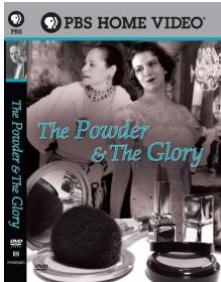


The Powder & the Glory Screening and Filmmaker Talk



The Powder & the Glory is a 90 minute PBS special, based in part on the dual biography *War Paint*, by Lindy Woodhead. It is distributed on DVD by PBS Video. The film includes interviews with Kitty Carlisle Hart, Twiggy, UPenn historian Kathy Peiss, Harvard Business School professors Nancy Koehn and Rosabeth Moss Kanter, and others.



Arnie Reisman and Ann Carol Grossman are both graduates of Brandeis University, with graduate degrees from Columbia University. Both filmmakers for forty years, they have worked together since 1996. Ms. Grossman was formerly Head of the film program at Emerson College. Mr. Reisman can be heard regularly on the public radio program "Says You!"

With her packaging and my product, we could have ruled the world. —Helena Rubinstein on Elizabeth Arden

A Story of Women and Entrepreneurship:

Along with a screening of their documentary film *The Powder & the Glory*, or a selection of clips from the film, Arnie Reisman and Ann Carol Grossman discuss the incredible lives and times of Elizabeth Arden and Helena Rubinstein. One hundred years ago these two remarkable women immigrated to America and, starting with next to nothing, created what is today the \$150 billion global health and beauty industry. Although they lived and worked only blocks apart for over 50 years, by design they never met!

Their accomplishments continue to be relevant to both women and men in business today. When they started their businesses, makeup was used mostly by prostitutes and performers, and businesses were run mostly by men. They changed the way we look at ourselves, built powerful businesses, and became two of the world's wealthiest women. This is an inspiring story about entrepreneurship—about perseverance, genuine creativity, and continual reinvention to meet the changing needs and demands of consumers and society.

A highly seductive film... (Dorothy Rabinowitz, *Wall Street Journal*)
A smart new PBS documentary... (Matthew Gilbert, *Boston Globe*)
Told with wit and charm... (Sylvia Rubin, *San Francisco Chronicle*)

From the PBS Screen to Broadway:

Hear the background story of the development of the film and how it came to serve as inspiration for the Broadway musical *War Paint*. The musical opened in July 2016 in Chicago, where it became the most successful musical in the history of the Goodman Theatre. It opened on Broadway in April 2017 following a month of previews.

Masterfully entertaining...I died and went to musical theatre heaven...
(David Rooney, *Hollywood Reporter*)
Just about everything you could want from a Broadway show...
(Jesse Green, *New York Magazine*)

They were giants of industry. They created an industry. It just so happened it was in the world of powder and paint. —Shirley Lord, Senior Editor, Vogue

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