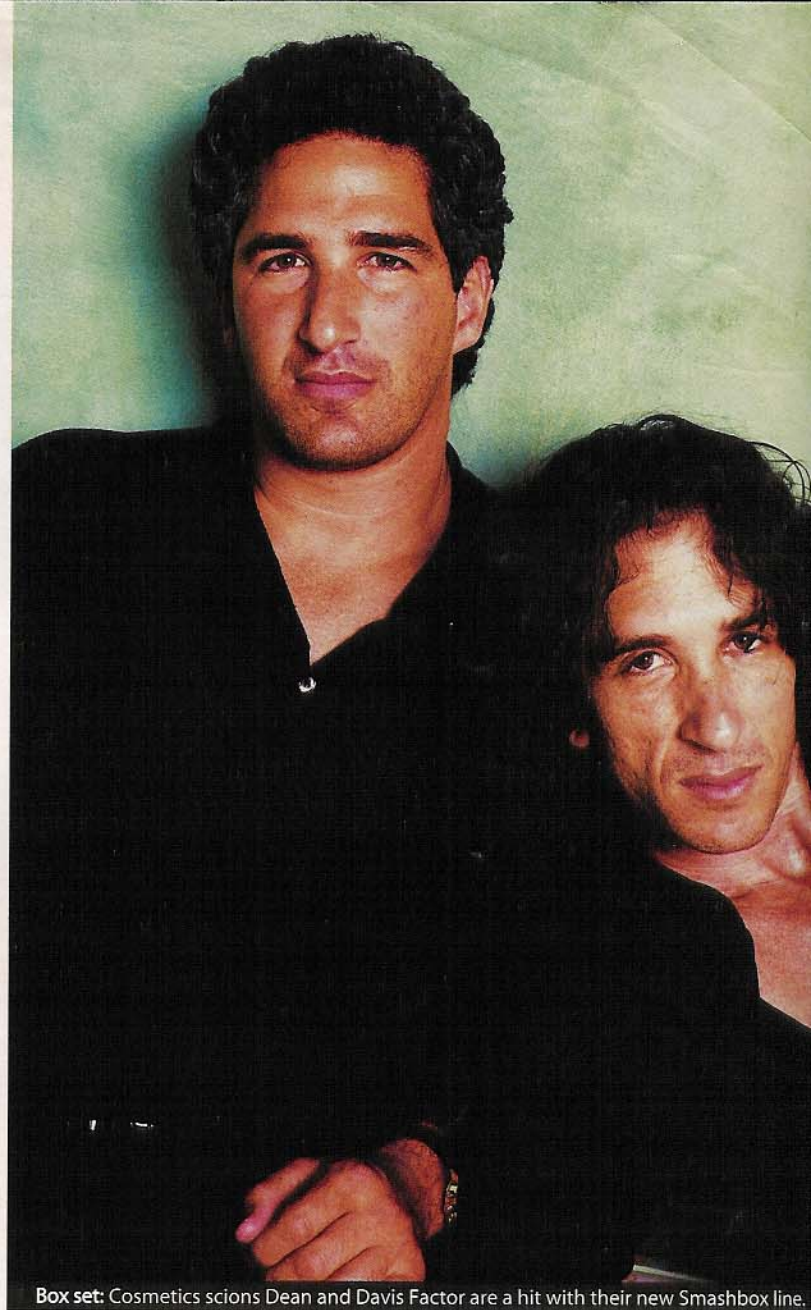


# maximum factor

By **Alli Joseph**  
Photograph by **Eric Laignel**

Dean and Davis Factor, great-grandsons of makeup legend Max Factor, are making magic with Smashbox Cosmetics, their new line of beauty products



Box set: Cosmetics scions Dean and Davis Factor are a hit with their new Smashbox line.

**W**hat would it be like if your great-grandfather hung out with Bette Davis, Greta Garbo and Judy Garland? More important, what would you do if your relative had the weighty responsibility of insuring that these stars looked their best on celluloid? Years later, you'd probably start your own makeup line. But if you were Dean and Davis Factor, you'd do it your way. And the two brothers, great-grandsons of legendary makeup artist Max, are on their way to becoming famous in their own right—and for their makeup, no less. In 2001, Dean and Davis launched Smashbox Cosmetics, a new line, which they hope will follow in the success of their 20,000-square-foot Smashbox studio in Culver City, California.

Okay, so they weren't spoiled—after all, shoveling snow off a “pretend ski ramp” for a year (as Davis did before his penchant for naming nail polishes was kicked in, and in between big-wave-surfing jaunts) couldn't have been all that glamorous. It is refreshing, however, to hear about Dean and Davis' relative surprise at their impending attainment of palette perfection. “We designed this line of cosmetics, and a couple of articles got written about it, and the next thing we knew we had retailers banging on our door saying, ‘We have to have the line.’” So what did they do next? They made makeup magic, of course. With chimerical colors such as Smashing Weed, Smashing Pussycat and Smashing Vixen, all Smashbox lipsticks come with matching nail polishes—and all products are available exclusively at Bloomingdale's. While Davis con-

## At one point, Davis had a different nail color on each finger.

The Factor heirs didn't start out with a silver spoon, they insist. While they're “very proud of our family heritage, the mark they made in Hollywood, the cosmetics industry in general,” Dean and Davis say they themselves are responsible for each endeavor they undertake—no matter what the possible expense from the grave. Art-school grad Davis, who looks more rock star than polish dynamo, grew up working odd jobs—like being a delivery boy for a pharmacy near their Beverly Hills home. He maintains that he “received \$7.50 a week until age 17,” while Dean—who mirrors the golfing-banker image of his MBA from USC—spent his high-school summers in a stuffy investment bank. Dean says the fact that the brothers toiled “instilled a really good ethic in us—we wouldn't have been able to do what we've done today if it wasn't the case.”

fesses to having had a different nail color on each finger during the time when he was testing the sturdiness of Smashbox's polishes, he swears he no longer pulls a Dennis Rodman on a daily basis—and yet is terribly proud of his inventions. “I wasn't trying to make a fashion statement: I just wanted to make sure the polish would last.”

From Beverly Hills High to Culver City, the Factor brothers are becoming quintessential L.A. entertainment mainstays; and, as you'd expect, they have their own celebrity following. Jenny McCarthy has been known to stop by their studio personally on a manic quest for foundation, and Drew Barrymore once gave a makeup artist hives because said artist ran out of Smashbox lip gloss on a movie set. Dean and Davis, ever appealing, Fed Exed Barrymore a whole case. Now *that's* smashing service. 