

BOOK REVIEW

Cosmetics, Fashions, and the Exploitation of Women

BY JOSEPH HANSEN, EVELYN REED, MARY-ALICE WATERS

Reviewed by: Helen Dumont, Helen Dumont's Bookshelf

Synopsis: Dealing with the subject of how big business plays on women's second-class status, as well as their social insecurities in order to market cosmetics and rake in massive profits, "Cosmetics, Fashions, and the Exploitation of Women" begins with an informative introduction that explains how the entry of millions of women into the workforce during and after World War II irreversibly changed U.S. society and laid the basis for a renewed rise of struggles for women's emancipation.

Compiled by the team of Joseph Hansen (1910-1979), Evelyn Reed (1905-1979), and Mary-Alice Waters, "Cosmetics, Fashions, and the Exploitation of Women" is comprised of fifteen erudite and insightful commentaries and further enhanced for the reader with the inclusion of six pages of Notes and a seven page Index.

Critique: Originally published in 1986 and now released in a twelfth edition paperback format, "Cosmetics, Fashions, and the Exploitation of Women" continues to be a timeless and still timely expose of an important aspect of the experience of women and girls in our American culture. Simply stated, "Cosmetics, Fashions, and the Exploitation of Women" is an especially and unreservedly recommended addition to personal, community, college, and university library Women's Issues, Women's Studies, and Women's History collections and supplemental curriculum studies lists.