

LANOLIN PLUS cosmetics are available at cosmetic counters at all drug and department stores. Be sure to ask for the large economy sizes.

VOL. 1, NO. 1



THE ANSWER LADY

QUESTION: Is it all right to dye the eyebrows immediately after plucking? Mrs. G. B.

ANSWER: No, indeed, Mrs. G. B. Open pores are a portal of entry for dye to penetrate below the skin and poison the tissues. Wait at least a week after plucking.

QUESTION: My lips are chapped and cracked all the time. Can this be due to the kind of lipstick I use? Elsie M.

ANSWER: Yes. Try using an oily lipstick.

QUESTION: When should powder be applied for make-up?

ANSWER: In make-up after a thorough cleansing, apply powder first and last... the first application is protective... the last artistic.

Beauty Secret For Hands Discovered

One of the most remarkable beauty secrets ever discovered happened years ago on the plains of Australia during sheep-shearing season. The hands of the shearers, calloused and bruised. But almost immediately an amazing phenomenon occurred. Bruises were healed... their hands were soft, supple and smooth. What happened?

Lanolin, the closest actual duplication to esters and cholesterol, nature's own skin oils, is found in the fat and oils of the sheep's wool. As the men sheared the sheep, lanolin was absorbed deep into the layers of the skin. Lanolin made their hands BEAUTIFUL!

Today, Lanolin Plus, containing the right amount of lanolin and combined with other ingredients for absolute effectiveness, is the only formula to hold an exclusive United States patent.

LANOLIN PLUS HAND LOTION is richly endowed with this precious substance. It's a velvety lotion that gives immediate effects, both protective and remedial. It doesn't leave the skin sticky and greasy, but restores a soothing softness and suppleness to dry, crackly skin.

You'll like the delicate, refreshing scent, as well as the tiny miniature ivory pump that ejects the few drops necessary for an application. A generous four-ounce bottle costs only \$1, plus federal tax at all cosmetic counters. Keep a little handy at all times—and you will keep your hands BEAUTIFUL!

Eccentric Beauty Features

Published for Consolidated Cosmetics and other distributors of beauty aids.

BIRMINGHAM, MICHIGAN, DEC. 4, 1952

Lanolin Plus Does Wonders For Skin

Wrinkles Worrying You?

Don't let them! You can actually help remove, or greatly reduce premature wrinkles in a very simple manner.

First what causes this kind of wrinkles? Nothing more than hard, dry skin. To prove it, crush a piece of silk... then shake it out. Your skin will be no longer dry. Use regularly and your wrinkles should be greatly reduced or no longer visible.

Impossible? Not at all! LANOLIN PLUS LIQUID, patented by the U. S. government, contains a fabulous amount of lanolin and esters and cholesterol, the closest duplication of nature's own skin oils. These elements actually penetrate, replacing those removed by the cleansing process. You'll say it's "liquid magic," and it really is! Want to be wrinkle-worry free? Use LANOLIN PLUS LIQUID every day. It is available at all cosmetic counters and the price, \$1 plus tax, is as astonishing as the almost magic results it gives.

All you have to do is soften the skin and premature wrinkles begin to give way. All you have to use is LANOLIN PLUS LIQUID. Use it as a cleanser then tissue it off. Rub in a little more, especially on

Dramatize And Highlight The Unsuspected Beauty Of Your Hair

To give yourself the correct shampoo, make certain that the hair is gently massaged with the fingertips throughout the shampooing process. It's not only pleasant and relaxing, but it stimulates the sebaceous glands of the scalp and makes them more active. Rinsing must be done with great care, slowly and effectively. Most emphatically, thoroughly! The desirable method is the use of a professional spray.

Now! What kind of shampoo lotion? It mustn't contain harsh ingredients that tend to dry out the hair. It mustn't leave the hair with a sticky, dull film. It must leave it soft, shiny, manageable!

For some time, we have known that lanolin contains the substitutes for nature's own oils to help nourish and lubricate the skin and scalp. The best shampoo to choose is one that contains a generous supply of rich lanolinized suds. Such a product is LANOLIN PLUS HARD WATER SHAMPOO. Here is a shampoo that lathers in the hardest water. It's gentle on the hair, and its rich, lanolinized suds whisk away completely all dirt and grime so that the hair is left soft and silken, with beautiful glistening highlights. Just as the shampoo cleanses, its oil pamper the hair.

It's economical, too, because it's fast-drying, with just one or two applications needed per washing. Only \$1 at all cosmetic counters.

New Lanolin Plus Cleansing Cream Endows Dry Skin With Vital Oils

Ever hear this comment... "I can't use soap and water on my complexion because it's so dry?"

What mildly often fails to realize is that the cream she is using for cleansing may actually be drying out her skin.

Lanolin Plus Cleansing Cream For Dry Skin offers in cream form a cleansing agent delightful in texture due to its quick melting and deep penetrating oils.

Why does Lanolin benefit your skin? Because Lanolin, a product obtained from the wool of lambs,

is most similar to the natural oils of our human skin.

As we grow older the normal lubrication and elimination of the skin tends to diminish. Due to the lack of natural moisture and lubrication the skin becomes, dry, coarse, dull and old.

Lanolin Plus Cleansing Cream For Dry Skin gives you the needed supplementary oils to combat these conditions in your skin.

LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN... \$1 plus fed. tax. At All Cosmetic Counters.

