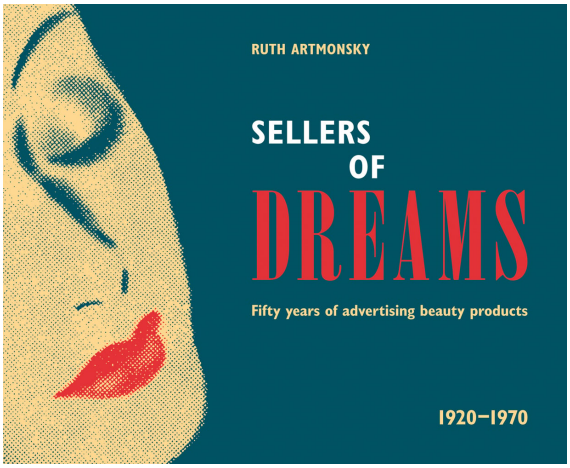
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Sellers of Dreams

Fifty years of the advertising of beauty products 1920-1970

Ruth Artmonsky

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- 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.

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