

OUR COMPANY  
**OUR HISTORY**

***1910***

**RED DOOR SALON OPENS**

Ms. Arden painted the door of her first salon, located on the fashionable Fifth Avenue, a bold red hue to ensure that it stood out from the already crowded street of retail shops.



***1912***

**MARCHES WITH THE SUFRAGETTES**

Ms. Arden provides suffragettes with red lipstick as a symbol of independence and solidarity.



## ***1916-17***

### **LAUNCHES FIRST PRODUCTS**

Elizabeth Arden introduces eye makeup to America and a full line of skincare and color cosmetics. She creates the first travel size products.



## ***1918***

### **THE FIRST SALESWOMEN**

Elizabeth Arden is the first in the cosmetics industry to train and send out a team of traveling demonstrators and saleswomen.



## ***1920***

### **PR FIRST**

Elizabeth Arden is the first to use a personal publicist and hires Hollywood columnist Hedda Hopper to represent herself and the company.



## ***1921***

### **ELIZABETH ARDEN BUSINESS GROWS**

The Elizabeth Arden Salons expand internationally (London, Paris and Nice).



## 1930

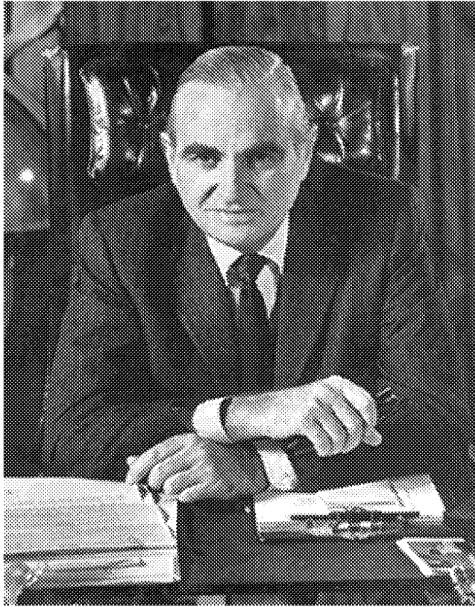
### EIGHT HOUR CREAM

Elizabeth Arden introduces the iconic Eight Hour Cream Skin Protectant.



***1932*****REVLON IS FOUNDED**

Brothers Charles and Joseph Revson and Charles Lachman form Revlon and introduce a revolutionary nail enamel.

***1933*****THE ORIGINAL BEAUTY INFLUENCER**

Elizabeth Arden was the first to have a weekly radio show about beauty health and well-being, known as beauty tutorials.

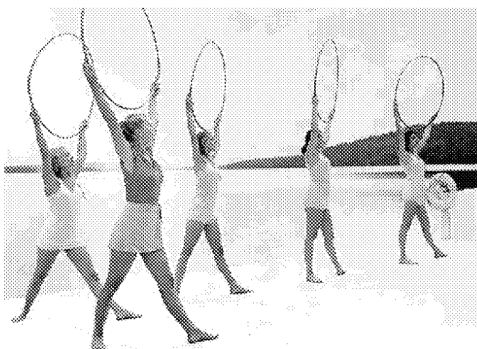




## 1934

### MAINE CHANCE OPENS

Elizabeth Arden opens Maine Chance, the first destination spa in America.



## 1935

### FIRST MAGAZINE ADVERTISEMENT

First Revlon advertisement runs in the New Yorker Magazine.



**1935****BLUE GRASS DEBUTS**

Elizabeth Arden's Blue Grass Fragrance debuts.

**1937****SUCCESS ONE SHADE AT A TIME**

Revlon introduces nail polish and starts selling in stores and beauty salons.



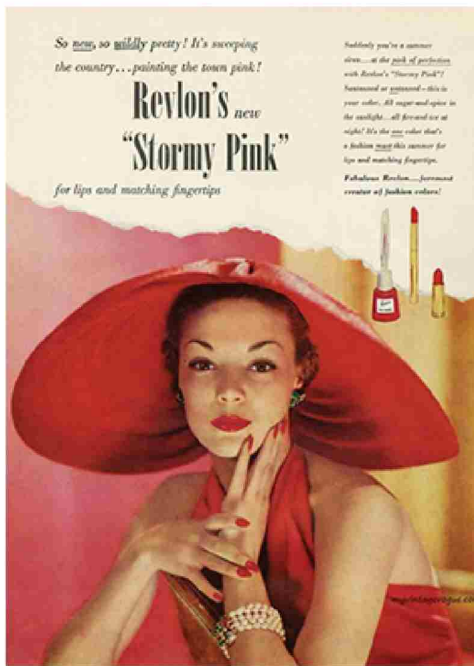
***1939*****CINEMATIC ADVERTISING**

Ms. Arden is the first to show a cosmetic commercial in movie theaters.

