

The Maybelline Story And The Spirited Family Dynasty Behind It By Sharrie Williams

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The Maybelline Story: ...and the Spirited Family Dynasty ...

He named it Maybelline in her honor. Throughout the 20th century, the Maybelline Company inflated, collapsed, endured, and thrived in tandem with the nation's upheavals—as did the family that nurtured it.

The Maybelline Story and the Spirited Family Dynasty ...

The Maybelline Story: And the Spirited Family Dynasty Behind It by Williams, Sharrie; Youngs, Bettie at AbeBooks.co.uk - ISBN 10: 0984308113 - ISBN 13: 9780984308118 - Bettie Youngs Book Publishers - 2010 - Softcover

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The Maybelline Story and the Spirited Family Dynasty Behind It (Audio Download): Amazon.co.uk: Sharrie Williams, Bettie Youngs, Kerrie Seymour, Bettie Youngs Book Publishers Co., Inc.: Audible Audiobooks

The Maybelline Story and the Spirited Family Dynasty ...

Sharrie Williams, descendant of the company's founding father and heir to the Maybelline legacy, tells the story of the birth of the Maybelline empire and dishes intimate details about the fascinating family dynasty behind it. It is an inspiring tale of ambition,

The Maybelline Story and the Spirited Family Dynasty ...

March 7, 2020 by Aimee Ann. *Memoir & Biography*. In 1915 when a kitchen stove fire singed his sister Mabel's lashes and brows, Tom Lyle Williams watched in fascination as she performed a "secret of the harem"—mixing petroleum jelly with coal dust and ash from a burnt cork and apply it to her lashes and brows. Mabel's simple beauty trick ignited Tom Lyle's imagination and he started what would become a billion-dollar business, one that remains a viable American icon after nearly a ...

The Maybelline Story and the Spirited Family Dynasty ...

The Maybelline Story and the Spirited Family Dynasty Behind It As Williams Family Lore would have it: In 1915, when a kitchen stove fire singed his sister Mabel's lashes and brows, Tom Lyle Williams watched in fascination as she performed what she called, "A secret of the harem"—mixing petroleum jelly with coal dust and ash from a burnt cork and applying it to her lashes and brows.

Sharrie Williams | The Maybelline Story

In 1915, Maybel got her man and Thomas founded what would become the global industry giant, Maybelline, named after the bride and her favourite beauty aid. Two years later, Williams introduced Maybelline Cake Mascara, the first modern eye cosmetic made for everyday use.

Maybelline About Us - Company Information, History ...

Written by Tom's own great-niece, Sharrie Williams (with Bettie Youngs), *The Maybelline Story and the Spirited Family Dynasty Behind It* was published in 2010. The book is far more than a simple company history, as Sharrie's account of the family-owned business—particularly its half century of independence in Chicago—reads more like a Hollywood noir or a romance novel; rife with intrigue, in-fighting, dashing gents and fast-talking dames.

Maybelline Company, est. 1915 - Made-in-Chicago Museum

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The Maybelline Story and the Spirited Family Dynasty Behind It. by Sharrie Williams, Michael A. Levine (Foreword) , Bettie B. Youngs (Contributor) 4.12 · Rating details · 360 ratings · 24 reviews. In 1915, when a kitchen stove fire singed his sister Mabel's lashes and brows, Tom Lyle Williams watched in fascination as she performed a "secret of the harem"—mixing petroleum jelly with coal dust and ash from a burnt cork and apply it to her lashes and brows.

The Maybelline Story and the Spirited Family Dynasty ...

The Maybelline Company was founded in Chicago by Thomas Lyle Williams in 1915. Williams noticed his older sister Mabel applying a mixture of

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Vaseline and coal dust to her eyelashes to give them a darker, fuller look. He adapted it with a chemistry set and produced a product sold locally called Lash-Brow-Inc.

Maybelline - Wikipedia

SW: The Maybelline Story traces the history of cosmetics in America and how one simple eye product caught the imagination of the public. Yet, unlike any other book about beauty, it reveals the never-before-told story of this man who invented mascara, Tom Lyle Williams (my great uncle) a private figure who hid from the public because he was gay.

Mascara - Maybel Williams and The Maybelline Story ...

Maybelline (cake and liquid) is now referred to as an eyelash darkener. 1933 Maybelline Eyelash Darkener. The advertising copy calls it "The perfect mascara" an early use by Maybelline of the term forced on them by the Lash Lure scandal. 1936 Maybelline Cream Mascara and other items attached to redesigned product cards introduced by Rags Ragland.

Cosmetics and Skin: Maybelline

Maybelline Queens traces the history of cosmetics in America and how one simple eye product caught the imagination of the public. Yet, unlike any other book about beauty, it reveals the never-before-told story of this man who invented mascara, Tom Lyle Williams--a private figure who hid from the public because he was gay.

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