

Pond's celebrates 150 years with beauty biz history

It's possible that no other industry experiences the constant change that is witnessed in the beauty and fashion industry. New looks — and new companies — explode onto the scene, rocking the status quo, and then, sometimes just as quickly, fade into vague memories.

The growth and expansion of this enterprise has been so amazing that the Pond's Co. recently sponsored a special event at the Parsons School of Design in New York City to honor the beauty industry.

"The Changing Face of Beauty" exhibited the fascinating advances in beauty and marked the 150th anniversary of Pond's.

Throughout time, women have been bombarded with home remedies, cure-alls and guarantees from contraptions that

promised to reshape their noses and reduce their chins, foreign teas that assured the blooming of a fuller, more beautiful bosom, and modern-day acid washes and preventative moisturizers.

For well over a century, the mass media has been successful at convincing women that natural beauty always can be improved upon.

Beauty rituals can be traced as far back as 51 B.C. to ancient Egypt, when Cleopatra would bathe in milk to soften her skin. In the early 1800s, a common practice among women was ingesting arsenic to whiten their skin!

The 1920s witnessed a short trend dubbed "cosmetic boating," when American movie stars like Theda Bara, applied drops of a hot wax-like material

to the tips of their eyelashes for a sultry look.

Fifty years later, Farrah Fawcett's "feathered" hairstyle on "Charlie's Angels" took the country by storm. It was copied in some regions for more than a decade.

Today, laser and plastic surgery are available on an outpatient-basis for things like lip enhancement, tummy tucks, scar revision and breast augmentation or reduction. The future is sure to hold more amazing developments and discoveries.

The following timeline highlights some of the most amazing and memorable trends, discoveries and advancements of the beauty industry.

• **Elizabethan Age, the 1500s:** To hide smallpox scarring and to avoid the sunburned appearance of laborers, women apply whiteners to their faces.

• **Early 1800s:** Women ingest arsenic, vinegar and chalk to lighten their skin. Illness, and sometimes death, follows.

• **Circa 1850:** Fowler's Solution, a cream with an arsenic base, is developed as a treatment for acne.

• **1888:** A crude precursor to today's "peels," "skinning" with acid and electricity is popular for restoring a smooth, more youthful appearance.

• **1890:** The arrival of the *Gibson Girl* heralds America's new ideal. Drawn by Charles Dana Gibson, the model is beautiful, confident, wise and often accompanied by at least one besotted man. To many, she serves as a standard for the beginning of the feminist movement.

• **1910:** Makeup finally enjoys widespread use in the United States, 20 years after Queen Alexandra of England begins

using cosmetics for evening events.

• **1920:** After a mention in a 1911 Vogue report on the beauty habits of other cultures, *kohl* debuts in America as a precursor to mascara.

• **1928:** The suntanned look becomes popular and the first cosmetic sunscreen appears.

• **1938:** The Food, Drug and Cosmetic Act outlaws both the use of harmful ingredients in cosmetic products and misleading claims in advertising.

• **1943:** With stockings unavailable due to the war, women begin painting their legs with flesh-toned body cosmetics, which spot and blotch in the rain.

• **1952:** An amendment to the Food, Drug and Cosmetic Act is proposed, stating that all cosmetics should be chemically pretested and that all labels should list ingredients.

• **1954:** The first cream concealer is introduced to the relief of teen-agers nationwide.

• **1969:** Hair is long, and hair dryers go from portable bonnet cases to hand-held blowers.

• **1974:** Model Beverly Johnson creates a stir from coast to coast as Vogue's first black cover girl.

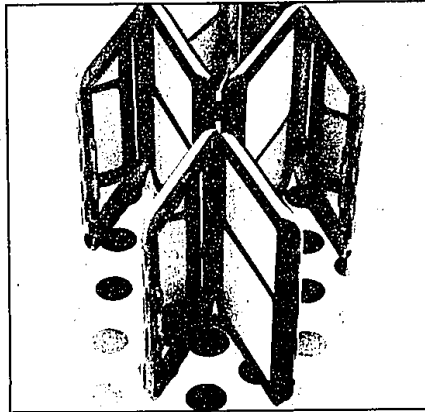
• **1980s:** The body is sculpted to perfection via aerobic exercise.