***1939*****REVLON BEGINS SELLING LIPSTICK**

Revlon introduces lipstick into the product portfolio and promotes it through the matching Lips and Fingertips campaign.





## 1946

### TIME

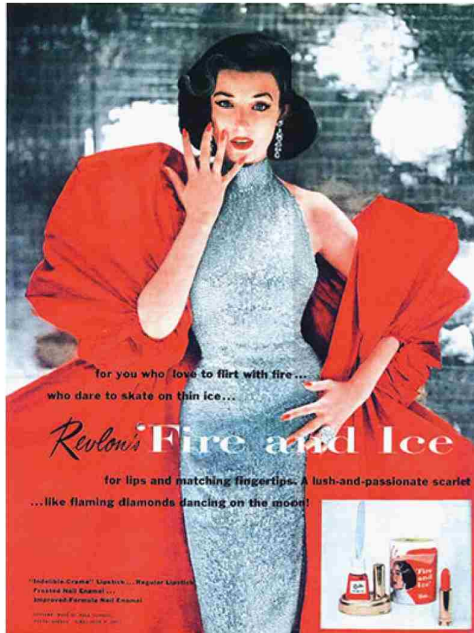
Elizabeth Arden is the first business woman to be on the cover of Time Magazine.



## 1952

### FIRE AND ICE CAMPAIGN

Revlon's iconic Fire and Ice lipstick and nail campaign features a Vogue partnership and celebrity endorsements (model Dorian Leigh) shot by Richard Avedon.



## 1955

### INTERNATIONAL EXPANSION

Revlon expands business globally.



## 1957

### LUSTROUS LIPSTICK LAUNCH

Revlon launches Lustrous Lipstick with innovative packaging and formula.



**1960**

## AMERICAN LOOK CAMPAIGN

Revlon features "The American Look" Campaign globally with model Suzy Parker.



**1961**

## SUPER LUSTROUS LIP COLOR LAUNCH

Revlon Super Lustrous Lip Color launches, building on Lustrous Lipstick.

**1965**

## TV SHOW

Revlon's highly anticipated Question TV show, drives sales and brand publicity.





## 1965

### COLORSILK LAUNCH

Revlon ColorSilk hair color launches.



## 1966

### LEAVING A LEGACY

Ms. Arden passes away.





***1970***

## ANOTHER FIRST

Revlon made history when it was the first beauty company to feature an African American model, Naomi Sims, in its advertising.



***1970***

MITCHUM CO. ACQUISITION

Revlon acquires Mitchum Co.

**Mitchum®**

***1972***

FLAWLESS FINISH FOUNDATION

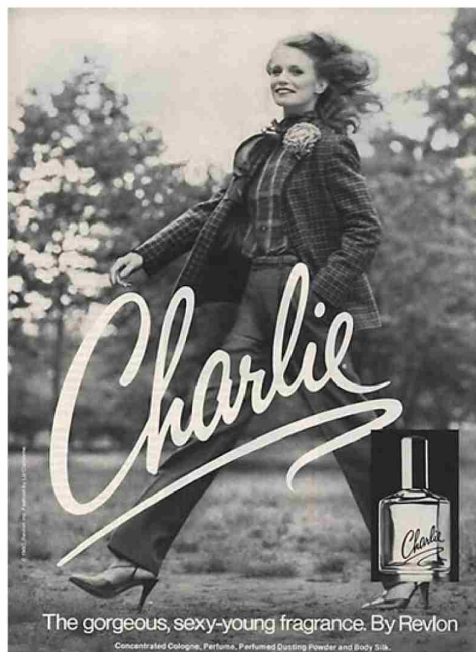
Elizabeth Arden's Flawless Finish Foundation launches.



