

HISTORY OF COSMETICS



COSMETICS THROUGH THE AGES

- “The story of cosmetics and perfumery forms a continuous narrative throughout the history of man, developing as he developed. The origins are associated with fighting, hunting, religion and superstition; later with medicine; then, as knowledge increased, becoming dissociated from medicine and allied to pharmacy.”(Butler, H., 2000)
- One of the earliest evidence dating over 100,000 years ago from the African Middle Stone Age. The evidence for this comes in the form of utilised red mineral pigments (red ochre) including crayons associated with the emergence of *Homo sapiens* in Africa.

COSMETIC USED IN ANCIENT TIMES IN THE MIDDLE EAST

- In Ancient Egypt, early developments include the use of castor oil as a protective balm and skin creams from beeswax, olive oil and rose water. Remedies to treat wrinkles with ingredients such as gum of frankincense and fresh moringa. The same is true in Ancient Greece
- Cosmetics are mentioned in the Old Testament in the book of Kings and the book of Esther.
- In Ancient Rome, women made use of lead –based formula to whiten the skin though use of cosmetics were generally frowned upon by the authorities. Kohl was used to line the eyes
- Kohl is an ancient eye cosmetic, traditionally made by grinding stibnite (Sb_2S_3). It is widely used in South Asia, the Middle East, North Africa, the Horn of Africa, and parts of West Africa as eyeliner to contour and/or darken the eyelids and as mascara for the eyelashes. It is worn mostly by women, but also by some men and children.



COSMETIC USED IN ANCIENT TIMES IN THE MIDDLE EAST

- To improve breath the ancient Africans chewed herbs- frankincense, or licorice root stick, which is still in use today. Jars of what could be compared with setting lotion have been found to contain a mixture of beeswax and resin. These doubled as remedies for problems such as baldness and greying hair. They also used these products on their mummies, because they believed that it would make them

NEFERTITI BUST WITH EYE LINER (1,320 BC)



