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A history of the innovations that have made us

*beautiful*



*inventing*  
**BEAUTY**



TERESA RIORDAN

*Teresa Riordan*

## **Inventing Beauty: A History of the Innovations that Have Made Us Beautiful**



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There are no ugly women, just lazy ones. Helena Rubinstein In this fascinating, meticulously researched romp through the history of the wonder industry, New York Situations patents columnist Teresa Riordan throws back again the curtain on a hundred years of shrewd, canny females who have knowingly deployed artifice in a ceaseless fight to captivate the inherently roving vision of the male.— With regards to the opposite sex, men from many species are easily deceived. And why, but for mascara, Greta Garbo might have been just another chunky Swede with poor teeth. So could it be any shock that the male of the individual species offers been fooled by lips painted cherry reddish colored and breasts built up into silicone summits? Riordan explores that unusual intersection of science, fashion, and business where beauty is normally engineered and discovers that, for generations, cultural trends and technological innovations have fueled a non-stop assembly type of potions and contraptions that women have enthusiastically put to make use of in the quest for feminine flawlessness. Inventing Beauty is usually a delightful history of that noble effort, from head to tail. Why respectable ladies used the 1st vibrators not only for naughtiness but also to eradicate their wrinkles. Why the bustle began small but ultimately grew therefore impressive a proper woman could balance a whole tea assistance on her rump. Man fireflies will flirt with flashlights. Countless women have pushed, pulled, tweezed, squeezed, and spackled themselves into synthetic loveliness. Beauty inventions, Teresa Riordan has found, can put the resourceful and the imaginative about an even taking part in field with the congenitally beautiful. We learn why the first lipsticks were orange.



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