**1973**

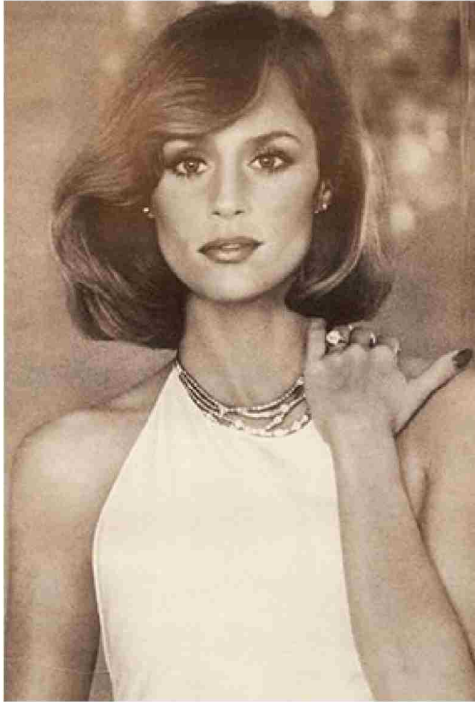
## CHARLIE FRAGRANCE LAUNCHES

Revlon's Charlie Fragrance launches and becomes the #1 global fragrance.



***1973*****FIRST BRAND AMBASSADOR**

Revlon is the first brand to sign an ambassador, Lauren Hutton.

***1975*****END OF AN ERA**

Charles Revson dies and Michel Bergerac assumes leadership of Revlon.



**1979****REVLON PROFESSIONAL ESTABLISHED**

Revlon acquires Henry Colomer and launches Revlon Professional with Sensor Perm.

**1980****THE MOST UNFORGETTABLE WOMEN IN THE WORLD CAMPAIGN**

Revlon's supermodel campaign features diverse, known and new models like Iman, Claudia Schiffer, Cindy Crawford and Christy Turlington, shot by Richard Avedon.

**1985****M&F ACQUIRES REVLON**

Revlon sold to MacAndrews & Forbes.







**1989**

## RED DOOR FRAGRANCE

Elizabeth Arden Red Door Fragrance launches.



**1990**

## CERAMIDE CAPSULES LAUNCH

Elizabeth Arden introduces the world to pure, potent, precise-dose skincare, launching the iconic Ceramide capsule.



## 1991

### COLORSTAY LIPSTICK DEBUTS

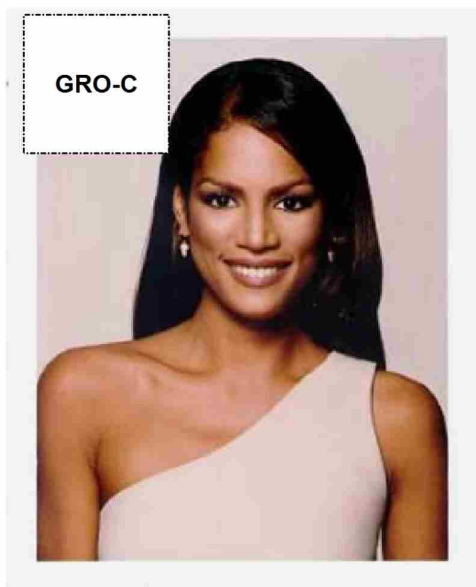
Revlon ColorStay Lipstick debuts as the first non-transfer lipstick.



## 1992

### THE COMPANY OF FIRSTS

Veronica Webb is first African-American model to land an exclusive contract with a major beauty brand when she teamed up with Revlon to launch the Color Style line.



## *1995*

### AMERICAN CREW IS BORN

David Raccuglia, the founder of American Crew, personally laid the foundation of the men's grooming category as we know it today, raising American Crew to its current position as a world leader in professional men's grooming products.

## *1996*

### REVLON SIGNS HALLE BERRY

Halle Berry becomes Revlon Brand Ambassador.

