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Classic Beauty: The History of Makeup

Gabriela Hernandez

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Classic Beauty: The History of Makeup

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Classic Beauty: The History of Makeup Gabriela Hernandez
The definition of a beautiful face has never been constant. See how political and social climates have molded accepted beauty rituals and the evolution of cosmetics from ancient times through today. This colorful reference book chronicles historic trends for the eyes, lips, and face, and offers in-depth aesthetic reviews of each decade from the 1920s to today. Follow the rich history of facial trends through fascinating and bizarre vintage ads; detailed makeup application guides; and profiles of famous makeup innovators, connoisseurs, and iconic faces. Over 430 images, timelines, and detailed vintage color palettes show the changing definitions of beauty and document makeup innovations (the first mascara, lipstick, eye shadow, etc.) that have evolved throughout the history of cosmetics. This is an ideal reference for the professional makeup artist, cosmetologist, educator, student, and general makeup enthusiasts.

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