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eyes...

Early films were silent, so an actress's face was her only tool to tell a story. As the movies were also in black and white, make-up was key in defining and exaggerating facial features to ensure they really stood out on the screen. Eyes were heavily lined with black eyeliner, and lashes were loaded with a mixture of petroleum jelly and coal dust – an early form of mascara.

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skin...

Hollywood starlets were just as keen to have picture-perfect skin as we are today. Max Factor's revolutionary Flexible Greasepaint was a breath of fresh air when it launched in 1914. With a lighter formula than the greasy alternatives of the time, it meant actresses could change their facial expressions without fear of the make-up cracking under the hot movie lighting.



lips...

Although lipstick had been available for some time, it didn't become a make-up bag staple until the early 1900s, when actresses appeared on screen wearing it to make their lips appear fuller in shape and darker in colour. After that, it became fashionable for women to use in everyday life – and has remained so to this day.



THE MODERN BEAUTY TOOL KIT



Red lips are synonymous with glamour. Layer Max Factor Colour Elixir Gloss over red lipstick for a film-star pout.



Apply lightweight Max Factor Facefinity All Day Primer SPF 40 over moisturiser and under foundation for a lasting base.



Two sweeps of three-in-one Max Factor Clump Defy Extensions Mascara gives volume and length without lashes clumping.



Want starlet-worthy, soft-focus skin? Try the hydrating formula and demi-matte finish of Max Factor Whipped Creme Foundation.