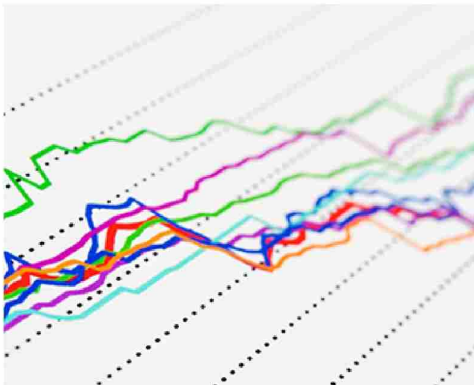




***1996***

## REVLON GOES PUBLIC

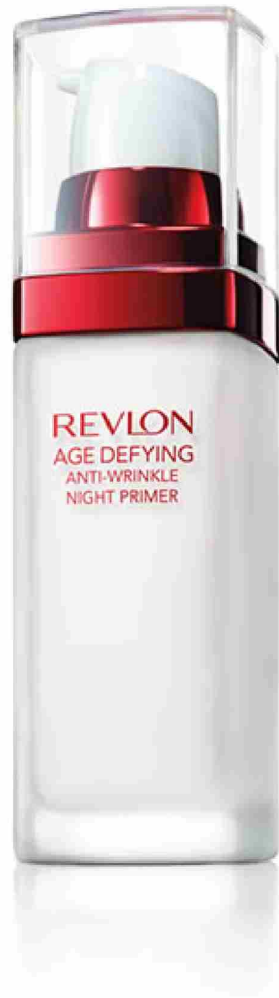
Revlon goes public.



***1997***

## REVLON AGE DEFYING LAUNCH

Revlon Age Defying, anti-aging makeup line launches.



## ***2000***

### **REVLON SELLS ITS PROFESSIONAL PRODUCTS DIVISION**

Revlon sells its Professional Products division to Beauty Care Professional Products Luxembourg, S.a.r.l.

## ***2005***

### **FIRST COSMECEUTICLE SKINCARE LINE**

Elizabeth Arden's Prevue Anti-Aging treatment debuts as one of the first cosmeceutical skincare lines addressing skin aging caused by environmental exposure.





**2005**

## PURE FINISH MINERAL MAKEUP

Elizabeth Arden launches Pure Finish Mineral Makeup.



**2010****100TH ANNIVERSARY**

Elizabeth Arden celebrates 100 years of beauty.

**2011****REVLON SIGNS EMMA STONE AND OLIVIA WILDE**

Emma Stone and Olivia Wilde are Revlon's newest brand ambassadors.



## **2013**

### **REVLON ACQUIRES COLOMER GROUP**

Revlon acquires The Colomer Group and reunites with its professional products division. Brands acquired include Revlon Professional, CND, American Crew and Creme of Nature.

## **2014**

### **LOVE IS ON CAMPAIGN**

Revlon's Love Is On Campaign debuts.



## **2015**

### **SUPERSTART SKIN RENEWAL BOOSTER**

Elizabeth Arden launches SuperStart Skin Renewal Booster, one of the first pre-serums that boosts the result of your skincare regime.

## ***2016***

### **REVLON ULTRA HD LIPSTICK LAUNCHES**

Revlon Ultra HD Lipstick launches and captures matte lipstick category.

## ***2016***

### **REVLON SIGNS CIARA AND GWEN STEFANI**

Gwen Stefani and Ciara kick off a new era of celebrity partnership for Revlon built on mass awareness and social influence.

## ***2016***

### **REVLON ACQUIRES CUTEX**

Revlon completes global acquisition of Cutex.

## ***2016***

### **REVLON ACQUIRES ELIZABETH ARDEN**

Revlon acquires Elizabeth Arden, creating a global beauty company with a strong portfolio of leading brands.



## **2017**

### **WHITE TEA FRAGRANCE**

Elizabeth Arden launches White Tea, an exquisitely uncomplicated fragrance that helps you find your moment.

## **2017**

### **ELIZABETH ARDEN SIGNS REESE WITHERSPOON**

Elizabeth Arden signs Reese Witherspoon as storyteller-in-chief, bringing the brand and Ms. Arden's story to life.

## **2017**

### **ALMAY SIGNS RASHIDA JONES**

Almay partners with actress, screenwriter and producer Rashida Jones in the role of Almay Insider, unveiling its Reveal the True You Campaign.

## **2018**

### **2018 - REVLON SIGNS GAL GADOT**

Gal Gadot joins as Global Brand Ambassador.

**2018****REVLON LAUNCHES LIVE BOLDLY CAMPAIGN**

Revlon's Live Boldly Campaign encourages women to express themselves boldly with passion, optimism, strength and style and features Ashley Graham, Adwoa Aboah, Imaan Hammam and Raquel Zimmermann.