



LADY ESTHER
100 YEARS



Begründer der Kosmetikmarke Lady Esther: die Geschwister Cohen aus Chicago, von links: Esther, Syma und Alfred, mit einer weiteren Schwester, Florence (vor 1920).

Founders of the cosmetic label Lady Esther: the Cohen siblings from Chicago, from left to right: Esther, Syma and Alfred, and another sister, Florence (before 1920).

Photo: Private

1913 1919

Lady Esther ist eine der typisch amerikanischen Erfolgsgeschichten des 20. Jahrhunderts. Aron Cohen und Miriam, geb. Busiel waren um 1898 nach Indiana eingewandert. Die jüdische Familie stammte aus Russland, wo die älteren Kinder geboren waren. Nach der Jahrhundertwende begann das starke Wachstum der amerikanischen Schönheitsindustrie. In New York entwickelten Helena Rubinstein und Elizabeth Arden – zwei weitere Immigrantinnen – ihre europäischen „Schönheitsgeheimnisse“ zu erfolgreichen Labels der Fifth Avenue.

Syma (*1891) und Esther Cohen arbeiteten damals als „Beauty Advisors“, Kosmetikberaterinnen also. Ihre Idee war es ein Produkt zu entwickeln, das der Verbraucherin einen Mehrfachnutzen beschert.

Die „Four Purpose Cream“ diente fortan sowohl zur Reinigung und Klärung der Haut, als auch als Pflege und Make-up-Grundlage. Am 1. Juli 1913 registrierten sie die Marke Lady Esther. Sie sollte breiten Verbraucherschichten den Zugang zu moderner Pflegekosmetik öffnen. Die Verbraucherin war die Königin, der zwei Pagen die Creme reichen, wie es die Bildmarke zeigt.



1913 1914 1915 1916 1917 1918 1919

The history of the Lady Esther label is a typical American Dream story of the 20th century. Aron Cohen and Miriam, nee Busiel came to Indiana around 1898. The Jewish family originated from Russia where their oldest children were born. After the turn of the century, the American beauty industry began its strong growth. In New York, Elizabeth Arden (1909) and Helena Rubinstein (1915) – immigrants as well – transformed their European “beauty secrets” into successful Fifth Avenue labels.

Syma (*1891) and her sister Esther both worked as beauty advisors at the time. It was then that their idea to create a multi-functional cosmetic product was conceived. This would be a cream that would not only serve to cleanse and clear the skin, but would be promoted as “skin food”, as well as serve as a make-up base. They named it “Four Purpose Cream”. On July 1st, 1913 their Lady Esther label was registered with the US Patent Office. Their intention was to make modern skin care accessible to a broad class of consumers. This was further symbolized by a trade mark consisting of two pages offering the product to the “consumer-queen”.

Die ersten großformatigen Anzeigen erschienen nach dem ersten Weltkrieg. Ein Beispiel aus der Chicago Sunday Tribune vom 6.11.1921 zeigt bereits das zentrale Thema: die Four Purpose Cream.

After World War I the first large scale advertisements appeared. This is an example from the Chicago Sunday Tribune of November 6, 1921 with the central marketing theme: Four Purpose Cream.

Why—
Use four or five creams?
Lady Esther Four-Purpose Cream is an effective, delicate cream which combines all the qualities of a cleanser and skin food and eliminates the necessity of using several creams. Try a generous sample without cost
you CAN USE
LADY ESTHER
Powder and Rouge with the assurance that smoothness and charm will result — ask for them at your nearest toilet goods counter.

Mail the Coupon Now

LADY ESTHER COMPANY,
441 W. Division St.,
Chicago, Ill.

Gentlemen: Send me generous free-trial samples of Lady Esther Four-Purpose Cream and Face Powder. Please enclose beauty-guide booklet. I enclose 4 cts. in stamps to cover postage.

Name

Street

City



*In 3½ minutes
you'll be ready*

**THIS TIME-SAVING CREAM NOW
TAKES THE PLACE OF FOUR**

ANY girl can get ready in a jiffy—for work, for school, for her "date"—if she uses Lady Esther, the new four-purpose cream.

How people joke about the time it takes a girl to primp! Once it took 30 minutes. Now a girl can look her prettiest in 3½ minutes. A remarkable pharmaceutical discovery has permitted the blending of the four beauty creams that women have used for years—cleansing, skin food, astringent and foundation for powder—into one—Lady Esther.

**Light and Fluffy—
Prevents Wrinkles**

Light and fluffy, it can be applied in an instant. An ingredient it contains penetrates deeply into the pores, softening and loosening the dirt. When you remove the cream with a soft cloth, your face is a revelation of fresh-pinkness.

Another property plumps out the tissues, feeding them and preventing wrinkles that come with dried-out cells. So the skin is not only cleansed, but sagging tissues are eliminated.

Pores bulging with dirt are relieved of their burden and close naturally. Thus the refining, astringent action of Lady Esther is accomplished.

**Your Face Left
Velvety and Smooth**

Last of all, Lady Esther forms a wonderful foundation for powder. Your face is left velvety and smooth, but there is a something in Lady Esther that holds powder with a close, tight grip and prevents the wind from blowing it away.

Why pay \$2 for four creams when you can enjoy the same benefits for 50 cents—and at a great saving of time? You get this with Lady Esther.

Send No Money

All we ask is sufficient faith to mail us the coupon [or present it to a dealer handling Lady Esther] and for 50 cents you will be presented with the special introductory box containing Lady Esther Cream, Powder, Soap, and three free tints of Rouge.

See the Coupon for details—clip it out now!



BUY your toilet goods from your local dealer. He serves you best and backs his service with a complete stock of reliable, nationally known advertised goods. He plays his part in the support of your community. Your interests are his interests all the year 'round.

Lady Esther toilet articles are sold only through dependable dealers.

1
CLEANSER
THE surface of the skin is made up of little hills and valleys, called pores. An oil in Lady Esther Cream of exceedingly penetrating power reaches down in the pores and loosens a dirt which may be wiped off with a towel.

2
SKIN FOOD
WRINKLES are caused by tissues drying out. Lady Esther contains ingredients that are eagerly absorbed by the tissues, causing them to plump out. So thoroughly does it work that you might almost say that wrinkles are "ironed out" by Lady Esther.

3
ASTRINGENT
PORES stand open because they are full of dirt—for no other reason. When Lady Esther Cream reaches down and purges the pore of its dirt, it closes shut naturally. This is the refining, astringent action of Lady Esther.

4
**POWDER
BASE for POWDER**
WHILE Lady Esther leaves the skin smooth and velvety, it has a much greater affinity for powder than the skin. Thus it holds the powder close and tight and prevents the wind from blowing it off.



LADY ESTHER
FOUR-PURPOSE FACE CREAM

If your druggist or toilet goods counter is not stocked with this Lady Esther introductory advertising package, mail the coupon to us. You need

SEND NO MONEY

Simply write your name and address below. You will receive a handsome box containing:

- 1 35c tube Lady Esther Four-Purpose Face Cream.
- 1 25c box Lady Esther Face Powder.
- 1 25c cake Lady Esther Perfect Facial Soap.
- 3 Free tints Lady Esther Rouge.

Value 85c. Pay the postman 50c on delivery.

Lady Esther Company, 5720 Armitage Avenue, Chicago.

Please send me special introductory offer of Lady Esther Cream, Soap, Face Powder and Rouge. I will pay the postman 50c on delivery.

Name

Street

City State (Print Name Plainly)

1920 1929

Das Sheridan Plaza wurde 1920 für Aron Cohen gebaut. Es ist heute ein geschütztes Baudenkmal im Norden Chicagos.

The Sheridan Plaza was built for Aron Cohen in 1920. Today, it is one of the protected landmarks of northern Chicago.



„Aus bescheidensten Anfängen, mit Fleiß und Zähigkeit zum Erfolg“, so beschrieb 1952 der Nobelpreisträger Arthur Holly Compton in seiner Traueransprache seinen Freund Alfred Cohen. Die Eltern Cohen bauten 1920 eines der neuen und spektakulären Hotels in Chicago. Ihre Kinder Syma und der 1900 in Chicago geborene Alfred führten eine aufstrebende Kosmetikfirma. Die Namensgeberin Esther war früh ausgeschieden, sie hatte einen Pelzhändler geheiratet. Vor allem der junge Alfred war es, der die Impulse gab.

