



be your own kind of beautiful



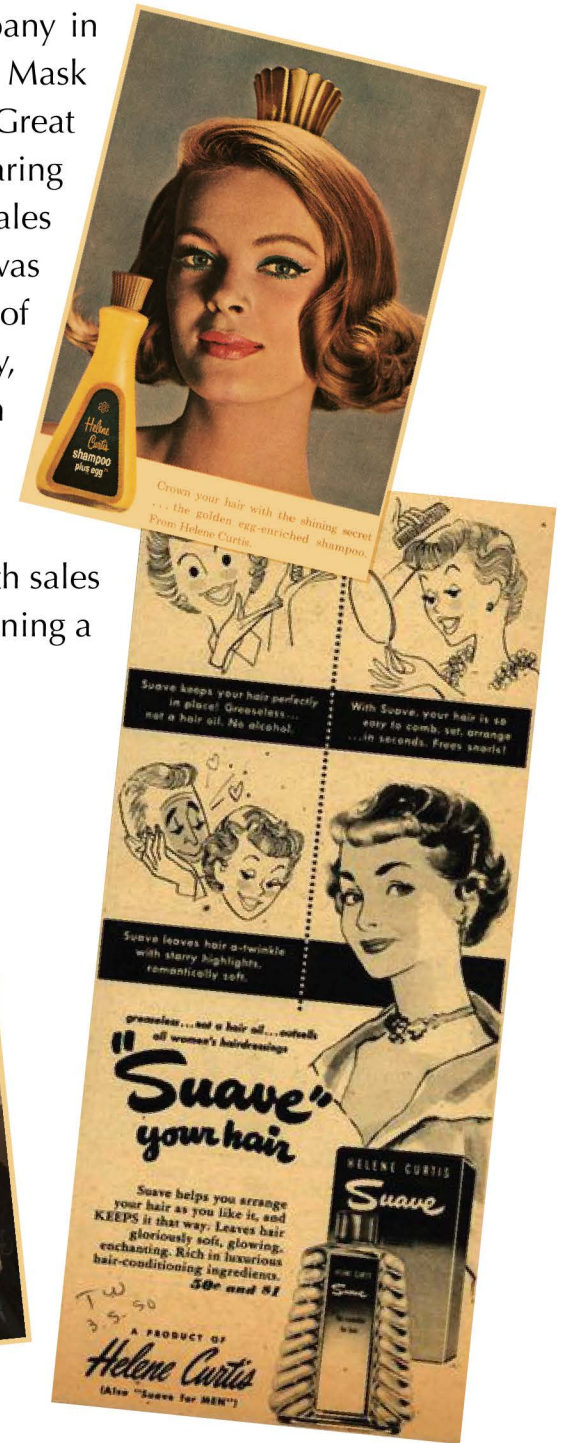


HELENE CURTIS

Gerald Gidwitz and Louis Stein formed the National Mineral Company in 1927. The first product they launched was the Peach Bloom Facial Mask made of special clay from the hills of Arkansas. During the Great Depression women were ready to abandon the straight hair of the roaring twenties with wavy hair styles which generated flourishing sales especially with home hair care products. The company name was eventually changed to Helene Curtis, which combined the names of Stein's wife and son. The product line increased to shampoo, hairspray, deodorant and more. Eventually they employed over 1000 people in their Chicago factory with sales reaching \$600 million.

Helene Curtis has launched many famous brands like Suave, Spray Net, Degree, Finess and more. They became one of the fastest growing personal care companies in the United States with sales reaching over a billion dollars. Unilever purchased Helene Curtis in 1996 for the purpose of gaining a foothold in the personal hair care market but eventually "abandoned" the iconic trademark.

Today, the Helene Curtis brand is still trusted, admired and requested all over the world.





HELENE
CURTIS™

Take our online beauty quiz to find specific
products tailored just for you.

[CLICK TO START](#)



HELENE
CURTIS™



HELENE
CURTIS™

Order your
custom
beauty box





thinks my hair is beautiful



thinks my face is beautiful



thinks my skin is beautiful

RETROBRANDS USA LLC

For Licensing Inquiries Contact: **Jeffrey Kaplan**, President

1771 Blount Road Suite 203 ~ Pompano Beach FL 33069 ~ (954) 203-3097

jeff@retrobrands.net ~ www.retrobrands.net

