

Biographical Description for The HistoryMakers® Video Oral History with Theodore "Ted" Manuel

PERSON

Manuel, Theodore Zeno, 1930-

Alternative Names: Theodore "Ted" Manuel;

Life Dates: August 7, 1930-

Place of Birth: Winona, Minnesota, USA

Residence: Chicago, IL

Occupations: Personal Care Chief Executive

Biographical Note

Hair care marketing and advertising executive Theodore “Ted” Manuel was born on August 7, 1930, in Winona, Minnesota, to Dorothy (Shelton) Miller and Ted Manuel, Sr. He graduated from San Diego High School, in San Diego, California, in 1948 and received his bachelor’s degree in land economics in 1956 from the University of Illinois Urbana-Champaign, where he also studied marketing and advertising and joined Kappa Alpha Psi. Manuel also attended Roosevelt College (later Roosevelt University) in Chicago and San Antonio College, in San Antonio, Texas.

As a teenager, Manuel worked as an apprentice taxidermist. In 1950, during his sophomore year at Roosevelt College in Chicago, Manuel enlisted in the United States Air Force, where he served for three years, including in the Human Resources Research Center’s West Coast Aircrew Classification Testing Detachment at Lackland Air Force Base, in San Antonio, Texas, and as a career guidance specialist in an aircraft repair squadron in Japan. Following his military service, Manuel enrolled at the University of Illinois Urbana-Champaign. After receiving his degree, in 1956, Manuel sold beer for Chicago’s Peter Hand Brewing Company and then worked for a short time selling advertising in Ebony magazine for Johnson Publishing. He then joined the sales team at the beauty parlor products firm Helene Curtis Industries, Inc., where he helped introduce Everperm. In 1963, Manuel was recruited by the hair care products firm Toni Home Permanent Company as a sales manager. Two years later, he joined Deluxol Laboratories, Inc., a hair care company founded by his stepfather, Jack Anderson, in 1956, where he helped expand the market for French Perm, first developed in 1962. When Deluxol was acquired by Revlon’s Professional Products Division in the mid-1970s, Manuel stayed on at Deluxol as vice president and general manager. He later became vice president of advertising for Revlon in New York City. After retiring from Revlon in the mid-1980s, Manuel became a specialty contractor in Chicago and a

consultant in the beauty industry, primarily at Redken Labs in California.

Manuel lives in Chicago, Illinois, as does his daughter, Perri Lynn Irmer, and as did his late son, Dr. Christopher David Manuel.

Theodore “Ted” Manuel was interviewed by The HistoryMakers on March 5, 2022.

Related Entries

Central School [STUDENTOF]
[from ? to ?]

Ocean View School [STUDENTOF]
[from ? to ?]

Memorial Junior High [STUDENTOF]
[from ? to ?]

San Diego High School [STUDENTOF]
[from ? to ?]

University of Illinois at Urbana–Champaign [STUDENTOF]
[from ? to ?]

B.A.

Roosevelt University [STUDENTOF]
[from ? to ?]

San Antonio College [STUDENTOF]
[from ? to ?]

Hyde Park Realty Co. [EMPLOYEEOF]
[from 1954 to 1954]

Salesman

Peter Hand Brewing Co. [EMPLOYEEOF]
[from 1956 to 1959]

Salesman

United States Air Force [EMPLOYEEOF]
[from 1950 to 1954]

Human Resources and Career Guidance Specialist

Ebony Magazine [EMPLOYEEOF]
[from 1959 to 1959]

Advertising Salesman

Helene Curtis Industries [EMPLOYEEOF]
[from 1966 to 1972]

Sales Manager

Deluxol Laboratories [EMPLOYEEOf]

[from 1965 to 1979]

Vice President and General Manager

Toni Home Permanent Company [EMPLOYEEOf]

[from 1975 to 1975]

Sales Manager, Beauty Show Coordinator

Revlon [EMPLOYEEOf]

[from 1979 to 1982]

Vice President of Advertising, Sales Promotion and Education

Redken Labs [EMPLOYEEOf]

[from ? to ?]

Consultant

Kappa Alpha Psi Fraternity [MEMBEROf]

[from ? to ?]

Member