Die erste Produktionsstätte in der West Division Street wurde bald zu eng für das erfolgreiche Produkt, das die Außendienstmitarbeiter in den Drogerien und Warenhäusern Chicagos und der umliegenden Staaten verkauften. Syma – sie wurde zur Lady Esther – tat was sie von der Pike auf gelernt hatte. Sie unterstützte anfangs noch persönlich das Marketing durch ihre aktiven Verkaufseinsätze im Handel. Gutscheinkampagnen und das Versenden kostenloser Muster an Verbraucherinnen überzeugten die Kundschaft von einem Produkt mit Alleinstellungsmerkmal.

“From humble beginnings under conditions that gave opportunity only for those who had perseverance,” These were the words of Nobel Prize winner Arthur Holly Compton in his 1952 memorial speech for his friend Alfred Cohen*. In 1920, the Cohen parents had finished one of those spectacular hotel buildings in Chicago. Their children Syma and Alfred, born in 1900, were running a successful cosmetic business. Esther who had married a fur dealer retired from the company. It was left to young Alfred whose incentive turned out to be invaluable for the success of the company.

The first factory in West Division Street soon proved to be too limited for manufacturing a successful product that salesmen distributed to drugstores and warehouses in Chicago and neighbouring states. Syma herself became Lady Esther and did what she had learned from the beginning. As a widely recognized beauty advisor, she travelled all over the country to visit merchants and traders. Customers were persuaded to buy a stand-alone product which was promoted using coupons and free samples.

Ganzseitig, in Farbe und im Stil der Zeit. Gilbert LeVine war einer der führenden Werbegrafiker des Art Deco.

Four colour, full page and Art Deco style. Gilbert LeVine was a leading graphic artist of this era.

American Weekly, 1923

* Arthur Holly Compton Personal Papers, Washington University Archives, St. Louis

BUILDING
FOR SALE
F. W. SOLLO
SHOWS VOL. 156
PAGES 34-37E VOL. 94

STORE
No. 3
Schlegel's
Rexall
DRUG STORES

Schlegel's Rexall
DRUG STORES

Window display with various items and signs:

- PATRIOTIC SUNDAE 9
- PL C
- 25
- PRESCRIPTIONS
- NUMBER 9

AIR COOLED

Cigars
SCHLEGEL'S
DRUGS

Window display with various items and signs:

- DRUGS
- REXALL DRUG STORES
- SEE HERE
- SEE HERE

Rexall
DRUGS

Schlegel's
DRUGS-SODA



1111

Schlegel's Drugstore in Rock Island, Illinois. Ein typischer Verkaufspunkt für Lady Esther im Mittleren Westen der Vereinigten Staaten.

Schlegel's Drugstore in Rock Island, Illinois. A typical retail shop for Lady Esther in America's Middle West.

Photo credit: David Sebben



Neben der Gesichtspflege legte Syma großen Wert auf perfektes Gesichtspuder. Zu Beginn importierte sie exklusiv das Poudre Frenchy von Carnay, Paris.

A perfect face powder was as important as skin care to Syma. In the beginning she imported Poudre Frenchy from Carnay, Paris.

Photo: Private (circa 1925)

1920 1921 1922 1923 1924 1925 1926 1927 1928 1929



Gustav Schlegel aus Dresden hatte 1850 in Davenport, Iowa, einen Drugstore eröffnet, aus dem sich im Laufe der Jahre eine Kette entwickelte. Geschäfte dieser Art waren die typischen Verkaufspunkte für Lady Esther. Von Chicago aus entwickelte man den US-amerikanischen Markt zunächst im Mittleren Westen, entlang des Mississippi. Zielgruppe waren Frauen der Mittelklasse, und die Werbung für sie schaltete man in Zeitschriften wie *Farmer's Wife*, *Woman's Home Companion* oder *Pictorial Review*. Die Metropole New York wurde ab 1928 bearbeitet. Mit Kanada – Toronto liegt auf der anderen Seite der Great Lakes – wird schon 1922 der erste Exportmarkt bearbeitet.

Gustav Schlegel from Dresden, Germany, opened his first drugstore in Davenport, Iowa, in 1850, and which later developed into a chain. Stores such as this were the common places to sell Lady Esther cosmetics. The brand found its way into the US market along the Mississippi river, deep into the Midwest. The target group was middle class women. Advertisements were placed in popular magazines such as *Farmer's Wife*, *Woman's Home Companion* and *Pictorial Review*. In 1928 sales begun in New York on a larger scale. Canada – with Toronto as a base on the opposite side of the Great Lakes – was the first export market which begun as early as 1922.

Fließbandproduktion in den 1920ern: Im Hintergrund die Ansatzbehälter für Fett- und Wasserphase der Four Purpose Cream, davor die Abfüllung in den typischen Weißglastiegel.

Assembly line in the 1920s: Four Purpose Cream, oil- and water-phase submission vessels in the background, filling into typical white glass jars.

Photo credit: US Library of Congress





Dear Madam:
 Would you like to know how ten million women keep their skin looking lovely? Then try this:—
 Lady Esther Face Cream—
 —it cleanses and refreshes your face with off and smooth on one of the ten exciting shades of Lady Esther Face Powder. See how my cream and powder work together to give you a fresher, softer, smoother skin.
 Sincerely, Lady Esther

Lady Esther COSMETICS

...FAVORED BY MILLIONS OF WOMEN

Lady Esther Four Purpose Cream Is Used by Millions!

An excellent skin cleanser—helps to keep your skin smooth and soft-textured. Also aids in overcoming dryness and provides a smooth base for powder.

- | | | | |
|--|-----------------|---|-----------------|
| 83c size.
Shpg. wt., 1 lb. 12-oz.
8 K 4231 | 59c
8 K 4232 | 55c size.
Shpg. wt., 1 lb. 4 oz.
8 K 4233 | 39c
8 K 4242 |
| Small trial size.
Shipping weight, 5 ounces. | 10c
8 K 4234 | Large trial size.
Shipping weight, 7 ounces. | 20c |

Use Lady Esther Face Powder . . . It Stays on Longer

Gives your skin life, color, and smoothness. Stays on longer without caking or streaking. In ten flattering shades: Natural, Rachel, Brunette, Beige, Dark Brunette, Daye, Nihte, Sunset, Tawny-Rachel, and Mid-Nihte Sun. Be sure to state shade wanted.

- | | | | | |
|---|--|-----|--|-----|
| 55c size.
Shipping weight, 5 oz.
8 K 4229 | Large trial size.
Shipping wt., 3 oz.
8 K 4239 | 20c | Small trial size.
Shipping wt., 3 oz.
8 K 4230 | 10c |
|---|--|-----|--|-----|

Lady Esther Lipstick Makes Alluring Lips More Beautiful

Like no other you have ever used. Spreads evenly and smoothly. Helps keep lips smooth. Use with Lady Esther Rouge and Face Powder for perfect make-up harmony. Indelible yet will not dry the lips or look unnatural. Shades: Medium, Orange, Light, Dark, Daye and Nihte. Be sure to state shade wanted. Shipping weight, each, 2 ounces.

- | | | | | | |
|-----------------------|-----|-------------------------------|-----|-------------------------------|-----|
| 55c size.
8 K 4237 | 39c | Large trial size.
8 K 4241 | 20c | Small trial size.
8 K 4238 | 10c |
|-----------------------|-----|-------------------------------|-----|-------------------------------|-----|

Lady Esther Cake Rouge in Flattering Shades!

Flattering shades that blend with the complexion. Use with Lady Esther Face Powder and Lipstick for perfect make-up harmony. Shades: Medium, Orange, Coral, Daye, Nihte. Be sure to state shade wanted. Shipping weight, each, 2 ounces.

