



Module 2 : History of Makeup

- The history of makeup
- The use of cosmetics in ancient times
- The timeline of events in the evolution of makeup
- Makeup and feminists

What you will learn:

- The history of makeup
- The use of cosmetics in ancient times
- The timeline of events in the evolution of makeup
- Makeup and feminists
- Makeup use from around the world

2.1 Cosmetics in Ancient Times

 **For centuries, various forms of cosmetics have been used to enhance beauty, promote better health, and used in religious rituals.** The use of these products in the past may have been for more practical means, such as protecting the skin from the sun, to hide beauty imperfections, and to establish class status. In Ancient Rome makeup was used for ritual purposes and by women of wealth. It was also used by prostitutes, though too expensive for the poorer women at first, until cheaper options became available at the trading posts. In ancient times, the makeup would be applied in a private room, away from the eyes of men. Women had helpers who would assist them in applying their makeup. Unfortunately, the makeup back then had a very bad smell, forcing women to drench themselves in perfume to hide the unwelcome stench. In Ancient Rome

pure white skin was considered beautiful, yet the Romans didn't have naturally white skin. They used high volumes of lead in their makeup, even though it was toxic. Women would use chalk powder and crocodile dung at night to try and naturally lighten their skin tone. At the same time, kohl was the main ingredient for eye makeup; this was mixed with saffron to hide the terrible odor.

2.2 Timeline for Cosmetics

10,000 B.C.:

Both men and women in Ancient Egypt used ointments and scented oils to mask their body odor or soften the skin. They were a major part of their health and hygiene. Perfumes were also used as part of religious rituals. Natural herbs and plants like thyme, myrrh, marjoram, lavender, lily, peppermint, chamomile, rosemary, rose, aloe, cedar, and oils like sesame, almond, and olive oil were used to make these perfumes. The oils and creams were also used to protect their skin from the dry winds and the hot sun. Castor oil was likely used as a balm to protect the lips and skin and was used in many of the skin creams.

4,000 B.C.:

Women in Egypt used galena mesdemet (comprised of lead and copper ore) and malachite (a green copper-based mineral paste) on their faces for definition and color. To create the appearance that their eyes were an almond shape, they used a combination of oxidized copper, burnt almonds, various copper colored ores, ash, lead, and ochre. They would bring the makeup to parties in boxes.

3000 B.C.:

People in China used gum arabic, beeswax, eggs, and gelatin to stain their fingernails. It would represent their social class. For example, the royals of the Chou dynasty would wear silver and gold. Other royals would use red and black and the lower class were not able to wear nail colors. Grecian women would use white lead to cover their faces and then use crushed mulberries as blush. Oxen hair was used as fake eyebrows as well.

1500 B.C.:

Rice powder was used to make the faces of Japanese and Chinese citizens white. Henna dyes stained the face and hair, teeth were painted black and gold, and the eyebrows were shaved off.

1000 B.C.:

Lead powder or chalk was used by the Grecians to whiten their faces. Ochre clays with red iron were used as lipstick.

840 B.C.:

Ancient Greeks used cosmetics. They were mentioned in the Old Testament of the Bible. Jezebel had

painted eyelids and the book of Esther also speaks of beauty treatments.

100 A.D.:

Barley flour and butter were used by Romans for pimples. They used sheep fat and blood to paint their nails. It was the time of the emergence of mud baths. Hair dye was popular, and even some of the men dyed their hair blonde. Lead-based formulas created whiter skin and the eyes were lined with kohl.

300-400 A.D.:

Henna is used for drawing intricate designs on feet and hands and was also used to dye hair.

1200 A.D.:

Perfumes were imported from the Middle East to Europe during the Crusades.

1300 A.D.:

People in Elizabethan England dyed their hair red. They also used egg whites spread on their faces to create the look of a paler complexion.

1400-1500 A.D.:

Cosmetics were used by the aristocracy in Europe. France and Italy began manufacturing cosmetics.

