

maybelline new york history

maybelline new york history traces the fascinating evolution of one of the world's leading cosmetics brands, renowned for its innovative makeup products and strong presence in the beauty industry. Established over a century ago, Maybelline has grown from a small, family-founded business into a global powerhouse, synonymous with affordable, high-quality beauty solutions. This article explores the brand's origins, key milestones, product innovations, and marketing strategies that have cemented its position in the competitive cosmetics market. Understanding the maybelline new york history offers insights into how the brand has adapted to changing trends and consumer demands while maintaining its signature New York identity. From its initial mascara formulas to its modern-day product lines, the brand has continuously evolved, reflecting broader shifts in beauty standards and technology. The following sections detail the brand's inception, growth phases, breakthrough products, and cultural impact.

- Origins and Founding of Maybelline
- Growth and Expansion in the 20th Century
- Innovations and Iconic Products
- Marketing Strategies and Brand Positioning
- Maybelline in the Modern Era

Origins and Founding of Maybelline

The maybelline new york history begins in 1915, when the brand was founded by Thomas Lyle Williams in Chicago. Inspired by a simple beauty hack involving his sister Mabel's use of a mixture of Vaseline and coal dust to enhance her eyelashes, Williams created the first commercial mascara. The name "Maybelline" is derived from a combination of Mabel's name and Vaseline, symbolizing the brand's innovative approach to eye makeup.

Early Product Development

The original product, named Maybelline Cake Mascara, was a groundbreaking cosmetic that changed the way women applied eye makeup. It was initially sold as a cake mascara which required a brush for application. This new product catered to women seeking an easy and effective way to accentuate their eyelashes, setting the foundation for the brand's future growth.

Initial Market Reception

Maybelline's early success was fueled by its accessibility and affordability, targeting a broad demographic of consumers. The product quickly gained popularity, distinguishing Maybelline as a pioneer in the cosmetics industry focused on eye-enhancing products.

Growth and Expansion in the 20th Century

Throughout the 20th century, the Maybelline New York history was marked by rapid expansion and diversification of product offerings. After relocating its headquarters to New York City, the brand capitalized on the city's status as a fashion and beauty hub to further establish itself nationally and internationally.

Introduction of New Product Lines

Maybelline expanded its portfolio beyond mascara to include lipsticks, eyeliners, and face makeup. This diversification allowed the brand to meet a wider range of beauty needs and preferences, catering to the evolving tastes of consumers over the decades.

Acquisition by Large Corporations

In 1996, Maybelline was acquired by L'Oréal, one of the largest cosmetics companies globally. This acquisition provided Maybelline with increased resources for research, marketing, and distribution, accelerating its growth and innovation capabilities.

Innovations and Iconic Products

Innovation has been a hallmark of the Maybelline New York history, with the brand consistently introducing cutting-edge products that set industry trends. Its product development team has continually leveraged advances in cosmetic technology to enhance performance and user experience.

Revolutionary Mascara Formulas

Maybelline introduced several iconic mascaras that revolutionized the market, such as Great Lash Mascara in the 1970s, which became a cult classic, and the Lash Sensational line, known for volumizing and lengthening effects. These products contributed significantly to the brand's reputation for quality and innovation.

Expansion into Skincare and Foundations

The brand also ventured into foundations and skincare products, offering formulas suitable for diverse skin types and tones. This inclusivity helped Maybelline appeal to a global audience and maintain relevance in a competitive market.

Marketing Strategies and Brand Positioning

Maybelline's marketing approach has been instrumental in shaping its identity as a youthful, vibrant, and accessible brand. The Maybelline New York history reflects a strategic use of advertising, celebrity endorsements, and digital media to engage consumers.

Celebrity Endorsements and Brand Ambassadors

Maybelline has collaborated with numerous high-profile celebrities and influencers to enhance its

brand visibility. These partnerships have helped the brand connect with younger audiences and stay ahead in the fast-paced beauty industry.

Advertising Campaigns and Digital Presence

The brand has embraced innovative advertising campaigns featuring diverse models and inclusive messaging. Its active presence on social media platforms has allowed Maybelline to foster strong customer engagement and respond to beauty trends in real time.

