



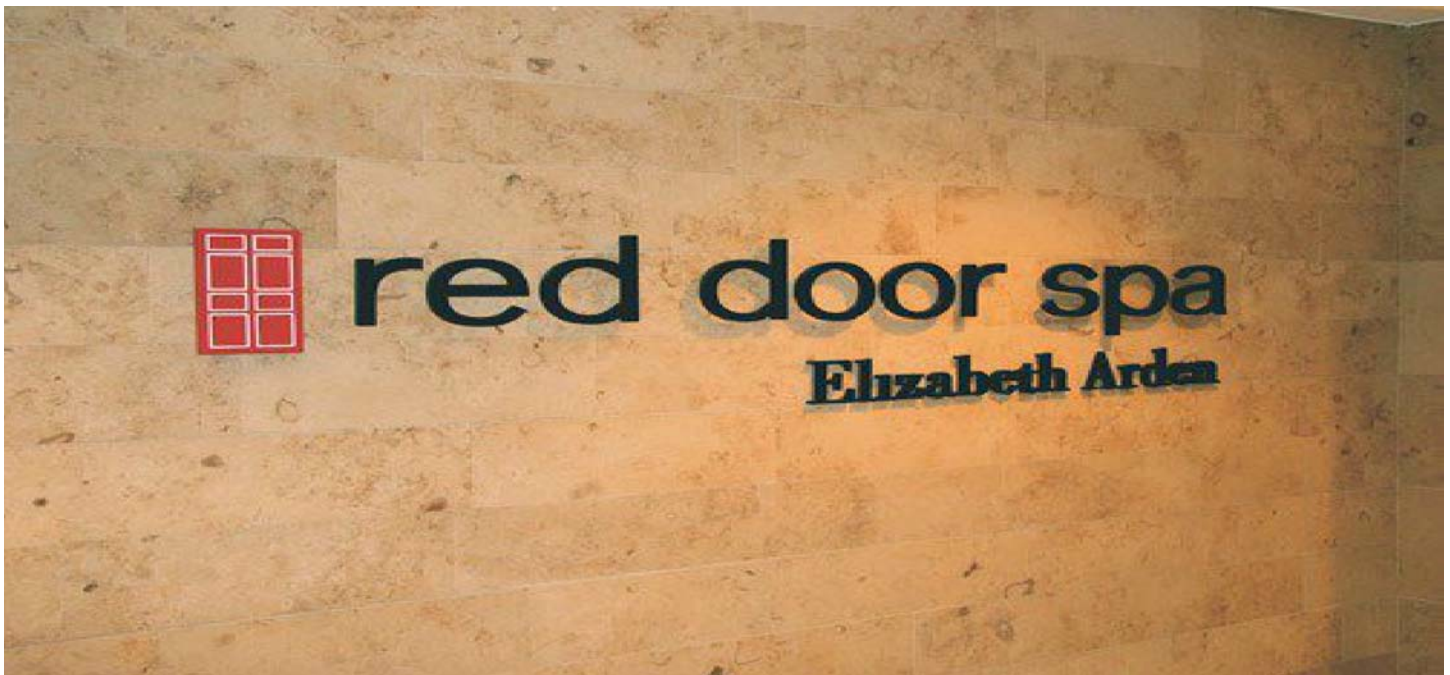
For many years of our country's history, women entered businesses in the areas that they knew best. As you think about this, recognize that women were not 'allowed' in many businesses and professions. We do take so much for granted today. So, women really concentrated on their experiences in their homes. Women's inventions included a sewing machine, dishwasher, food safety products and hair care products.

This month we profile three titans in the cosmetics business: Elizabeth Arden, Helena Rubenstein, and Estée Lauder.

In 1910, when **Elizabeth Arden** opened her first spa (the Red Door Salon) on Fifth Avenue in New York City, it was rare for women to wear make-up—much less run their own businesses. Over her career, Arden would pioneer many advertising and marketing techniques. In her salons and through her marketing campaigns, Arden stressed teaching women how to apply makeup, and led the way with such concepts as scientific formulation of cosmetics, beauty makeovers, and coordinating colors of eye, lip, and facial makeup. Another of her innovations was creating skin cream foundations that matched a person's skin tone. Arden was also the first person to make a commercial for cosmetics that was shown at movie theaters.