• **1981-1988:** Baby boomers begin to sag and plastic surgery experiences a 63-percent rise.

• **1985 to today:** Suntans give way to sun protection.

• **1990:** Dermatologists use lasers to help erase lines and fine wrinkles.

— Metro News Service



Painted ladies: Many cosmetic companies introduced products through the Gilded Cage Salon at Henri Bendel's New York store.

Don't be afraid of the INTERNET!

Observer & Eccentric On-Line! and New Horizons Computer Learning Center have teamed up to get you onto the Internet, and teach you how to use it once you're there.

O&E On-Line subscribers can enroll in New Horizons' Internet Classes at a special discounted rate. All classes are taught in LIVE, HANDS-ON INTERNET classrooms in Troy and Livonia.

In one day you'll learn:

Internet Basics
Newsgroups, Remote Connect and File Transfers
Internet Surfing: Gopher and World Wide Web
Internet Security and Internet Culture

Call O&E On-Line—

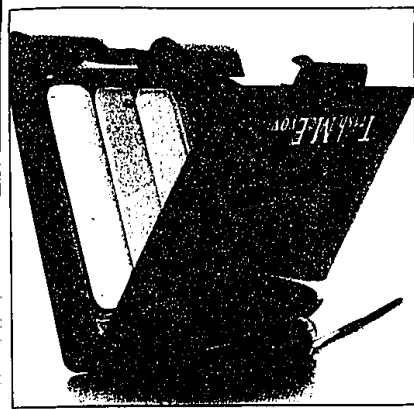
INFORMATION—(313) 953-2266

TO SUBSCRIBE—(313) 953-2297

TECH SUPPORT—(313) 953-2278



New Horizons
Computer Learning Center
(313) 525-1501 ext. 1132



Signature sales: Trish McEuoy is one of many 90's make-up artists to launch her own product line.

Canterbury Village seeks sponsors for carnival

The Olde World Canterbury Village in Lake Orion hosts its 4th annual Winter Carnival Feb. 8-16 with many outdoor activities planned.

There will be a collegiate ice carving competition Feb. 8 plus a 160-block ice castle, along with many spectacular ice carvings sculpted by professional ice carvers. Ice sculptures will be illuminated in the evenings.

There a dozen specialty boutiques in the

village for shoppers and dining facilities for meals or snacks. The Feb. 15-16 is Children's Weekend with activities and games planned from noon to 4 p.m.

Ice carving sponsors help make this occasion successful each year and are a great opportunity to promote business. The deadline for sponsorships is Jan. 27.

Interested companies are urged to contact Christine Fabbri or Shannon Gardner at (810) 391-9882.

Proceeds from the event benefit the Ronald McDonald House of Detroit, renowned for providing a "home away from home" to families of hospitalized children.

The village is also holding a Las Vegas night, Saturday, Jan. 25 at the King's Court Castle Restaurant on the premises. Tickets are \$30 and include dinner, dancing and cash bar. Call (810) 391-9882.



INTERNET ADDRESS DIRECTORY

Find these sites on the World Wide Web
Brought to you by the services of O&E On-Line!