1500-1600 A.D.:

White lead paint was used to whiten the skin of European women, along with other methods. Queen Elizabeth I used white lead to create "The Mask of Youth". Blonde hair is considered to be angelic and becomes popular. They would mix: alum, black sulphur, and honey. It would be painted onto the hair and then dried in the sun.

1800 A.D.:

A major transformation occurs through the use of zinc oxide instead of copper and lead in facial powders. This changed the health implications of wearing makeup since a previous mixture was found to cause muscle paralysis, tremors, and death.

1900 A.D.:

Pressures to create a younger look for middle-aged women in Edwardian Society, lead to the increased use of cosmetics. Salons began to increase in acceptability and popularity.

FACT

✖ The word “cosmetic” is from the Greek word kosmos (related to cosmos), meaning to arrange, order, or adorn. The popular magazine Cosmopolitan is also derived from this root.

2.3 Early 1900's

✖ **Maksymilian Faktorowicz emigrated from Poland to the United States in 1904 and by 1908 had changed his name to Max Factor.** He moved to Los Angeles and began producing and selling his makeup line. It was very popular because it didn't cake on the skin or crack. Many movie stars used it, because it worked so well under the hot studio lights. This era brought the tweezing and shaving of the eyebrows in an effort to expand the forehead. The idea was that it made women appear smarter. Women were meant to look natural and makeup wasn't openly accepted. The aim was to look pale, as a woman with a tan was seen as low or working class, which is why women stayed out of the sun and indoors for most of the day. Women used lemon juice regularly in their makeup back then, sneaking makeup on when no one was looking. The makeup looked bare, very natural and used foundation which comprised of a moisturizing and powdering layer, which was held in a tube which resembled a rolled up cigarette. Eyes were very lightly dabbed in grays and lemon colors, while lips were very lightly stained, passing as more a bitten lip than lip color.

Actress Jean Harlow circa 1937

✖ Notice the pale complexion, natural look, and styling of the eyebrows.

By the 1920s, the cosmetics industry was growing and expenditure on advertising rose dramatically. In 1927, it was around \$390,000 and rose to \$3.2 million by 1930.

Makeup and Feminists

During the late 1960s and 1970s, the second-wave of feminism swept across the United States. The feminists pushed for women to give up on anything that allowed them to be objectified by men. They worked to persuade women to stop using makeup and dressing up in a way that appealed to men. However, instead of pushing women to stop wearing makeup entirely, they pushed them to continue it because they feared that if they didn't wear makeup, they would be seen as a radical or ugly. Women in the 1960s and 70s believed that it was socially important to wear makeup. They were using makeup to become more appealing in their workplaces. It was used to get themselves ahead in the workplace and also made them feel better. They were more confident and helped them fit in better in a place where they were consistently told that they were inferior. It gave them the edge that they needed to be taken more seriously.

The issue of makeup is still debated among feminists today. However, they believe that women should have the right to either wear makeup or decide not to without feeling inferior.

There is a perception that the cosmetics industry portrays a negative message, saying that women

need to hide their imperfections or need to be fixed. Critics are concerned with younger women wearing makeup and the messages that advertisers send to the younger generations. They fear that it causes them to be sexualized too soon. However, makeup may just do the opposite. When women wear makeup, it is harder for them to let their imperfections stand in the way of doing things.

For example: A student gets a prominent pimple the day before the big auditions for the end-of-year play. This student can decide not to participate in fear that this pimple will be noticeable. However, if they use some concealer and foundation, they will not worry about the pimple and instead concentrate on nailing the audition. Most of the time, younger adults experience the largest number of outbreaks. By utilizing makeup, they are able to hide their imperfections so that their pimples don't make them feel inferior. They are not judged by these imperfections and begin to believe in themselves. Later in life, they most likely won't associate the makeup with this feeling of acceptance. They will simply believe that they really are worth the attention and admiration of others.

Today, there is a common misconception that men do not like women who wear makeup because they see them as being fake. History shows that the use of makeup has singled women out for censure: the British Parliament passed a law in 1770 that made wearing makeup a crime and synonymous with witchcraft. They noted how men were enchanted by a fake perception of what the woman looked like. However, these days, there are just as many men that prefer women to wear it as those that don't. Men today are also utilizing makeup more than in the past. It is now a unisex operation that benefits men, especially those in the public eye, as much as women. Concealers and foundations that hide imperfections are appealing to men today. There is no clear evidence that men will utilize any of the other makeup products in general.

