



# Hello Gorgeous!: Beauty Products in America '40s-'60s

*Rachel C. Weingarten*

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## **Hello Gorgeous!: Beauty Products in America '40s-'60s** Rachel C. Weingarten

Beginning in the 1940s, women's increased buying power allowed them the luxury of beautification, and beautify they did! Showcasing over 300 illustrated advertisements of the time, Hello Gorgeous! looks at the products that became staples for generations of women, and set the standard for innovations in the industry. Everything from skin care to hair products, from razors to toothpaste were touted as the key to eternal youth and womanly appeal, and they're all here, from Camay to Prell to Lustre Crème. The author's commentary explores the science, the stats, and the little-known secrets of the formative years of female beauty.

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