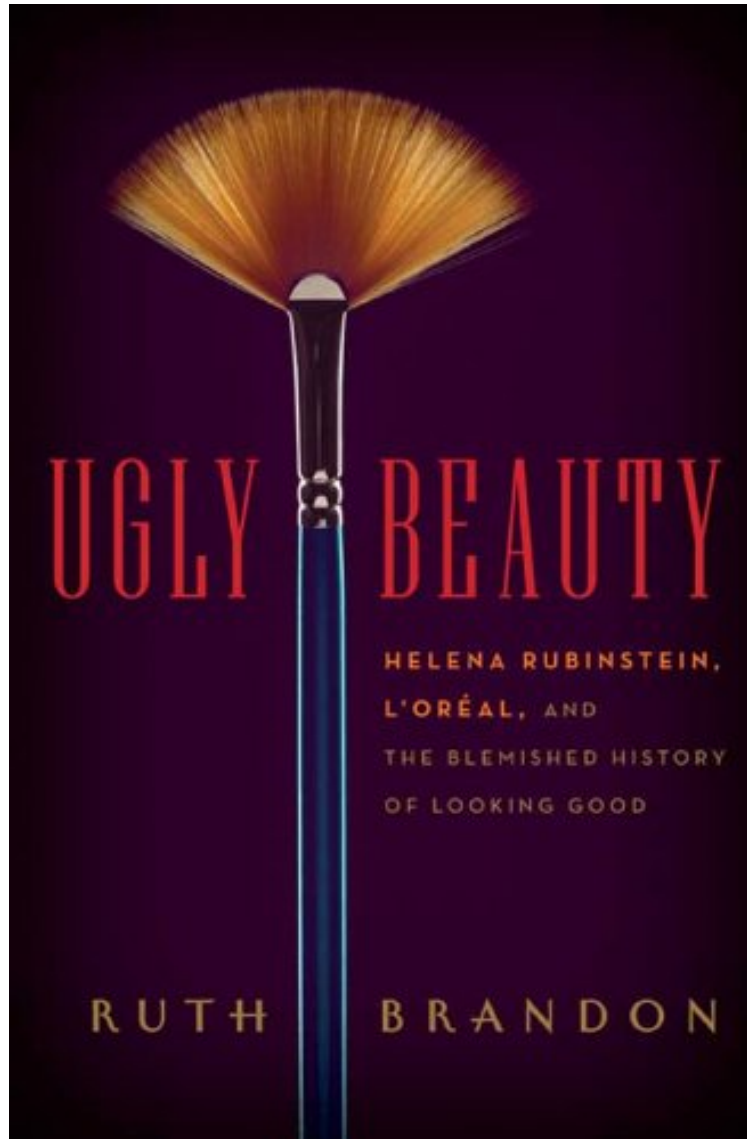


(Download pdf ebook) Ugly Beauty: The Ugly Face of the Beauty Business

## Ugly Beauty: The Ugly Face of the Beauty Business

*Ruth Brandon*

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**Ruth Brandon : Ugly Beauty: The Ugly Face of the Beauty Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ugly Beauty: The Ugly Face of the Beauty Business:

1 of 1 people found the following review helpful. Could be half as longBy Dona FridaePortions of the book that discuss personal business interactions are very interesting. However, far too much print is dedicated to the political activities of Schueller during WWII0 of 0 people found the following review helpful. Ugly Beauty too much informationBy Ronald HowanichAlthough the subject matter would be of much interest, that being Helena Rubinstein and the founder of L'Oreal, the author's approach was somewhat disappointing.My opinion is that this book got boring

in its details, and didn't keep to the subject matter. I found it difficult to keep the story line with all of the details involved. Sorry, but I would not recommend this one. 1 of 1 people found the following review helpful. BoringBy LadybugVery dry. Not well written. Started out as interesting, but then became boring. Did I care about these people? No.

From acclaimed novelist and cultural historian Ruth Brandon comes a captivating dual biography of the legendary founders of the cosmetics industry, Helena Rubinstein and Eugene Schueller, creator of L'Oréal. Brandon's gripping and sometimes disturbing story of gender, power, and politics stretches back from the darkest days of World War II, to the emergence of the modern fashion and makeup industries, with magazines such as Vogue and Cosmopolitan and game-changing product lines such as Avon and Mary Kay. Ugly Beauty resonates as well with its implications for modern culture, as we enter an era when haute couture and cosmetology exert an ever more powerful influence upon society at large.

From Publishers Weekly Starred . With wonderful attention to detail and real affection for her subjects, Brandon tells the story of Helena Rubinstein (1870–1965), a Polish Jew from a poor family with a small salon in Australia, who became the first woman tycoon and self-made millionaire. Her timing was excellent: she struck at the moment when decent women, for the first time, were allowing themselves makeup and were willing to shop for it publicly. At the same time, a young French chemist named Eugene Schueller (1881–1957) was making his name in hair dyes (and later collaborating with the Nazis); it was his company, L'Oréal, that swallowed Rubinstein's business. The descriptions of Schueller's political scandals are fascinating, but the story shines when Brandon returns to Rubinstein, a stubborn, spirited woman who responded to a luxury Park Avenue apartment's "No Jews" policy by buying the entire building, and who calmly thwarted robbers in her home at the age of 91. A clearheaded discussion of current beauty standards, vanity, and the gender politics of the modern cosmetic industry rounds out this lively history of the founding of the beauty business as we know it. (Feb.) (c) Copyright PWxyz, LLC. All rights reserved. From Booklist Expose's of the beauty industry and its relatives, such as cosmetic surgery, are common these days, whether the chosen medium is film or print. In this particular instance, the link between L'Oréal (the acquirers of Helena Rubenstein's brand) and Fascist collaborators, to mention just one scandal, is old news. Yet for undisclosed reasons, prolific London-based author Brandon (Being Divine, a biography of Sarah Bernhardt, 1991) deliberately selects the known, Helena Rubenstein, and unknown, Eugene Schueller, as appropriate counter-characters to profile. In a way, the two could not be more opposite. Flamboyant Polish Jew Rubenstein promoted everlasting female beauty through the mysterious workings of her creams and cosmetics, whereas chemist Schueller proudly publicized his invention of the first safe artificial hair dye. Brandon details their divergent philosophies (Eugene, for instance, was convinced that every woman belonged at home), their politics, their friendships, family, and passions—and the inextricable business and personal links to Nazi Germany and corporate lack of restitution for WWII wrongs. The story meanders, jumping back and forth chronologically, leaving some difficulty in following. -- Barbara Jacobs "With wonderful attention to detail and real affection for her subjects, Brandon tells the story of Helena Rubinstein, a Polish Jew from a poor family who became the first woman tycoon and self-made millionaire. [A] lively history of the founding of the beauty business as we know it."