



## **Sellers of Dreams**

**Fifty years of the advertising of beauty products  
1920-1970**

**Ruth Artmonsky**

<b>ISBN</b>	9781916384521
<b>Publisher</b>	Artmonsky Arts
<b>Binding</b>	Paperback / softback
<b>Territory</b>	World
<b>Size</b>	175 mm x 215 mm
<b>Pages</b>	284 Pages
<b>Illustrations</b>	284 color
<b>Price</b>	£10.00

- A comprehensive look at the history of the history of beauty-product advertising
- This book charts the skills of the advertiser promising to make beauty-dreams come true

From the latter part of the 19th century there was a fever of experiment resulting in the development of what were to become brand-named beauty products. Some manufacturers were generally interested in producing 'healthy' products that could beautify without harming; others were chancers climbing on the band wagon. Most beauty product manufacturers started with one or two specialised products – for the hair or nails or skin – but eventually all involved in the beauty industry seemed to be selling everything – from lipsticks to false eye lashes; minnows in the industry were swallowed up by whales.

Advertising for beauty products moved with social trends – from flapper girl to Carnaby Street Twiggy lookalikes. Gullible consumers were offered solutions to achieving their dreams – to look forever young, to attract attention, to land Mr. or Mrs. Right. *Sellers of Dreams* charts the advertiser's skills in promising dreams would come true.