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PHENOMENON OF MAX FACTOR: MAKEUP FATHER AND HOLLYWOOD WIZARD

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Today, the art of make-up occupies an important place in the structure of the fashion image: thematic, catwalk, festive, stage, entertainment. The meaning of the term *makeup* is well-known for everybody nowadays. It is a subset of cosmetics, which refers primarily to coloured products intended to alter the user's appearance [1]. Beauty products business is huge, this is a whole empire with its own rules. This part of life is extremely important for every person, therefore there is a bunch of new beauty products and their advertising that we face every day.

Make-up has penetrated very deeply into the culture of every nation, because it has existed since the 1st century BC. The father of the modern stage in the development of cosmetics is believed to be a celebrities makeup artist, who revolutionized movie makeup and who changed the ways in which film, cosmetics, and the skillful application of powder, rouge, and lipstick can transform a woman into a screen siren [2].

It started in a tiny Eastern European town when the first world's beauty salon «Max Factor» was opened at the end of the 19th century. From here begins the story of the brand that literally changed the face of Hollywood and created the modern beauty industry. Right here the man who created looks of Marlene Dietrich, Greta Garbo and Ava Gardner worked. His designs were admired and used by Charlie Chaplin and Baston Kitten. He made up Frankenstein and even received an Oscar for his contribution to the development of cinema. His name was Max Factor, abbreviated name and surname of Moisha Abramovich Faktorowicz, who used to be a make-up artist of the imperial theaters and court hairdresser of the family of Nicholas II.

A brief digression into the biography of this man will allow to understand the recipe for his success, to realize what is the connection between a small provincial town in Eastern Europe and Hollywood, and how this little man became the father of a make-up empire.

Moisha Faktorowicz was born as far as possible from Hollywood, literally at the opposite end of the world, in a small town on the outskirts of the Russian Empire – Zdunska Wola, Congress Poland in a poor Jewish family with ten brothers and sisters, where their father worked in a textile factory. After his mother died of cholera, there was no money for living, no privileges and starting conditions for future success. Luckily, at the age of 8 he became a pharmacist's assistant at a local pharmacy, where he studies different substances and learns how to mix them. At 9 he apprenticed to a hairdresser. And by the age of 13, Faktorowich already worked so

well with hair that he was taken as a student by a famous hairdresser from Berlin. And a year later he was invited to work as an assistant of a make-up artist at the Big Theater.

He did not have enough money to start a business in a big city, so in 1895 Faktorowicz opened his first salon in province where he cut, curled and combed hair and sold blushes, creams, wigs and perfumes of his own production. But he yearned for big cities and the theater. And one day, not local performers from the capital city came to his little hairdressing salon and Faktorowicz served guests in the highest rank and gave a bunch of jars with his cosmetics. The Polish Jew and all his cosmetics made such an impression on the capital troupe that in a few weeks Faktorowicz was invited to do makeup and costumes at the large opera house in St. Petersburg. And there, in parallel with the opera business, he became a personal consultant on cosmetics and hairstyles for the emperor's family. Faktorowich was doing well, but was kept under the strict control and couldn't leave the Winter Palace without an escort. Living in such a golden cage depressed him and besides did not guarantee safety for him and his family. At the beginning of the 20th century life of the Jews in Russia was in danger. Newspapers all over the world wrote about Jewish pogroms in the empire within which people were beaten, raped, robbed and killed. Faktorowicz changed his name from Moisha to Maximilian a long time ago, but it was still dangerous for him to be in the country, because he received anonymous threats. Faktorowicz's main client, Nickolas II, spoke sympathetically about anti-Semitic organizations and publicly regretted that «The Protocols of the Elders of Zion», the main anti-Semitic fake of that time, turned out to be a fake.

It was very difficult to work with a person who did not consider you a person. Faktorowicz's uncle and brother had already moved to America in search of a better life and Maximilian was already called to join them. But no one was going to let the court make-up artist go. But a court general noticed Faktorowicz's mood and introduced him to his doctor. The doctor appointed Maximilian treatment in Karlovy Vary, where his wife Esther and children were already waiting for him. Faktorowicz was not sick at all, but he painted the disease on his face with makeup.

On February 25, 1904, the ship with the Faktorowicz family sailed passes the Statue of Liberty. In an immigrant center in New York a local official shortened his first and last name, and from that time he was officially called Max Factor.

Hollywood is a factory of stars, a generator of myths. At the World's Fair in St. Louis, he started his business. It was the right place with wonders of technology, agriculture, art and science, as well as attractions and entertainment for every taste. There Max Factor sold cosmetics and hair care products with an assistant who later disappeared with all the money.