2.4 Uses of Cosmetics Throughout the World

✖ **Egyptians cultivated beauty and were the first to use makeup extravagantly.** The use of cosmetics to enhance natural beauty was thought to have originated here. In Ancient Egypt henna and kohl were used. Berries were used on the skin, lips, and eyes. Kohl makeup was created by mixing a black mineral called galena, animal fat, and sulphur. It created the heavy lines around the eyes, protected the eyes from the glaring sun, and worked for eye inflammation. They had treatments for wrinkles that used fresh moringa and gum of frankincense. Ointments were used for burns and scars and were made using Kohl, sycamore juice, and red ochre. Circa 1400 B.C., Queen Nefertiti used henna to stain her nails red and wore lavish designs on her face. Circa 50 B.C., Queen Cleopatra erected a cosmetics factory near the Dead Sea for her personal use. Ancient Africans chewed on licorice root sticks, frankincense, and herbs for a better breath. In Ancient Persia, Kohl, a black powder, was used to make the edges of the eyelids darker by smudging it like eyeliner. The Arab tribes that converted to Islam restricted cosmetics in some areas if they were used to disguise their appearance or to appeal to be desired. There is no prohibition today that specifically relates to cosmetics if they are not made of harmful substances. A tenth century teacher, Abu al-Qasim al-Zahrawi, considered cosmetics a medicine branch and coined it the "Medicine of Beauty". The piece talks about perfumes, incense, and aromatics. There were sticks rolled and put into molds, which were similar to our modern-day deodorant and lipstick. In China, Princess Shouyang who was the daughter of The Emperor Wu of Liu Song, started a new tradition when a plum blossom fell onto her forehead. It enhanced her beauty and soon became a new trend. In Japan, crushed safflower petals created lipstick, paint for the eyebrows and eyes, and the lips. The sticks of bintsuke wax were used as a base by geisha. To color the face, rice powder was used, the eye sockets were contoured with rouge, and the teeth were colored with Ohaguro, a black paint. To lighten the color, bird droppings were even used. Circa 1600 B.C., the Chinese aristocrats of the Shang dynasty colored their nails an

ebony or crimson color using a mixture of gum arabic, beeswax, egg whites, and gelatin. The evolution of makeup has come a long way. New methods have been developed and the old ones that were unhealthy have been removed. In all, the idea remains the same. The industry has developed ways to enhance beauty. It has a way of eliminating imperfections and accentuating natural beauty. The evolution to make the industry better is never over. Today, companies are working hard to develop products that are better than the rest. They work to make it more convenient and eliminate any problems. For example, mascara companies are continually changing their formulas and brushes to make it so that the mascara can be applied while adding volume to the lashes. They work to get rid of clumps and design products that will last all day. Overall, companies are working to build products that continue to enhance beauty, ward off the signs of aging, and increase the self-esteem of men and women all over the world and from all walks of life.

2.5 Modern Times

✖ **Today makeup is widely accepted and worn by most women.** Women wear makeup to feel better about themselves, boosting their self-confidence and self-esteem. Older women use the products to hide fine lines and wrinkles, making them look and feel younger, while younger women wear makeup to look older and feel more confident. There are hundreds of brands to choose from and a range of products, which enables women to find the perfect match based on their particular needs, in terms of their skin tone, complexion and their skin sensitivity. Bold, bright, and daring colors are being used by all women of all ages to make a statement. Bold lips and eyes are essential in today's makeup trends, something a little different and daring.

Module Summary

This module explored the history of makeup and where it started. It not only gave a timeline of its progress, but a detailed account of how makeup evolved throughout the years. This module also helped you to understand what was important to women back in ancient times compared with those in the modern day. You should also have a good understanding of when makeup first started being developed globally, and how modern makeup products are very different to those used by our ancestors.

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