

Beauty School

The history of beauty

written by **Natalie Bow**



Clinique Water-Resistant Eyeliner in Muted Brown, \$14.50, visit clinique.com.

For thousands of years, women have relied on various techniques, plants, spices and more to make and keep themselves beautiful. See how much you know about the history of being beautiful and the modern-day brands that help us stay that way.

1. Indian princesses have used this combination of soot and castor oil since 3500 BC to create a dramatic smoky eye:

- a. Mascara
- b. Kohl
- c. Eye shadow
- d. Tilaka

2. This brand was originally called the French Harmless Hair Dye Co.

- a. L'Oréal
- b. Lancôme
- c. Clinique
- d. Revlon

3. Pair the beauty item with the cosmetic brand that first introduced it:

- | | |
|--|---------------|
| <input type="checkbox"/> Lipgloss | a. MAX Factor |
| <input type="checkbox"/> Mascara wand | b. CoverGirl |
| <input type="checkbox"/> Concealer | c. Revlon |
| <input type="checkbox"/> Waterproof makeup | d. L'Oréal |

4. Which of the following labels is not part of the Estée Lauder Cos.?

- a. Clinique
- b. Aveda
- c. Origins
- d. Revlon

5. Match the beauty brand with its home country:

- | | |
|---------------------------------------|------------------|
| <input type="checkbox"/> Dr. Hauschka | a. Germany |
| <input type="checkbox"/> M•A•C | b. United States |
| <input type="checkbox"/> Sephora | c. France |
| <input type="checkbox"/> Estée Lauder | d. Canada |



6. Kate Moss is the face of which British beauty brand?

- a. Jo Malone
- b. Rimmel
- c. LUSH
- d. Crabtree & Evelyn

7. Which of the following beauty labels was not started by a Hollywood makeup artist?

- a. Vincent Longo
- b. Laura Mercier
- c. Shu Uemura
- d. Kevyn Aucoin



8. True or false?

Queen Latifah is currently the face of CoverGirl.



Laura Mercier Lip Glace in Baby Doll, \$22, at Neiman Marcus

M•A•C Penultimate Eye Liner, \$16.50, visit maccosmetics.com

Revlon ColorStay Ultimate Liquid Lipcolor, \$10.99, visit revlon.com

L'Oréal, HiP Bright Shadow Duo in Flashy, \$7.99, visit drugstore.com

ANSWERS

Give yourself one point for every correct answer.

1. b
2. a
3. a, a, a, a
(MAX Factor invented all of them!)
4. d
5. a, d, c, b
6. b
7. b
8. True

CONNOISSEUR OF COSMETICS

(11-14 points) You understand that making people beautiful is big business and that not everything is as it appears on the surface.

PROFICIENT IN PRETTY (5-10 points)

You know the difference between drugstore classics and department store luxuries and use this knowledge to optimize your loveliness.

AU NATUREL AMATEUR (0-4 points)

Chances are, a swipe of lipgloss is all it takes to make you gorgeous, so you don't need to worry your pretty little head about these details.

