

# MAX FACTOR

## News Release

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### MAX FACTOR & CO.

The name Max Factor has become synonymous with beauty and fashion to millions of women in all parts of the world.

Since its official founding on January 2, 1909, the company has developed countless make-up innovations including the first motion picture make-up in 1914, Lip Gloss (1930), PAN-CAKE Make-Up, forerunner of all modern cake make-ups (1937), PAN-STIK Make-Up (1948), ERACE, the original cover-up cosmetic (1954), the first "waterproof" make-up (1971), LASH MAKER Automatic Comb-On Mascara (1972), COLORFAST Long Lasting Lipstick (1979), COLORFAST Nail Enamel and COLORFAST Velvet Eye Shadow (1980). In fact, even the word "make-up" was coined by Max Factor!

What began as a one-man make-up and hairgoods shop in downtown Los Angeles is now a Multi-million dollar company that markets its products worldwide and provides employment for more than 8000 people in over 120 countries in Europe, Asia, South and Central America and Africa, as well as Canada, Mexico and Australia. Today, Max Factor is recognized as one of the largest manufacturers, selling a full line of cosmetics, fragrances, treatment products and franchised toiletries covering all price points.

Max Factor & Co. was founded by Max Factor, Sr., who began as a make-up man for the Royal Ballet in Czarist Russia. As a young man in 1904, he emigrated from his native country to New York and later that same year, moved to St. Louis, Missouri, where he opened a small perfume, make-up and hairgoods concession at the St. Louis World's



Fair. Four years later, the family moved to Los Angeles where Max Factor opened his first store in the center of the city's theatrical district. Here he not only sold his own creations, but also served as the west coast distributor for both Leichner and Miner, manufacturers of two famous brands of stick greasepaint and other theatrical items.

As motion picture companies arrived and settled in California, film players naturally turned to the specialized Factor shop with their make-up problems, and throughout the years, the company has been instrumental in assisting the motion picture industry, and in later years, the television community.

In these early years, greasepaint in stick form, although the accepted make-up for use on the stage, could not be applied thinly enough nor were the colors appropriate to work satisfactorily on the screen. And so, in 1914, Max Factor perfected the first make-up specifically created for motion picture use -- thinner greasepaint in cream form, packaged in a jar and created in 12 precisely graduated shades. It was worn for the first time by actor Henry B. Walthall, who served as the model for screen tests. With this major achievement to his credit Max Factor became the authority on make-up.

The 1910-1920 decade saw the Factor creation of two major milestones in make-up history.

First, he improved upon his original greasepaint in a jar and introduced the world's first "sanitary" make-up -- greasepaint in a collapsible tube -- which quickly became the most popular motion picture make-up of its time.

Secondly, he invented perhaps the most important single development ever to be conceived for the new art of make-up. Called "COLOR HARMONY," this principle established for the first time that certain combinations of a woman's complexion, hair and eye coloring were most effectively complemented by specific make-up shades prescribed in "color harmony."



Primarily originated only for motion picture make-up, this principle, together with the introduction of the new "Color Harmony Prescription Make-Up Chart" and "Complexion Analysis Card," was later adapted for the Society Make-Up line and launched nationally in 1927 for women in all walks of life. Today, major cosmetic companies still use variations of this original technique.

In 1928, Panchromatic film replaced the time-honored film previously used by motion picture studios and immediately outmoded existing make-up. The Academy of Motion Picture Arts and Sciences turned to Max Factor for a solution to their problem and "Panchromatic Make-Up" was created. Introducing an entirely new kind of formulation in a wider-than-ever range of shades that provided the correct degree of light reflectivity required by the sensitive new film, it proved so successful that Max Factor was given a special Academy of Motion Picture Arts and Sciences Award in recognition of this great make-up contribution.

By 1932, television had proved itself as an exciting new medium that was definitely here to stay. Still, it did have problems -- make-up problems -- and it was Max Factor who solved them. Collaborative research was carried out with the Don Lee Los Angeles Experimental Television Station WGXA0. The resulting complete new line, coupled with new and different shades, appropriately was named "Television Make-Up," and the term immediately became a Max Factor symbol. Later, in 1954, Max Factor was to create the make-up that is still used as the standard for color television programming. 1935 marked a milestone in the firm's history with the opening of the unique Max Factor Make-Up Salon in Hollywood, which today is still one of the film capital's most famous landmarks and the home of the Max Factor Museum.

During this period, Max Factor's Hair Department began to enjoy exceptional growth within the film industry and the world at large, emerging as the largest establishment of its kind.



Not only did Max Factor create the first human hair wig used in a motion picture, but also the revolutionary hairlace wigs for women and men that created the illusion of realistic, natural-looking hairlines for the first time.

Shelf after shelf of special head blocks of famous personalities, molded in wood to the exact size and shape of the individual celebrity's head, lined the walls of the Max Factor Hair Department and served as a perpetual record of head measurements. When a motion picture called for a star to wear a specific hairstyle, the appropriate block was used for the creation and styling of the wig, eliminating the need of the celebrity's time until completion of the hair creation.

