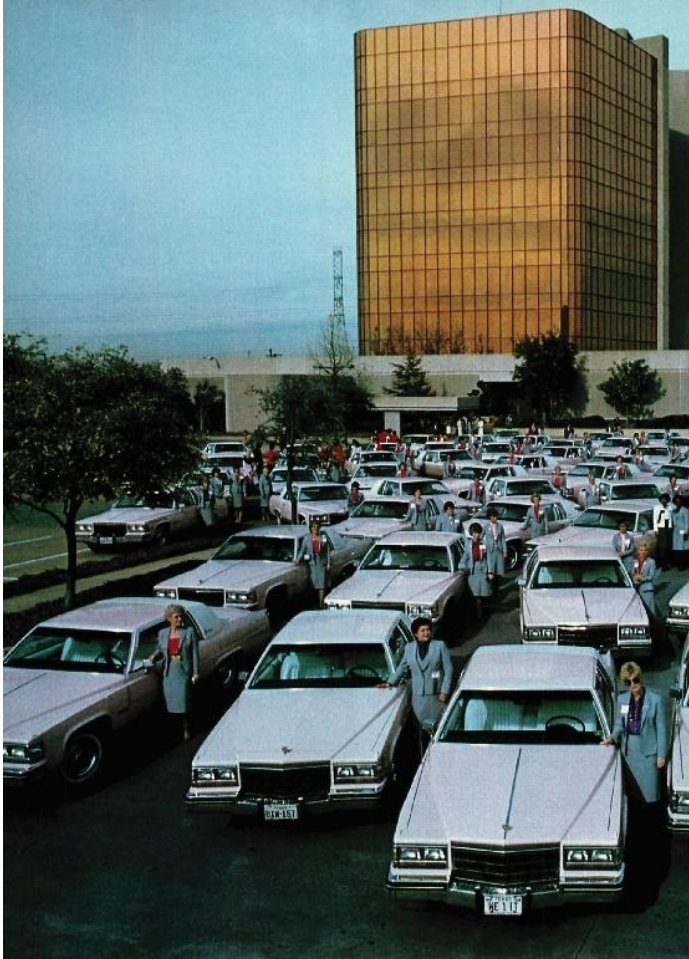
The new Mary Kay building will contain 109,000 square feet of space to handle projected needs two years after the company moves in, with another floor set aside to provide for growth after that.

Parking will be provided for 365 automobiles, with the site planned for a second office tower and a future parking structure. General contractor will be Connell Construction Co., with structural engineering by Ellisor and Tanner Inc., mechanical and electrical by Brady and Freeman Inc., civil engineering by Jack Cook, and acoustical consulting by Acoustic Design Associates.

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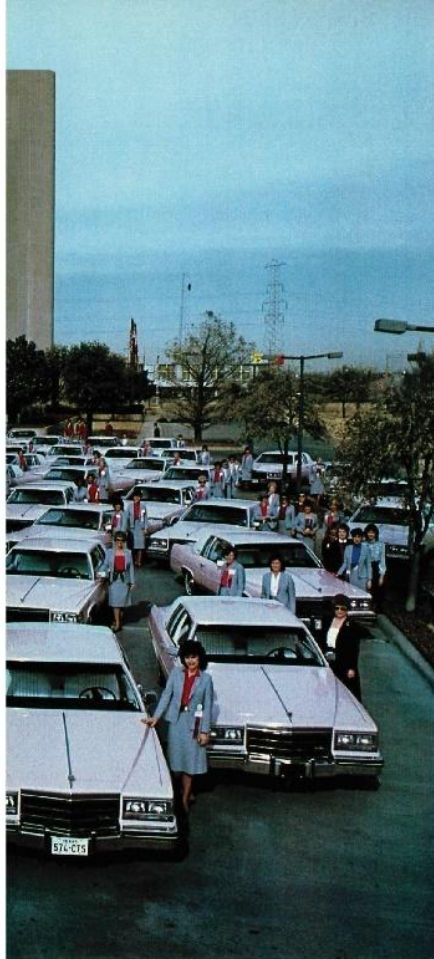
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 18: Mary Kay Tower 1 with Independent Beauty Consultants and their Pink Cadillacs. Inset image: Mary Kay awarding a mink coat at Seminar, c. 1984. *National Geographic*, September 1984 Issue – p. 284-285.

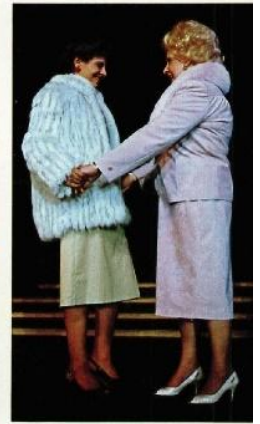


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National Geographic, September 1984



Dallas!



In the pink and proud, top saleswomen of Mary Kay Cosmetics, Inc., show off their Cadillacs earned for superior performance (left). Co-founder and chairman of the direct-sales company, Mary Kay Ash (above), presents another achiever with a mink jacket, won in a drawing during a recent sales seminar. Founded in 1963, the Dallas company earned \$188,000 its first year with a can-do philosophy emphasizing family and home while lavishing prizes and praise on top performers. Last year Mary Kay's 200,000 representatives helped the New York Stock Exchange-listed company total \$24 million dollars in sales. "Women can do it all," says Mary Kay.

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 19: Mary Kay Cosmetics, Inc. New International Headquarters Building Challenge Coin, c. 1976. *Mary Kay Museum*. Visited January 18, 2024.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 20: Mary Kay Cosmetics, Inc. New Headquarters Building, *Dallas Morning News*, April 16, 1978.



THANK YOU!

*The new Mary Kay
International Headquarters
is a landmark in
Dallas history and
a legal fact.*

THANK YOU, DALLAS
for your support of Mary Kay Cosmetics, Inc. You've been good to us since our founding 15 years ago, and we appreciate it. And we are especially proud to be a part of the important fashion center that Dallas has become.

THANK YOU, MARY KAY BEAUTY CONSULTANTS
across the U.S., Australia and Canada — all 40,000 of you. For without you, we could not have built our company nor our beautiful new building.

THANK YOU, SUPPLIERS AND CONTRACTORS,
who have made our new building so beautiful, so functional, so appropriate to our city and to our company.

MARY KAY COSMETICS, INC.
8787 STEMMONS FREEWAY, DALLAS, TEXAS 75247

ARCHITECT
Foster + McR Architects, Inc.
Dallas, Texas

GENERAL CONTRACTOR
Connell Construction Co., Inc.
Dallas, Texas

INTERIOR DESIGN
Erickson Associates, Inc.
Pasadena, California

SUBCONTRACTORS
Affiliated Tile Corp.
Arnold Sival Company, Inc.
Avakon Supply Company
Baker Erection Corp.
Bestt Painting and Wallcovering Co.
Big State Waterproofing
Billings Corp., The
Brady, Lohman & Pendleton, Inc.
Burnett, Naud, Landscape Architects
Carpenter Plastering Company
Chatham Company, The
City Wide Window Cleaning, Inc.
Coerver Industries, Inc.
Co-Met Steel, Inc.
Commercial Drywall Construction, Inc.
Cook Consultants
D-F-W Shod Company
Doe-Brown Masonry, Inc.
Doe-Fabricators, Inc.
Dover Elevator
Electric, Inc.
Elisor and Jarner
Evers & Company
French-Brown Floors Co.
Goodall Distributors, Inc.
Jordan Specialties, Inc.
LaDew, Wm. H., Inc.
Marriott Bros., Inc.
Modern Equipment & Materials
Nash Equipment Company
Neville Paving Corporation
Paine & Howard, Inc.
R.C. Roland Foundation Drilling
Specialty Building Materials Co.
Stripe-A-Zone, Inc.
Tegis Architectural Products, Inc.
Terrell Manufacturing Company
Texas Distributors, Inc.
Texas Industries, Inc.
Texas Testing Laboratories, Inc.
Tinity Floor Company, Inc.
TNI Structural Products, Inc.
Weaver Construction Company
Westbrook, Lee Ray, Steel Form
Erection Co.
Williams Company, The
Winn & Associates

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 21: Mary Kay Ash with her Pink Cadillac parked in front of Tower 1, c. 1978. *Mary Kay Museum*. Visited January 18, 2024.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 22: Completed Tower 1 c. 1980, "All Your Tomorrows", *Texas Archive of the Moving Image*. Accessed January 18, 2024. https://texasarchive.org/2013_00629



Figure 23: Video still of the signage atop the headquarters at 8777 N Stemmons. c. 1981, "Capture the Vision", *Texas Archive of the Moving Image*. Accessed July 15, 2024. https://texasarchive.org/2013_00629



