

Fifty Years Of Beauty Milestones

(NAPSA)—In every decade, one beauty trend seems to define its time. And the beginning of the 21st century is shaping up to be the age when the beauty industry aggressively harnessed the technological advances in science and medicine to help people look their best.

That's the conclusion of a new survey by Cosmetic Executive Women, Inc., a nonprofit trade organization for executives in the beauty, cosmetics and fragrance industries (www.cew.org). Conducted to celebrate CEW's 50th anniversary, the survey looked back over the past five decades and provides what Carlotta Jacobson, CEW's president, calls "an intriguing history lesson that identifies industry 'firsts' and innovation breakthroughs. The beauty industry's influence on our culture has been phenomenal."

From skin-savvy, anti-aging moisturizers and complex, light-reflecting foundations to revolutionary at-home tooth whitening strips, beauty today has become astoundingly high-tech. An overwhelming 73 percent of the women surveyed said they use an anti-aging moisturizer and 45 percent reported using at-home tooth whiteners.

Serious scientific innovations mean women can now look younger, faster with the help of injectable wrinkle-releasers such

as Botox and Restylane and products like new Crest Whitestrips Premium, which removes 14 years of stains in just seven days.

Here's a look back at some of beauty's milestones:

The 1950s: Peace and post-war prosperity prevailed. Color exploded onto the scene—from bright red lipstick to rich, bold hair color. The introduction of the mascara wand revolutionized beauty routines.

The 1960s: Space exploration was the inspiration for Twiggy's "mod" style—including pale, pearlescent lips and false eyelashes.

The 1970s: The women's liberation movement caused a backlash against the ladylike look of the 1950s—reflected in Farrah Fawcett's sexy shag, the decade's most memorable hairstyle, according to the survey.

The 1980s: Exaggerated and heavy, expertly-applied makeup symbolized the high-maintenance mentality of the era.

The 1990s: Minimalism replaced the decadence of the 1980s. Cellulite creams and wrinkle-fighting serums became popular.

As women today balance a career, home and family—and are determined to look young and beautiful doing so—many more exciting science-and-beauty "firsts" are expected in the next 50 years.

The Stand-Outs:

