

The image features a perfume bottle on the left and a bouquet of flowers on the right. The bottle is clear with a silver cap and contains a floral arrangement. The text 'Estée Lauder pleasures FLORALS' is written on the bottle. The bouquet consists of various flowers including pink lilies, white chrysanthemums, and yellow flowers. The background is a soft pink gradient.

BUSINESSWOMAN ESTEE LAUDER

Estée Lauder
pleasures
FLORALS

BELOVA MARGARITA

1 COUR 87 GROUP



*"I hate to see
a lovely woman
who doesn't look
cared for...
I feel every woman
can look pretty
if she takes
those extra
few minutes..."*

**ESTHER LAUDER (ON
JULY 1, 1908 — ON
APRIL 24, 2004) —
THE AMERICAN
BUSINESSWOMAN,
THE FOUNDRRESS
AND THE FIRST
CHAIRMAN OF THE
BOARD OF
DIRECTORS OF
ESTÉE LAUDER
CORPORATION.**



ESTHER LAUDER, NEE
JOSEPHINE ESTHER
MENTTSE , WAS BORN ON
JULY 1, 1908 IN RATHER POOR
NEW YORK SUBURB QUEENS.
ESTHER WAS YOUNGER OF
EIGHT CHILDREN IN A FAMILY
OF IMMIGRANTS.

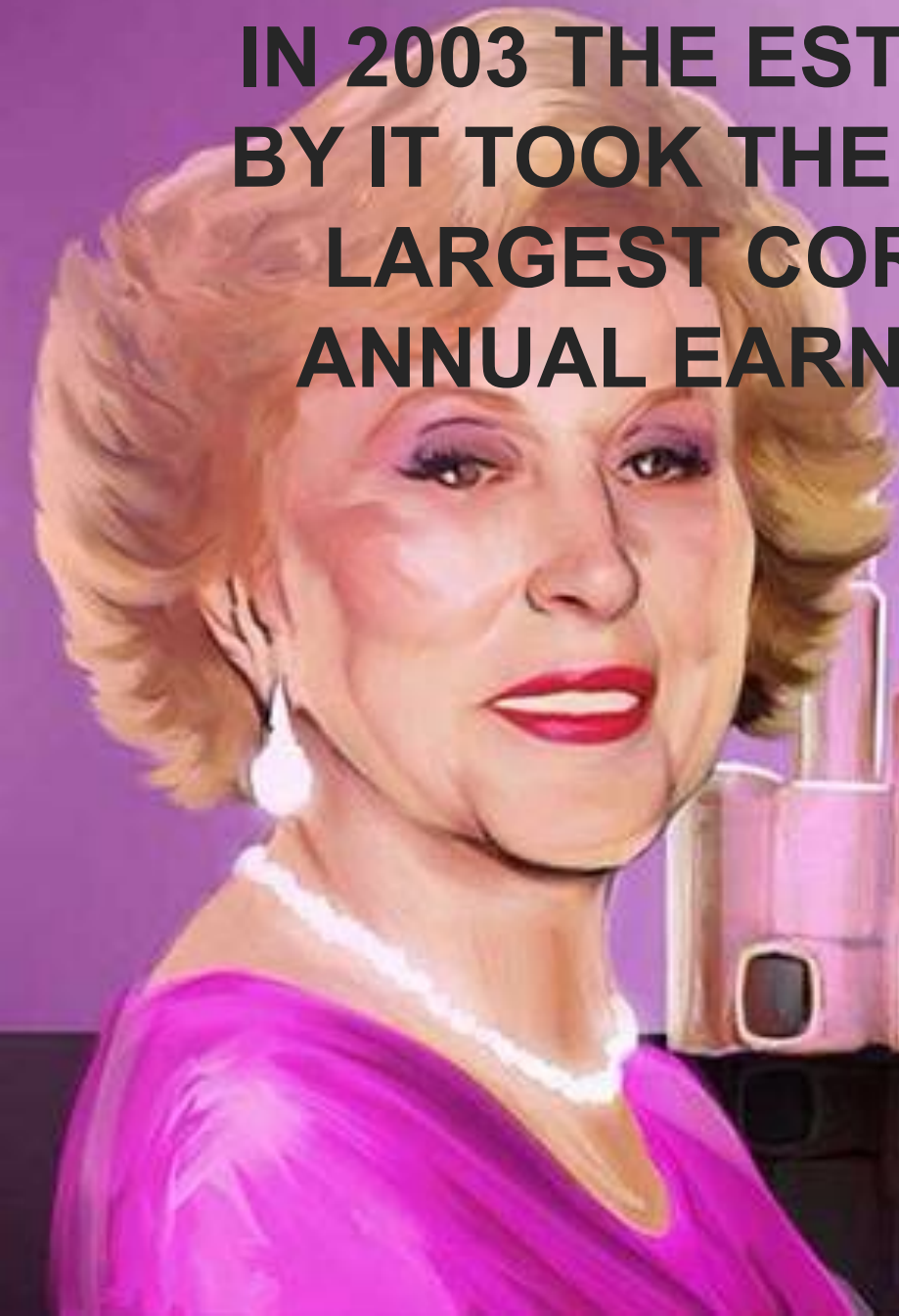
WHEN ESTHER
PERFORMED 6 YEARS,
THE UNCLE JOHN
SKOTTS, THE
DERMATOLOGIST
THANKS TO WHOM
ESTHER CREATED 4
FORMULAS OF CREAMS
FOR SKIN WHICH
AREN'T LAID OFF YET
LODGED IN THEIR
HOUSE.