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 24: Interior of Tower 1 showing reception, the east lobby skylight, and the large prefunction space, c. 1980, "All Your Tomorrows", *Texas Archive of the Moving Image*. Accessed January 18, 2024. https://texasarchive.org/2013_00629



Figure 25: Directors in Qualification visiting Mary Kay's Tower 1 office during DIQ Week, c. 1980, "All Your Tomorrows", *Texas Archive of the Moving Image*. Accessed January 18, 2024. https://texasarchive.org/2013_00629



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 26: Directors in Qualification in Tower 1's training room during a DIQ Week, about to hear from Mary Kay Ash. Ash would speak with her visiting DIQs every Wednesday at headquarters yearround. c. 1980, "All Your Tomorrows", *Texas Archive of the Moving Image*. Accessed January 18, 2024. https://texasarchive.org/2013_00629



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 27: Video still of employees working in the headquarters c. 1981, "Capture the Vision", *Texas Archive of the Moving Image*. Accessed July 15, 2024. https://texasarchive.org/2013_00629



Figure 28: Video still of employees working in the headquarters c. 1981, "Capture the Vision", *Texas Archive of the Moving Image*. Accessed July 15, 2024. https://texasarchive.org/2013_00629



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 29: Video still of Mary Kay's son Richard Rogers and unknown employees meeting in the headquarters c. 1981, "Capture the Vision", *Texas Archive of the Moving Image*. Accessed July 15, 2024. https://texasarchive.org/2013_00629



Figure 30: Mary Kay Ash onstage at Seminar during the 1980s. Source: "Flashback: Ride the Success Express to 80's Mary Kay Seminars," *The Dallas Morning News*, July 27, 2017.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 31: Mary Kay display at seminar during the 1980s. Source: "Flashback: Ride the Success Express to 80's Mary Kay Seminars." *The Dallas Morning News*, July 27, 2017.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 32: Mary Kay on stage at seminar during the 1980s. Source: *marykay.com*



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 33: Mary Kay display at Seminar lobby during the 1980s. Source: *marykay.com*



**Skin care isn't just something you buy.
It's something you learn.**

Your skin is unique. With its own special levels of oil production and moisture retention. Its own elasticity, resiliency and sensitivity to the sun.

And it takes more than mysterious creams and lotions to keep it healthy and beautiful. It takes knowledge.

Mary Kay doesn't just sell you skin care. We teach you.

At Mary Kay, we believe the best way to learn about skin care is through personal instruction. That's why you'll work closely with a professional Mary Kay Beauty Consultant. You'll learn about Mary Kay's Five Steps to Beauty: cleanse, stimulate, freshen, moisturize and protect. A total skin care system based on products that work together to make your skin naturally radiant. From your very first facial.

Mary Kay is scientifically formulated for your skin type.

While all skins have the same basic needs, every skin has special needs, too. After years of research, Mary Kay has developed a variety of skin care products scientifically formulated to bring out the vibrant qualities of your kind of skin. Whether it's dry, normal or oily.

Learning the right beauty regimen, with the right products, is the best way to keep your skin looking young.

That's why you need Mary Kay.

Mary Kay Cosmetics

Look in the Yellow Pages under Cosmetics/Retail,
or call 800/527-6270 toll free. In Texas, call 800/442-5473. In Canada, 800/268-0413.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 34: Mary Kay display at Seminar lobby during the 1980s. Source: *marykay.com*

**Because every skin is different,
you need skin care that's different.
You need Mary Kay.**



The very things that make your skin unique make it necessary to care for your skin in a special way. Factors such as your age and hormone balance. Your environment and sensitivity to the sun. As well as your skin's natural pigmentation, oil production and moisture-retention ability. Together, they make your skin unlike any other.

Mary Kay is specially formulated for your individual skin type.
While all skins have the same basic needs, black skin has special needs, too. After years of research, a variety of Mary Kay skin care products has been scientifically formulated to bring out the vibrant qualities of your kind of skin. Whether it's dry, normal, or oily.

We don't just tell you about skin care. We teach you.
At Mary Kay, we believe the best way to learn about skin care is through personal instruction. That's why you'll work closely with a professional Mary Kay Beauty Consultant. You'll learn about Mary Kay's Five Steps to Beauty, a total skin care system based on products that work together to make your skin naturally radiant.

Every woman wants to look as good as she can. So it makes sense to start caring for your skin as soon as you can. And stay with it.

The right beauty regimen with the right products is the closest thing yet to keeping your youthful look. That's why the more you care about your skin, the more you need Mary Kay.



Mary Kay Cosmetics
Look in the Yellow Pages under Cosmetics/Retail,
or call 800/527-6270 toll free. In Texas, call 800/442-5473. In Canada, 416/624-5600.

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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 35: Mary Kay photographed in her office at corporate headquarters, January 1982.

Source: *Texas Monthly*, "Happy Birthday, Mary Kay Ash." May 10, 2014.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 36: Mary Kay photographed in her office, c. 1985. Source: *Ebay* .
https://www.ebay.com/itm/384780400592?mkcid=16&mkevt=1&mkrid=711-127632-2357-0&ssspo=ko9rhvk5txe&sssrc=2047675&ssuid=&widget_ver=artemis&media=COPY



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 37: Video still of interior of Tower 1 showing the new Mary Kay Museum. Source: c. August 20th, 1993. KXAS-NBC 5 News Collection, *Portal to Texas History*.
<https://texashistory.unt.edu/ark:/67531/metadc2127676/m1/?q=mary%20kay%20cosmetics>



Figure 38: Mary Kay Seminar lobby, 1995. Source: Squire Haskins Photography, Inc. Collection, University of Texas at Arlington Libraries. "Mary Kay Cosmetics convention ." *UTA Libraries Digital Gallery*. 1995.



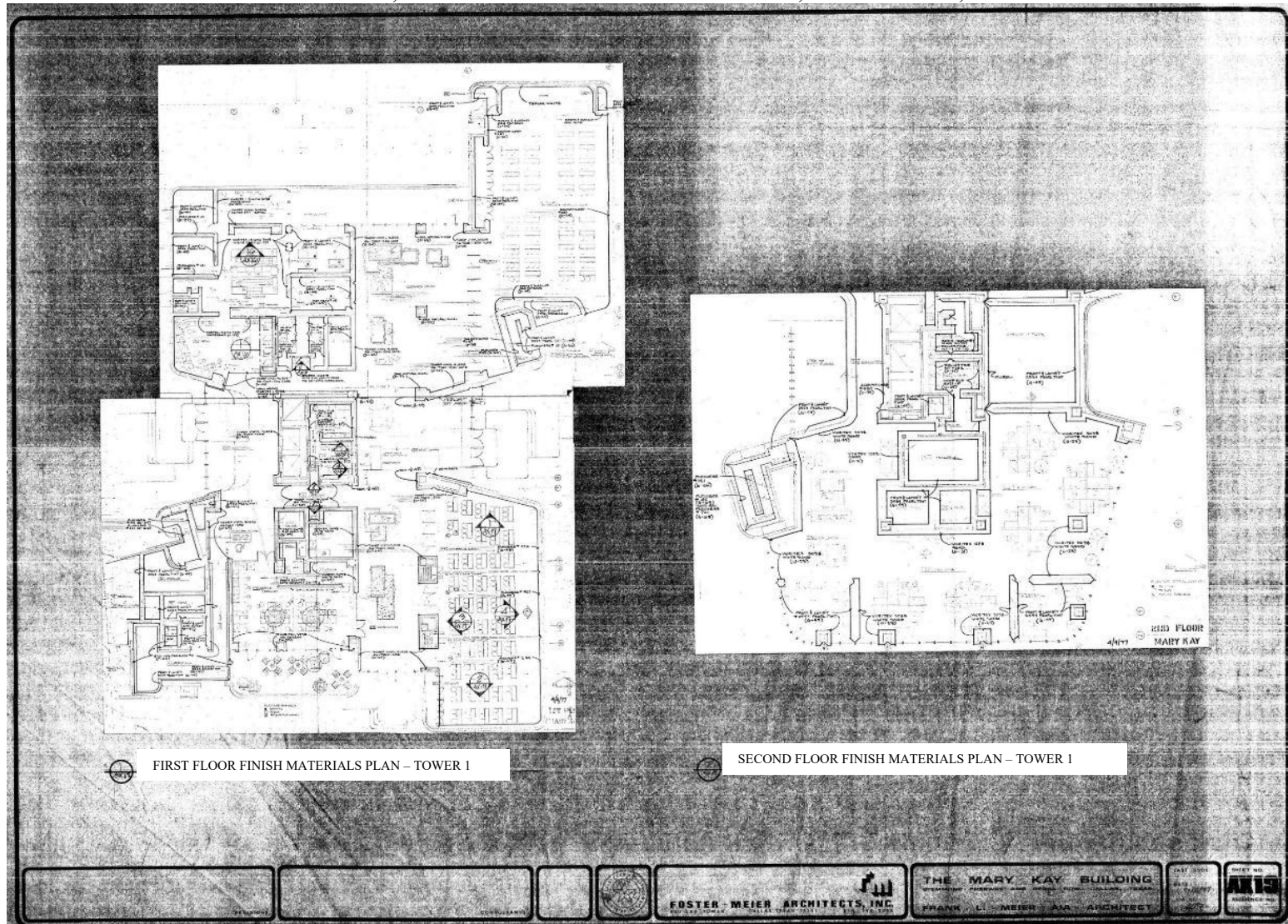
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 39: Tower 1 Rendering/Historic Drawing Set Cover Sheet, c. 2/13/1976. Dales Y. Foster Architects, Frank L. Meier, Architect.



