

EVE of Roma

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New York

Eve Elmes, Cosmetics Firm Head

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NEW YORK, May 1—Eve Zoltan Elmes, 55, internationally known authority on women's beauty products and founder of the Eve of Roma line of high fashion cosmetics, died here yesterday. Mrs. Elmes was taken ill last week in Nassau, the Bahamas, and was flown to New York. Surgery was performed for a brain tumor at Lenox Hill Hospital where she succumbed.

Born in Hungary, Mrs. Elmes worked from early childhood with her mother and sister in laying the foundation of her cosmetic line. After World War II, as a refugee she immigrated to Italy with only the clothes on her back.

For years she worked as a cosmetician in and around Rome until 1956 when she opened a salon and sold products under the name of Eve of Roma. Over the years that followed, she attracted a large clientele of internationally known women.

In 1967, the Colton Co., a division of the Gillette Co., obtained the complete worldwide rights to the Eve of Roma cosmetics line and the consulting services of Mrs. Elmes for the promotion of Eve of Roma products in the United States and abroad. Mrs. Elmes was planning for a second U.S. tour this spring when she became ill.

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