Maybelline in the Modern Era

Today, Maybelline New York history continues to evolve as the brand adapts to the demands of modern consumers, emphasizing sustainability, diversity, and technology-driven products. Maybelline remains a major player in the global cosmetics market, offering a comprehensive range of beauty products that blend quality with affordability.

Commitment to Sustainability

In recent years, Maybelline has incorporated eco-friendly practices into its production and packaging, reflecting a growing consumer preference for sustainable beauty. This commitment aligns with broader industry trends toward environmental responsibility.

Global Market Presence and Future Outlook

Maybelline's global reach extends across numerous countries, supported by a robust distribution network and localized marketing efforts. Looking forward, the brand aims to continue innovating and expanding its product lines to meet the evolving needs of beauty consumers worldwide.

1. Founded in 1915 by Thomas Lyle Williams
2. First product: Maybelline Cake Mascara
3. Relocated headquarters to New York City
4. Acquired by L'Oréal in 1996
5. Introduced iconic products like Great Lash Mascara
6. Expanded into skincare and foundations
7. Engaged in high-profile celebrity endorsements
8. Adopted sustainable practices in recent years

Frequently Asked Questions

When was Maybelline New York founded?

Maybelline New York was founded in 1915.

Who founded Maybelline New York?

Maybelline New York was founded by Thomas Lyle Williams.

How did Maybelline get its name?

Maybelline was named after Thomas Lyle Williams' sister, Mabel, who inspired the creation of the first product.

What was the first product launched by Maybelline?

The first product launched by Maybelline was a mascara called Lash-Brow-Ine.

When did Maybelline become a part of L'Oréal?

Maybelline was acquired by L'Oréal in 1996.

How did Maybelline New York influence the cosmetics industry?

Maybelline revolutionized the cosmetics industry by making mascara widely available and affordable, popularizing eye makeup.

What is Maybelline New York best known for?

Maybelline New York is best known for its innovative and affordable makeup products, especially mascaras and foundations.

How did Maybelline New York expand internationally?

Maybelline expanded internationally through strategic marketing, product innovation, and its acquisition by L'Oréal, which helped global distribution.

What role did advertising play in Maybelline's growth?

Advertising played a crucial role in Maybelline's growth by promoting the brand's image as modern, trendy, and accessible to young women.

How has Maybelline New York evolved over the years?

Maybelline New York has evolved by embracing new beauty trends, launching diverse product lines,

leveraging digital marketing, and maintaining an image of inclusivity.

Additional Resources

1. *The Beauty Empire: The Rise of Maybelline New York*

This book chronicles the fascinating journey of Maybelline New York from its humble beginnings in 1915 to becoming a global beauty powerhouse. It explores the innovative marketing strategies and product developments that set the brand apart. Readers gain insight into the company's impact on the cosmetics industry and popular culture.

2. *Maybelline New York: A Century of Glamour and Innovation*

Celebrating over 100 years of beauty, this book highlights the key milestones and groundbreaking products introduced by Maybelline New York. It details the evolution of makeup trends influenced by the brand and its role in empowering women. The book is richly illustrated with vintage advertisements and iconic campaign images.

3. *Behind the Mascara: The Story of Maybelline New York*

Delving into the story behind Maybelline's signature mascara, this book reveals the inspiration and creativity that launched the brand. It offers a behind-the-scenes look at product development, advertising genius, and the company's founders. The narrative also touches on the cultural shifts that shaped the brand's identity.

4. *From Eyeliner to Empire: Maybelline New York's Journey*

This comprehensive history traces Maybelline New York's transformation from a small cosmetics company to a global brand. It examines the strategic leadership, celebrity endorsements, and innovative product lines that fueled its growth. The book also discusses challenges faced and how the company adapted over the decades.

5. *Maybelline New York: The Art and Science of Beauty*

Focusing on the blend of creativity and technology, this book explores how Maybelline New York has consistently pushed the boundaries of cosmetic science. It highlights collaborations with makeup artists and scientists to create cutting-edge products. The book provides a detailed look at the research and development behind some of the brand's bestsellers.