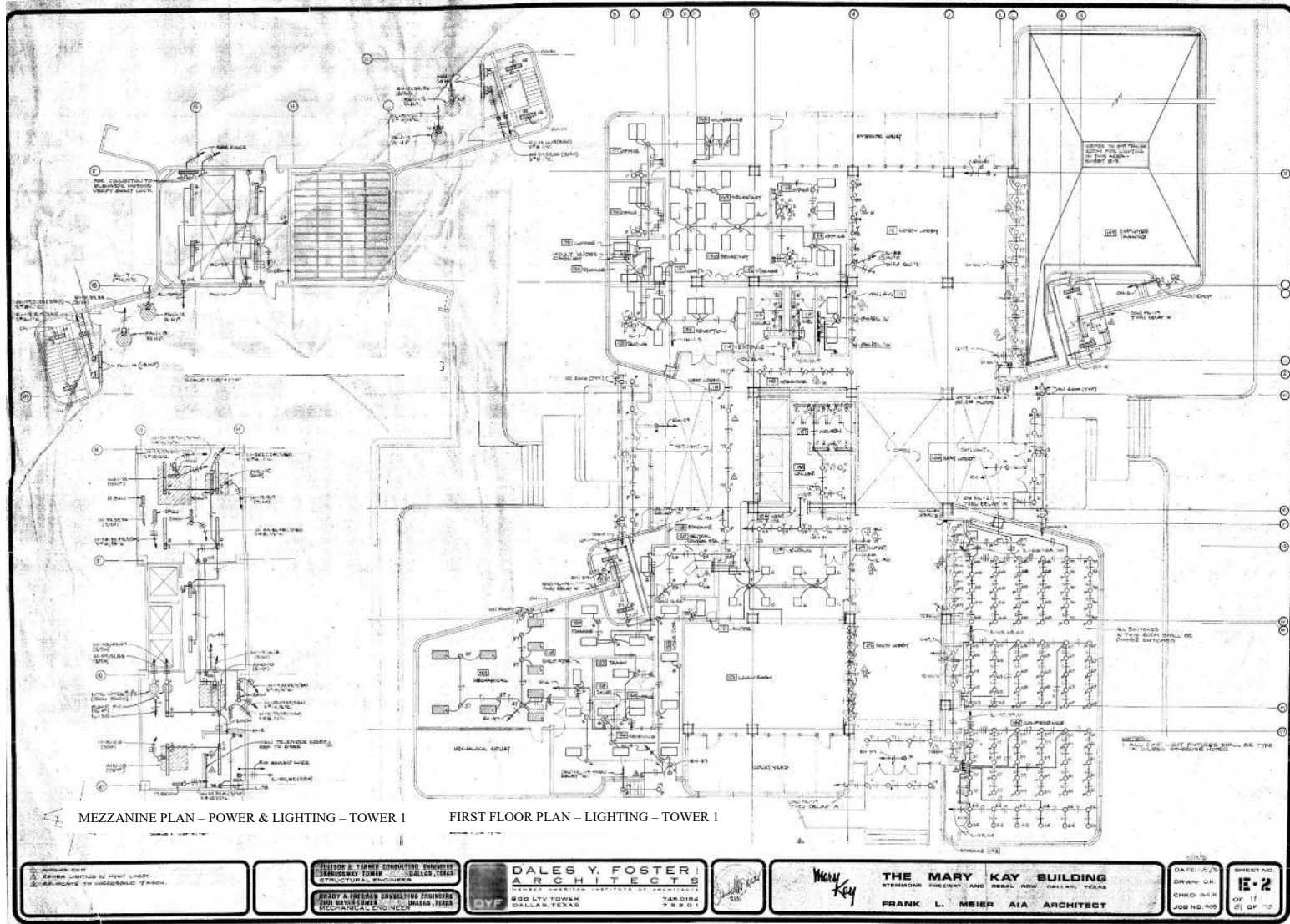
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 40: Tower 1 1st Floor & 2nd Floor Finish Plans, c. 6/27/1977. Dales Y. Foster Architects, Frank L. Meier, Architect.



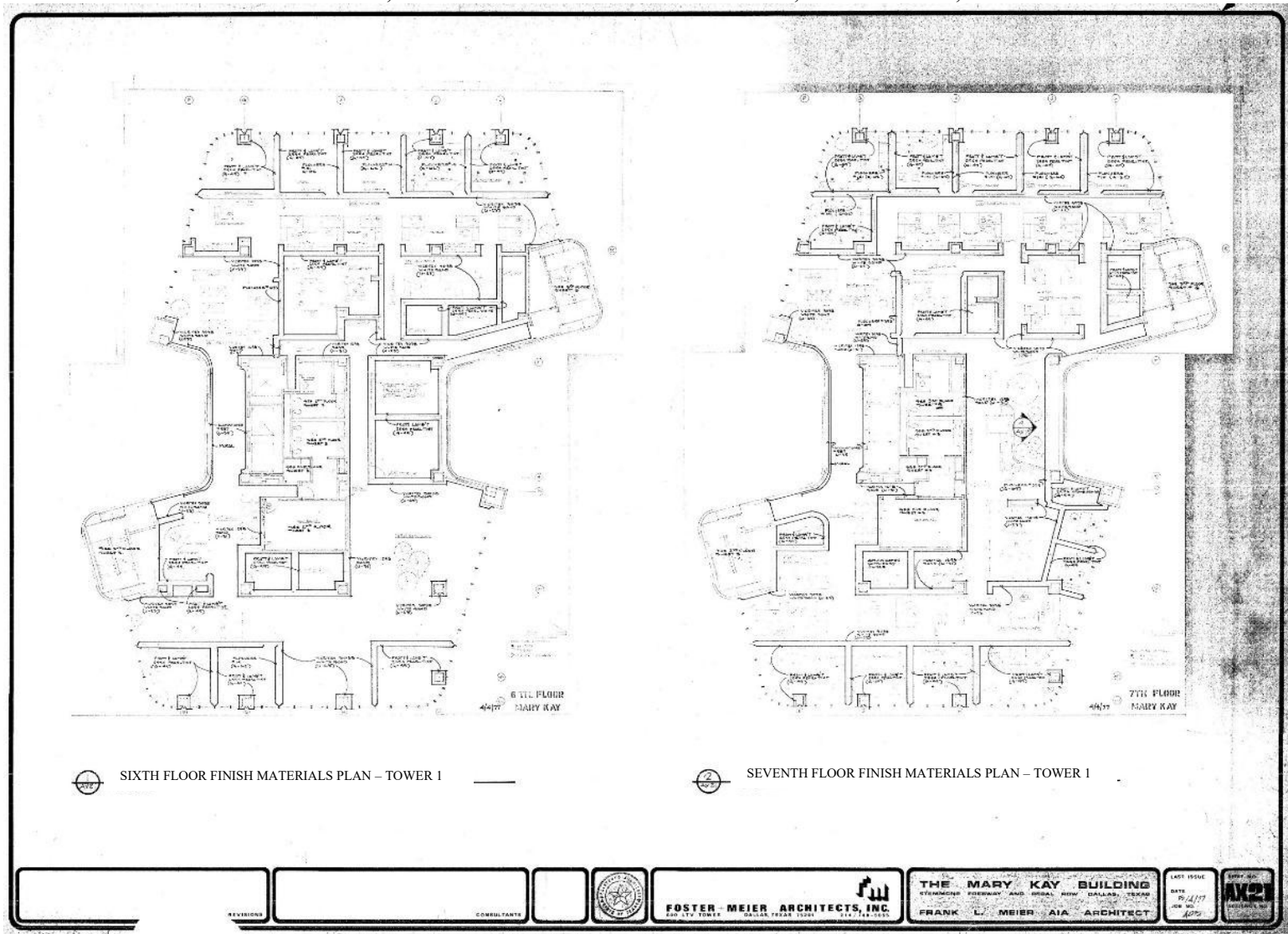
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 41: Tower 1 1st Floor, Mezzanine, and Penthouse Power & Light Plans, c. 6/27/1977. Brady & Freeman Consulting Engineers.



