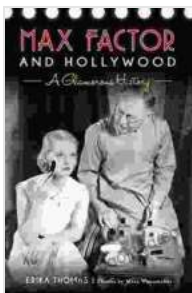


# Max Factor: The Man Behind the Glamour of Hollywood's Golden Age

## The Early Years

Max Factor was born Maksymilian Faktorowicz in Poland in 1872. He began his career as a wigmaker and makeup artist in Russia, where he worked at the Imperial Court in Saint Petersburg. In 1904, he emigrated to the United States, settling in Los Angeles, where he established a small makeup shop on Hollywood Boulevard.



## Max Factor and Hollywood: A Glamorous History

by Sofi Thanhauser

★★★★☆ 4.3 out of 5

Language : English  
File size : 6066 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 147 pages  
Lending : Enabled  
X-Ray for textbooks : Enabled



Factor's shop quickly became a popular destination for actors and actresses looking to enhance their appearance on the silver screen. Factor had a keen eye for detail and an innovative approach to makeup. He developed a range of products and techniques that would revolutionize the way makeup was used in Hollywood.

## **Creating Iconic Looks**

Factor's most famous creation was the "Hollywood Glam" look, which emphasized heavily painted eyes, dark lips, and pale skin. This look was synonymous with the glamour of the silver screen and became the signature style of Hollywood stars like Greta Garbo, Joan Crawford, and Marlene Dietrich.

Factor also played a pivotal role in the development of color cosmetics. He introduced his first line of makeup for women of color in the 1930s, and his products were used by groundbreaking actresses like Dorothy Dandridge and Hattie McDaniel.

## **Behind the Scenes**

Beyond his public persona, Factor was a driven entrepreneur and a pioneer in the beauty industry. He established a cosmetics company that would become one of the largest in the world. He also developed a number of innovative technologies, including the first waterproof mascara and the first solid stick foundation.

Factor's influence on the beauty industry was profound. He not only shaped the look of Hollywood stars, but he also made makeup accessible to women of all backgrounds. His products and techniques continue to be used by makeup artists and consumers today.

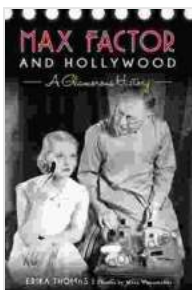
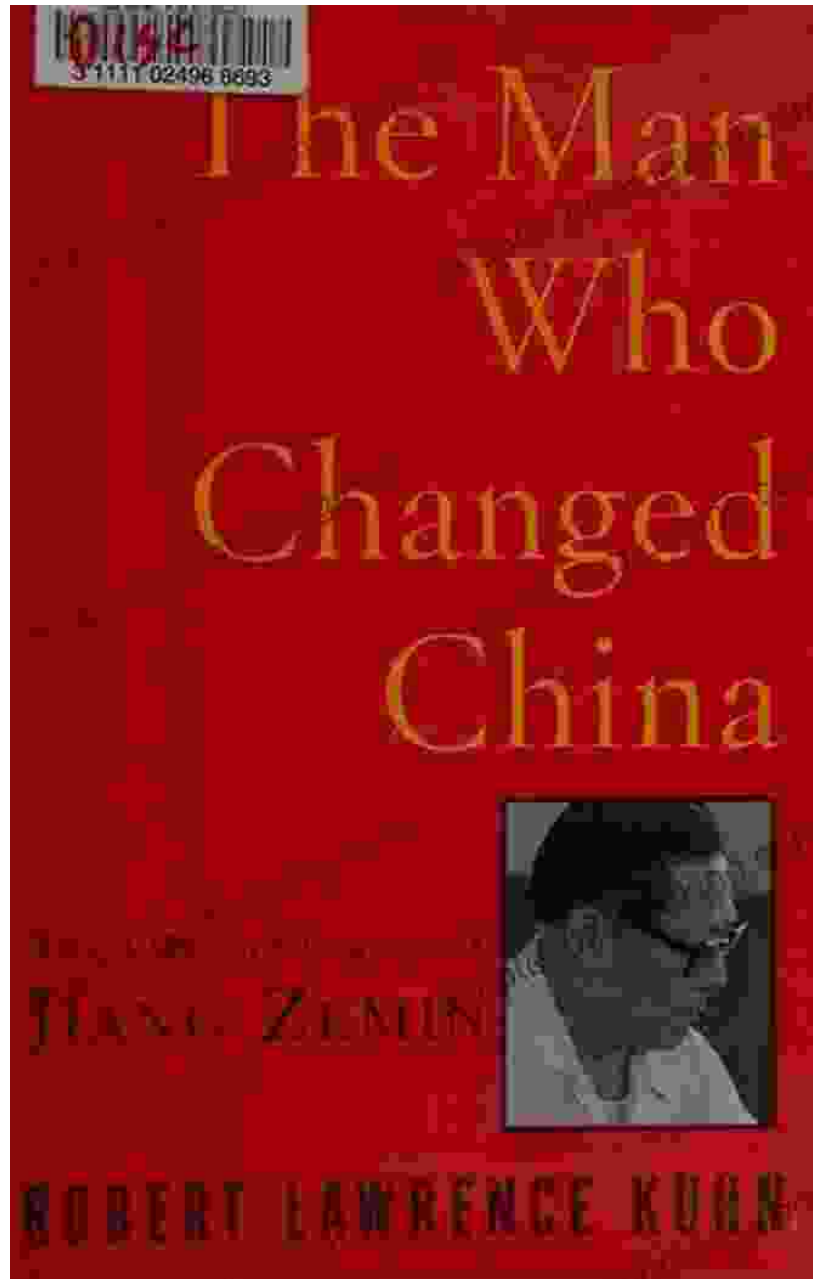
## **Legacy and Influence**

Max Factor died in 1938, but his legacy lives on. His company, Max Factor Cosmetics, continues to be a leading force in the beauty industry. And his iconic makeup looks continue to inspire and influence makeup artists and fashion designers alike.

Factor's story is a testament to the power of innovation and the transformative nature of beauty. He was a true visionary who shaped the glamorous history of Hollywood and beyond.

### **Learn More**

To learn more about the fascinating life and work of Max Factor, read the definitive biography, "Max Factor: The Man Who Changed the Face of Beauty." This richly illustrated book is filled with rare photos, exclusive interviews, and a behind-the-scenes look at the world of Hollywood glamour.



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