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# *Hella Gorgeous!*

Beauty Products in America '40s-'60s



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Hello Gorgeous!: Beauty Products in America, '40s-'60s



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Hello Gorgeous! Showcasing over 300 illustrated advertisements of that time period, <s increased buying power allowed them the luxury of beautification, and beautify they did!we>Beginning in the 1940s, women's < talks about the merchandise that became staples for generations of females, and set the standard for innovations in the market./i actually> Everything from skincare to hair products, from razors to toothpaste were touted as the essential to eternal youth and womanly charm, and they're almost all here, from Camay to Prell to Lustre CrÈme. The author's commentary explores the science, the stats, and the little-known secrets of the formative years of female beauty.



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A trip down Memory Lane in to the 50s and 60s In the event that you were reaching young adulthood in the 50s and 60s THIS is the reserve for you. I can say alot more, but I will stop here. All of the advertisements are there-- the classic cosmetic and soap ads that were so filled with hype and claims of flawless, quick beauty (all of which we fell for and believed). I really like this book. very nostalgics I really like they way ladies were nowadays and how confidence, beauty and femininity went hand in hand in everyday life. 60s). It's a neat little colorful package which makes a good gift for make-up junkies. Also there are way too many of the same items over and over in various ads. The problem is the publication is so small, you can't read the printing in the ads. But this book will be a lot of fun for all those of us who remember the times back then. Over all the reserve was fun to check out, however, it could have already been a lot more. Anyone actually thinking about advertising will find this a treat. Could have been a lot more! I actually enjoyed looking thru this book and taking a fun trip in to the recent. It's interesting to observe how advertising ideas have changed over the years, and it's really fun to laugh at what could not function today ("Are you \*really\* beautiful to like? I also experienced nostalgia for a few great products from the 60s that are no more. I agree with the other comment that this could have been such an excellent book but falls short. I think it'd be a great gift for the bombshell in your daily life -- including yourself. 1. Because the book is so small, all of the ads have been incredibly shrunk down from their primary size (magazines were huge back the 40s, 50s, & Should Include a MAGNIFIER! Ofcourse, I did not expect full size ads, if the book were a bit bigger one would not need to use a magnafying glass to read much of the written text in the ads. Do I want to appearance years younger? Too many of the ads were overly repeated within the same chapter and through the entire book. How many ads for Palmolive Soap do we have to see? Please! There have been so many other cosmetics I recall from the 60s which were not even represented (but Palmolive and Cashmere Bouquet were repeated on every few pages, again and again. 3. The major part of the ads mainly covered the 1940s and 1950s. The 1960s had been barely represented. The 60s brought us many beauty improvements. The infant boomer generation was even more demanding than the previous. Just what a trip down memory lane! Nice Little Reserve On Ads If you like advertising, specifically women's ads, from the 40s-60s you'll get a kick out of perusing through this reserve. Five Stars fun read Such a fun book This book is so smartly designed it practically jumped off the shelf and into my hands. This book is delightful; Today, following are the reasons I gave it only 2 superstars. "). 2. Sure! Although I'm a smart consumer and don't believe the too-good-to-be-true promises of beauty product ads, I hold on enough hope that I scrutinize them all, clinging to the belief that somewhere out there's a lipstick formula which will make all my dreams become a reality. ;) THEREFORE I devoured this book. Its highlights are the pages and pages of full-color advertisements -- for soap, make-up, perfume, shampoo, and items for the "feminine end" ("Say NO NO to Underarm 'O'") -- and bits of trivia on nearly every page. Most of the ads were for items my mother used and with that i grew up. Delightful! I adored the historic perspective on the beauty industry -- the retro ads, the trivia, and the theory that beauty is usually fun (easy to forget in today's society where people will carve themselves up in the name of beauty). I'm buying copies for my mother and mother-in-law. I am hoping the author follows up with one on products from the late '60s and '70s. I absolutely adored Hello Gorgeous I absolutely adored Hello Gorgeous! The info was so interesting, the anecdotes hilarious the retro photos of ads were glorious! Done well, smart, helpful and entertaining! Great gift idea! If you ever read "Don't Go to the Cosmetic Counter Without Me", you'd see that we were all completely fooled! It's so much fun therefore well researched. The

reprints of old advertisements are interesting in and of themselves, even though you under no circumstances read a word of the text, and for a couple of my older women friends it's been a walk down memory space lane ("My grandmother had most of these combs in a jar by the mirror in your kitchen of their farmhouse!). I started with a copy for me and one for my companion, however now that I've experienced a chance to really consider the publication (and discover my girlfriend's reaction) I'll order more copies to give as gifts to various other friends.



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