

Ancient Egyptian women made lipstick from a red dye extracted from seaweed and the poisonous element iodine. It was eventually discovered that this early form of lipstick made women very sick. Cleopatra had a safer although not very appealing recipe for lipstick: It was made from ants and beetles. The ants were used as the base and introduced in Paris. It was a solid stick made of castor oil, beeswax and animal fat. By the 1940s the use of lipstick by famous wealthy women had led to its widespread popularity. During this period rotating lipstick in a tube was invented. Today the average woman owns eight lipsticks.