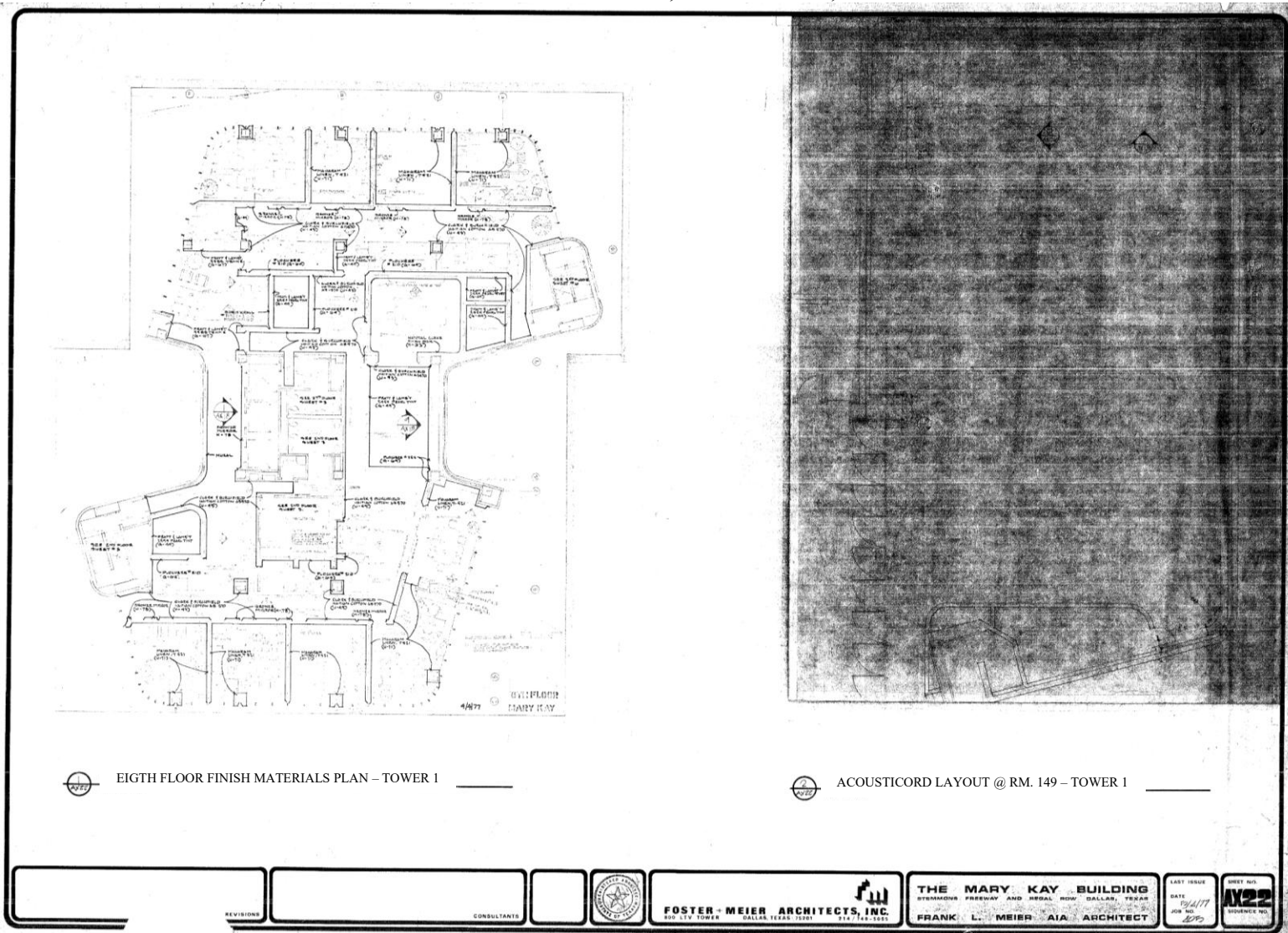
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 42: Tower 1 6th Floor & 7th Floor Finish Plans, c. 6/27/1977. Dales Y. Foster Architects, Frank L. Meier, Architect.



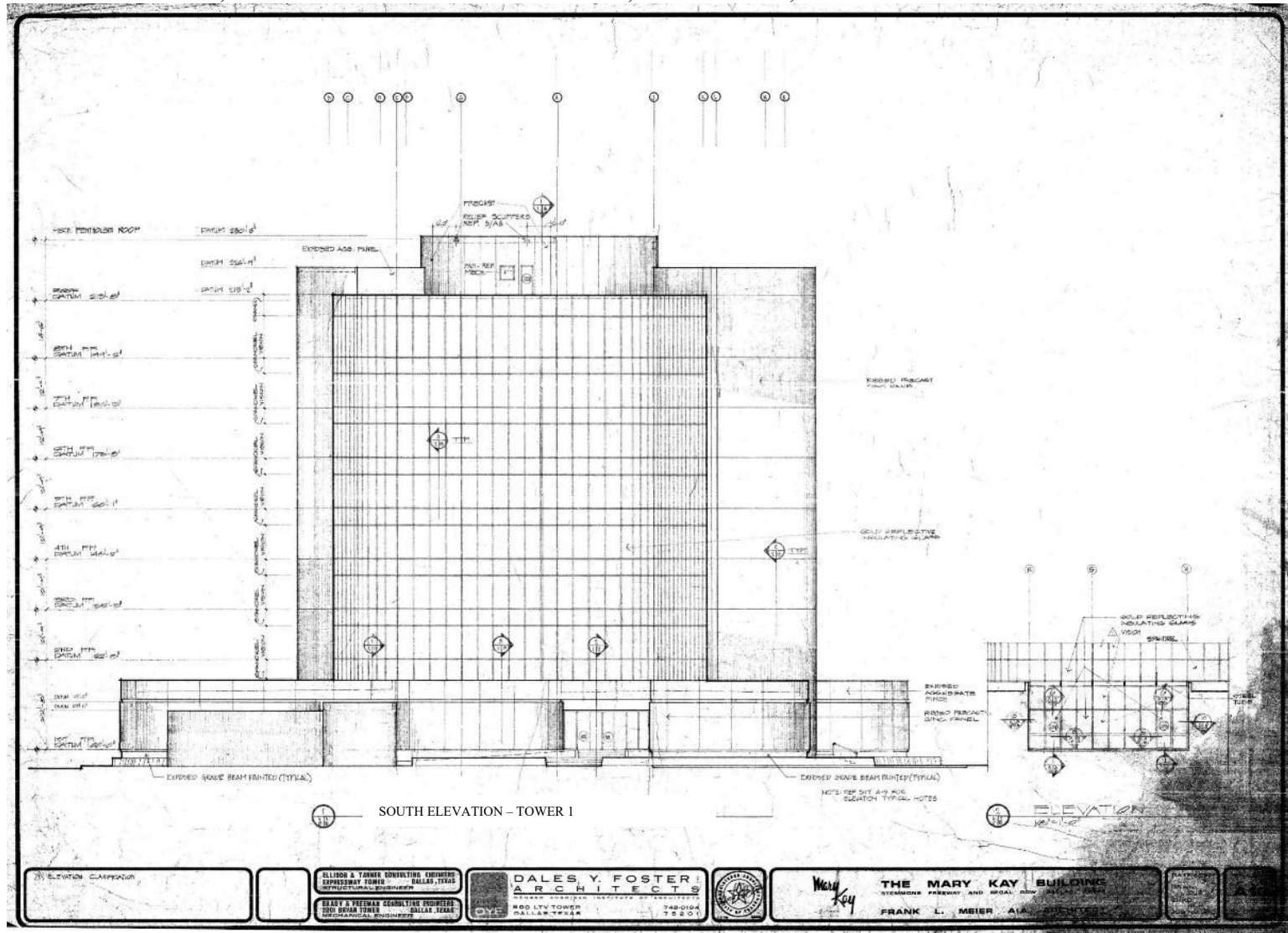
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 43: Tower 1 8th Floor Finish Plan, c. 6/27/1977. Dales Y. Foster Architects, Frank L. Meier, Architect.



