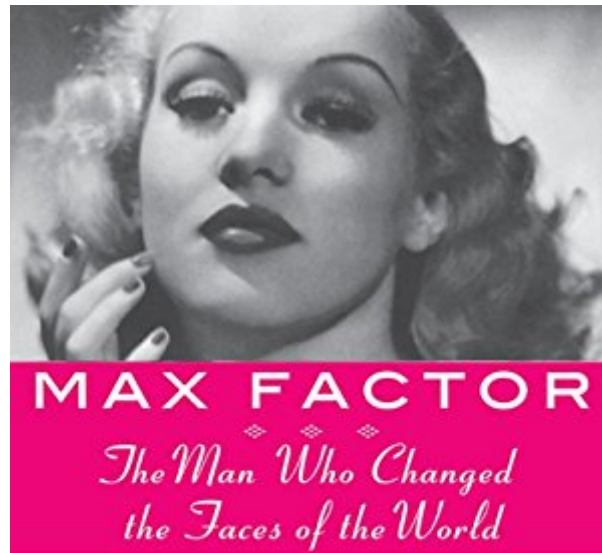


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# Max Factor: The Man Who Changed The Faces Of The World



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

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## Customer Reviews

MAX FACTOR The Man Who Changed the Faces of the World Fred C. Basten Arcade Publishing Inc. Hachette Book Group ISBN: 978-1-55970-875-3 \$24.95 184 pages Reviewer: Annie Slessman Max 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.

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