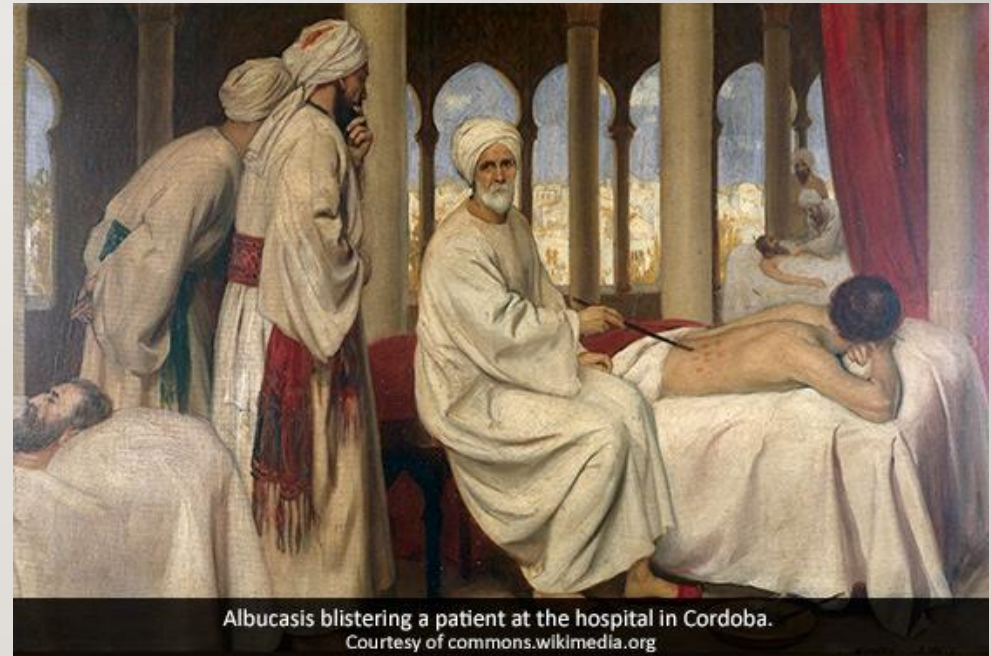
COSMETIC IN THE MIDDLE AGES

- In the 10th century, a teacher named Abu al-Qasim al-Zahrawi, or Abulcasis, wrote the 24-volume medical encyclopedia Al-Tasrif. A chapter of the 19th volume was dedicated to cosmetics
- .As the treatise was translated into Latin, the cosmetic chapter was used in the West. Al-Zahrawi considered cosmetics a branch of medicine, which he called "Medicine of Beauty" (Adwiyat al-Zinah).



COSMETIC IN THE MIDDLE AGES

- Al-Zahrawi dealt with perfumes, scented aromatics and incense. There were perfumed sticks rolled and pressed in special molds, perhaps the earliest antecedents of present-day lipsticks and solid deodorants. He also used oily substances called Adhan for medication and beautification.



IN CHINA

- The Chinese began to stain their fingernails with gum arabic, gelatin, beeswax and egg white from around 3000 BC. The colors used represented social class: Chou dynasty (first millennium BC) royals wore gold and silver; later royals wore black or red. The lower classes were forbidden to wear bright colors on their nails.



IN JAPAN

- The geisha wore lipstick made of crushed safflower petals to paint the eyebrows and edges of the eyes as well as the lips, and sticks of bintsuke wax, a softer version of the sumo wrestlers' hair wax, were used by geisha as a makeup base. Rice powder colors the face and back; rouge contours the eye socket and defines the nose



IN EUROPE

- There was a time in the middle ages in Europe wear to wear make-up was discouraged by the Church authorities, but still many women still did.
- The high class European society were mostly pale resulting in many men and women attempting to lighten their skin directly or using white powder on the skin
- A variety of products were used containing white lead paint.



IN EUROPE

- Queen Elizabeth I of England was a well known user of white lead
- Ideal Women's beauty during her time- bright eyes, snow-white skin, red cheeks and lips, and fair hair.
- Pale faces were a trend during the European Middle Ages, a sign of wealth and nobility. In the 16th century, women would bleed themselves to achieve pale skin.
- Spanish prostitutes wore pink makeup to contract pale skin. needed]
- 13th century Italian women wore red lipstick to show that they were of the upperclass



MODERN TIMES -20TH CENTURY

- During the early 1900s, makeup was not excessively popular. In fact, women hardly wore makeup at all. Make-up at this time was still mostly the territory of ladies of the night, those in cabarets and on the black & white screen.
- Face enameling (applying actual paint to the face) became popular among the rich at this time in an attempt to look paler. This practice was dangerous due to the main ingredient often being [Arsenic](#).
- Pale skin was associated with wealth because it meant you were not out working in the sun and could afford to stay inside all day



EARLY 20TH CENTURY, 1900'S

- Cosmetics were so unpopular that they could not be bought in department stores; they could only be bought at theatrical costume stores. A woman's "makeup routine" often only consisted of using papier poudré, a powdered paper/oil blotting sheet, to whiten the nose in the winter and shine their cheeks in the summer.
- Grandma Bouvier in an episode of *The Simpsons*: "Ladies pinch, whores use rouge."



EARLY 20TH CENTURY, 1900'S

- Around 1910, make-up became fashionable in the United States of America and Europe owing to the influence of ballet and theatre stars
- Colored makeup was introduced in Paris upon the arrival of the Russian Ballet in 1910, where ochers and crimsons were the most typical shades



IN THE 1920S

- Max Factor opened up a professional makeup studio for stage and screen actors in Los Angeles in 1909. Even though his store was intended for actors, ordinary women came in to purchase theatrical eye shadow and eyebrow pencils for their home use
- In the 1920s, the movie industry in Hollywood had the most influential impact on cosmetics.