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Lanolin Plus Liquid replenishes natural skin oils with softening, lubricating substances. It works effectively as cleansing cream or make-up base. Try it today; treat your face to a facial pick-up!

Is Your Hair In Perfect Condition?

You may spend hours in a beauty salon or at home concerning your hair. You may look pretty after all this care, but what's it really like deep-down at the scalp? What is the condition of its health? Have harsh chemicals, sunlight and hair driers sapped its inner strength and beauty? These things can happen, you know. And they happen at a great cost of time and money to you.

External hair care is important and wise for the final appearance of the well-groomed woman. There is no question about it. Yet, in accomplishing this external beauty, strands the night before a shampoo given to its internal condition, aid for reviving dull, damaged hair. If dryness is not severe, a few drops through the

hair after each shampoo, working a small amount into the ends of the hair. In making the hair soft and flexible once more, it helps prevent split, broken ends and brings back a healthy, lustrous sheen. It helps keep unruly locks, duplicating these natural oils, provides the solution.

The newest hair conditioner available today Lanolin Plus For the Hair, just as its name implies, is steeped with this rich supple-

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LANOLIN PLUS LIQUID—patented beauty aid—is the sworn enemy of premature wrinkles, crow's-feet.

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Works Quickly, Effectively, Inexpensively To Restore That Youthful Look!

Chemists discovered that the supply of body substances which give softness and pliability to the skin diminishes with age. Therefore, they based the formula for Lanolin Plus on these important facts, combining highly refined lanolin PLUS other beauty-benefiting ingredients. The highly concentrated liquid in Lanolin Plus

supplies your skin with the extra lubrication it needs. Lanolin Plus Liquid does the work of three products. Use it effectively as a cleansing cream, night cream or make-up base, because it gets down deep to the source of your skin oils with softening, lubricating substances. Try it for a facial treat... a perfect pick-up for dry, tired, weather-worn skin! Here's a quick simple way to deep-cleanse your face, make it glow with new vitality and beauty. You'll be overjoyed with the noteworthy results, the clean, fresh look and feel!

1. Hold a hot washcloth to your face and neck for about a minute to open pores and allow tired muscles to relax.

2. Briskly massage warmed Lanolin Plus (warm bottle under hot water tap) into face and neck until skin begins to tingle.

3. After a few minutes, wipe away impurities brought to pore openings by soothing Lanolin Plus Liquid.

Lanolin Plus Liquid is simple as ABC to use! Gently massage a few drops into your skin before retiring. It works while you sleep, leaves no greasy film on your pillow! It's perfect as a powder base and your skin is in contact with beneficial ingredients all day long. Just apply a few drops and tissue away the excess; your make-up goes on smoothly, really lasts. For

a cleansing, apply no more than what is necessary to dissolve your make-up.

Since this lanolin-rich liquid lubricates and softens the skin, it has other beneficial uses: If the heels, or insteps or toes are calloused or rough, a relaxing foot bath, followed by a Lanolin Plus massage does wonders for softening and soothing the dried up areas. It's excellent also for sun-tanning and after swimming during out of season sunny-clime vacations.

How long has it been since you have analyzed objectively what your complexion is really like? It's up to you whether your skin becomes prematurely wrinkled, or is soft and supple, with a glowing, youthful radiance.

There is no season of the year, when it isn't necessary to conduct your own personal "complexion campaign." Climatic conditions—harsh, wintry winds or hot, penetrating sunrays... do rob the skin of its natural oils, leaving it hard and dry. Ordinary facial cleansers rob the skin of its natural oils. You must compensate for lost natural lubricants if your skin is to become softened and smooth in appearance; if you are to avoid dry skin and aging wrinkle lines.

Only Lanolin Plus Liquid replenishes these natural skin oils so vitally needed to nourish and protect and lubricate the skin. Remember... it's up to you! How you care for your skin today means the difference between a beautiful, youthful complexion, or a hard, dry, unattractive one tomorrow!

You can purchase this splendid product at all leading drug and department store cosmetic counters. Its nominal cost is only \$1, plus federal tax. Ask for LANOLIN PLUS LIQUID!

Free* dispenser with hand lotion.

A few drops of Lanolin Plus Hand Lotion applied several times during the day will do much to keep your hands lovely to watch—lovely to touch.

The handy pump dispenser, which comes with each bottle of Lanolin Plus Hand Lotion, makes regular application a simple task. LANOLIN PLUS HAND LOTION with PUMP... \$1.00 plus tax. At all cosmetic counters.

*Free of extra cost.

Look younger in seconds... with Ayer Magic revolutionary new cosmetic by HARRIET HUBBARD AYER 2.50 plus tax

Ayer Magic—quick, simple addition to regular make-up—makes light of unattractive lines and shadows at temples, eyes, nose, mouth. This wonderful new "captivate light" cream makes years of difference in the way you look—come see, we'll show you.

Wilson's TOILETRIES DEPT. PHONE MI-4-5600

Meet the Sales Personnel Of Our TOILETRIES DEPARTMENT

In charge of our Toiletries Department are Dorothy Clarke and Charmaine Stenger, most qualified by their experience and study to help you with your make-up and skin care problems. They can ably assist you in the selection of correct shades of polish, lipstick and powders for every occasion... the fragrance and perfume you will enjoy wearing. We invite you to become better acquainted with them. Their pride is not merely in the sale, but, more particularly, with your enjoyment and satisfaction of the purchase.

Wilson Drug Company Established 1923 Woodward at Maple Phone MI 4-5600