Cinema industry was very perspective at the beginning of the 20th century, it was like IT at the beginning of the 21st century. Every year there were technological innovations and cinema chains grew across the country. This business clearly had great prospects and theatrical magic again beckoned Max. He travelled to Los Angeles and opened a store on Hollywood Boulevard and it became a hot spot. Max quickly made acquaintances with film actresses and learned about a serious problem in the cinema. So, Factor invented the first real makeup for movies. Theatrical makeup was made in the form of sticks, it cracked, fell off, and the new «flexible greasepaint» [3] was a liquid cream in a jar, it had a different texture and looked natural. It was applied in a thin layer, did not dry the skin. At the time Factor formulated his successful rule that make-up cannot be considered successful if it is noticeable. The director of «Fascinating Youth» one day was watching a filmed scene and

noticed that Josephine Dann's skin looked silky and soft, unlike the skin of the other actresses. The secret was in the make-up of the beautician Factor. Max Factor created Tru Color Lipstick, the first long-lasting lipstick that didn't smudge. Lipstick, later called lip gloss, was also invented by Max Factor. Thanks to this invention, the lips of movie stars on the screens have acquired a luxurious glossy sheen (pic. 1).

Max Factor made a splash in the acting environment. His makeup was used not only by Hollywood beauties, but also by famous comedians such as Charlie Chaplin and Buster Kitton. The new makeup gave them complete confidence and freedom of facial expressions. Rudolph Valentino, for example, appeared with lighter skin on the screen. In America at the time, which was not free from racial prejudice, this allowed the actor to change the role of the villain to the hero-lover.



Pic. 1. Poster advertising Tru Color Lipstick, created by Max Factor

Max Factor became famous in the film industry, but he realized that his inventions would be useful not only to filmmakers. He decided to make ordinary women beautiful, but the fact was that at that time makeup was considered something indecent, it was forgiven only for actresses and prostitutes. The very word *make-up* was almost a dirty word. Max Factor popularized the term *make-up* in a noun form based on the verb [4] and made it so that in America everyone began to use makeup.

Since 1916, all of his novelties had appeared in retail, customers were closely watching what their favorite movie stars looked like and as soon as something new appeared in their makeup, they knew they would find it in Max Factor's store. And even elementary lipstick was not a success until Max Factor used it in the make-up of film actress Clara Bow. Max Factor created a special shape of the lips in the shape of a heart and it was called «Cupid's bow», because Bow was not a real surname and this word just meant God.

Greta Garbo's eyes amazed the whole world. It was Mascara and eye shadow from Max Factor which led to this phenomenon. As a result, American women wanted the same eyes as the actress and followed her style. The most famous example of Max's work was how he transformed the young actress, Jean Harlow. He made her the world's first platinum blonde and then developed the world's first makeup line for this type of appearance. Jean Harlow became a superstar and thousands of women

around the world copied her appearance. Factor launched lip gloss, false eyelashes, polish for nails and made another small revolution. He created a chest with small boxes and a mirror. But Max Factor was called the father of cosmetics not for commercial success, technological innovations and Hollywood hype, but because of his creation of colour harmony in makeup. Cosmetics should match skin tone, hair colour and eye colour. And this was not just a theory, in 1935 Factor put it into practice.

The pinnacle of success was opening an own Max Factor makeup studio. Inside there were four cabinets of different colors, each of them represented by a Hollywood star: blue office for blondes was represented by Jean Harlow; green cabinet was for redheads – the famous dancer Ginger Rogers; a pink cabinet for brunettes was represented by Claudette Colbert; a peach cabinet for brown-haired women was represented by Rochelle Hudson. Here Max conducted master classes and shocked a wide audience.

The genius of beauty turned out to be very short, only 150 cm, he had a terrible Russian accent, which his sons were embarrassed of, but he was an ambidexter, he was equally good at both right and left hands. And he could apply makeup with them at the same time. And the studio used a special apparatus – the beauty measurer, or beauty micrometer to measure the proportions of women's faces in order to correct them with makeup [5]. But Max was not trying to drive female beauty into some kind of standards, he just wanted to help new make-up artists. As a result, he abandoned this apparatus, because there was something immeasurable in female beauty.

On the wave of absolute success in 1938, when «Vogues of 1938» with the phrase «makeup by Max Factor» was released, Max and his son were going for business in Europe. There Jew hatred has reached a new level. During a stopover in Paris Max Factor, being respected as a professional, with his products sold in 80 countries around the world, having an Oscar for the development of cinema, was given a note in his hotel «Pay and stay alive». The local doctor recommended him urgently returning home, but in the US, Factor finally fell down and died in his bed in the summer of that year.

The Hollywood wizard brought to a halt one of the largest cosmetic empires in the world and in history, the leadership of the campaign passed into the hands of his son Frank. It was only him, who officially changed his name to Max, and called Max Factor Jr. For all the work done in the field of cinema, Max Factor was awarded the Oscar and a star on the Walk of Fame (pic. 2).



Pic. 2. **Max Factor's star on the Walk of Fame**

Max Factor's son worthily continued the work of his father, invented makeup for television, waterproof mascara, a tube with a brush for mascara, a brush for powder and lipstick, a long-lasting lipstick, nail polish, hairspray, liquid foundation and many other little things without which we are not presenting our cosmetic bag today, including even an eyebrow comb.

Today, the Max Factor brand operates under the auspices of Procter & Gamble. The empire of Maximilian Abramovich Faktorowicz has been still existing. The phenomenon of such a success lies in a bold talent, wild desire to live and create the things you love.

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