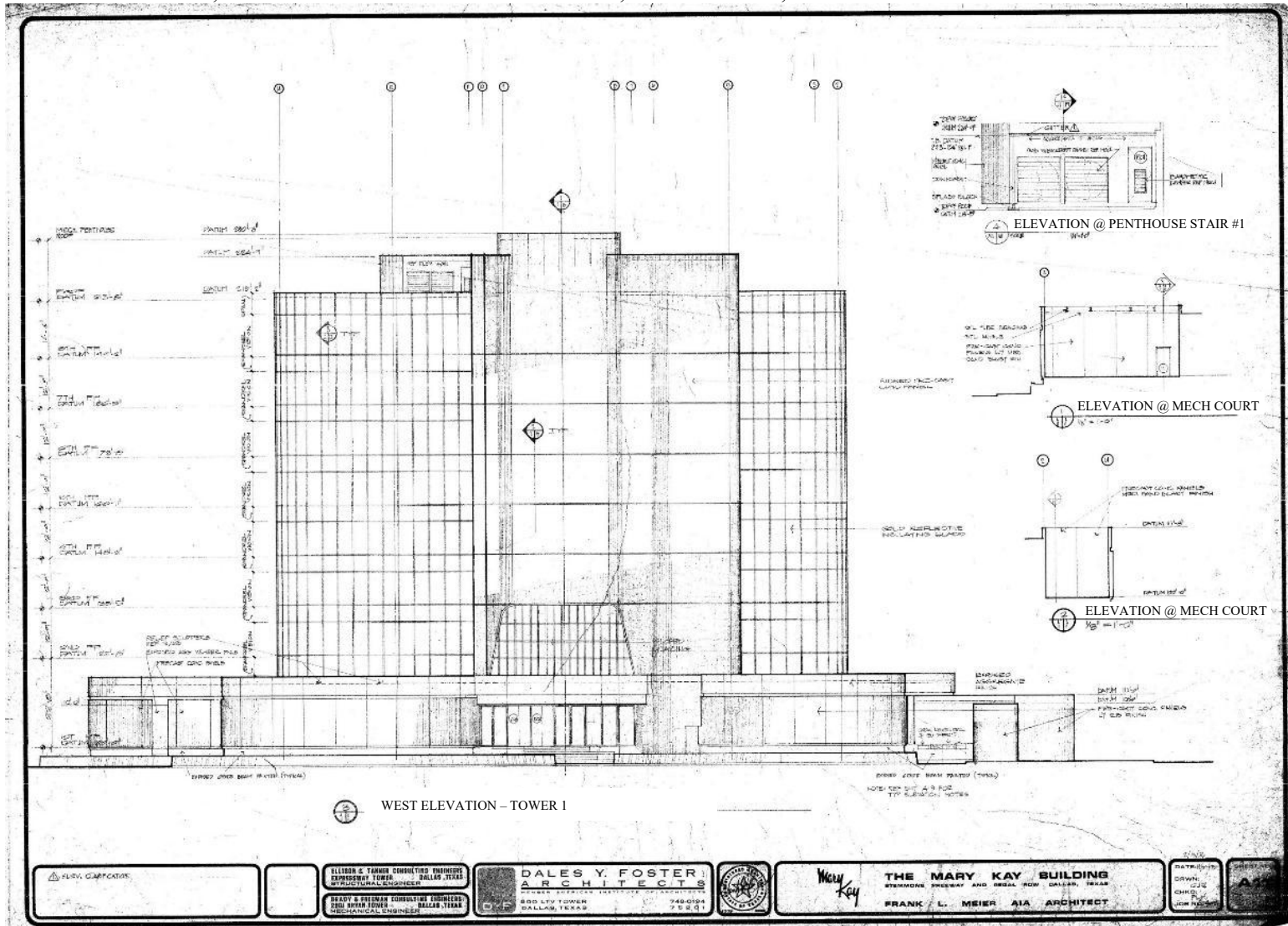
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 45: Tower 1 South Elevation, c. 2/13/1976. Dales Y. Foster Architects, Frank L. Meier, Architect.



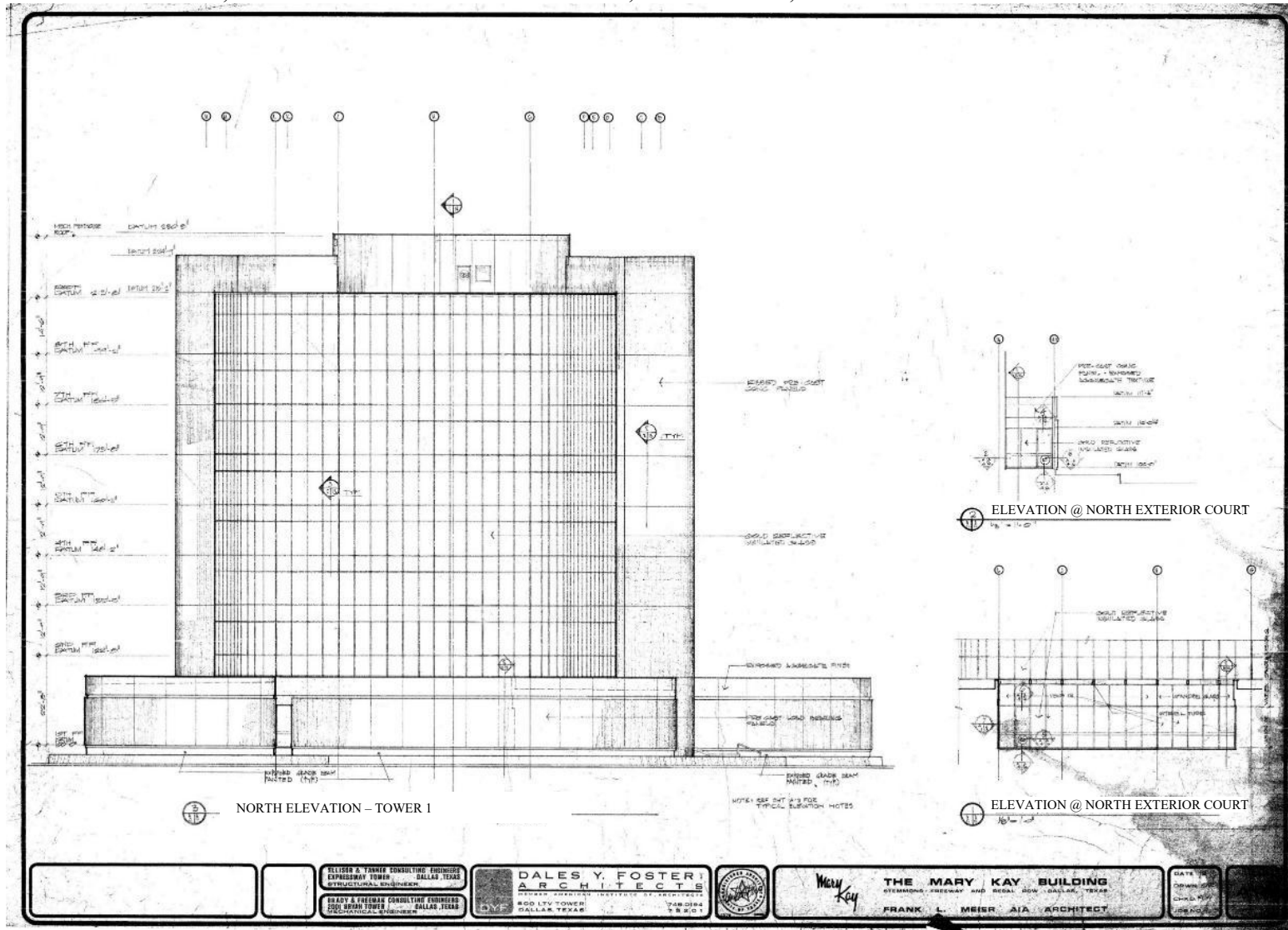
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 46: Tower 1 West Elevation, c. 2/13/1976. Dales Y. Foster Architects, Frank L. Meier, Architect.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 47: Tower 1 North Elevation, c. 2/13/1976. Dales Y. Foster Architects, Frank L. Meier, Architect.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 48: Tower 2 Rendering/Cover Sheet, c. 11/25/1985. Frank L. Meier Architects

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- S6 ROOF FRAMING PLAN
- S7 POST-TENSIONING DETAILS
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- PARKING RAMP
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- R52 FOUNDATION PLAN
- R51 SECTION & DETAILS