- | | | | |
|-----------------------|-----|-------------------------------|-----|
| 55c size.
8 K 4236 | 39c | Large trial size.
8 K 4240 | 20c |
|-----------------------|-----|-------------------------------|-----|



Be Sure to State Shade Where Necessary

Face Powder
 Light-Proof, Moisture-Proof. Nationally advertised—popular because of its exclusive features. Smooth textured—delightful to use. Shades: Flesh, Rachel, Rose-Rachel, Brunette. State choice. Shipping weight, 10 ounces.
 55c size.
 8 K 3785 49c

Permanent Lipstick
 Shades: Light, Natural, Medium. State shade.
 Shpg. wt., 2 oz.
 55c size. 8 K 3780 . . . 49c

Cake Rouge
 Shades: Medium, Sunglow (orange), Radiant and Vivid. State shade. Shipping weight, 2 ounces.
 55c size. 8 K 3776 . . . 49c

Special
 A wax-free cream. Complete facial treatment. Shpg. wts., 5 oz. and 1 lb. 2 oz.
 55c tube. 8 K 3777 . . . 49c
 \$1.10 jar.
 8 K 3778 98c

Hand Cream
 Softens and smooths chapped skin. Shpg. wt., 1 lb. 2 oz.
 55c jar. 8 K 3782 . . . 49c



Mello-glo Facial Tone Face Powder
 Heavyweight powder. Shades: Natural or Vitality (for darker skin). State choice.
 \$1.00 size.
 Shpg. wt., 6 oz. 79c
 8 K 5350

Bauty Cream
 \$1.00 size.
 Shpg. wt., 11 oz. 79c
 8 K 5356

Soft-Tone Powder — Special Offer!
 \$1.00 size Soft-Tone Face Powder (Natural, Rachel, or Brunette) with a 2-ounce jar of Rejuvenating Cream included without extra cost. State shade wanted.
 \$1.67 value. Shpg. wt., 1 lb. 8 oz.
 8 K 5352—Both for only 98c

Soft-Tone Powder Only
 Natural, Rachel, Brunette. State choice.
 50c size. Shpg. wt., 5 oz.
 8 K 5359 41c
 Trial size. Shpg. wt., 2 oz.
 8 K 5353 10c

1930 1939

Radiowerbung und Verträge mit Warenhaus-Konzernen wie Sears bringen der Marke außerordentliche Steigerungsraten.

Radio spots and contracts with department stores such as Sears, were the reason for extraordinary growth.



Der bekannte Orchesterchef Wayne King und seine Auftraggeberin Syma Cohen. Seine wöchentliche Lady Esther Serenade war eine Radiosendung, die national ausgestrahlt wurde.

Orchestra leader Wayne King and business partner Syma Cohen. His Lady Esther Serenade was a very popular weekly radio show which aired nationwide.



Das kleine Rougedöschen für die Handtasche wurde ebenfalls zum Bestseller.

This tiny rouge for every handbag, measuring just over an inch became another bestseller.

“Als Ende der 1920er Jahre Radiowerbung aufkam, beeilte sich die Kosmetikbranche Programme zu sponsern und Werbezeit einzukaufen. Lady Esther war 1931 die erste Firma, die ihren gesamten Etat für Funkwerbung einsetzte; während der Depression warb man damit günstiger als die Konkurrenz zu sein. Im ersten Jahr auf Sendung wurde der Umsatz um 400 Prozent erhöht.“ So berichtet es die Historikerin Kathy Peiss in ihrer Arbeit über die amerikanische Schönheitsindustrie. Alfred Cohen bindet die Fans der Radiostars an die Marke. Wer wie aufgefordert schreibt, der erhält nicht nur das gewünschte Autogramm, sondern auch eine Probe der Four Purpose Cream oder einen Musterbeutel mit dem neu entwickelten Gesichtspuder. Favorisierte Nuance der „schmeichelhaften“ Farben wird *Bridal Pink* (Hochzeits-Rosa).

“When radio broadcasting began in the late 1920s, the cosmetic industry hastened to sponsor programs and purchase commercial spots. In 1931, Lady Esther became the first cosmetics firm to allot almost all its advertising budget to the airwaves; promoted as a depression-era product cheaper than its competition, Lady Esther saw sales increase 400 percent within a year of its first broadcast.” This is from Kathy Peiss’ report from the *Making of America’s Beauty Culture**. Alfred Cohen ties the fans of the radio stars to the brand. Those who write to the company as requested not only receive the required autograph but also a sample of Four Purpose Cream, or a sachet containing the new face powder. Favourite among the “flattering” shades becomes *Bridal Pink*.

*Kathy Peiss, *Hope In A Jar*, University of Pennsylvania Press, 2011

Sechzig Millionen Einheiten pro Jahr war die Vorgabe, die der Stararchitekt der amerikanischen Industrie Albert Kahn von Syma und Alfred Busiel (beide nannten sich nun nach ihrer Mutter) für die neue Fabrik bekam. Bekannt wurde Kahn als Architekt der „Car Guys“, der Autoteute; er hatte die Fabriken für Henry Ford, General Motors, und Chevrolet gebaut. Aber er schuf auch Repräsentationsbauten, z. B. für United Airlines.

Sixty million packages of cosmetics every year. This was the production capacity specification that Syma and Alfred Busiel (both had taken on their mother's maiden name by now) gave to star architect of the American industry, Albert Kahn, to design their new production facility. Kahn was known as the architect for the "car guys". He designed for none less than Henry Ford, General Motors, and Chevrolet, as well as representation buildings such as the offices for United Airlines.

1930 1931 1932 1933 1934 1935 1936 1937 1938 1939





1938 zieht die Firma von ihrem zwischenzeitlichen Sitz in Evanston in die neu gebaute Fabrik in Clearing, Chicago.

At the end of the 1930s the company moves from their interim address in Evanston, into their new factory premises in Clearing, Chicago.



Die Fabrik wurde nach allen modernen Möglichkeiten gebaut, die Arbeitsatmosphäre mit viel Licht und Luft war gegenüber allen zeitgenössischen Fertigungsstätten bedeutend verbessert. „Je freundlicher die Arbeitsatmosphäre gestaltet wird“, so kommentiert Kahn seinen Entwurf, „desto profitabler wird der Betrieb“. Der Automationsgrad ist noch sichtbar niedrig, umso wichtiger erscheint sein Ansatz. In letzter Konsequenz schafft er getrennte Eingänge und Betriebseinrichtungen ab und lässt alle, Arbeiter und Angestellte das Gebäude durch die zentrale Lobby betreten. Am Ende der Produktionsstätte ist der integrierte und überdachte Gleisanschluss für den landesweiten Versand der Produkte.

The Lady Esther plant was designed to the modern standards of the time. Kahn himself commented that “it has been found profitable to make working conditions as pleasant as possible and considerable attention was given to this part of the problem. Employees, for instance, enter the building directly through the main lobby, and differentiation between categories of workers has been studiously avoided.”* The degree of automation was obviously not to today’s standards, a factor which helped to make these decisions even more plausible. At the end of the production flow, was the platform of the factory’s own depressed railway track to ship the goods nationwide.

Drei parallel aufgebaute „down-flow“ Fertigungslinien, eine für Cremes (Bild), eine für Lippenstifte, und eine für Puder (durch das Fenster, rechts) bilden das Herzstück der modernen Fabrik.

Three parallel down flow sections, one for creams (picture), one for lipsticks and one for powder (through the windows, right) are the core of the modern production facilities.



**Industrial Architecture of Albert Kahn*, Architectural Book Publishing Co., New York, 1939

1940 1949



Pastellfarben und ein veränderter Schriftzug kennzeichnen die kurze „Schleifchenepoche“.

Pastel colours and slightly changed company logo define the short "bow design" era.

Auch in den Vereinigten Staaten war Werbung in der ersten Hälfte der Dekade vom zweiten Weltkrieg bestimmt. Beliebt waren die Hörspiele des Screen Guild Theaters während dieser Goldenen Zeit des Radios. Von 1939 bis 1952 spielten berühmte Hollywood Schauspieler ihre bekannten Filmrollen nach, wie Humphrey Bogart und Ingrid Bergman in Casablanca. Lady Esther war einer der Hauptsponsoren.

In America, as elsewhere, advertising was overshadowed by World War II. The Screen Guild Theatre was a popular radio show series during this Golden Age of Radio. It broadcasted from 1939 until 1952, with leading Hollywood actors performing in adaptations of popular motion pictures such as Casablanca with Humphrey Bogart and Ingrid Bergman. Lady Esther was one of the main sponsors.

Die größte administrative Abteilung der Firma war das „Mailing Department“. Hier wurden Tausende von Musteranforderungen bearbeitet.

The largest part of administration was the mailing department, serving thousands of sample inquiries.

LADIES' HOME JOURNAL 53

"With the Magic of all things new!" says Lady Esther

"A BRAND-NEW SKIN is arriving to thrill you with its Loveliness!"

The Miracle of Reborn Skin

You skin is constantly wearing out—cracking, flaking off almost invisibly. But it is immediately replaced by New-Born Skin—soft, new, growing normal and outward. Lady Esther says you can help make each rebirth of your skin a true Rebirth of Beauty!

You are going to get a Brand-New Skin!—a New-Born Skin, a fresher, younger skin! For, right under your skin as you see it today, another skin is slowly taking form.

Will it have the magic beauty of all things new? Will it emerge younger-looking, fresher-looking? Yes, says Lady Esther, it can bring you a promise of new loveliness if—if only you will take the proper care!

For, right now, as your New-Born Skin unfolds, your present skin is flaking away in tiny particles. These minute flakes can be the viruses that can hide your beauty... give you the effect of tiny rough spots. "My Four-Purpose Cream," says Lady Esther, "gently permeates those tiny dry flakes of older skin—it loosens them, so that you can wipe them away, gently, lightly."

