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He named it Maybelline in her honor.
Throughout the 20th century, the
Maybelline Company inflated,
collapsed, endured, and thrived in
tandem with the nation's upheavals—as
did the family that nurtured it.

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Sharrie Williams, descendant of the
company's founding father and heir to

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the Maybelline legacy, tells the story of
the birth of the Maybelline empire and
dishes intimate details about the
fascinating family dynasty behind it. It
is an inspiring tale of ambition,

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March 7, 2020 by Aimee Ann. Memoir
& Biography. In 1915 when a kitchen
stove fire singed his sister Mabel's
lashes and brows, Tom Lyle Williams
watched in fascination as she
performed a "secret of the
harem" — mixing petroleum jelly with
coal dust and ash from a burnt cork

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and apply it to her lashes and brows.
Mabel's simple beauty trick ignited
Tom Lyle's imagination and he started
what would become a billion-dollar
business, one that remains a viable
American icon after nearly a ...

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The Maybelline Story and the Spirited Family Dynasty Behind It As Williams Family Lore would have it: In 1915, when a kitchen stove fire singed his sister Mabel's lashes and brows, Tom Lyle Williams watched in fascination as she performed what she called, "A

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secret of the harem—mixing petroleum
jelly with coal dust and ash from a
burnt cork and applying it to her lashes
and brows.

Sharrie Williams ▯ The Maybelline
Story

In 1915, Maybel got her man and

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Thomas founded what would become the global industry giant, Maybelline, named after the bride and her favourite beauty aid. Two years later, Williams introduced Maybelline Cake Mascara, the first modern eye cosmetic made for everyday use.

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Maybelline About Us - Company
Information, History ...
Written by Tom's own great-niece,
Sharrie Williams (with Bettie Youngs),
The Maybelline Story and the Spirited
Family Dynasty Behind It was
published in 2010. The book is far
more than a simple company history,

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as Sharrie's account of the family-owned business—particularly its half century of independence in Chicago—reads more like a Hollywood noir or a romance novel; rife with intrigue, in-fighting, dashing gents and fast-talking dames.

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kitchen stove fire singed his sister
Mabel's lashes and brows, Tom Lyle
Williams watched in fascination as she
performed a "secret of the

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harem"-mixing petroleum jelly with coal dust and ash from a burnt cork and apply it to her lashes and brows.

The Maybelline Story and the Spirited Family Dynasty ...

The Maybelline Company was founded in Chicago by Thomas Lyle

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Williams in 1915. Williams noticed his older sister Mabel applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker, fuller look. He adapted it with a chemistry set and produced a product sold locally called Lash-Brow-Ine.

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SW: The Maybelline Story traces the history of cosmetics in America and how one simple eye product caught the imagination of the public. Yet, unlike any other book about beauty, it reveals the never-before-told story of this man who invented mascara, Tom

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Lyle Williams (my great uncle) a
private figure who hid from the public
because he was gay.

Mascara - Maybel Williams and The
Maybelline Story ...

Maybelline (cake and liquid) is now
referred to as an eyelash darkener.

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1933 Maybelline Eyelash Darkener.

The advertising copy calls it "The perfect mascara" an early use by Maybelline of the term forced on them by the Lash Lure scandal. 1936 Maybelline Cream Mascara and other items attached to redesigned product cards introduced by Rags Ragland.

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Cosmetics and Skin: Maybelline
Behind It By Sharrille
Williams
Maybelline Queens traces the history
of cosmetics in America and how one
simple eye product caught the
imagination of the public. Yet, unlike
any other book about beauty, it reveals
the never-before-told story of this man

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who invented mascara, Tom Lyle
Williams--a private figure who hid from
the public because he was gay.

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century of silence this true story
celebrates the life of an american
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