

IDA STEWART

ESTEE LAUDER VICE PRESIDENT AND SPECIAL ASSISTANT

Her beautifully cut hair flaunts its gray frankly. Spectacles often frame her sky-blue eyes. Ida Stewart has been with the same company for 24 years and is passionately devoted to it.

As Vice President of the Estee Lauder company and Special Assistant to Mrs. Lauder, Ida Stewart epitomizes the Lauder tradition: a creative, many faceted woman who has mastered the mechanics of day to day necessities and transformed them into the art of living. She is an innovator, a communicator and spokesperson and is considered Mrs. Lauder's "right hand."

She spends the greater part of her long, busy week working with people that range from Estee Lauder Beauty Advisors to department store fashion directors to school groups. She also makes frequent appearances on television and radio shows from coast to coast. "I love to demonstrate both ideas and products," she says, "and help people with their questions and needs."

Full of energy, Ida Stewart never tires of her work. Back in her Fifth Avenue offices, she works in close conjunction with the company's creative, marketing and research groups, and, of course, Mrs. Estee Lauder. "Mrs. Lauder always has new ideas. I'm constantly challenged!" she says.

"One of the reasons Estee Lauder has been so successful is because of her understanding of people and their need for quality. This understanding has given her a unique perspective on cosmetics. Mrs. Lauder once looked

at a woman with deep facial lines and told her that the problem was in her feet, not her face. What she recommended was a pair of comfortable shoes!

"We definitely make the world's best products," Mrs. Stewart says proudly in a soft determined voice that bears traces of her South Carolina roots. "But they won't do a woman the slightest bit of good unless she uses them regularly and properly.

"Cosmetics are actually a form of good manners. Helping a woman to present her best face can ease relations between people! Good skincare and the right makeup indicate a healthy self-esteem and respect for others. I'm important enough to bother. . . and you are important enough for me to bother. . . and your caring for me makes me feel important," she explains.

"There's a lot of talk about motivating people but you can't force motivation on anyone. It has to come from inside. What I try to do is encourage women . . . to inspire them to feel good about themselves and their life and encourage them to get on with it. Then they'll want to take responsibility for their own looks. Ultimately, each one of us is responsible for the way our skin looks and how well it ages. Mrs. Lauder has always believed this."

Before joining Estee Lauder in 1958, Mrs. Stewart taught sixth grade in South Carolina, was an art supervisor at Winthrop College, and was an assistant professor at the University of Maryland. Her interest in art has no doubt contributed to her "eye" for color which has been invaluable to her in her Estee Lauder work. Her knowledge of training in color gives her the techniques that not only help classify a woman as to what color will naturally look well on her, but goes far beyond, by teaching and training women how to use fashion shades as well. "There is no such thing in our realm of expertise at Estee Lauder that says you can't wear this shadow

or that," Mrs. Stewart explains. "A well-trained Estee Lauder Beauty Advisor can show women a selection of colors that will work for them."

Ida Stewart has a B.A. in Art from Winthrop College and a Master's degree in Health Education from the University of Maryland. Co-Author and illustrator of a definitive textbook on camp counseling, which has been translated into many languages, including Japanese, Mrs. Stewart is listed in Who's Who in Worldwide Business and Industry, Who's Who in Education and Who's Who in the East. She has made a broad commitment to public service and spends a great deal of time speaking to young people and counseling them on job opportunities. Mrs. Stewart has been named a "Kentucky Colonel" and has been awarded the keys to several cities, including Raleigh, Peoria, Mobile, Florence, Charlotte and Vidalia as well as Birmingham, England. She also received a "Gold Record" award from Nashville, Tennessee.

ESTEE LAUDER INC.
Public Relations Department
767 Fifth Avenue
New York, New York 10153
(212) 572-4433