6. *Iconic Faces: Maybelline New York and the Changing Face of Beauty*

This book examines Maybelline's influence on beauty standards and its role in shaping contemporary aesthetics. Featuring profiles of famous models and celebrities associated with the brand, it showcases how Maybelline New York has remained relevant across generations. The narrative also discusses diversity and representation in the beauty industry.

7. *The Maybelline Manifesto: Empowering Confidence Through Cosmetics*

Exploring the brand's philosophy, this book delves into how Maybelline New York promotes self-expression and confidence through makeup. It highlights marketing campaigns that emphasize empowerment and individuality. Readers will find inspiring stories of how the brand has connected with consumers worldwide.

8. *Color Revolution: The Evolution of Maybelline New York's Makeup Palette*

This vibrant book traces the development of Maybelline New York's color cosmetics, from foundation shades to bold lipsticks. It discusses the cultural and social influences that shaped the brand's color choices. The book is a visual celebration of makeup artistry and innovation.

9. *Global Glamour: Maybelline New York's Impact on Worldwide Beauty Trends*

Detailing Maybelline New York's expansion into international markets, this book explores how the brand adapted to different cultures and beauty ideals. It highlights key global campaigns and product launches that resonated with diverse audiences. The book offers a comprehensive look at Maybelline's role as a leader in the global beauty industry.

Maybelline New York History

Find other PDF articles:

<https://admin.nordenson.com/archive-library-806/files?dataid=WPO92-4636&title=wiring-a-amp-meter.pdf>

maybelline new york history: A New and Concise History of Rock and R&B through the Early 1990s Eric Charry, 2012-01-11 This concise yet lively textbook explores the history and significance of American popular music from Tin Pan Alley to Public Enemy. Ethnomusicologist Eric Charry provides a strong foundation for understanding how music, the music industry, and American culture intersect. His innovative teaching style presents the material in a dynamic format suitable for general education courses in music. The book is organized around a series of timelines, tables, and figures, providing fresh perspectives on the social and cultural importance of the music. Charry lays out key contemporary theoretical issues, covers the technical foundations of the music industry, and provides a capsule history of who did what when, with particular emphasis on the rapid emergence of distinct genres and subgenres. The book's figures distill the history and provide new insight into understanding trends. Over a thousand artists, albums, and songs are covered, such as Muddy Waters, Elvis Presley, Bob Dylan, Aretha Franklin, the Velvet Underground, Janis Joplin, Jimi Hendrix, David Bowie, Stevie Wonder, Prince, Madonna, Talking Heads, and many more.

maybelline new york history: A Legislative History of the Federal Food, Drug, and Cosmetic Act and Its Amendments United States, 1979

maybelline new york history: A Legislative History of the Federal Food, Drug, and Cosmetic Act and Its Amendments: Text , 1979

maybelline new york history: Corner of the Tapestry: a History of the Jewish Experience in Ar 1820s-1990s (c) Carolyn Gray LeMaster, 1994 One of the most comprehensive studies ever done on a state's Jewish community, *A Corner of the Tapestry* is the story--untold until now--of the Jews who helped to settle Arkansas and who stayed and flourished to become a significant part of the state's history and culture. LeMaster has spent much of the past sixteen years compiling and writing this saga. Data for the book have been collected in part from the American Jewish Archives, American Jewish Historical Society, the stones in Arkansas's Jewish cemeteries, more than fifteen hundred articles and obituaries from journals and newspapers, personal letters from hundreds of present and former Jewish Arkansans, congregational histories, census and court records, and some four hundred oral interviews conducted in a hundred cities and towns in Arkansas. This meticulous work chronicles the lives and genealogy of not only the highly visible and successful Jews who settled in Arkansas, but also those who comprised the warp and woof of society. It is a decidedly significant contribution to Arkansas history as well as to the wider study of Jews in the nation.

