



Westmore Beauty Book -- A Complete 1950s Guide to Vintage Makeup, Hairstyling and Beauty Techniques

By Bud Westmore, Perc Westmore, Frank Westmore, Mont Westmore, Wally Westmore


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Originally published in 1956, this rare makeup, beauty and hairstyling book contains all of the information needed to create the glamorous movie-star look of the 1950s. Beginning with a self evaluation beauty questionnaire, the book will show you how to analyze, transform and perfect your own beauty by learning how to know and accent your best features while playing down and concealing your imperfections. Using this book, you'll discover the 1950s how-tos for: MAKEUP: cosmetics, foundations, face powders, rouge, lipstick, eye shadow, mascara, eyebrows, lips, cleansing creams, nourishing creams, skin fresheners, beauty problems; HAIR: custom home permanents, blocking, cutting, shampooing, pin-curling, bleaching, tinting, dyeing, hairstyles; PERSONALITY: poise, social graces, beauty and health, psychology of beauty; EXTRA-SPECIALS: photographic makeup, beauty progress chart, beauty aids, beauty bonuses, beauty budget, daily beauty routine, complete makeup procedure, questionnaires, charts, diagrams, pictures, comprehensive index. The authors of this book were the Westmore brothers who all worked in the motion picture industry as Directors of Makeup and Hairstyling at various movie studios. Their combined experience and knowledge of beauty, makeup and hairdressing culminates in this book which offers guidance and advice just as the Westmore's gave to some of the world's loveliest movie stars. The Westmore's explain with simple, easy-to-follow text and illustrations every aspect of beauty care and answer every beauty problem that may be yours -- all from a genuine 1950s viewpoint by those who created the makeup and beauty trends that defined the decade. With over 400 illustrations and step-by-step instruction, you'll have access to the Westmore's magic secrets, makeup tips and charts. Sample book contents and pages are shown at the top of this page.

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