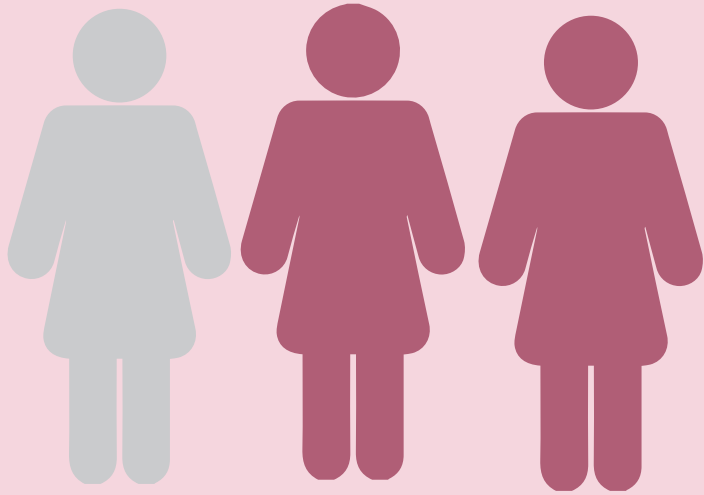


The History of Makeup

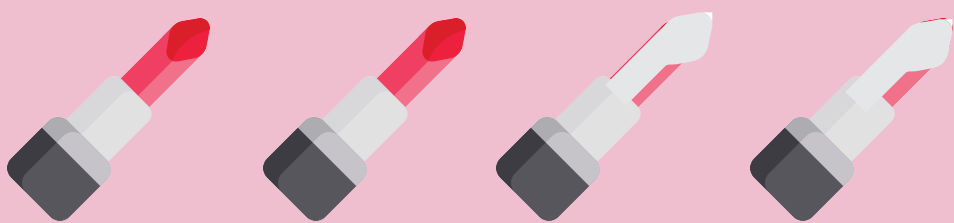
Makeup has been one of the earliest rituals in mankind and has progressed being heavily influenced by different cultures. The history of makeup, how different cultures influence it, and how has it progressed



1 in 3 women refuse to leave the house without makeup

Average american women spend around \$2,000 annually on cosmetic products

95% of women use makeup to enhance their features

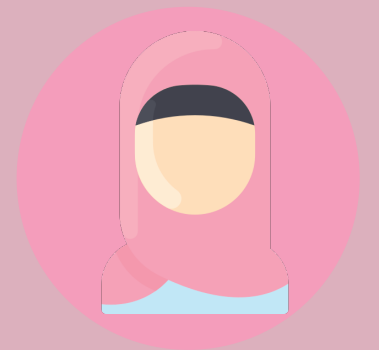


Half women feel more confident with makeup



Remedies to treat wrinkles containing ingredients such as gum of frankincense and fresh moringa. To improve breath the ancient Africans chewed herbs or frankincense 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.

Cosmetics were used in Persia and what today is Iran from ancient periods. Kohl is a black powder that is used widely across the Persian Empire. It is used as a powder or smeared to darken the edges of the eyelids similar to eyeliner.



In Japan, 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 the Roman Empire, the use of cosmetics was common among prostitutes and rich women. European society were pale resulting in European men and women attempting to lighten their skin directly, or using white powder on their skin to look more aristocratic



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.