

Eugene schueller



**ASSIGN  
BUSTER**

Today there is much advancement in the cosmetic world. There are also many scientist (that go back to the ancient Romans) that have invented and experimented with chemicals to produce what we know have today. Eugene Schueller is one of those chemists that helped advance the cosmetic industry. He also invented other products such as Sun block and the revolutionary L'Oreal cosmetic industry. Eugene Schueller is a French chemist.

There is not a lot of information about his life and where he grew up. Eugene Schueller graduated from France's national chemical engineering school in 1904. In 1909, this young chemist founded the company L'Oreal. He had an amazing "entrepreneurial spirit". Schueller began by selling his own formulated hair dye to the Persian Hairdressers. The next year after that, he convinced Paris hair stylist to use his hair dyes for a fashion show, with his determination and ambition he succeeded and earned publicity.

Another bit of information that we know is that Schueller had a passion for chemistry always trying new ideas. During the 1920s when the war was finally over, there was a new perspective changing in women. Women are now working, earning money and are getting more concerned about their appearance. They wanted to look younger, by covering gray hair. This was a great opportunity to the Oreal hair dyes (now they changed it to L'Oreal) to earn more money. This was a great success, it even started to spread to other countries such as Italy, Austria, The Netherlands, and even reaching the U.

S, U. K, Canada and Brazil. During 1928 Schueller started to modernized and upgraded his products by improving qualities and redesigning his advertising

methods. In some point in time, people didn't know how to advertise, but Eugene Schuler is a pioneer on this kind of advertising. Schueller had talent for advertising, using his skills he was successful, always drawing attention to his new/ old products. He made promotional events and started to make strategies for new advertising ideas.

Thinking above the others, Schueller used radio commercials (as they were barely starting to add them) to promote his hair dye. With all the advertisements he maximized sales in the L'Oreal Company. Hair dying came to be because of many scientists but Eugene Schueller is the main one. He wanted to make people beautiful and to love themselves, another part was for the money but anyways he continued to bring success to his company by making a blonde colour that actually can make the individual look like a natural blonde.

Many more inventions came to be later on. One of his Other famous The type of chemistry involved... Sunscreen invention... Many have liked the idea of being beautiful, and attractive Since beginning of time, people have always wanted to be beautiful and attractive. L'Oreal has been created conclusion.

## References

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