Lady Esther's 4-Purpose Cream helps your New-Born Skin to emerge in beauty—because it helps you remove those tiny invisible flakes on the surface—the imperfections, the grime and the dust as well. It helps Nature to refine your pores, and to reveal your New-Born Skin as a thing soft and smooth and lovely.

Ask Your Doctor About Your Face Cream

Ask your doctor, and all the better if he is a specialist on the skin. Ask him if he fancies fooling the skin from within out. Ask him what he thinks of stringers—skin foods—how powder bases—flour operators!

I am almost sure, says Lady Esther, he will tell you that any cream that entered the pore mouths would tend to enlarge them. But ask his opinion on Lady Esther's 4-Purpose Face Cream. It is almost certain that he'll put the seal of approval on every word Lady Esther says.

So, try Lady Esther 4-Purpose Face Cream at my expense. Or better still, buy a 55 cent jar for yourself. Use no other cream for one whole month. Use it at least twice daily. Leave it on as long as you can, while you sleep, while you do your household tasks!

And note, too, how much better your powder goes on with Lady Esther's 4-Purpose Cream. Use it particularly before you powder and you will find, for all time, the need of a powder base! For with Lady Esther Cream your powder will go on evenly—giving your skin a silken smoothness, softening it, flattening it. For Lady Esther's 4-Purpose Face Cream helps you to keep your cream on youth!

SAMPLE TUBE AT MY EXPENSE

Please print this on separate postcard

Lady Esther, 1206 West 4th St., Chicago, Ill. (67)

Please send me your generous sample of the Lady Esther Face Cream; also three shades of Face Powder, FREE and postpaid.

Name _____

Address _____

City _____

☐ If you like to _____



Leslie
Brooks

featured in
Columbia's
technicolor
production
"Tonight and
Every Night"

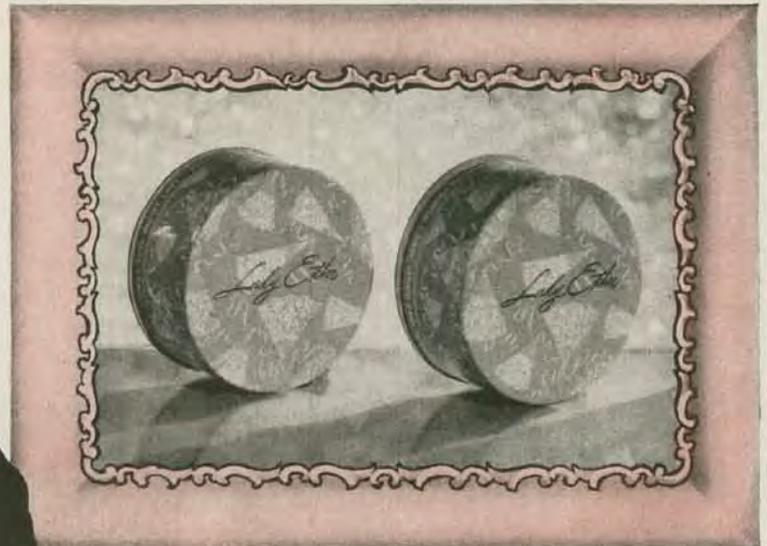


Beauty

DOES IT... Every Time

ON THE SCREEN the alluring beauty of Leslie Brooks draws audiences, increases "box office."

OVER THE COUNTER the eye-stopping beauty of an artfully designed package draws buyers, increases sales.



The BEAUTY of this Lady Esther package helps make sales—AT THE POINT OF SALE

THE 5 ESSENTIALS OF A SELLING PACKAGE

- 1 It must be practical, production-planned, economical to manufacture, easy to fill or pack.
- 2 It must fully protect and conveniently dispense the product.
- 3 It must be easy to handle, stack, display.
- 4 It must proclaim the quality and identity of your product.
- 5 It must be notably "good looking," memorable, ATTRACTIVE!

SEVENTY-NINE years of packaging experience has taught Ritchie that—with all the complex, practical factors involved in the production of a package—it is always possible and extremely profitable to add beauty!

WAY TO A BETTER SELLING PACKAGE

The Ritchie way integrates art and artisanship—to give you a better selling package at a low unit cost. A package that quickly, unmistakably identifies, fully protects and conveniently dispenses your product. A practical, production-planned package—easy to fill or pack, easy to handle, to stack and display—but *above all* designed for eye-appeal, for quality-impression, for beauty that sells!

W. C. *Ritchie* and COMPANY

8812 Baltimore Avenue, Chicago 17

SET-UP PAPER BOXES • FIBRE CANS • TRANSPARENT PACKAGES

NEW YORK • DETROIT • LOS ANGELES • ST. LOUIS • MINNEAPOLIS

Alfred Busiel hatte 1943 ein zweites Mal geheiratet, doch die Ehe mit der Schauspielerin Gayle Mellot hält nur ein paar Monate. Syma, bis dahin immer noch unverheiratet, zieht sich 1947 aus dem Geschäft zurück und verkauft ihrem Bruder sämtliche Anteile. Der ist von Hollywood inspiriert und zeigt seine Faszination in der Werbung für Lady Esther. Die Zurückhaltung, die während der Kriegsjahre geübt wurde, ist vorbei. Neue und moderne Stilmittel tauchen auf. Mit doppelseitigen Anzeigen in der *Vogue*, dem Fashion und Lifestyle Magazin aus New York, und mit neuem Produktdesign soll das angestaubte Image der Farmers Wife Jahre hinweg gepusht werden.

Syma zieht sich in ihr herrschaftliches Anwesen am Lake Michigan zurück und ist noch lange – sie wurde 100 Jahre alt – eine beliebte Gastgeberin der Chicagoer Gesellschaft und generöse Förderin öffentlicher Kunstsammlungen.

Ein neuer Lebensstil ist die Botschaft der Werbung nach dem Krieg. Auf eine Produktdarstellung wird vollkommen verzichtet.

A new lifestyle is the message after the war. This advert does it without even showing the product itself.



Look Like a Divine Sun Goddess all Summer long! Wear Malibu Tan... Lady Esther's heavenly new summer face powder shade! So flattering... whether you're tanned or not! Start the summer, fashion-right, with Malibu Tan... and the smart, new Oculens sun glasses!

LADY ESTHER

Face Powder

THE POWDER WITH THE FINE, SMOOTH TEXTURE... TO MAKE PORES LOOK FINER, SKIN SMOOTHER!

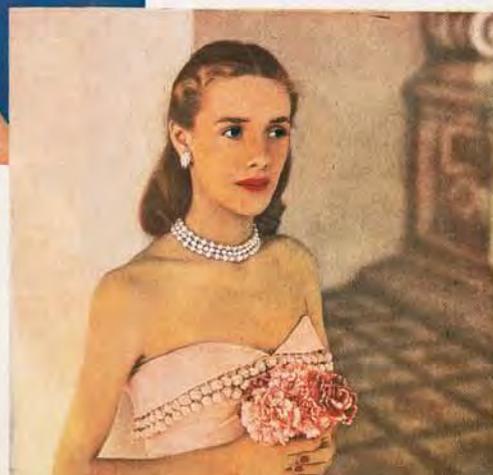
It's NEW...It's SMART

Malibu Tan

SUMMER'S MOST FLATTERING
FACE POWDER SHADE

At Last... a summer-tan shade of face powder which does not change its color after it's on your skin! Malibu Tan never turns reddish, never gets that ugly orange tinge... because Lady Esther has found a way to make

face powder hold its true color on your skin! A heavenly shade... this smart, new Malibu Tan... simply out of this world! Soft, subtle, flattering... designed to enhance a natural tan or to make untanned skin look beautifully, naturally tanned! You won't believe, until you try it, how much flattery there is for your own skin in Lady Esther's lovely, new Malibu Tan! Smart women everywhere will wear it... why don't you? At cosmetic counters, everywhere.



Other
Subtle Flattering
Shades
Ask to see them!

Summer's Smartest Evening Necklines bare your shoulders, reveal lots of skin! To show your skin at its best, use Malibu Tan... summer's loveliest face powder shade. Use it on every bit of skin that shows, even on your arms. See how Malibu Tan flatters your skin at night!

In 1943, Alfred Busiel got married for the second time, but this marriage to actress Gayle Mellot lasted just one summer. Syma, not yet married at the time, retired from the business and sold all her shares to her brother. Alfred is inspired by Hollywood and his fascination is evident in the Lady Esther advertisements. The reservations of the war years are gone. New elements and a modern style appear. Double pages in *Vogue*, the fashion and lifestyle magazine from New York and a new product design are his tools to leave behind the Farmer's Wife image of the past years.

