

olay: back in the day

The humble beginnings of a blockbuster brand



LIKE MANY VISIONARIES through the ages, chemist and inventor Graham Wulff had a muse. Luckily for Wulff, his muse and wife, Dinah, was also a willing and astute product tester. And she was instrumental in Wulff's greatest invention: **Oil of Olay**.

The hugely successful product, now known simply as **Olay**, was the culmination of Wulff's dream that women should not only look and feel beautiful, but that their cosmetics should embody the essence of beauty. Wulff said he sought to develop a face cream that "would penetrate rapidly, be compatible with the skin, remain stable, restore and hold moisture, while protecting the skin and leaving the surface with a supple, matte finish, 10 minutes after application."

So, in his South African home laboratory in the early '50s, Wulff wildly diverted from the thick, greasy, tinned creams popular in the day, and created — with Dinah's help, of course — a pink "beauty fluid," and packaged it in that classic, elegant bottle.

The product remained largely the same until P&G bought the brand in the '80s, eventually renaming it **Olay**. Driven by their own quest for innovation, P&G scientists went on to develop five specialty lines: **Complete**, **Total Effects**, **Regenerist**, **Definity** and, most recently, **Pro-X**.

Wulff passed away in 2008. But he lived to see the success of the brand he launched more than 50 years earlier. In fact, more than 77 million women worldwide have used **Olay** products, and it's the top-selling facial skin-care brand in the United States!

— Dré Dee