In later years, Max Factor's invention of a self-measure-and-chart procedure enabled bald men to order a custom-made hairpiece by mail with an unconditional guarantee of perfect fit and complete satisfaction. And, the creation of "Flatter Wigs" enabled all women to enjoy the fashion image and flair of the Max Factor wig stylists and their realistic hairpieces.

No history of Max Factor & Co. would be complete without mention of the major make-up problems presented by the introduction of color to motion pictures -- and its solution by Max Factor. Technicolor™ had achieved excellence from the standpoint of film and photography, but it was quite apparent that make-up for black and white film was completely unsatisfactory. Actors' faces tended to appear green or fiery red -- or any other color -- on the screen. Invariably, it was a reflection from costume colors or even fabrics used on the set.

After many months of laboratory research and experimentation, an entirely new type of make-up material was created by Max Factor -- a make-up in solid cake form to be applied with a slightly moistened silk sponge. For want of a better name, it was called PAN-CAKE MAKE-UP, "pan" because of its small, flat, pan-like container, and "cake" because of the form in which it was made. Used for the first time on all members of the cast in Walter Wanger's "Vogues of 1938,"



starring Warner Baxter and Joan Bennett, it worked miracles. Critics singled out the make-up and raved about it in their reviews. One wrote: "Never before in a color motion picture have the players looked so natural and realistic. They were so lifelike, in fact, that it seemed like they would step down from the screen into the audience at any minute."

Next, PAN-CAKE MAKE-UP was almost immediately used with equal success in Samuel Goldwyn's "Goldwyn's Follies" and after that it became the standard make-up for all color motion pictures.

Naturally pleased with the overwhelming acceptance of PAN-CAKE MAKE-UP Max Factor registered the name with the United States Patent Office in 1937 -- content with the professional category it occupied. But then something strange happened!

Fashion models used in the two films began wearing the make-up night and day because they loved its transparent effect and its "non-theatrical" appearance on their faces. Soon, motion picture stars were buying PAN-CAKE MAKE-UP for their off-screen appearances, as well, and the clamor for it reached deafening proportions from women in all walks of life -- nationally. Launched to the "women of America" via distinctive full-page, two-color ads featuring a screen star portrait and illustration of the product, PAN-CAKE MAKE-UP became, almost overnight, one of the fastest-growing, largest-selling, single make-up items in the history of cosmetics. Today, it is still one of the most popular cake make-up products available.

And the credits go on. There is no cosmetics company anywhere that, throughout its long history, has been so unmistakably associated with the most beautiful women in the world as Max Factor. The company's leadership in educating women to the subtleties of fashion make-up is legendary. When the company was founded, the average woman used little, if any, make-up as society actually frowned upon it. Today, the average woman wouldn't appear in public or even in her own home without it.



From 1973 to 1983, Max Factor & Co. operated as a self-contained, wholly-owned subsidiary of Norton Simon Inc., a consumer products marketing firm. In the fall of 1983, Norton Simon Inc.'s assets were purchased by Esmark, Inc., a diversified international holding company and in 1984, all Esmark assets were purchased by Beatrice Companies, Inc., one of the largest worldwide marketers of food and consumer products and services. Included among Beatrice's diversified interests are Swift/Hunt-Wesson Foods, Inc., International Playtex, Inc. (of which Max Factor & Co. is a division), Halston Enterprises, Inc., Avis, Inc., Eschem Inc., Estronics, Inc., La Choy Oriental Foods, Rosarita Mexican foods, Tropicana fruit juices and drinks, Samsonite and Culligan.

The company's major United States manufacturing and distribution facility is located in Oxford, North Carolina. Company owned branches or subsidiaries are located in Australia, Belgium, Brazil, Canada, Costa Rica, El Salvador, France, Germany, Guatemala, Hong Kong, Italy, Japan, Mexico, Puerto Rico and the United Kingdom.

The basic Max Factor line is comprised of a variety of treatment products, face make-up and shaded products for lips, nails and eyes. Several specialty items, like Max Factor's ERACE cover-up, are unique to the company's image and leaders in their field. Included within the basic MAX FACTOR brand are the popular ACTIVE PROTECTION Water-proof, WHIPPED CREME and COLORFAST cosmetics lines.

The MAXI cosmetics brand features a large assortment of products designed to provide "maximum performance" in terms of durability, including face and cheek make-up, eye, lip and nail products.

In the fragrance area, Max Factor's popular lines include the provocative EPRIS fragrance collection, endorsed by lovely actress Jaclyn Smith, LE JARDIN DE MAX FACTOR, featuring the beautiful British actress Jane Seymour as spokeswoman, the classical GEMINESSE scent, MAGICAL MUSK BY TOUJOURS MOI, FAME and TOUJOURS MOI.