THE EARLY 20TH CENTURY AS THE DAWN OF MODERN COSMETIC INDUSTRY

- Rise of film, photography, fast communications, countless innovators, and support from large industrialists managed to introduce cosmetic products to every household in the western world.
- During first few decades of 20th century, cosmetic companies (many who would soon become international powerhouses) introduced solid lipsticks, lip gloss, mascaras, eyeliners (propelled to mass popularity by the incredible discoveries beneath Egyptian pyramids), suntans, hair colors, gels and powders of all types.

COSMETIC COMPANIES OF THE EARLY 1900'S

- Others who saw the opportunity for the mass-market of cosmetics during this time were Max Factor and Elizabeth Arden (1910). Many of the present day makeup manufacturers were established during the 1920s (Dorothy Gray) and 1930s (Revlon).



Elizabeth Arden



Dorothy Gray



Revlon

COSMETICS IN THE 1940S

- From 1939 to 1945, during the Second World War, cosmetics were in short supply. Petroleum and alcohol, basic ingredients of many cosmetics, were diverted into war supply. Ironically, at this time when they were restricted, lipstick, powder, and face cream were most desirable and most experimentation was carried out for the post war period



IN THE 1950S

- The age of makeup entered its golden age in the 1950's. For the first time, unknown models began to rival the big Hollywood names in becoming the 'face' of makeup brands.
- In Britain Gala of London marketed a real sense of haute couture to their makeup range. However when conjuring up the 1950s makeup look it's difficult not to see the faces of those glamorous post-war beauty icons – Elizabeth Taylor, Natalie Wood, Marilyn Monroe, Grace Kelly, Audrey Hepburn, Doris Day, Ava Gardner, the list goes on and on.



IN THE 60S, AND 70S

- During the 1960s and 1970s, many women in the western world influenced by feminism decided to go without any cosmetics. The anti-cosmetics movement was an outgrowth of this; feminists in this movement object to cosmetics' role in the second-class status of women, making them mere sex-objects who must waste time with cosmetics.
- Large departure from traditional styles happened in 1960s and 70s with the introduction of hippie movement (natural-looking cosmetic), punk (darker and sinister style that aimed to shock) and glam (extravagant and colorful style). From them, many new styles emerged that have changed and molded fashion to its current state



1970'S

- Cosmetics in the 1970s were divided into a "natural look" for day and a more sexualized image for evening. Non-allergic makeup appeared when the bare face was in fashion as women became more interested in the chemical value of their makeup. Modern developments in technology, such as the High-shear mixer facilitated the production of cosmetics which were more natural looking and had greater staying power in wear than their predecessors



Introducing
Candid

The ultimate color statement from Avon. A makeup collection so fabulously up-to-the-minute you'll know it's you, girl. And guess, it's beautiful.

Candid Color for eyes: Smokey, muted colors that flow on like silk. And Avon's first super-glossy, lash-lengthening mascara.

Candid Color for cheeks: Vibrant colors so sheer your own natural beauty still shows through. It's the only way to blush, baby.

Candid Color for lips: Creamy, glossy lipsticks that glide on with a sheen. And the color... positively mouthwatering.

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21'ST CENTURY

- Beauty products are now widely available from dedicated internet-only retailers, who have more recently been joined online by established outlets, including the major department stores and traditional bricks and mortar beauty retailers.
- Modern makeup has been used mainly by women traditionally, gradually an increasing number of males are using cosmetics usually associated to women to enhance their own facial features. Concealer is commonly used by cosmetic-conscious men. Cosmetics brands are releasing cosmetic products especially tailored for men, and men are using such products increasingly.
- Cosmetic products that you use today were not all created in recent history. Some of them have long and storied history that reaches the very beginning of the modern human civilization.
- Also see
- <http://www.localhistories.org/cosmetics.html>

REFERENCE



RECOMMENDED COURSE MATERIALS

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