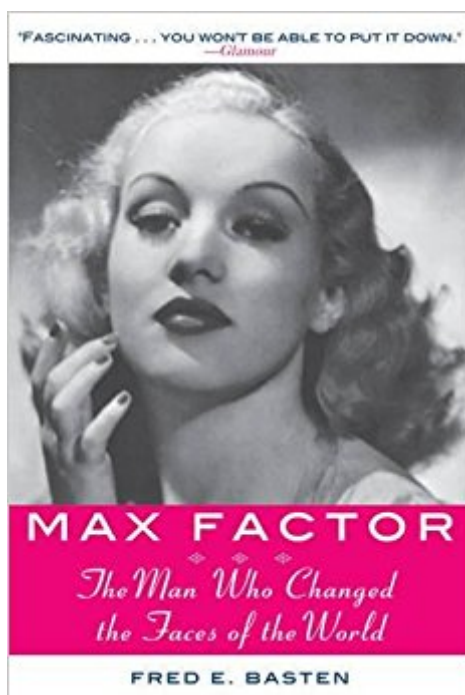


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# Max Factor: The Man Who Changed The Faces Of The World



## 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

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## Customer Reviews

Fred E. Basten is the author of numerous books about Hollywood and the entertainment industry. A graduate of UCLA, he was the assistant to the public relations director at Max Factor in Hollywood. Now a freelance writer, he lives in Santa Monica, California.

This book is the story of my grandfather Max Factor. Although I had long heard the family stories --

there is much more here that I didn't know. I was 10 years old when he died. Oh how I welcome this book. I knew little about his early years in Poland and Russia. I am giving this book to my children and grandchildren for Christmas. I am so very proud of my family's story. I seem to have carried on his entrepreneurial genes! Knowing so much more about him is a special joy for me this year.

I enjoyed this book and almost finished it in 1 day, but I kept thinking, "I wish there were more pictures." Well, I did not realize it, but the book "Max Factor's Hollywood" arrived a few days later and is by the same author (Basken), and it has loads more pictures! Both books are easy to read and do not get bogged down with too much nonessential history that make your eyes glaze over. If you want just the facts, ma'am (or sir), get this book; if you want to ogle B&W photos of the day with the info, find "Max Factor's Hollywood."

I realize I should have bought "Max Factor's Hollywood" rather than this book. The writing style is plodding and prosaic, despite Max Factor's fascinating life story. As others have mentioned, there are very few photographs, which is a shame. What a disappointment.

I really enjoyed learning about Max Factor's rise to fame and the impact he had on early Hollywood. He was truly an innovator and, from all accounts in this book, a very kind and caring human being.

Neat to read the humble beginnings of Max Factor. What I really wanted to read about were more of the cosmetic secrets of the old Hollywood stars. The wig part was interesting, because I had no idea!

Whoever thought that applying makeup would result in such an interesting career. It's fascinating to see how the use of cosmetics made such a difference in the movies, on stage, and in real life.

I never had any idea that Max factor had such an impact on life now and on many of the products we take for granted. This was a fascinating and great read

Good bio with interesting trivia tidbits. Going through a "cosmetic" info gathering phase and this is a great title to include.

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