



# Every woman not doing vital work is needed NOW

**FULL INFORMATION AT THE NEAREST RECRUITING CENTRE OR YOUR EMPLOYMENT EXCHANGE**

Poster encouraging women to contribute to the war effort, depicting women in ATS and RAF uniforms, 1943. Manuscripts and Special Collections, WWP/7/6

**Inspiring Beauty**  
 Nº7 ~ 80 YEARS OF MAKING UP THE MODERN WOMAN

Still time for charm

Encouraged by the immediate success of its initial range, No7 mobilised its army of consultants to help steer the development of future products.

In response to women's demands at the counter, No7 made its first tentative steps into colour cosmetics in 1937.

However, the outbreak of the Second World War in 1939 and scarcity of materials brought new challenges. Although cosmetics were never rationed in Britain, manufacturers faced rigid Government restrictions on the amount they could produce.

At the same time, the social impact of the war removed any lingering trace of stigma from the use of colour cosmetics. When clothes could not be easily updated, hairstyles and

make-up became important ways of remaining and feeling stylish.

Women of all classes entered the factory, worked on the land or donned a military uniform, but cosmetics allowed them to retain a sense of femininity while doing a 'man's job'. As the imagery of wartime propaganda suggested, wearing lipstick could be seen as a sign of patriotic defiance.

Given the power of beauty products to maintain morale, the need to ensure a wide and fair distribution of these limited supplies became a real concern for Boots.



Advertisement, c.1940. From the Boots Archive, Y342/19

The Mixture, Boots staff magazine, 1941. From the Boots Archive, 476