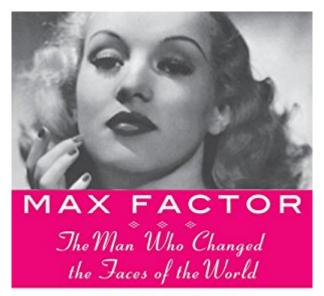
The book was found

Max Factor: The Man Who Changed The Faces Of The World



FRED E. BASTEN



Synopsis

Nice women never wore makeup. Even the word was taboo in polite society-until Max Factor entered the scene. Born in Poland in 1877, Factor worked as a beautician for the Russian royal family, the Romanovs. In 1904, he fled to America, where he opened a cosmetics store in Los Angeles. Creating makeup originally for silent films, then the talkies, and, ultimately, color motion pictures, Factor designed looks for Katharine Hepburn, Rita Hayworth, Bette Davis, and countless other beauties of the day. Soon women everywhere wanted to look like their favorite glamorous stars, and Factor was there to help, bringing his innovative cosmetics to the general public. He revolutionized the world of beauty by producing many firsts: false eyelashes, lip gloss, foundation, eye shadow, the eyebrow pencil, concealer, wand-applicator mascara, and water-resistant makeup. A true innovator, he also introduced the concept of color harmony and the celebrity-endorsed cosmetics advertising that forms the glamorous backbone of the modern industry. Max Factor was the father of modern makeup. This is his extraordinary story.

Book Information

Audible Audio Edition

Listening Length: 4 hours and 51 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: January 25, 2013

Whispersync for Voice: Ready

Language: English

ASIN: B00B5ZK388

Best Sellers Rank: #77 in Books > Audible Audiobooks > Arts & Entertainment > Design #123

in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Men's Grooming & Style

#190 in Books > Audible Audiobooks > Arts & Entertainment > Art

Customer Reviews

MAX FACTORThe Man Who Changed the Faces of the WorldFred C. BastenArcade Publishing Inc.Hachette Book GroupISBN: 978-1-55970-875-3\$24.95184 pagesReviewer: Annie SlessmanMax Factor, a name known throughout the world as one of the leading manufacturers of cosmetics, was born in Poland as Max Faktor. Only when he entered the U.S. did the spelling of his name change. It seems an inspector misspelled Faktor and not knowing how to tell him otherwise, Max's last name

changed forever to Factor.Max married Lizzie, his first wife when working as the make up artist for the Russian Royal family as well as the Imperial Russian Grand Opera. He could not let the Russian Royal family know of his marriage since it could jeopardize Lizzie's life. Therefore, the marriage and the subsequent children of the couple became one of the best-kept secrets in Russia for almost five years until they reached the United States.Once in America, Max and a partner opened an exhibit at the St. Louis World Fair. Although his exhibit was successful, Max's partner disappeared with all of funds earned from the exhibit and left Max penniless. Max, with the help of his brother and Uncle, opened a barbershop in 1906. It was the beginning of history in the making.Max Factor was a pioneer in developing make up for the movie industry. Unknown to most of us, he also made most of the wigs used in movies during the "Golden Age."He eventually took Max Factor to heights Max himself could never have believed in his early years. His entire family-sons, daughters and the son-in-laws were all well versed in the many divisions of his company and carried on his work after his death.

Download to continue reading...

Max Factor: The Man Who Changed the Faces of the World Draw Faces: How to Speed Draw Faces and Portraits in 15 Minutes (Fast Sketching, Drawing Faces, How to Draw Portraits, Drawing Portraits, Portrait Faces, Pencil Portraits, Draw in Pencil) How to Draw Realistic Pencil Portraits: 10 Simple Steps to Draw People and Faces from Photographs (How to Draw Faces, Drawing Faces, Drawing People, ... from Photographs, Drawing from Photographs) Max's Bedtime (Max and Ruby) Max's Birthday (Max and Ruby) Max & Ruby's Storybook Treasury (Max and Ruby) Max Celebrates Chinese New Year (Read-It! Readers: The Life of Max) The Science of Baseball with Max Axiom, Super Scientist (The Science of Sports with Max Axiom) Super Cool Chemical Reaction Activities with Max Axiom (Max Axiom Science and Engineering Activities) The Science of Hockey with Max Axiom, Super Scientist (The Science of Sports with Max Axiom) Punisher Max Complete Collection Vol. 1 (The Punisher: Max Comics) Draw Manga Faces for Expressive Characters: Learn to Draw More Than 900 Faces Drawing: Faces & Expressions: Master the art of drawing a range of faces and expressions - step by step (How to Draw & Paint) How to Remember Names and Faces: Master the Art of Memorizing Anyone's Name by Practicing w Over 500 Memory Training Exercises of People's Faces | Improve ... (Better Memory Now | Remember Names Book 1) How to Draw Portraits: How to Draw Realistic Pencil Portraits: 10 Simple Steps to Draw People and Faces from Photographs (How to Draw Faces, Drawing People, How to Draw People) Gandhi the Man: How One Man Changed Himself to Change the World The 5-Factor World Diet The Great Dissent: How Oliver Wendell Holmes Changed His Mind--and Changed the History of Free Speech in America

Cinderella Man: James J. Braddock, Max Baer, and the Greatest Upset in Boxing History Sound Man: A Life Recording Hits With the Rolling Stones, the Who, Led Zeppelin, the Eagles, Eric Clapton, the Faces...

<u>Dmca</u>