Syma withdraws to her Glencoe Mansion on Lake Michigan, where she would for a long time – she lived to the ripe old age of 100 – be a popular host to Chicago's society and a generous sponsor of public art collections.

1940 1941 1942 1943 1944 1945 1946 1947 1948 1949



1 \$ für einen Lippenstift ist 1947 kein Sonderangebot mehr. Dafür verspricht er geschmeidigen Auftrag.

In 1947, 1 \$ for a lipstick is not a bargain anymore. In return it promises patch-free application.

**IT'S NEW!
IT'S DIFFERENT!
IT'S OH! SO BEAUTIFUL!**

*This Wonderful New Way to Color Lips . . .
Concentrated Color That Never Deserts Your Lips in Patches*

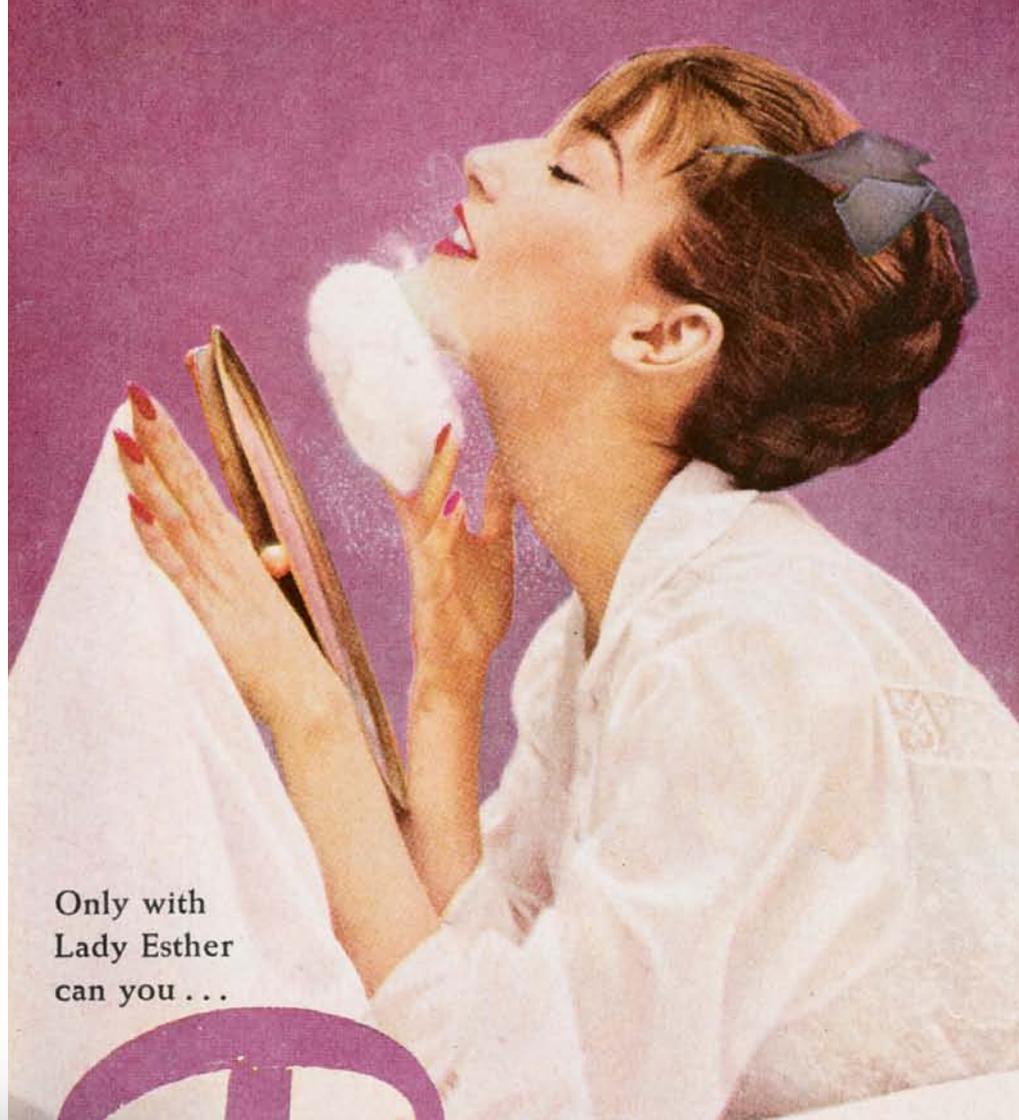
Looks like lipstick in its stunning case but glide it onto your lips and all of a sudden your heart sings . . . then, you'll know. For you'll see your lips not covered with pasty coating, but very well dressed in concentrated color that keeps its full color-beauty through every minute of every hour you wear it, including cocktails, dinner and all. And all the while your lips feel OH! so soft! Oh! so smooth! I worked for seven long years to perfect my "Lipcolor" principle and now I offer it to you in the seven most heavenly shades you have ever seen. The Lady Esther Lipcolor Card at your favorite store shows exactly how each shade will look on your lips.

\$1 TAX EXTRA

Lipcolors *by Lady Esther*
living colors for your lips to wear

© 1947, Lady Esther

1950
1959



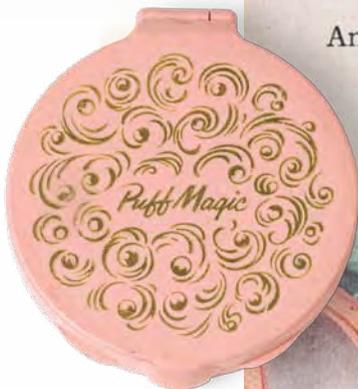
Only with
Lady Esther
can you . . .

Powder yourself prettier!



Looser Gesichtspuder ist noch immer das wichtigste Schönheitsmittel. Aber der Compact Puder macht ihm die Alleinstellung bereits streitig.

Lose face powder is still the most important beauty aid. But the compact powder begins to squeeze in.



And, oh, how much prettier you will be when you powder your face with Lady Esther Face Powder. No other powder has ever been able to duplicate it. You'll love its smooth, natural-looking finish, its long, long clinging quality, the radiant glow it gives your complexion!

Try it—today! A pretty girl, a pretty woman makes hearts skip and sing, so powder yourself prettier with Lady Esther Face Powder.

Glorious new summer shade
NUT BRONZE

Lady Esther

In both loose face
powder and Puff Magic
pressed powder

©1956,
Lady Esther, Div.



Das Konzept wird behutsam verändert. Eine flüssige Angebotsform der Four Purpose Cream kommt auf den Markt. Sie ist eher eine Reinigungsmilch als ein Pflegeprodukt.

The concept is cautiously changed. A liquid Four Purpose Cream is being marketed, which is more of a modern cleanser than skin care.



1950 1951 1952 1953 1954 1955 1956 1957 1958 1959

Stop "Make-Up Damage"

See your skin look cleaner, finer, clearer, smoother in just 10 days!

Ordinary skin cleansers were never made for modern make-up!

New formula Lady Esther 4-Purpose Face Cream is the modern cream especially blended to clean, soften, refine, and protect your complexion from the cleansing, drying, aging effects of make-up!

Try it tonight—cream or liquid. Then sleep tight with a radiantly clean skin safe from "make-up damage"

Lady Esther
4 purpose face cream

SAVE 51¢ ON AN EVENING SPECIAL. Regular 10¢ 20¢ 19¢ Special price 9¢!

178 MCGRAW-HILL

Die Anzeige stellt die Vorzüge der flüssigen Reinigungscreme heraus. Sonderangebote spiegeln den Kampf um die Zielgruppe, zu der man zurück kehrt ist.

This advert emphasizes the advantages of the fluid Four Purpose formula. Special offers mirror the effort to return the brand towards the target group.

Produkt und Nutzen rücken wieder in den Vordergrund der Werbung. Die Verbraucherin der amerikanischen Mittelklasse erkennt sich in den dargestellten Situationen wieder, sei es in der Vorbereitung auf einen schönen Abend oder danach. Die Werbebotschaften sind einfach. Erst „pudert man sich hübscher“ und, wenn der Tag vorbei ist, hilft die richtige Reinigung und Pflege einen „Make-up Schaden“ zu verhindern. So einfach ist alles.

Die Neuausrichtung war nach dem frühen Tode des Alleininhabers Alfred Cohen im Dezember 1951 erfolgt. Es begann eine Auseinandersetzung seiner ersten Frau und Tochter um sein Erbe und die Firma, an deren Ende der zwangsweise Übergang zu einer Kapitalgesellschaft stand.

