



COLOR STORIES

**behind the scenes of america's
billion-dollar beauty industry**

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Color Stories: Behind the Scenes of America's Billion-Dollar Beauty Industry



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For everyone who's ever slicked on lipstick, flirted with eye shadow, or browsed the bewildering array in virtually any store's beauty department, Color Stories offers an insider's view of all the brainstorming, bickering, and bitchery that go into those little sticks of color and pans of powder.



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The Makeup Industry for individuals who Can't Get Enough I know many people who are addicted to make-up, and I'd recommend this reserve to any of them. While it isn't earthshattering information by any extend of the creativity, it's still a fun, easy read. Color Stories I loved this publication! You learn how the colours for the story are chosen, how journals list that products applied to models aren't really the products used (did any of us doubt this?), and several other behind the moments tidbits. Finally - I read this reserve in about four hours and will happily state I haven't spent my four hours any better way in a long time. Guess what, that is an excellent insight right into a crazy market , with real business details and it reads well. I did a stint selling cosmetics at Bloomie's which is the first-time I've examine anything remotely near what actually goes on in the cosmetics market. The tale of the developement of Neutrogena cosmetics could have been even more interesting if the product line wasn't defunct. A lot of data and also anecdotal support for tips...Neutrogena is still making its cosmetics line. Color Stories strips the misconceptions I believe that younger generations are beginning to believe. How much of a cosmetics junkie could you possibly be? Olay discontinued its cosmetics line but continues to be making skincare. Cavenas does a good way of illustrating and communicating business strategy in a fundamental method that I don't think could possibly be misunderstood by any market. Must read for makeup junkies ; Not much new I came across Color Stories to be a quick fun go through, but if you are a fan of magazines and a cosmetic "junkie" you know most of what's in this book. Including a whole lot I didn't understand (just like the FDA dirt, and the inside-the-factory stuff).The book can be an easy, entertaining read. It documents the process of creating the colour story. I had to accomplish some research on the style industry and was really skeptical approximately reading a book like this. I completed within a few evenings. It's very interesting just how they obtain us to buy their products.For the Neutrogena/Olay questions below. It also goes back with time to the conception of the wonder industry telling the beginnings of the Estee Lauder empire and walks you through a Mary Kay conference (found this quite amusing). This is better as a magazine feature. Beautiful *and* beneficial! In case you are a cosmetic lover as I am you will love this book. I've told many colleagues about this book even if they don't need to know about the wonder industry. I don't think you will be disappointed with this publication. NJ reviewer is crazy Personally, I LOVED this book. Behind the moments business material is possibly dry but Cavenas manages to maintain it interesting and easy to check out. This book is split into different sub-industries and gives you a hors d'oeuvre of the larger plate of cosmetics without having to be a great deal to swallow.And, compared to that reviewer from New Jersey, you have your details wrong: Neutrogena Cosmetics are alive and well. Not merely are they advertised on TV, they're being sold on the Web and my local drugstore currently. I believe you mean Oil of Olay, which went of business a couple of years back. Cosmetic Reporting How It Should Be. It follows the advancement of those seasonal color stories we so anxiously await from the initial to conception and how colours are chosen through style shows and advertising to the final item at the counters. I thought it had been extremely well written and an enjoyable and incredibly informative read for anyone that buys cosmetics and clothing. I must say i enjoyed the contemporary process of how produts are developed and the annals of how these businesses got began and who began them. It is the first time I have read anything on how cosmetics are really manufactured in a factory (Avon), and FDA information on what companies have tried to get away with previously. Fun Read An enjoyable book about the intricacies of the Billion Dollar cosmetics industry. This is an absorbing, informative, quick read from a beauty industry insider. (You may never look at make-up and magazines quite the same

way again!) Cavenas unmask everything from how the cosmetics big-guns program their ad promotions to whether that fashion-mag cover woman is *actually* wearing the products we're told she is. The chatty, available tone lends itself (dare I state) beautifully to this fascinating look at make-up, marketing, and pop lifestyle. For people who have experienced the industry - it just solidifies your encounter and for individuals who haven't, makes you think before grabbing that mascara off the shelf. It will be a great summer poolside read. I am sorry I bought the hardcover version. On the other hand if you are simply looking for an interesting and amusing insight into among America's biggest client segment, you won't be disappointed. As a person in the magazine market, she strips the story book stories and gets right to reporting.) This is a fascinating look inside the makeup industry and is a must-read for a make-up junkie like myself. Surprise! How it's conceived, marketed, marketed, ect. and reveals many interesting insider details about the color stories and the mis-truth's reported by popular beauty magazines. It is rather business oriented if that's what you want. At times the fine detail turns into repetitive and I did so a little bit of skimming but general it was a fascinating little read. Good researched a written. This is the perfect book that's really worth the read. Gives fly-on-the-wall accounts of various elements of the wonder industry. Although some of the accounts appear just a little exaggerated and reductive, it is a useful device for all those interested in the beauty biz.



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