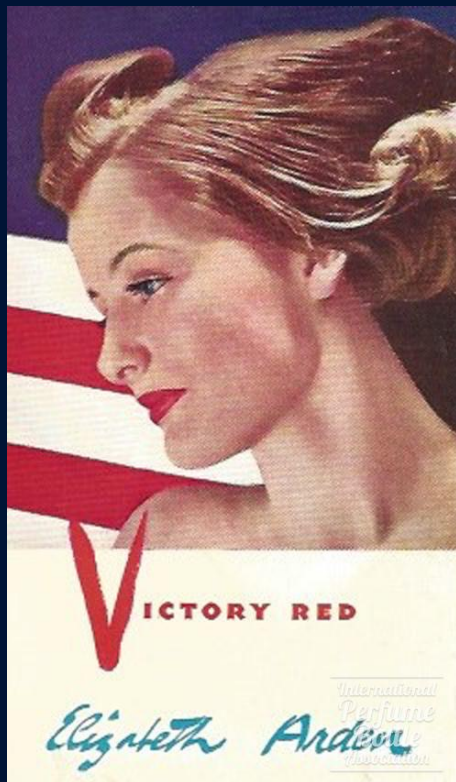


Montezuma Red: Red Lipstick in the United States Marine Corps During WWII

Research by Adaline Nolley

Introduction



<https://perfumbottles.org/in-memory-of-our-lost-heroes/>



<https://store.airforcemuseum.com/women-in-service-poster-950-004222.html>



<https://www.periodpaper.com/product/s/1940-ad-patriot-red-louis-philippe-lipstick-rouge-forties-makeup-style-fashion-218788-yymm1-027>

History of USMC Women

- Women's Reserve
- “*They are Marines!*”



Creating a Feminine Uniform

- Seasonal elements
- Coloring



Summer Uniform



Winter Uniform

Creation of Montezuma Red



<https://store.airforcemuseum.com/be-a-marinefree-a-marine-to-fight-vintage-reproduction-poster-104624.html>

Montezuma Red

- Elizabeth Arden
- Recruitment efforts
- Anti-Nazi rhetoric



<https://www.usmcu.edu/Outreach/Marine-Corps-University-Press/MCH/Marine-Corps-History-Summer-2022/Beauty-Isnt-Prerequisite-for-Girl-Marines/>

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