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Max Factor: The Man Who Changed the Faces of the World

Fred E. Basten

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"FASCINATING . . . YOU WON'T BE ABLE TO PUT IT DOWN."
—*Glamour*



MAX FACTOR

*The Man Who Changed
the Faces of the World*

FRED E. BASTEN

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Fred E. Basten : Max Factor: The Man Who Changed the Faces of the World before purchasing it in order to gage whether or not it would be worth my time, and all praised Max Factor: The Man Who Changed the Faces of the World:

17 of 17 people found the following review helpful. My Grandfathers StoryBy Lita KilpatrickThis 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. 8 of 8 people found the following review helpful. Basically "Max Factor's Hollywood" without as many pictures. By Suzanne 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 (Basten), 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 BW photos of the day with the info, find "Max Factor's Hollywood." 2 of 2 people found the following review helpful. Disappointing. By Joy 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.

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.

About the Author 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.