




## **Revlon**

Revlon is a global leader in cosmetics, fragrance, and personal care items. The goal of the company is to provide quality products at reasonable prices. To pursue this goal, Revlon's management team unites the inventiveness of a cosmetics and fashion company with the sales, marketing, and performance control of a consumer packaged goods company.

In 1932, Revlon was originated by two brothers, Charles and Joseph Revson, nail polish distributors, along with Charles Lackman, a nail polish supplier. Mr. Lachman contributed the "l" in the Revlon name. These three founders began their company with the development of a unique nail enamel by using pigments instead of dyes which offered women a nail polish, never before available, in a wide variety of colors. Within several years, the company earned millions, expanded its product line, and became one of the most well known names in the cosmetic industry.

The company has proven itself over the years with many innovative ideas. For example, in the early 1940's, it produced first-aid kits and dye markers for the navy. This led to the production of manicure and pedicure instruments. By the 1950's, the company was offering its stock to the public and was listed on the New York Stock exchange. Then, in the 1960's, it began using models to promote its products worldwide.



Today, Revlon is the number one brand in mass color cosmetics and its products are sold in nearly 175 countries and territories. Revlon's brands include Revlon, Color Stay, Age Defying, Almay, Ultima II, and Flex. Their corporate headquarters are located in New York City.