The product and its benefits are once again the focus of the marketing efforts. The American middle class women can identify with the advertisements, whether it is preparing for an evening out, or thereafter. The message is simple: First, you “powder yourself prettier” and, when the day is over, the appropriate cleanser and care will stop “make-up damage”. Things are that easy.

The realignment of the company occurred after the death of Alfred Busiel. He died in December 1951. Alfred's first wife and daughter contested his will. As a result of all arguments, the company was forced into a stock corporation.

A whole new world of visible skin-care action begins!

Fabulous notion... beauty in motion! From Young Lady Esther, new "Active Beauty" preparations you can actually see at work. Your own fingertip motion starts the creamy-action magic. It happens right before your eyes. When these remarkable formulas turn creamy on your skin, you have seen a beauty miracle in progress. Destined to help you face your world with the alive, wide-awake, complexion look of your life.

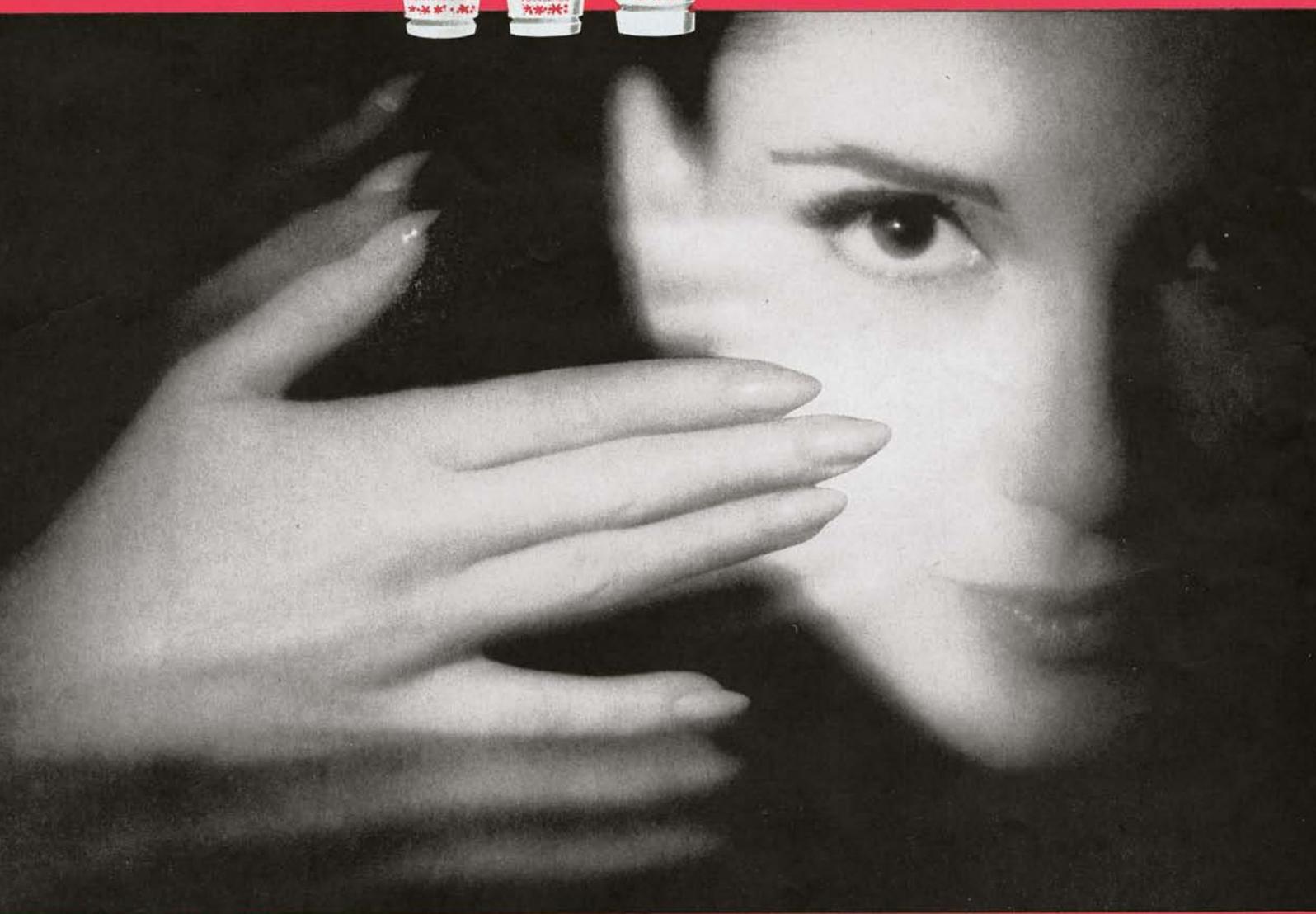
"ACTIVE BEAUTY"



"Active Beauty" Moisture Creme—Homogenizes into multiple dewy droplets, for quick penetration. A cream that builds the reservoir of moisture.

"Active Beauty" Foundation—Creams into a gossamer veil that spreads uniformly, for an exquisite make-up finish.

"Active Beauty" Cleanser—Floats dirt up from deep down—holds it in suspension, to be tissue away.



© 1964, CHEMWAY CORP., WAYNE, N. J.

Young Lady Esther
THE NEW FACE OF FASHION

Östrogen Hormon Creme von Lady Esther. In den 1960ern ein hochaktueller und moderner Wirkstoff. Auch jüngere Zielgruppen werden angesprochen.

Estrogenic Hormone Cream from Lady Esther. This was a modern and highly topical ingredient in the 1960s. Younger consumer groups were also targeted.

Vogue, March 1964



1960 1961 1962 1963 1964 1965 1966 1967 1968 1969

1960
1969

Im November 1953 hatte Chesapeake Industries Inc., aus New York den Zuschlag für Lady Esther erhalten. 1961, als das Warenzeichen in Deutschland angemeldet wurde, war die Gesellschaft zur Chemway Corporation, N.J. geworden. Die „Esüdro“ in München, eine Einkaufsgemeinschaft süddeutscher Drogerien, begann mit dem Import aus Amerika. Schon bald kam es zu einem Warenzeichenstreit mit der deutschen Marke Margaret Astor, die zu den Blendax-Werken in Mainz gehörte. Man einigte sich, und die Mainzer übernahmen die Marke gleich selbst und gründeten die Lady Esther Kosmetik GmbH.

Damit begann eine vom amerikanischen Unternehmen vollkommen unabhängige Produkt- und Markenentwicklung, und deren Vermarktung in deutschen Drogerien und den Fachabteilungen der Warenhäuser.

Chesapeake Industries Inc. from New York had won the bid for Lady Esther in 1953. When the trade mark was first registered in Germany in 1961, they had transformed into Chemway Corporation, N.J. The “Esüdro” of Munich, a wholesale cooperative formed by southern Germany druggists began to import Lady Esther from America. A trade mark conflict with the German brand Margaret Astor, belonging to Blendax of Mainz, was settled soon but led to their complete takeover and formation of the Lady Esther Kosmetik GmbH.

This marks the start of an own product and brand development, independent from the American company. Products were marketed in Germany through drugstores and the perfume departments of warehouses.



**LADY ESTHER
FIRM IS SOLD
FOR \$3,275,000**

**Eastern Company
Is High Bidder**

© Chicago Tribune

Die Four Purpose Cream und ihre Varianten zehren von ihrem enormen Bekanntheitsgrad auf dem US-Markt, der von den neuen Inhabern später nur noch abgeschöpft wird.

Their high degree of popularity in the US market, enabled the Four Purpose Cream and its variations to generate sales. Nonetheless, their profit generating capabilities declined in the long-run as a result of excessive discount practices on the part of the new proprietors.



LADY ESTHER
aktiv leben aktiv pflegen

Wer stärker gefordert wird,
braucht aktive Pflege.



1970
1979



Lady Esther Active Formula ist der erste eigene Auftritt der Marke im Freudenberg Konzern. Weinheim 1975.

Lady Esther Active Formula is the first own creation under the Freudenberg company. Weinheim, 1975.



1970 1971 1972 1973 1974 1975 1976 1977 1978 1979

Der Mischkonzern Freudenberg (Vileda) in Weinheim kaufte Lady Esther Kosmetik GmbH im Jahre 1974 für sein Markenartikel Portfolio. Damit einher ging der gesamte Erwerb der Markenrechte in aller Welt, mit Ausnahme der USA selbst, wo sie bei Cooper Laboratories (vormals Chemway) verblieben. Freudenberg, das den Kosmetikwirkstoff Collapur® (Kollagen) entwickelt hatte, baute die Marke in Europa, aber auch in Kanada mit moderner Wirkstoffkosmetik weiter aus. „Aktiv leben – aktiv pflegen“ war der Slogan der späten 1970er Jahre. Die Produkte wurden über das so genannte Depot System

vertrieben. Darin wurde dem Fachhandel gegen eine entsprechende Umsatz Vereinbarung ein Gebietschutz eingeräumt.