maybelline new york history: Introduction to Cosmetic Formulation and Technology Gabriella Baki, Kenneth S. Alexander, 2015-03-12 Designed as an educational and training text, this book provides a clear and easily understandable review of cosmetics and over the counter (OTC) drug-cosmetic products. The text features learning objectives, key concepts, and key terms at the

beginning and review questions and glossary of terms at the end of each chapter section. • Overviews functions, product design, formulation and development, and quality control of cosmetic ingredients • Discusses physiological, pharmaceutical, and formulation knowledge of decorative care products • Reviews basic terms and definitions used in the cosmetic industry and provides an overview of the regulatory environment in the US • Includes learning objectives, key concepts, and key terms at the beginning and review questions and glossary of terms at the end of each chapter section • Has PowerPoint slides as ancillaries, downloadable from the book's wiley.com page, for adopting professors

maybelline new york history: The Encyclopedia of New York City Kenneth T. Jackson, Lisa Keller, Nancy Flood, 2010-12-01 Covering an exhaustive range of information about the five boroughs, the first edition of The Encyclopedia of New York City was a success by every measure, earning worldwide acclaim and several awards for reference excellence, and selling out its first printing before it was officially published. But much has changed since the volume first appeared in 1995: the World Trade Center no longer dominates the skyline, a billionaire businessman has become an unlikely three-term mayor, and urban regeneration—Chelsea Piers, the High Line, DUMBO, Williamsburg, the South Bronx, the Lower East Side—has become commonplace. To reflect such innovation and change, this definitive, one-volume resource on the city has been completely revised and expanded. The revised edition includes 800 new entries that help complete the story of New York: from Air Train to E-ZPass, from September 11 to public order. The new material includes broader coverage of subject areas previously underserved as well as new maps and illustrations. Virtually all existing entries—spanning architecture, politics, business, sports, the arts, and more—have been updated to reflect the impact of the past two decades. The more than 5,000 alphabetical entries and 700 illustrations of the second edition of The Encyclopedia of New York City convey the richness and diversity of its subject in great breadth and detail, and will continue to serve as an indispensable tool for everyone who has even a passing interest in the American metropolis.

maybelline new york history: A History of Broadcasting in the United States: The Image Empire Erik Barnouw, 1970-02-18 During the iQSo's, in a frontier atmosphere of enterprise and sharp struggle, an American television system took shape. But even as it did so, its pioneers pushed beyond American borders and became programmers to scores of other nations. In its first decade United States television was already a world phenomenon. Since American radio had for some time had international ramifications, American images and sounds were radiating from transmitter towers throughout the globe. They were called entertainment or news or education but were always more. They were a reflection of a growing United States involvement in the lives of other nations an involvement of imperial scope. The role of broadcasters in this American expansion and in the era that produced it is the subject matter of The Image Empire, the last of three volumes comprising this study.

maybelline new york history: World History Encyclopedia [21 volumes] Alfred J. Andrea Ph.D., 2011-03-23 An unprecedented undertaking by academics reflecting an extraordinary vision of world history, this landmark multivolume encyclopedia focuses on specific themes of human development across cultures era by era, providing the most in-depth, expansive presentation available of the development of humanity from a global perspective. Well-known and widely respected historians worked together to create and guide the project in order to offer the most up-to-date visions available. A monumental undertaking. A stunning academic achievement. ABC-CLIO's World History Encyclopedia is the first comprehensive work to take a large-scale thematic look at the human species worldwide. Comprised of 21 volumes covering 9 eras, an introductory volume, and an index, it charts the extraordinary journey of humankind, revealing crucial connections among civilizations in different regions through the ages. Within each era, the encyclopedia highlights pivotal interactions and exchanges among cultures within eight broad thematic categories: population and environment, society and culture, migration and travel, politics and statecraft, economics and trade, conflict and cooperation, thought and religion, science and technology. Aligned to national history standards and packed with images, primary resources, current citations, and extensive teaching and

learning support, the World History Encyclopedia gives students, educators, researchers, and interested general readers a means of navigating the broad sweep of history unlike any ever published.