Mary Kay Cosmetics

HERB

11/25/85

Handwritten notes:
 Park Ramp 121,000
 23,000
 31,000
 31,000
 124,500
 105,000

No.	Date	Description	Sheet No.
1	11-25-85	BUILDING PERMIT	ALL SHEETS 10-2000

ISSUE RECORD

MARY KAY COSMETICS
 DALLAS
 TITLE SHEET

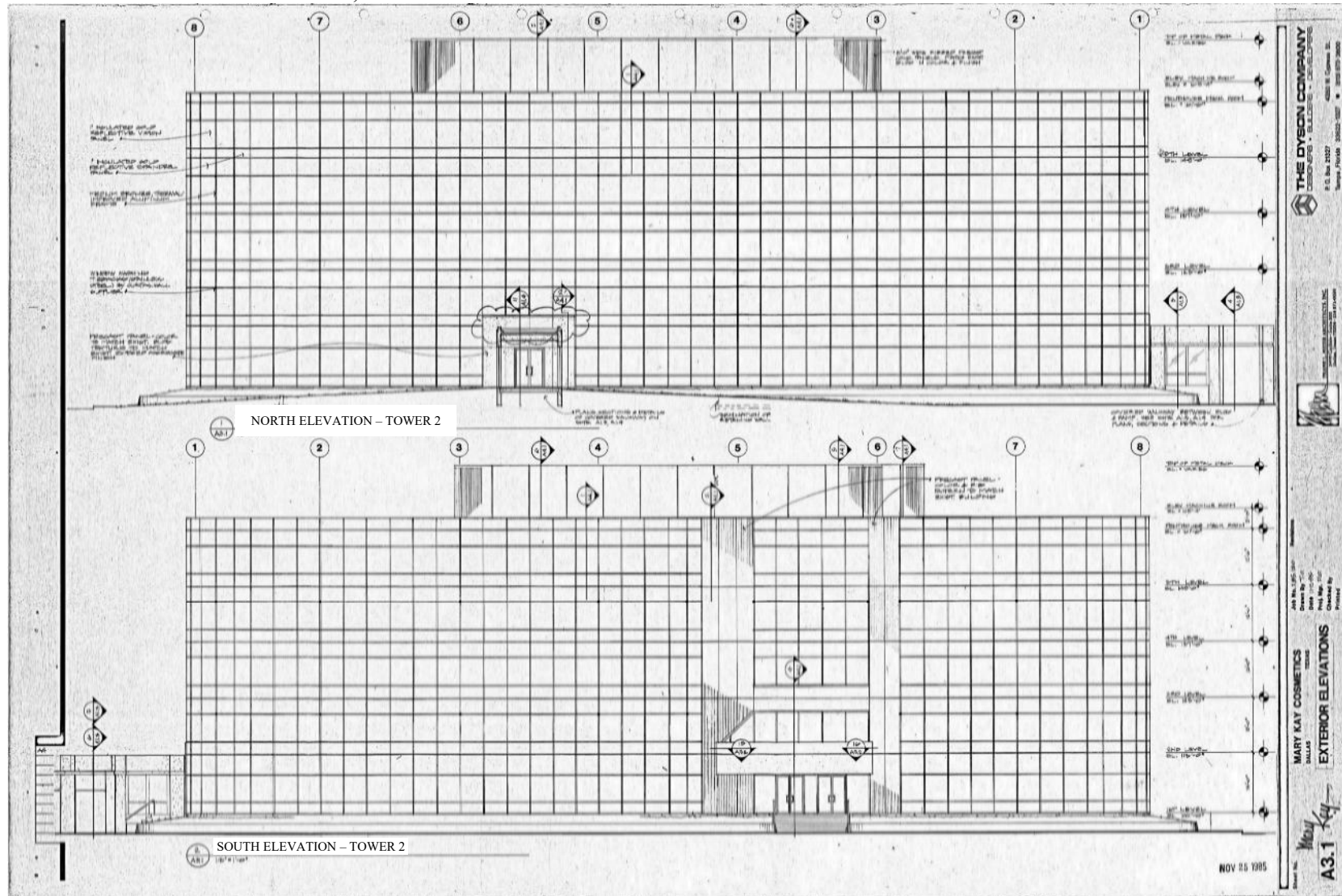
THE DYCKIN COMPANY
 7408-Ba 2107
 Dallas, Texas

FRANK L. MEIER ARCHITECTS INC.
 1100 N. GILBERT ST.
 DALLAS, TEXAS 75207

Job No. 85-01
 Drawn By: [Signature]
 Date: 11/25/85
 Checked By: [Signature]
 Printed: [Signature]

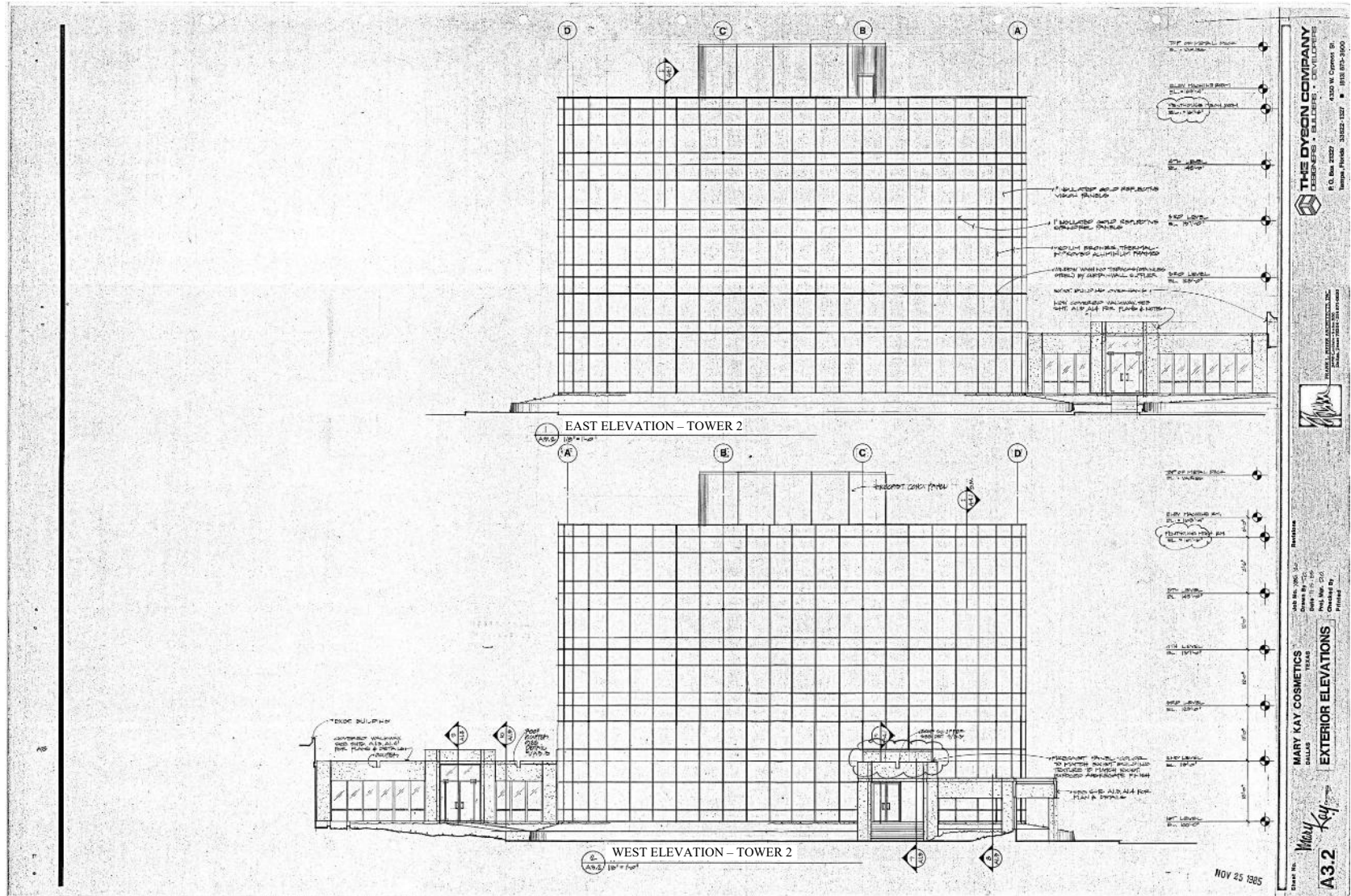
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 51: Tower 2 North & South Elevations, c. 11/25/1985. Frank L. Meier Architects



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Figure 52: Tower 2 East & West Elevations, c. 11/25/1985. Frank L. Meier Architects



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photographs

Photo 1:
North elevation – Tower 1
Camera facing south.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 2:
Northeast oblique – Tower 1
Camera facing southwest.



SBR Draft

Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 3:
East elevation - Tower 1
Camera facing west.