To get your business On-Line!, call 313-953-2038

ADVERTISING PROMOTIONAL PRODUCTS
Monograms Plus <http://oeonline.com/monoplus>

APARTMENTS
Triangle Management <http://oeonline.com/triangle>
Hold Up Suspenders Co. <http://www.suspenders.com>

ART MUSEUMS
The Detroit Institute of Arts <http://www.dia.org>

ASSOCIATIONS
Suburban Newspapers of America <http://www.suburban-news.org>
Suspended Wireframes of America <http://oeonline.com/swwa>

AUDIO VISUAL SERVICES
Sidermasters <http://www.sidermasters.com>

AUTOMOTIVE
The Tamaroff Group <http://www.tamaroff.com>

AUTOMOTIVE MANUFACTURERS REPRESENTATIVES
Marka Mgmt. Services <http://www.markamgmt.com>
"Jiffy" Moe—Chrysler Mfg. Company <http://www.jiffymoe.com>

BAKING/COOKING
BIG E-Z Bookkeeping Co. <http://www.bigez.com>

BOOKKEEPING PRODUCTS
BIG E-Z Bookkeeping Co. <http://www.bigez.com>

BOOKS
Apostolate Communications <http://www.apostolate.com>

BUSINESS NEWS
Insider Business Journal <http://www.insiderbiz.com>

CHAMBERS OF COMMERCE
Livonia Chamber of Commerce <http://oeonline.com/lvoniachamber>

CHILDREN'S SERVICES
St. Vincent & Sarah Fisher Center <http://oeonline.com/svst>

CLASSIFIED ADS
Observer & Eccentric Newspapers <http://class.oeonline.com/classifieds.html>

COMMUNITIES
City of Livonia <http://oeonline.com/lvonia>

COMMUNITY NEWS
Observer & Eccentric Newspapers <http://oeonline.com/news.html>

COMPUTER GRAPHICS
Logic, Inc. <http://www.logic-usa.com>

COMPUTER HARDWARE/PROGRAMMING/SOFTWARE SUPPORT
Applied Automation Technologies <http://www.caaps-edges.com>
Stardock Systems <http://oeonline.com/stardock>
Mighty Systems Inc. <http://www.mightysystems.com>

COMPUTER PRODUCT REVIEWS
CyberNews and Reviews <http://oeonline.com/cybernews>

EMERGENCY HANDICAPPING SOFTWARE
OpenNews and Reviews <http://oeonline.com/cybernews>

EDUCATION
Ferdinand High School <http://oeonline.com/ferdhigh>
Global Village Project <http://oeonline.com/gvp.htm>
Oakland Schools <http://oakland.k12.mi.us>
Redford Union Blue & Gold Club <http://oeonline.com/rubgclub>
Reuther Middle School <http://oeonline.com/rms>
Western Wayne County Internet User Group <http://members.aol.com/wywcwg/index.htm>

ELECTRICAL SUPPLY
Canit Electric Supply <http://www.canit.com>
Progress Electric <http://www.pe-com.com>

ELECTRONICS ENGINEERING
Quantech, Inc. <http://www.quantech-inc.com>

ENTERTAINMENT
View & Do Video Gallery <http://www.tolainmarketing.com/gallery>

ENVIRONMENT
Resource Recovery and Recycling <http://oeonline.com/rmsoc>
Authority of SW Oakland Co.

EYE CARE/LASER SURGERY
Greenberg Laser Eye Center <http://www.greenbergeye.com>

FROZEN DESSERTS
Serrino Sorbet <http://www.sorbet.com>

GENERAL
Smith-Ballard Publications <http://oeonline.com/mclegle>

HAIR SALONS
Heads You Win <http://www.headsyouwin.com>

HERBAL PRODUCTS
Natural's Better Way <http://oeonline.com/nbw>

HOMES IMPROVEMENT
Home Advantage Referral Service <http://oeonline.com/homadv>

HOSPITALS
Boston's Health Care Continuum <http://www.bostonhealthsystem.com>
St. Mary Hospital <http://www.stmaryhospital.org>

HYDRAULIC AND PNEUMATIC CYLINDERS
Hennells <http://www.hennells.com>

INDUSTRIAL FILTERS
Elsaline Corporation <http://www.elsaline.com>

INSURANCE
J. O'Connell & Assoc., Inc. Insurance <http://www.oconnellinsurance.com>
Mackin & Associates <http://oeonline.com/mackin>

INTERACTIVE CD ROM PUBLISHING
Interactive Incorporated <http://www.interactive-inc.com>