Arden was largely responsible for establishing makeup as proper and appropriate – even necessary – for a la-





dylike image. Previously, makeup had often been associated with lower classes and women who were prostitutes. Arden's business idea was to target middle age and plain women for whom beauty products promised a more youthful and beautiful image.

As an advocate for women's rights, Arden once marched past her Red Door Salon on Fifth Avenue alongside 15,000 fellow suffragettes, all wearing red lipstick as a symbol of strength. During WWII, she developed cosmetics for the women who served in the military. And in 1946 she became one of the first women ever to be featured on the cover of *Time* Magazine. The business she began is still active today; there are more than 300 Elizabeth Arden products sold in over 120 countries.



A fierce rival of Elizabeth Arden, was business-woman **Helena Rubenstein**. Born in Poland, Rubinstein immigrated to Australia with 12 pots of her mother's face cream. Her acquaintances were so impressed with her fair complexion that they begged her for the cream. With that incentive, she opened a store in Melbourne. She made and sold her face cream and she even instructed women on the art of proper skin care; this was quite an innovation at that time. Rubenstein learned the value of good 'word of mouth' and worked very hard in her business – often 18 hours per day.

From Australia, Rubinstein traveled to London and then Paris, laying the foundation for what would ul-

timately become an international organization. She married an American (in 1908) and with World War I looming, they moved to the U.S. By 1917, she had salons in New York City, San Francisco, Boston and Philadelphia and department stores wanted her products as well.

Although Rubinstein never followed prescribed beauty routines herself, she was brilliant at developing a business based on those routines. She trained salesgirls to teach women skin care, devised a diet plan for beauty modeled on her personal experience, and developed medicated skin creams and waterproof mascara.

The Helena Rubenstein Foundation, established as part of her very active philanthropy, ceased operations in 2011 after 60 years in existence. Over those years, it distributed over \$130 million in grants, primarily to education and community-based organizations in New York City.



Estée Lauder established the company that bears her name in 1946 with four products that she invented in her kitchen. She began with a simple premise: that every woman can be beautiful. Armed with that philosophy, plus drive, creativity and passion, she literally changed the face of the cosmetics industry. Today, the organization is an \$8 billion company.

Lauder's interest in beauty was sparked in high school when her Hungarian uncle came to live with her family. He created velvety skin creams, first in the kitchen, and then in a laboratory in a stable out back. Lauder got her start selling skin care and makeup in beauty salons, demonstrating her products on women while they were sitting under hair dryers. In 1946, she and her husband, Joseph Lauder, officially launched the Company

and a year later got their first major order – \$800 worth of products from Saks Fifth Avenue.

Lauder believed that to make a sale, you had to touch the consumer by showing her the results on her face and explaining the products. That was the start of the Company's personal, High-Touch service. She also inaugurated the Gift with Purchase promotion early on by giving away samples of her products with a purchase. One of

her most famous quotes is: “Telephone, Telegraph, Tell-a Woman.” She believed that if women liked her products, they would spread the word.

Lauder received many honors during her lifetime including the French Legion of Honor. Posthumously (in 2004), she received the Presidential Medal of Freedom. President Bush said: “The posthumous award to Estée Lauder recognizes the great American success story that began with an immigrant family in Queens, New York. For this woman, born in 1908, rising to the top of the business world was not easy. Estée Lauder built a global cosmetic company, she said, ‘not by dreaming, or hoping for it, but by working for it.’ Hers became one of the most famous American names in the world. And with this medal, America proudly remembers the great achievements of Estée Lauder.” The core values on which she established her business – creativity, entrepreneurship, integrity – remain the cornerstone of the Company today. The company is still in business and many of Lauder’s children and grandchildren are actively involved in this successful company.

We salute these amazing women, whose accomplishments help us all to look our best! Their drive and business savvy led to business empires that have thrived for many decades.



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