maybelline new york history: *Clothing and Fashion* José Blanco F., Patricia Kay Hunt-Hurst, Heather Vaughan Lee, Mary Doering, 2015-11-23 This unique four-volume encyclopedia examines the historical significance of fashion trends, revealing the social and cultural connections of clothing from the precolonial times to the present day. This sweeping overview of fashion and apparel covers several centuries of American history as seen through the lens of the clothes we wear—from the Native American moccasin to Manolo Blahnik's contribution to stiletto heels. Through four detailed volumes, this work delves into what people wore in various periods in our country's past and why—from hand-crafted family garments in the 1600s, to the rough clothing of slaves, to the sophisticated textile designs of the 21st century. More than 100 fashion experts and clothing historians pay tribute to the most notable garments, accessories, and people comprising design and fashion. The four volumes contain more than 800 alphabetical entries, with each volume representing a different era. Content includes fascinating information such as that beginning in 1619 through 1654, every man in Virginia was required to plant a number of mulberry trees to support the silk industry in England; what is known about the clothing of enslaved African Americans; and that there were regulations placed on clothing design during World War II. The set also includes color inserts that better communicate the visual impact of clothing and fashion across eras.

maybelline new york history: *THE LASH HISTORY* Nicole Bassitta, 2022-11-02 Die Wimpern ist nur ein Glücksbringer? Falsch! Sie ist in erster Linie Schutz für das Auge und dient als Schmuck vorrangig in der Damenwelt. Dieses Buch beschreibt die Erfindung der Wimpernverlängerung. Welches sich durch vorgeschichtliche Erfahrungen aufbaut, durch verschiedenen Epochen führt und über Jahrhunderte hinweg prägende Schönheitsideale darstellt. Bis zu heutigen Anwendungen in der Wimpernverlängerung, das Aufkommen von tollen Meisterschaften und diversen Konferenzen. Schritt für Schritt führt dieses Buch durch die spannende Zeit und ist voller Informationen über ehemalige Anwendungen, Weiterentwicklungen und die Neuentdeckungen im Bereich der Schönheitsindustrie.

maybelline new york history: *War Paint* Ellen Tsagaris, 2025-02-05 War Paint explores the enduring human desire to enhance attractiveness and youthfulness; a fascination dating back to the Stone Age. It charts the historical development of cosmetics, delving into their significance and ethical concerns in shaping societal standards of beauty. The cosmetics industry has evolved hand in hand with human aspirations for better hair, skin, clothing, and makeup. The book encompasses a wide range of topics, including early cosmetics origins, ethical dilemmas in the industry, and the regulatory landscape that emerged to enforce ethical standards. The ethical dimension will address issues like the mistreatment of animals in cosmetics testing and ingredient safety. Intriguingly, the book explores marketing strategies of the fifties and sixties, specifically those targeting children and teenagers, with a focus on cosmetic dolls like Miss Revlon and Miss Clairol. It will also cover the unique history of cosmetics, including the history of the use of blood in the makeup industry. The book offers a comprehensive, well-researched, and thought-provoking perspective on the cosmetics industry, drawing attention to aspects of its history, ethics, and societal impact that have not been widely explored in a single work before. It will engage readers with an informative narrative that spans centuries and a spectrum of compelling topics related to beauty and cosmetics.

maybelline new york history: *Timelines of African-American History* Thomas Dale Cowan, Jack Maguire, 1994 A year-by-year look at African American history from the 1490's to the 1990's presented in chronological order.

maybelline new york history: *Latino History Day by Day* Caryn E. Neumann, Tammy S. Allen, 2013-05-09 This title takes a calendrical approach to illuminating the history of Latinos and life in the United States and adds more value than a simple this day in history through primary source excerpts and resources for further research. Latino/a history has been relatively slow in gaining

recognition despite the population's rich and varied history. Engaging and informative, *Latino History Day by Day: A Reference Guide to Events* will help address that oversight. Much more than just a this-day-in-history list, the guide describes important events in Latino/a history, augmenting many entries with a brief excerpt from a primary document. All entries include two annotated books and websites as key resources for follow up. The day-to-day reference is organized by the 365 days of the year with each day drawing from events that span several hundred years of Latino/a history, from Mexican Americans to Puerto Ricans to Cuban Americans. With this guide in hand, teachers will be able to more easily incorporate Latino/a history into their classes. Students will find the book an easy-to-use guide to the Latino/a past and an ideal starting place for research.