MARKET RESEARCH
Quality Controlled Services, Inc. <http://oeonline.com/qcs>

MORTGAGE COMPANIES
Mortgage Market Information Services <http://www.interest.com/observer>
Village Mortgage <http://www.villagemortgage.com>

NEWSLETTERS
GAGGLE Newsletter <http://oeonline.com/gaggle>

PAINTING
Al Kahn Painting <http://oeonline.com/alkahn>

PARKING MANAGEMENT SERVICES
National Garages, Inc. <http://www.nationalgarages.com>

PARKS & RECREATION
Huron-Clinton Metroparks <http://www.metroparks.com>

PEST CONTROL
BNB Software <http://oeonline.com/bnb>

POWER TRANSMISSION
Bearing Service, Inc. <http://www.bearing-service.com>

PRIVATE INVESTIGATOR
Profile Central, Inc. <http://www.profile-usa.com>

PROFESSIONAL JOB PLACEMENT FIRMS
Dickson Associates <http://www.dicksoninfo.com>

REAL ESTATE
REALnet <http://oeonline.com/realnet.html>
The Anderson Associates <http://oeonline.com/realnet.html>
Angel Financial Services <http://oeonline.com/realnet.html>
Birmingham Bloomfield Rochester
South Oakland Association of Realtors <http://www.ustolist.com>
Century 21 at the Lakes <http://oeonline.com/realnet.html>
Chamberlain Real Estate <http://www.chamberlainrealtors.com>
Coldwell Banker Schweitzer <http://oeonline.com/realnet.html>
Marcia Gies <http://oeonline.com/gies.html>
Hall & Hunter Realtors <http://oeonline.com/realnet.html>
Heritage Real Estate Better Homes and Gardens <http://oeonline.com/realnet.html>
Langford Realtors <http://www.langford.com>
Ralph Manuel Associates <http://oeonline.com/realnet.html>
Sellers First Choice <http://www.sellersfirst.com>
Showcase of Distinctive Homes <http://oeonline.com/showcase>
Bob Taylor <http://www.bobtaylor.com>
John Toys <http://www.loye.com>

RELOCATION
Conquest Corporation <http://www.conquest-corp.com>

RESTAURANTS
Birmingham Restaurant Collection
Alban's <http://oeonline.com/dineout/albans.html>
The Community House <http://oeonline.com/dineout/communityhouse.html>
Midtown Cafe <http://oeonline.com/dineout/midtowncafe.html>
Norman's Elton Street Station <http://oeonline.com/dineout/elonstreet.html>
Ocean Grille <http://oeonline.com/dineout/oceangrille.html>
Old Woodward Grill <http://oeonline.com/dineout/oldwoodward.html>
Peabody's <http://oeonline.com/dineout/peabody.html>
Phoenix <http://oeonline.com/dineout/phoenix.html>
Rugby Grille <http://oeonline.com/dineout/rugbygrille.html>
Inn Season Cafe <http://oeonline.com/dineout/innseason.html>
Steve's Backroom <http://www.stevesbackroom.com>

SHOPPING
Birmingham Principal Shopping District <http://oeonline.com/birmingham>

SURPLUS FOAM
McClough Corporation <http://www.mccloam.com>

SURPLUS PRODUCTS
Harry's Army Surplus <http://www.harrysurplus.com>
McClough Corporation <http://www.mccloam.com>

TECHNICAL EMPLOYMENT SERVICES
ACRO Service Corp. <http://oeonline.com/acro/acro.html>

TRAINING
Virtual Reality Institute <http://www.vrinstute.com>

UTILITIES
Detroit Edison <http://www.detroit Edison.com>

WELD GUN PRODUCTS
C.M. Smiley Co. <http://www.smiley.com>

WOLFHOLIC WELLNESS
Roots and Branches <http://www.reikiplace.com>

WINE
Fruit of the Woods Winery <http://oeonline.com/edog/winehome.html>