SBR Draft

Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 4:
Northeast oblique - Tower 2
Camera facing southwest.



SBR Draft

Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 5:
East elevation - Tower 1
Camera facing northwest.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 6:
East elevations - Tower 1 & Tower 2
Camera facing west.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 7:
East elevation - Tower 2
Camera facing west.



SBR Draft

Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 8:
South elevation - Tower 2
Camera facing northwest.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 9:
South entrance - Tower 2
Camera facing north.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 10:
Southwest oblique - Tower 2
Camera facing northeast.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 11:
West elevations - Towers 1 & 2
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 12:
West elevation - Tower 2
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 13:
West elevation - Tower 2 & Garage
Camera facing east.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 14:
North elevation - Garage
Camera facing south.



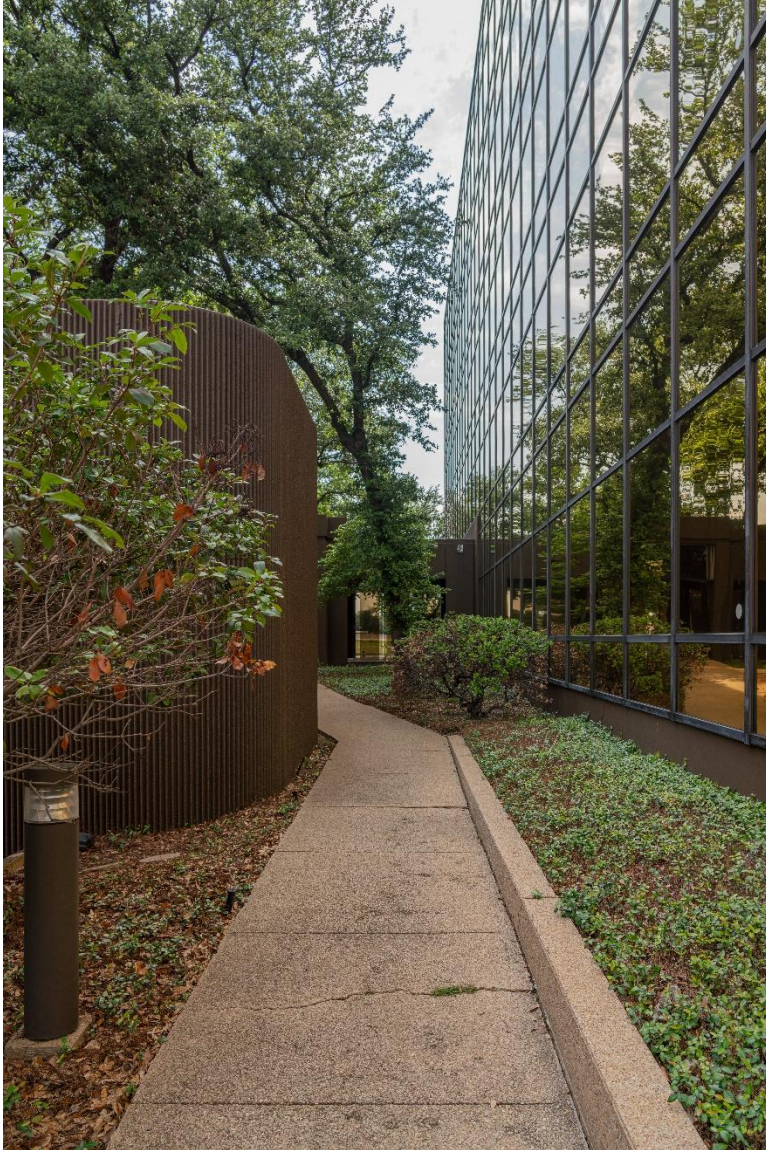
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 15:
West elevations - Towers 1 & 2
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 16:
West courtyard – Tower 1
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 17:
West elevation of connecting breezeway
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 18:
South entrance – Tower 1
Camera facing north.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 19:
East elevation of breezeway between Tower 1 and Tower 2
Camera facing west.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 20:
East entrance interior – Tower 1
Camera facing northeast.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 21:
West entrance – Tower 1
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 22:
East lobby – Tower 1
Camera facing south.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 23:
West lobby – Tower 1
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

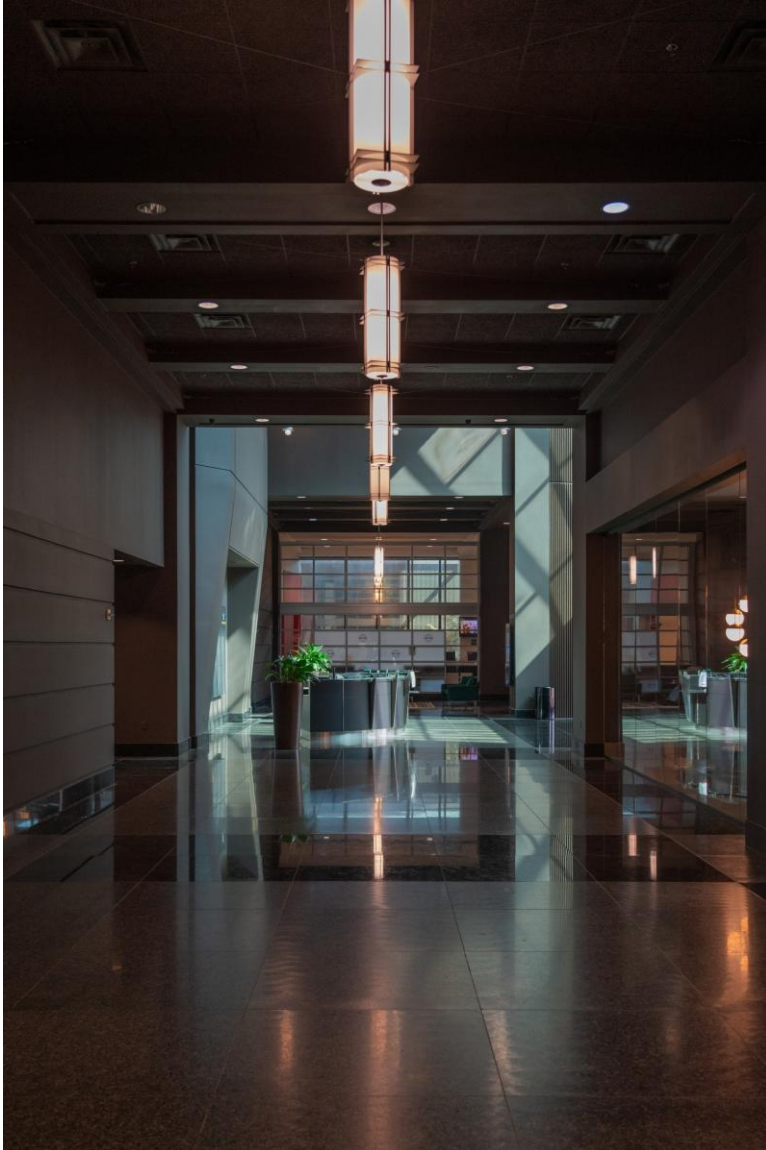
Photo 24:
West lobby circulation – Tower 1
Camera facing south.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 25:
East lobby – Tower 1.
Camera facing north.



