

# allure

THE BEAUTY EXPERT

NOVEMBER 2006

## BEAUTY REPORTER

### Timeline

## Bush Whacked

Little in the beauty world shocks us these days, until we met Betty—a new dye for the hair down there. (Translation: It makes the carpet match the drapes.)

The demipermanent formula comes in blonde, auburn, black, brown, and the more adventurous hot pink. It sounds crazy until you consider the colorful past of pubic hair.

—PATRICIA TORTOLANI



**4000 B.C.:** Women in ancient Egypt use a mixture of arsenic, quicklime, and starch to remove all body hair.

**1450:** In Europe, women begin wearing merkins, pubic wigs used to cover signs of syphilis and lice.



**1797 to 1800:** Francisco de Goya paints *The Nude Maja*, which is thought to be the first depiction of female pubic hair in Western art.



**1994:** The J. Sisters open a salon in New York City, bringing the Brazilian bikini wax to locals.



**1966:** British fashion designer Mary Quant popularizes hot pants and miniskirts, and proudly declares that she trims her pubic hair into a heart and dyes it green.

**1948:** Belgian painter René Magritte is asked by a gallery owner to omit the pubic hair from his female nude *The Eternally Obvious* before shipping it to New York City. Once the canvas passes U.S. Customs inspection, a local artist adds the hair.



**2003:** Kim Cattrall's character on *Sex and the City* discovers a gray pubic hair, accidentally dyes it orange, and calls herself "Bozo the Bush."



**2003:** Under designer Tom Ford's direction, hairstylist Orlando Pita snips a model's pubic hair into the Gucci logo for an ad campaign.



**2006:** Bush, meet Betty.