MET THE FUTURE HUSBAND JOSEPH LAUDER, ESTHER IN THE STATE OF WISCONSIN WHEN WAS THERE ON VACATION. IN 1944 SPOUSES OPENED THE FIRST SHOP IN NEW YORK. HAVING RECONSTRUCTED THE BUILDING OF THE FORMER RESTAURANT IN SMALL FACTORY, AT NIGHT ESTHER WITH THE HUSBAND MADE CREAMS, AND SOLD THEM IN THE AFTERNOON. THEN ALSO THE FOUNDATION OF PRESENT CORPORATION OF COSMETICS AND THE PERFUMERY "ESTÉE LAUDER" WAS LAID. ESTHER LAUDER ESTABLISHED AS "BUSINESS CARD" OF THE COMPANY THE WELL-KNOWN BLUE COLOR WHICH RECEIVED SUBSEQUENTLY HER NAME AS CONSIDERED IT NOT ONLY BEAUTIFUL, BUT ALSO UNIVERSALLY SUITABLE TO THE MAJORITY OF BATHROOMS AND BEDROOMS WHICH IT CONSTANTLY SURVEYED FOR THIS PURPOSE IN ONE AND ALL HOUSES WHICH VISITED.

IN 2003 THE ESTEE LAUDER COMPANY FOUNDED BY IT TOOK THE 249TH PLACE IN THE LIST OF 500 LARGEST CORPORATIONS OF THE USA WITH ANNUAL EARNINGS IN 4,74 BILLION DOLLARS.



Biluss et.

**SUCCESS SECRET: ANTI-AGING
COSMETICS ON A COMPOUNDING OF
THE UNCLE JOHN PLUS
SUCCESSFUL ADVERTIZING
STRATEGY.
BUSINESS PRINCIPLES: "AS SOON
AS YOU TURNED TO THE BUYER A
BACK, YOU LOST HIM".**



ESTHER LAUDER OF THE FIRST HAS OFFERED THE CUSTOMERS FREE SAMPLERS AND GIFTS FOR PURCHASE AND ADORED ADVISING CLIENTS.

"TIME NOT ON YOUR PARTY, AND I - YES!" - ONLY ONE OF HER WELL-KNOWN ADVERTIZING SLOGANS.



EVIL TONGUES CLAIMED THAT SUCH NAIVE "WOMEN'S" APPROACH WON'T BRING TO GOOD, BUT THE SYSTEM STARTED LAUDER BORE FRUIT SOON.

LAUDER PREFERRED TO WORK PERSONALLY NOT ONLY WITH CLIENTS, BUT ALSO WITH PERSONNEL: SHE SPENT MUCH TIME BEHIND A COUNTER, THE EXAMPLE INSPIRING SELLERS. **"MY SOCIAL POSITION – RESULT NOT OF DREAMS OR HOPES, AND PERSISTENT WORK"**, – SHE REMINDED THE EMPLOYEES.

"IF THE WOMAN WHO IS ENGAGED IN BUSINESS, THINKS OF SUCCESS OF THE DEFECT, SHE SHALL GIVE EXTREMELY THINLY TO THE HUSBAND THE CHANCE TO FEEL STRONG AND CONSIDERABLE - AND THEN IT ACTUALLY WILL BE STRONG AND CONSIDERABLE".

THE HUSBAND JOSEPH SUPPORTED ESTHER IN ALL UNDERTAKINGS, BEING RESPONSIBLE FOR FINANCIAL QUESTIONS OF FIRM, SONS, DAUGHTERS-IN-LAW AND GRANDSONS CONTINUED CASE WHEN SHE RETIRED AT THE AGE OF 87 YEARS. NOW ESTEE LAUDER IS HEADED BY THE SENIOR FROM TWO SONS OF ESTHER JOSEPH – LEONARD LAUDER. HE BEGAN TO WORK IN FIRM AS THE DELIVERY MAN IN 10 YEARS, AND NOW TAKES THE 131ST PLACE IN THE LIST OF BILLIONAIRES OF THE WORLD.



"The most beautiful face in the world — yours" was so considered by Esther Lauder. She said that "My mission — to teach as much as possible women not just to be beautiful, and to remain beautiful".

JULY 1, 1908 ESTHER LAUDER - THE WOMAN WHO FROM SCRATCH BUILT THE COSMETIC EMPIRE AND BECAME ONE OF THE MOST INFLUENTIAL BUSINESS PERSONS OF THE 20TH CENTURY WAS BORN. ALL OF YOU STILL THINK THAT THE PLACE OF THE WOMAN IN KITCHEN?