**DOSSIER 10**

**Document 1**

**Cosmetics through the ages**

Cosmetics have been in use for thousands of years. The absence of regulation of the manufacture and use of cosmetics has led to negative [side effects](http://en.wikipedia.org/wiki/Adverse_effect), [deformities](http://en.wikipedia.org/wiki/Deformities), blindness, and even death through the ages. Examples of this were the prevalent use of [ceruse](http://en.wikipedia.org/wiki/Ceruse) (white lead), to cover the face during the [Renaissance](http://en.wikipedia.org/wiki/Renaissance), and blindness caused by the [mascara](http://en.wikipedia.org/wiki/Mascara) Lash Lure during the early 20th century.

The market was developed in the USA during the 1910s by [Elizabeth Arden](http://en.wikipedia.org/wiki/Elizabeth_Arden), [Helena Rubinstein](http://en.wikipedia.org/wiki/Helena_Rubinstein), and [Max Factor](http://en.wikipedia.org/wiki/Max_Factor). These firms were joined by [Revlon](http://en.wikipedia.org/wiki/Revlon) just before [World War II](http://en.wikipedia.org/wiki/World_War_II) and [Estée Lauder](http://en.wikipedia.org/wiki/Estée_Lauder_Inc.) just after. Beauty products are now widely available from retail outlets, including the major department stores, traditional beauty retailers and online.

Though modern make-up has traditionally been used mainly by women, cosmetics brands are now releasing cosmetic products especially tailored for men, and men are using such products increasingly and more commonly. There is some controversy over this, however, as many feel that men who wear make-up are neglecting traditional gender roles. Others, however, view this as a sign of ongoing gender equality and feel that men have the same rights as women to enhance their facial features with cosmetics.

Taken and adapted from “Wikipedia”

*(197 words)*