The Freudenberg conglomerate (Vileda) from Weinheim, bought Lady Esther Kosmetik GmbH in 1974 for their branded goods portfolio. The deal was accompanied with the acquisition of all trade mark rights world wide, with the exception of the US itself, where the rights stayed with Cooper Labs (former Chemway). Freudenberg, who had invented the cosmetic agent

Collapur® (collagene), strengthened the brand on the European markets and in Canada with modern cosmetic lines. “Active care – for an active life” became the slogan of the late 1970s. The products were distributed through a depot system, where the trade would guarantee a certain turnover in exchange for territory protection.

Das Mainzer Design ist selbst für die 1960er barock. Neu war die Hauttypisierung, die in der „Silk“-Familie eigene Untermarken einführte. Als Herkunftsbezeichnung gab man anfangs noch New York an.

The Mainz Design of the 1960s is baroque, even for the time. The “Silk” family for the first time introduced labels differentiated by skin type. Initially, New York was indicated as the place of origin.





1980
1989





Die neue Inhaber Familie Figaj im Jahr 1984, von links: Anni, Roman, Horst, Thilo, Sandra.

The new proprietor family Figaj in 1984, from left: Anni, Roman, Horst, Thilo, Sandra.

Ab 1980 kam es zu dramatischen Umstrukturierungen im Kosmetikhandel. Drogerie Discounter begannen die Konditionen zu diktieren. Privat geführte Drogerien, von denen es 10 Jahre zuvor noch fast 5.000 gegeben hatte, verschwanden bis zum Ende der Dekade von der Bildfläche. Mit ihnen auch viele altingesessene Marken. Horst Figaj, ein Unternehmer aus Lorsch und zeitlebens in der Branche tätig, kaufte 1984 Lady Esther von Freudenberg, die diesen Prozess nicht mehr selbst begleiten wollten.

Zusammen mit seinen Söhnen Thilo und Roman übersiedelte er die Firma nach Bensheim, und richtete sie auf den neuen Zielmarkt der Kosmetikstudios aus, die von dieser Marktentwicklung profitierten. Man begann im Jahr 1989 mit dem Bau einer neuen Fabrik. Am Ende des Jahrzehnts öffnete sich die Berliner Mauer und mit ihr ein neuer und größerer europäischer Markt, der erschlossen werden wollte.

The 1980s were a period of dramatic changes in the cosmetic business. Drugstore discounters started to dictate conditions. Private owned drugstores in Germany, which counted 5,000 a decade ago, disappeared completely from the scene by the end of the decade. Along with them many traditional brands disappeared as well. Horst Figaj, a merchant from Lorsch who had been engaged in the cosmetic business all his life, bought Lady Esther in 1984 from Freudenberg who were not prepared to continue operating under the changing market conditions.

Together with his sons Thilo and Roman he moved the business to Bensheim. The company started to align towards a growing type of market. Individually owned beauty salons profited from this market development. In 1989 a new factory was built. By the end of the decade the Berlin wall collapsed and gave way to a new and larger European market which longed to be conquered.

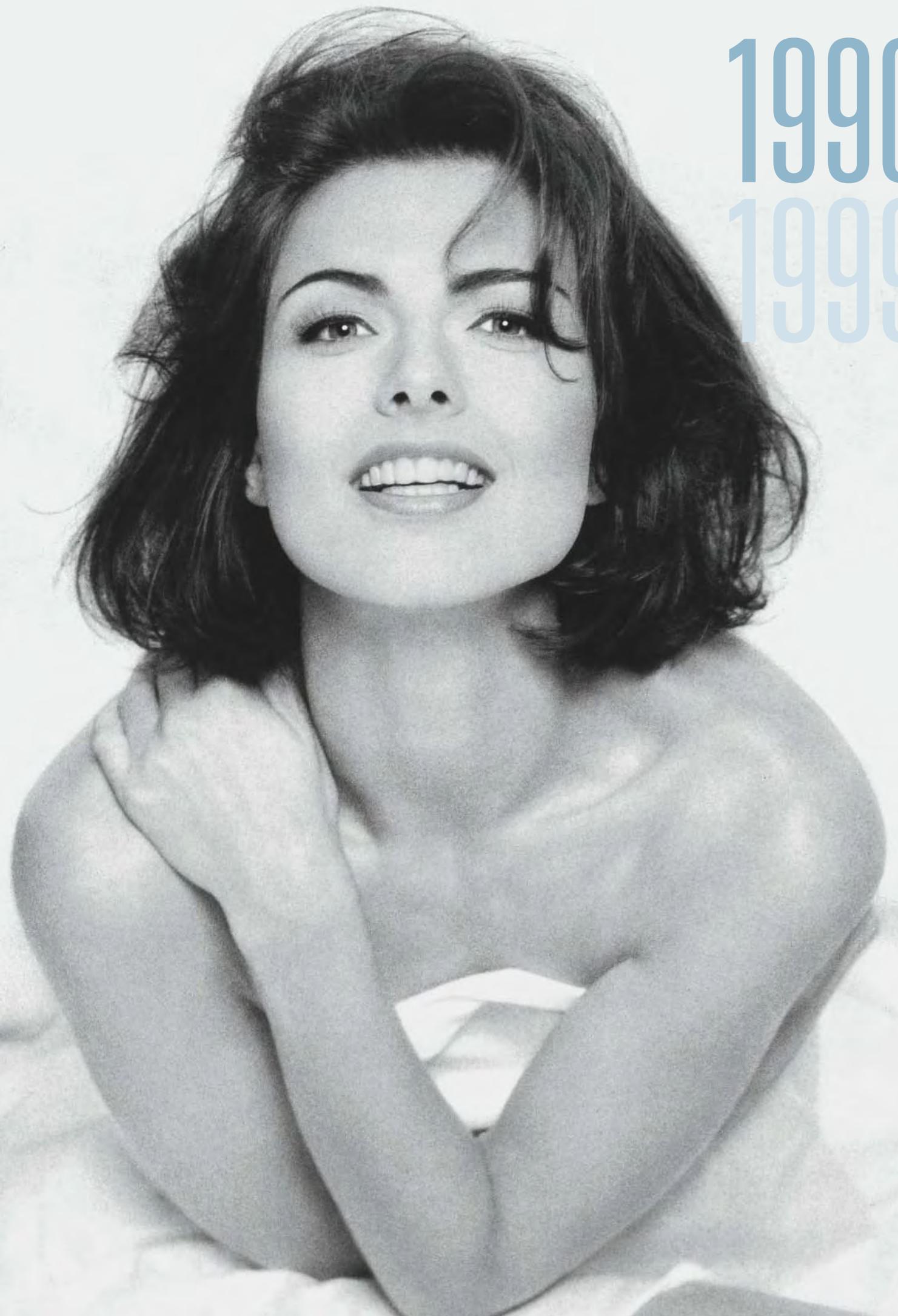
1980 1981 1982 1983 1984 1985 1986 1987 1988 1989

Eine der ersten Neuentwicklungen aus dem Jahr 1988: „Advanced Skin Support“ war eine völlig neue Rezeptur auf Gelbasis. Das Fotoshooting fand in Cannes statt.

One of the first new developments in 1988 was "Advanced Skin Support", a gel-based formulation. The photo shooting took place in Cannes.



1990
1999





Die neue Lady Esther Produktionsstätte in Bensheim entsteht fünfzig Jahre nach dem Bau der Fabrik in Clearing, Chicago.

The new production facility in Bensheim is opened fifty years after the construction of the factory in Clearing, Chicago.

Die Fabrik in Bensheim machte die Firma unabhängig von Lohnherstellern, die zwei Jahrzehnte die deutsche Produktpalette hergestellt hatten. Ein eigenes Entwicklungs- und Prüfungslabor sichert die hohe Qualität der Erzeugnisse. Mit der Ausrichtung auf die Bedürfnisse der Kosmetikstudios verändert sich auch die Angebotspalette, die bald 300 Artikel umfasst. Darunter sind viele Spezialprodukte, die ausschließlich in die Hand der Fachkosmetikerin gelangen. Das dazu benötigte Fachwissen wird in einem eigenen Schulungszentrum vermittelt.

