Record Nr. UNINA9910157557003321 Autore Thomas Erika Titolo Max factor and Hollywood: a glamorous history / / Erika Thomas; photos by Marc Wanamaker Charleston, SC:,: The History Press,, 2016 Pubbl/distr/stampa **ISBN** 1-4396-5875-7 Descrizione fisica 1 online resource (144 pages) Disciplina 338.766855092 Soggetti Film makeup Cosmetics - California - Los Angeles - History Hollywood (Los Angeles, Calif.) Biography California Los Angeles California Los Angeles Hollywood **United States** Lingua di pubblicazione Inglese **Formato** Materiale a stampa Monografia Livello bibliografico From opera hair to the World's Fair -- Cinemotographe -- Greasepaint Nota di contenuto -- A brand-new name -- Makeup goes mainstream -- Society makeup -- Pan-cake -- Creating beauty -- The glamour factory -- For rent -- Kiss and makeup -- A beauty retrospective. Sommario/riassunto When Polish wigmaker and cosmetician Max Factor arrived in Los Angeles at the dawn of the motion picture industry, "make-up" had been associated only with stage performers and ladies of the oldest profession. Appalled by the garish paints worn by actors. Factor introduced the first "flexible" greasepaint for film in 1914. With a few careful brush strokes, a lot of innovation and the kind of luck that can happen only in Hollywood, Max Factor changed the meaning of glamour. His innovations can be experienced in every tube of lipstick,

palette of eye shadow and bottle of nail lacquer used today. Join author Erika Thomas as she reveals the makeup guru's expert beauty tips and the story of how he created the most iconic golden-era looks that are

as relevant today as they were nearly a century ago.