

HISTORY OF 1930'S MAKEUP



Just look at the early talkies of the 1930s and the beautiful women who graced the screen like Myrna Loy, Greta Garbo, Mae West, Jean Harlow, Constance Bennett and of course the unforgettable Carole Lombard.

They all have a certain 'look' and one clear thing they all shared was the pencil thin eyebrow. The heavy kohl eye-shadows of the 1920s vamp made way for newer and lighter shades. Cream eye-shadows began to appear from the big cosmetic names like Max factor who also launched the decade with his Lip Gloss and later in 1937 – Pancake water soluble makeup. Helena Rubinstein launched the first commercial water-proof mascara in 1939.

Lipstick sales went through the roof and there wasn't a magazine on a stall that didn't have a pouting face staring back using products from Coty, Tangee, and Max Factor. The British Daily Mail reported in 1931 that 1,500 lipsticks were being sold to women for every 1 being sold in 1921! Mascara was now in every girls makeup kit – a cake or bar with a brush to apply (liquid mascara did not appear until Helena Rubinstein's Mascaramatic in the 1950s).

As Hollywood gained traction and makeup artists began using the techniques that helped make a woman beautiful on stage with clients and through increasingly popular fan magazines, more advanced makeup techniques began to be utilized. Adopted from theatrical makeup sticks, the eyeliner pencil to some extent took over from the heavy kohl look of the 1920s. Now women began to contour the eye, tracing a triangle effect from the tear duct out to and beyond the natural edge of the eye – thus widening and adding further feminine emphasis to the face. The lips lost the rosebud effect of the previous decade and adopted a thinner line, but now with a host of color palettes to choose from. Popular lipstick colors included dark reds, maroons and raspberry tones.

- **Eyes** – blues, greens, pinks, purples applied lightly and in pear shapes beyond the natural eye.
- **Eyebrows** – plucked out of existence and redrawn in pencil thin lines – arched more attractively upwards.
- **Lips** – the cupid's bow was replaced by thinner horizontal lines with upper lips enlarged and fuller. Popular colors are raspberry reds and maroon.
- **Lashes** – mascara became an essential for every woman. False lashes were also introduced and became popular as well.
- **Rouge** -The triangle was the new look and contouring faces was in vogue.
- **Nails**—The Moon Manicure was really the primary way that nails were done. It's important to note that LIPS and NAILS were supposed to match each other. Nail edges were sharply rounded (nowadays called coffin nails), long and never squared. (See example)
- **Foundation** – Heavy coverage (foundation and most makeup of this era was oil based and went on pretty thick. It was followed by a good dusting of translucent powder or rice powder to keep smears and runs to a minimum.



CONTOUR

HIGHLIGHT

Eyeshadow Order

1. Lightest "highlighting" color
2. Medium shadow color
3. Darkest "smokey" color
4. Transition "blending" color

Using lip liner, draw an X on your cupid's bow.

Trace the outer corners and bottom edge of your lower lip.

Connect the lines and outline the rest of your lips.

Fill in with your favourite Rimmel lipstick shade!