Ein hausinternes Kosmetikinstitut bedient den regionalen Markt. Im Export werden neben den traditionellen westeuropäischen Märkten nun auch die Länder Osteuropas, asiatische Länder und Australien bedient. In Amerika bietet ein Pharmahändler das Monoprodukt Four Purpose Cream weiterhin an.



The strategy of the new owners was to become independent from contract manufacturers who had for more than twenty years provided filling and packaging services for the brand. Now, in-house laboratories secure the high quality standards. The requirements of the beauty salons lead to a complete new product line which soon included 300 products among which are many specialized products intended for use only by trained aestheticians. Product expertise and application know-how are being communicated through the company's Bensheim training center.

An incorporated beauty institute covers the regional market. Apart from the traditional markets in Western Europe, Lady Esther is now sold in Eastern European markets, as well as in Asia and Australia. In the US, Four Purpose Cream continues to be sold as a mono product by a pharmaceutical wholesaler.



1990 1991 1992 1993 1994 1995 1996 1997 1998 1999



Wirkstoffampullen für die Kosmetikerin und Spezialpflegeprodukte auf Vitamin A Basis sind Schwerpunkte im Programm.

Active ingredients sealed in tiny ampoules, and special skin care based on Vitamin A, are the core of the programme.

Antje ist das Lady Esther Gesicht der 1990er Jahre. Die Studentin aus Frankfurt beherrscht die Hollywood Pose.

She is Lady Esther's face of the 1990s: Antje, a student from Frankfurt, masters the Hollywood pose.



2000
2009



**LADY
ESTHER**

**ACTIVE FORMULA
ALOE VERA LIFTING MASK**



Pflege für jeden Hauttyp anzubieten gehört seit den 1960er Jahren zur Philosophie des Unternehmens.

Skin Care for every skin type is the philosophy of the brand since the 1960s.

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

Die „Active Formula“ Pflegeserie geht in ihr viertes Jahrzehnt und ist damit das erfolgreichste Pflegekonzept der Marke. Weizenkeimöl ist Basis der Rezepturen, ergänzt um weitere natürliche und ständig modernisierte Pflegewirkstoffe.

Entering its fourth decade, the „Active Formula“ line is the most successful skin care concept of the brand. Wheat Germ Oil is part of the base formulation, combined with other natural ingredients, which are routinely updated.

Zur Grundlage einer jeden ernsthaften Systemkosmetik gehört die Forschung und Entwicklung auf dem Gebiet der Roh- und Wirkstoffe. Die moderne Verbraucherin erwartet keine Wunder Versprechen von ihrer Gesichtspflege, sondern eine Rezeptur, die neueste Erkenntnisse aufnimmt und sowohl bei der Zusammensetzung der Cremebasis als auch mit den aktiven Inhalten eine ihres individuellen Hautproblems angemessene Formulierung bietet.

Experimente zu Lasten der Verbraucher kann sich ein solches Produkt nicht leisten. Deshalb steht neben der Wirksamkeit auch die Produktsicherheit im Lattenheft der Produktentwicklung bei Lady Esther. Durch den ständigen Austausch mit den Fachkosmetikerinnen und ihrer Kundschaft wird diese Produktqualität gesichert.

Research of new active ingredients and raw materials, are the basic principle for every serious skin care system development. The modern consumer does not expect miracle promises from a cream. She expects to receive a formulation which incorporates the latest expertise and know-how – be it in the foundation or in the active components of the product, to cover individual skin care needs and address specific skin problems.

This eliminates experimentation at the consumers' expense. Therefore, besides the effectiveness of a product, safety is highly important to the researchers at Lady Esther. A constant exchange of information between the company and the aestheticians with their client base, is another guarantee for quality and continuous product development.



2010
2013





Individuelle Verpackungen gehören ebenso zur Markenbindung wie das Produkt an sich.

Individual packaging belongs to brand relationship as much as the product itself.

2010 2011 2012 2013

Die Inhaber und ihre Familien. Links Thilo Figaj und Frau Ulla, mit Tochter Annika und Sohn Knut. Rechts Roman Figaj und Frau Christa, mit den Söhnen (v.l.) Joris, Maximilian und Gereon.

The owners and their families. Left is Thilo Figaj and his wife Ulla, with daughter Annika and son Knut. Right: Roman Figaj and wife Christa, with their sons (from left) Joris, Maximilian and Gereon.



Der Lippenstift wurde im Laufe von 100 Jahren nahezu zum Synonym für Kosmetik. 2012 folgt dieses Design der Reihe vieler Vorgänger bei Lady Esther.

The lipstick became almost synonymous for cosmetics in general in the past 100 years. In 2012 this design followed its many predecessors in the Lady Esther range.

Ein von Inhabern geführtes Unternehmen baut eine engere Beziehung zur Kundschaft auf als andere Unternehmensformen. Heute wie vor 100 Jahren.

In einer arbeitsteiligen Welt ist es zur Ausnahme geworden, dass ein Markenartikel an einer einzigen Produktionsstätte entwickelt, produziert und von dort aus vermarktet wird. Zwischen den beherrschenden Angeboten führender Konzerne, die mit den ebenso dominierenden Handelsriesen den Verbrauchern eine nur scheinbare Vielfalt suggerieren, ist eine Traditionsmarke wie Lady Esther die wirklich exklusive Alternative. Die Individualität der Handelspartner, vor allem der Kosmetikinstitute ist damit untrennbar verbunden.

As true today as 100 years ago: a company run by the owners builds a tighter and closer relationship with its customers than other corporate organizations.

In a work-sharing world Lady Esther became the exception, where branded goods are being invented, developed, produced and marketed from one location. The dominating offers of leading producers in combination with the controlling trade chains, suggest only a slight variety to the consumer. Within these markets, a traditional brand such as Lady Esther is the real exclusivity. Inextricably connected are the individual sales partners, and above all the beauty salons.





Bei Lady Esther kennt man die Bedürfnisse der Kundin genau. Das ist die Grundlage für das Vertrauen der Kosmetikerin in die Marke.

Lady Esther is well aware of customer needs. This is the foundation on which aestheticians place their trust in the brand.



Diese Festschrift wäre unvollständig ohne sie: Vitamin A Creme. Unsere Nummer 1.

This chronicle would not be complete without mentioning our Number 1 product, Vitamin A Cream.

Eine Marke über einhundert Jahre erfolgreich am Markt zu behaupten hat von allen Beteiligten immer wieder verlangt, auf wechselnde Gewohnheiten und Bedürfnisse zu reagieren. Zu Beginn war es die Idee, einer breiten Schicht Zugang zu einer Hautpflege zu verschaffen, die damals noch als Luxus galt. Die teuren Produkte in den Metropolen waren auf dem Lande unerschwinglich. Mit der Four Purpose Cream schuf Lady Esther ein Produkt, das nicht nur ein Luxusbedürfnis befriedigte. Vielmehr bewies das Produkt seinen echten Nutzen und überzeugte Millionen Frauen, ihre Haut mit mehr als nur mit Wasser und Seife zu reinigen und zu pflegen.

Mit dem Eintritt in den deutschen Markt nach einem halben Jahrhundert begann eine Diversifikation, weg vom Monoprodukt und hin zu den individuellen Angeboten und spezifischen Produkten. Dieser Prozess ist niemals abgeschlossen und wird auch in Zukunft zu immer neuen Entwicklungen führen. Die Haut ist das größte Organ des Menschen und das Pflegebewusstsein verstärkt sich mit zunehmendem Lebensalter.

Maintaining a brand in the market for a century, has demanded from all persons involved to react to changes in consumer habits and needs at all times. In the beginning, the idea was to offer to a broad class of consumers, the kind of skin care which was regarded a pure luxury by many people at that time. Products available in the cities were prohibitive in the country. With her Four Purpose Cream, Lady Esther created something more than a product that just satisfied a luxury need. Moreover, it has proven to be genuinely beneficial to millions of women and convinced them to use it continuously rather than just water and soap.

By entering the German market fifty years ago the brand started its diversification, moving away from a mono-product philosophy, but instead towards the development of individual and more specific skin care products. This is a never ending process that will lead to ever new developments in the future. The skin is the largest human organ and the consumer's willingness to take better care of it grows with increasing age.



Das Geheimnis einer guten Creme ist mit der Liste ihrer Rohstoffe nicht ergründbar. Es ist die Ausgewogenheit der Rezeptur, die Provenienz der Inhalte und vor allem die Erfahrung vieler Jahre.

The secret of a good face cream cannot be attributed only to its ingredients. It requires a balance of formulation, the provenance of compounds and above all, expertise that spans many years.



LADY ESTHER

COSMETIC