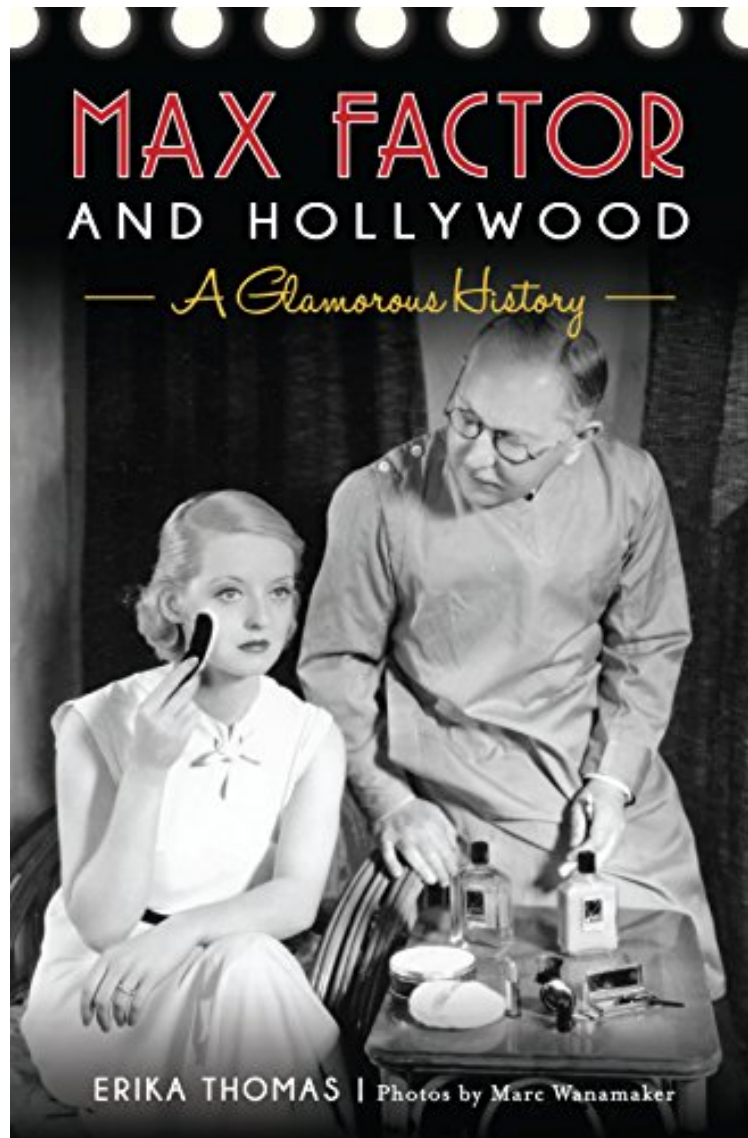


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## Max Factor and Hollywood: A Glamorous History

*Erika Thomas*

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**Erika Thomas : Max Factor and Hollywood: A Glamorous History** before purchasing it in order to gage whether or not it would be worth my time, and all praised Max Factor and Hollywood: A Glamorous History:

0 of 0 people found the following review helpful. If you wear makeup you'll enjoy this!By catherineI grew up in Hollywood - all the girls used Max Factor makeup! A fun read, interesting peek into the history of makeup, movies, and old Hollywood/Los Angeles!0 of 0 people found the following review helpful. Bravo!By Janine ZimmermanBrilliantly written. A perfect reflection back on an era that made cosmetics what they are today. A must read for any glamour girl!3 of 3 people found the following review helpful. I'm ready for my close up!By Mister

Bubba What a fun trip down memory lane! Erika Thomas gives us a treat with this elegantly written book about Max Factor! My fave are the photos and detailed captions with an explosion of interesting tidbits. I loved the beautiful vintage Max factor advertisements as well!

When Polish wigmaker and cosmetician Max Factor arrived in Los Angeles at the dawn of the motion picture industry, "make-up" had been associated only with stage performers and ladies of the oldest profession. Appalled by the garish paints worn by actors, Factor introduced the first "flexible" greasepaint for film in 1914. With a few careful brush strokes, a lot of innovation and the kind of luck that can happen only in Hollywood, Max Factor changed the meaning of glamour. His innovations can be experienced in every tube of lipstick, palette of eye shadow and bottle of nail lacquer used today. Join author Erika Thomas as she reveals the makeup guru's expert beauty tips and the story of how he created the most iconic golden-era looks that are as relevant today as they were nearly a century ago.

About the Author Erika Thomas writes for the lifestyle publications Southern California Life, Los Angeles Confidential, Chevrolet New Roads and others. A former actress, Erika made the rounds at Paramount, Warner Bros. and the Culver Studios (her drive-on pass often taking her through the Ince Gate), where she was always more interested in the history of the famed structures than she was in booking the acting job itself. She holds a degree in English and creative writing from California State University-Northridge. Her love of golden-era Hollywood began at the age of nine, when she saw a rerun of the 1959 film *Some Like It Hot*. Since then, she's been an enthusiast of old school haunts that range from Lana Turner's favorite booth at Formosa Cafeacute; and Liz Taylor's bungalow at the Beverly Hills Hotel to every Googie-era bowling alley and coffee shop in between. Erika enjoys writing about Southern California history, architecture and design.