

The Origin Of Beauty and Cosmetics



The history of cosmetics begins about 6000 years ago. All over the world, people from different societies used makeup in order to enhance their beauty.

Makeup is mainly used by the fashion industry to make models look more attractive.

People are also mainly influenced by fashion magazines and the media to use different brands of makeup such as Black Opal, Max Factor, Revlon and L'Oreal.

Early use of cosmetics originated in Ancient Egypt in 4,000 BC.

The Egyptians used materials that had harmful properties such as mercury and white lead. Lead was used to fight against eye infections such as conjunctivitis. Fragrances such as frankincense and myrrh were also used.

The Egyptians used a variety of makeup utensils, such as kohl which was used to outline the eyes. It was made with ingredients such as lead, copper, almonds and soot.

The Egyptian believed that eye makeup would enhance one's sight and keep away evil spirits.

In 3000 BC, the Chinese people polished their fingernails with gum arabic, gelatin, beeswax and egg. The wearing of certain colours showed that people belonged to a certain class in society. Royal people wore gold, silver, black and red nail polish. The lower-class people were not allowed to wear bright colours on their nails.

In Japan, geisha wore lipstick made out of crushed safflower petals. It was also used to outline the eyebrows. Hair wax was also used as a makeup base.

In Europe in the early days, when the wearing of makeup was considered to be sinful and immoral by church leaders. Many rich European women copied the fad by keeping themselves inside away from the sunlight in order to make their skin pale.

They also used white powder and white lead paint. The wearing of white lead paint poisoned and killed many European women. Queen Elizabeth of England wore white lead paint and created a look called the mask of youth.

During the 20th Century the use of makeup became very fashionable in the United States and Europe.

It was then influenced by the movie industry, ballet and theatre stars such as Mathilde Kschessinska and Sarah Bernhardt. Therefore, it led to the development of cosmetics by Max Factor, Elizabeth Arden and Helena Rubinstein.

Eugene Schueller invented two products, hair dye in 1907 and sunscreen in 1936.



In the 1920s, suntan was then developed by Coco Chanel a well known fashion designer.

In the 1920s, the flapper style introduced dark eyes, red lipstick and red nail polish.

Due to the development of makeup and cosmetics, it is now available in stores and boutiques, and on the Internet. Now anybody can use.

