



100 years of GLAMOUR

A red lip and smoky eye: the standard in A-list beauty. It may look fresh on the face of today's screen sirens, but its origins lie in the Hollywood hills over a century ago

How many products do you have in your make-up bag? Ten? Twenty? It's hard to imagine life without mascara and lipstick now, but 100 years ago, the word "make-up" didn't even exist. The cosmetics industry took off in America, born of a need to make Hollywood stars look their best in the silent-film era. One of the men behind the make-up revolution was Mr Max

Factor, a Polish wig maker who emigrated to the US in 1904. He sold wigs and grease paints to Hollywood actors and, as word of his expertise spread, he was soon advising the movie industry elite on hair and make-up. Over the next two decades, he launched iconic products like Flexible Greasepaint – the first modern foundation – and made products like eyeshadow and eyebrow pencils available to the public for the first time. In 1929, the products and techniques he pioneered earned him an Oscar – the ultimate accolade. Here, as part of Max Factor's 100 Years of Glamour celebrations, we look at the origins of our modern make-up.



NEW IDEA: Makeup that isn't just a Make-up!

Make-up is born!

MAKE-UP TODAY is truly a fine art, and Hollywood's motion pictures are largely responsible for its perfection. Because of their exacting demands, new beautifying materials, techniques of application, and countless refinements in the modern art of make-up, are constantly being originated by Max Factor Hollywood, which has been the official beauty laboratory of the film industry since 1909. As a result of these achievements, Hollywood's lovely screen stars have long set the standards by which feminine beauty is judged throughout the world—and now their same daytime and evening aids to beauty are available to you. Beauty can be increased to an amazing degree by the Hollywood way of making up. You can follow the advice we offer.

"IN COSMETIC COLOR HARMONY I created a proven, lifelike naturalness in make-up for Hollywood's stars which I believe every woman can use to equal advantage in accentuating her beauty and charm."
Max Factor