maybelline new york history: The Oxford Encyclopedia of Women in World History

Bonnie G. Smith, 2008 *The Encyclopedia of Women in World History* captures the experiences of women throughout world history in a comprehensive, 4-volume work. Although there has been extensive research on women in history by region, no text or reference work has comprehensively covered the role women have played throughout world history. The past thirty years have seen an explosion of research and effort to present the experiences and contributions of women not only in the Western world but across the globe. Historians have investigated women's daily lives in virtually every region and have researched the leadership roles women have filled across time and region. They have found and demonstrated that there is virtually no historical, social, or demographic change in which women have not been involved and by which their lives have not been affected. The *Oxford Encyclopedia of Women in World History* benefits greatly from these efforts and experiences, and illuminates how women worldwide have influenced and been influenced by these historical, social, and demographic changes. The Encyclopedia contains over 1,250 signed articles arranged in an A-Z format for ease of use. The entries cover six main areas: biographies; geography and history; comparative culture and society, including adoption, abortion, performing arts; organizations and movements, such as the Egyptian Uprising, and the Paris Commune; women's and gender studies; and topics in world history that include slave trade, globalization, and disease. With its rich and insightful entries by leading scholars and experts, this reference work is sure to be a valued, go-to resource for scholars, college and high school students, and general readers alike.

maybelline new york history: Fresh Lipstick Linda M. Scott, 2006-02-21 Challenges feminist beliefs that the fashion and beauty industry objectifies women, contending that elite women are out of touch with most women in the U.S. while arguing that fashion is more an expression of creativity and identity than a means of attracting men.

maybelline new york history: Introduction to Gigi Hadid Gilad James, PhD, 2014 Gigi Hadid is an American fashion model who gained recognition in the industry through her stunning runway walks and photogenic skills. Born in 1995, Hadid grew up in a family that was closely associated with the fashion industry. Her mother Yolanda Hadid was a successful Dutch model, while her father Mohamed Hadid was a real estate developer. Gigi's interest in modeling started blossoming at an early age, and she signed her first modeling contract at just two years old. Gigi's first breakthrough in the industry came in 2014, when she walked for Desigual during New York Fashion Week. Since then, she has walked for prominent brands and designers like Marc Jacobs, Chanel, Balmain, and Versace. She has also featured in numerous international magazine covers and editorials, including *Vogue*, *Teen Vogue*, and *W Magazine*. In addition to modeling and runway work, Gigi has also dabbled in design, launching collections with Tommy Hilfiger and Maybelline. Her success in the fashion industry has made her one of the highest-paid models in the world, with an estimated net worth of \$29 million.

maybelline new york history: The 2005 Hispanic Scholarship Directory National Hispanic Press Foundation, 1997

maybelline new york history: Documents for America's History, Volume 2 Melvin Yazawa, James A. Henretta, Kevin J. Fernlund, 2011-01-11 Rev ed. of: Documents to accompany America's history.

maybelline new york history: Beauty Imagined Geoffrey Jones, 2010-02-25 The global

beauty business permeates our lives, influencing how we perceive ourselves and what it is to be beautiful. The brands and firms which have shaped this industry, such as Avon, Coty, Estée Lauder, L'Oréal, and Shiseido, have imagined beauty for us. This book provides the first authoritative history of the global beauty industry from its emergence in the nineteenth century to the present day, exploring how today's global giants grew. It shows how successive generations of entrepreneurs built brands which shaped perceptions of beauty, and the business organizations needed to market them. They democratized access to beauty products, once the privilege of elites, but they also defined the gender and ethnic borders of beauty, and its association with a handful of cities, notably Paris and later New York. The result was a homogenization of beauty ideals throughout the world. Today globalization is changing the beauty industry again; its impact can be seen in a range of competing strategies. Global brands have swept into China, Russia, and India, but at the same time, these brands are having to respond to a far greater diversity of cultures and lifestyles as new markets are opened up worldwide. In the twenty first century, beauty is again being re-imagined anew.

maybelline new york history: Oral History, Oral Culture, and Italian Americans Luisa Del Giudice, 2009-11-09 This book introduces readers to a wide range of interpretations that take oral history and folklore as the premise with a focus on Italian and Italian American culture in disciplines such as history, ethnography, memoir, art, and music.

