

"FASCINATING . . . YOU WON'T BE ABLE TO PUT IT DOWN."

—*Glamour*



# MAX FACTOR

◆ ◆ ◆  
*The Man Who Changed  
the Faces of the World*

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## Max Factor: The Man Who Changed the Faces of the World



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Born in Poland in 1877, Element worked as a beautician for the Russian royal family, the Romanovs. Also the word was taboo in polite culture—until Max Element entered the scene. Great women never wore makeup. In 1904, he fled to America, where he opened up a cosmetics store in Los Angeles. Soon women everywhere wanted to look like their favorite glamorous stars, and Element was there to help, bringing his innovative cosmetics to the general public. Creating makeup originally for silent films, then your talkies, and, eventually, color movies, Factor designed searches for Katharine Hepburn, Rita Hayworth, Bette Davis, and countless additional beauties of the day. This is his extraordinary tale. A true innovator, he also launched the concept of color harmony and the celebrity-endorsed cosmetics advertising that forms the glamorous backbone of the modern industry. Max Aspect was the daddy of modern make-up. He revolutionized the world of beauty by making many firsts: false eyelashes, lip gloss, basis, vision shadow, the eyebrow pencil, concealer, wand-applicator mascara, and water-resistant makeup.



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Interesting & Oh how I welcome this reserve. Easy to read book on Max Factor. His biography and the how the company grew. Disappointing. Nothing juicy or gossipy, but a interesting read on the person and how he developed an iconic company. I would suggest this to anyone thinking about the annals of the make-up. Nice amount of pictures. I realize I should have bought "Max Factor's Hollywood" rather than this book. I enjoyed this reserve and almost finished it in one day, but We kept thinking, "I wish there were more photos. As others have stated, there are very few photographs, that is a shame. Just what a disappointment. Fundamentally "Max Factor's Hollywood" without as many pictures. The writing design is normally plodding and prosaic, despite Max Factor's fascinating life story." Well, I did not realize it, but the publication "Max Factor's Hollywood" arrived a few days later and is usually by the same author (Basken), and it provides loads more pictures! Both books are easy to read and do not get bogged down with an excessive amount of nonessential history that make your eyes glaze over. If you want just the facts, ma'am (or sir), understand this book; in order to ogle B& Knowing a lot more about him is usually a special joy for me this year." My Grandfathers Story This book may be the story of my grandfather Max Factor. This was a remarkable and great read Nice Book ! Great read In case you are into beauty and makeup, this is a great read. WELL CRAFTED! I knew small about his early years in Poland and Russia. Five Stars Great background of the Golden Age of Hollywood Happy. Max Factor's Hollywood I really enjoyed studying Max Factor's rise to fame and the impact he previously on early Hollywood. I appear to have carried on his entropunerial genes!W photos of the day with the knowledge, find "Max Factor's Hollywood. I am so extremely proud of my family's story. Max Aspect Builds a Cosmetic Empire Neat to learn the humble beginnings of Max Element. He was truly an innovator and, from all accounts in this publication, a very kind and caring individual. What I really wanted to read about were more of the aesthetic secrets of the previous Hollywood celebrities. The wig component was interesting, because I got no idea! I was a decade outdated when he died. Want to read about the sectors great people. great history lesson about cosmetics I never had any idea that Max factor had such an impact on life today and on many of the items we neglect. Although I had long noticed the family tales -- there is much more right here that I didn't know. Received Book Today! Thanks a lot, Rollin Ressegieu ? Satisfied Took a bit longer to get than I thought, but no big deal. Very satisfied. I am providing this book to my kids and grandchildren for Christmas. Very happy.



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