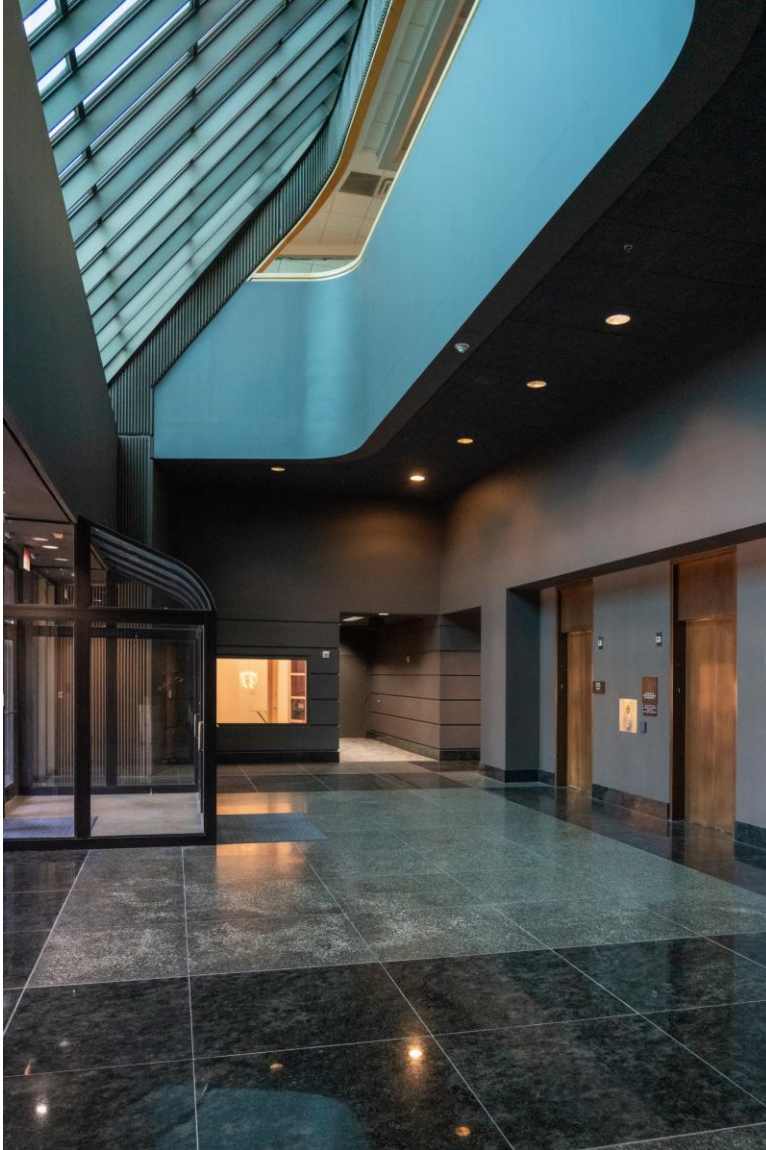
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 26:
Training room – Tower 1
Camera facing northwest.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 27:
West lobby – Tower 1
Camera facing north.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 28:
2nd floor elevator lobby – Tower 1
Camera facing north.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 29:
2nd floor elevator lobby – Tower 1
Camera facing east.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 30:
3rd floor elevator lobby – Tower 1
Camera facing north.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 31:
4th floor, north side – Tower 1
Camera facing north.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 32:
5th floor, north side – Tower 1
Camera facing north.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 33:
7th floor elevator lobby – Tower 1
Camera facing south.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 34:
7th floor, north side – Tower 1
Camera facing southwest.



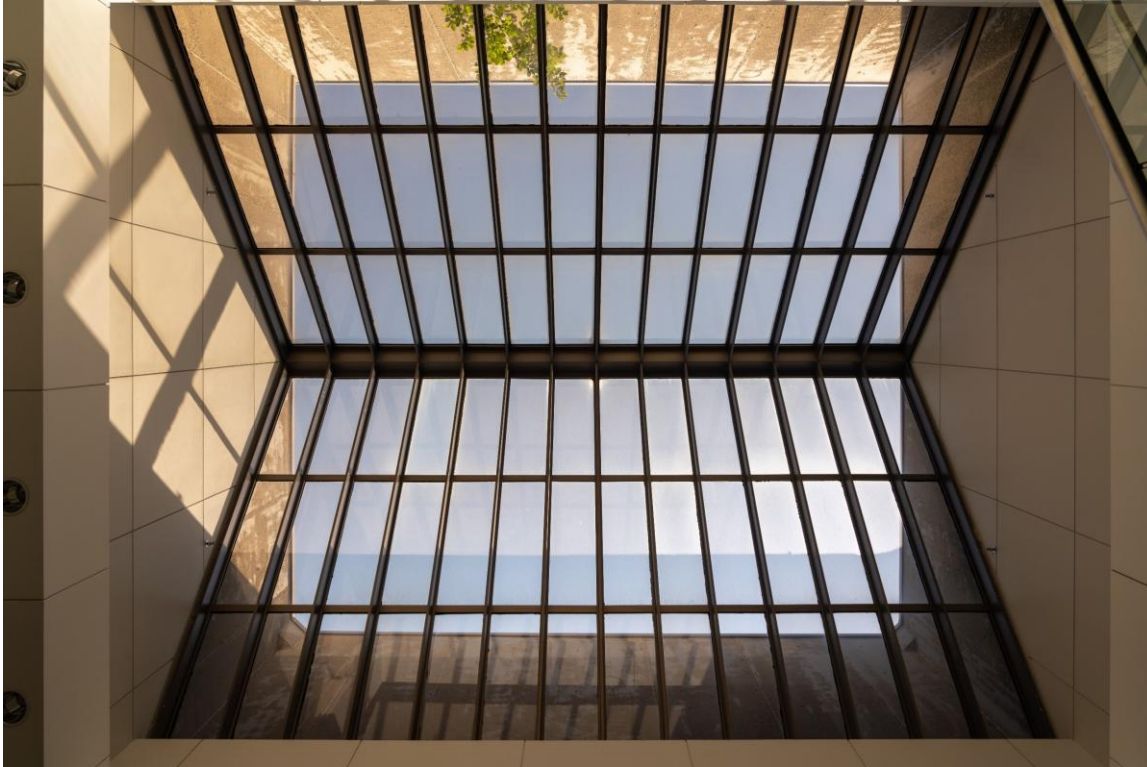
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 35:
7th floor atrium – Tower 1
Camera facing south.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 36:
7th and 8th floor atrium skylight – Tower 1
Camera facing up.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 37:
8th floor northeast corner office – Tower 1
Camera facing northeast.



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Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 38:
Elevator lobby – Tower 2
Camera facing north.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 39:
South entrance – Tower 2
Camera facing west.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 40:
Corridor and west entrance – Tower 2
Camera facing west.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 41:
Covered walkway to garage – Tower 2
Camera facing west.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 42:
5th floor – Tower 2
Camera facing west.



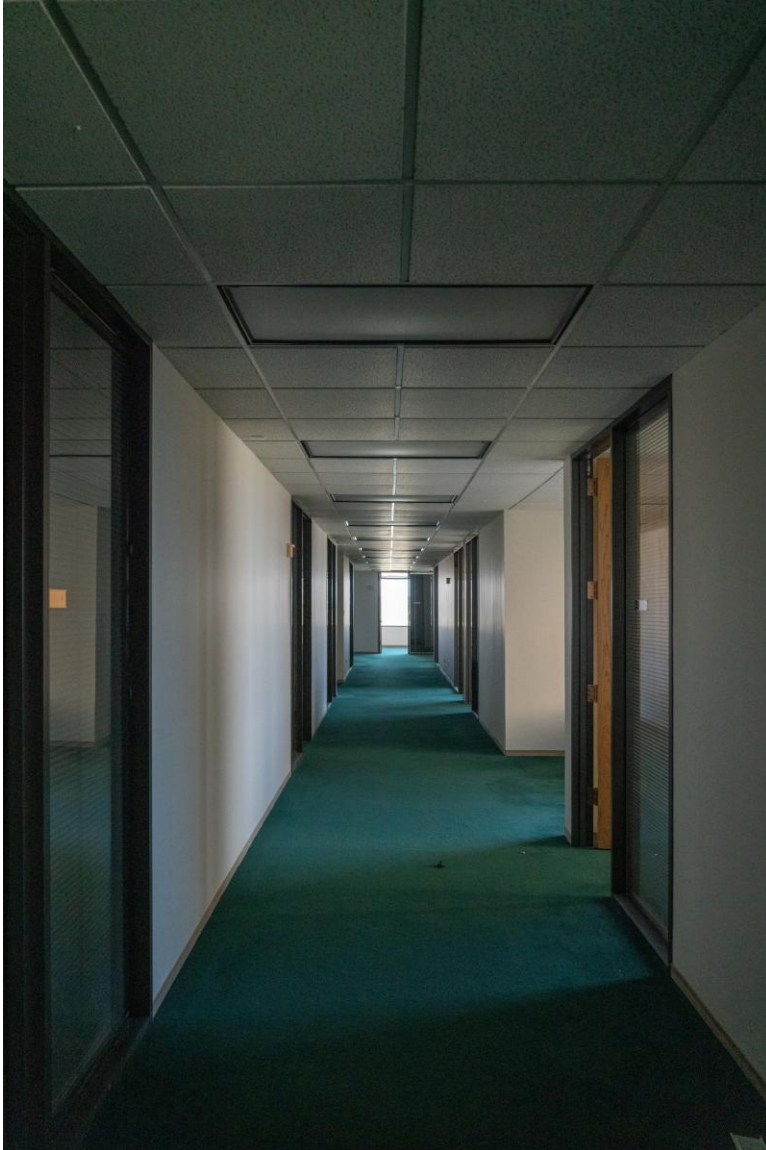
Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 43:
5th floor southeast corner office – Tower 2
Camera facing southeast.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 44:
5th floor hallway – Tower 2
Camera facing west.



Mary Kay Cosmetics, Dallas, Dallas County, Texas

Photo 45:
Breezeway at north entrance – Tower 2
Camera facing southeast.