Related to maybelline new york history

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup

products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup

Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from

Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Maybelline New York | Makeup Products, Cosmetics, Beauty Discover Maybelline makeup products and cosmetics today. Explore makeup looks, tutorials, and more with the best foundations, mascara, lipstick and more

Shop Makeup & Cosmetics: Eye, Lip & Face Makeup Products Shop the best makeup products

by Maybelline including award-winning lipsticks, mascaras, eyeliners, foundations and more to enhance your beauty and looks

Face Makeup - Foundation, Primers & Blushes - Maybelline Face Makeup Products for Flawless, Even-Toned Skin by Maybelline. Fabulous facial makeup from BB cream, foundation, concealer, bronzer, powder, and more

Explore Lipstick Makeup: Matte, Liquid, & More - Maybelline Explore the full Maybelline lipstick collection! Find affordable lipstick in every finish and formula you can imagine, with a wide selection of lipstick shades

Eye Makeup: Mascara, Eyeliner, Eyeshadow & Brow - Maybelline Shop eye makeup from Maybelline's eye collection. Explore eyeshadow, mascara, eyeliner, brow gels & more. Create the perfect eye look with Maybelline eye makeup

Foundation Makeup: Liquid, Powder, & Cream - Maybelline Explore Maybelline's foundation makeup for all skin types. Shop cream, powder & liquid foundation, ranging from matte to luminous and sheer to full coverage

Shop Our New Beauty and Makeup Products - Maybelline Shop all the latest makeup and beauty products from Maybelline, including new products like foundation, mascara, lipstick, blush, eyeshadow, and brow gel

Face, Eye, Lip Makeup & Accessories - Maybelline Explore Face, Eye, and Lip Makeup Collections & Accessories by Maybelline. Take your look to the next level with baby lips, color sensational, and more

Concealer Makeup - Concealers & Color Correctors - Maybelline Explore Maybelline's concealer makeup range and shade finder for all skin tones. Get natural to full buildable coverage while concealing imperfections

Lip Makeup - Lipstick, Lip Gloss, Liner & Balm - Maybelline Explore Lip Makeup by Maybelline. Discover your new favorite lip makeup shades from bold to nude in Lipstick, Lip Gloss, Lip Balm and Lip Liner

Related to maybelline new york history

Maybelline reimagines iconic jingle with Miley Cyrus as global face (Marketing-Interactive6d) Maybelline New York has tapped multi-platinum singer Miley Cyrus as its new global spokesperson, kicking off a campaign that

Maybelline reimagines iconic jingle with Miley Cyrus as global face (Marketing-Interactive6d) Maybelline New York has tapped multi-platinum singer Miley Cyrus as its new global spokesperson, kicking off a campaign that

Miley Cyrus takes on global spokesperson role for Maybelline New York (Drug Store News7d) Miley Cyrus has been named the newest global ambassador for Maybelline New York. To kick off her partnership with the brand,

Miley Cyrus takes on global spokesperson role for Maybelline New York (Drug Store News7d) Miley Cyrus has been named the newest global ambassador for Maybelline New York. To kick off her partnership with the brand,

Miley Cyrus fronts Maybelline New York's reimagined brand jingle (Cosmetics Business8d) The award-winning singer will star in a 'long-term partnership', fronting a campaign that will roll out across television and

Miley Cyrus fronts Maybelline New York's reimagined brand jingle (Cosmetics Business8d) The award-winning singer will star in a 'long-term partnership', fronting a campaign that will roll out across television and

Miley Cyrus Reimagines Maybelline Jingle as Brand Ambassador (Beauty Packaging8d) Cyrus brings her iconic voice, vision, and energy to the brand, creating a new era combining music and makeup

Miley Cyrus Reimagines Maybelline Jingle as Brand Ambassador (Beauty Packaging8d) Cyrus brings her iconic voice, vision, and energy to the brand, creating a new era combining music and

makeup

Back to Home: <https://admin.nordenson.com>