

FASHIONS

Beauty hints for the sunny-humid months

Looking lovely is usually more difficult in the hot, sunny months of summer since the heat and humidity are always there to thwart your every effort. And if that were not enough, you also face the sun, the wind, air-conditioning, the ocean and chlorinated pools. All these can be enemies of the skin and often wreak havoc with the unprepared and unprotected.

Glenn Roberts, Elizabeth Arden's Creative Training Director, who has traveled and worked with women all over the world, advises that, since your skin is losing vital moisture every day due to these harmful environmental effects, you must take extra care of your skin. This means more deep cleansing, more moisturizing and of course, more sunscreen protection.

Glenn says hot weather also necessitates a change in some makeup habits. Women should think about makeup as "protection" for their skin as well as making them look prettier. A naked face is exposed to all the insults of the summer environment.

Here are some tips from Glenn Roberts that may help you simplify your daily beauty routine:

- ★ Start with the proper skin care. Use Products that are scientifically formulated for your individual skin type, such as Soothing Care for Sensitive Skin or Extra Control for Problem Skin.

- ★ Since body skin is more exposed, in bathing suits and backless dresses, use body lotions and creams to soothe and smooth sun-exposed body skin.

- ★ Always use a sunscreen for protection on the face and body. Suncare Factor #15 provides ultimate protection from the burning rays of the sun.

- ★ Soap and water feels wonderfully fresh for morning cleansing in hot weather. Look for a facial soap formulated for your individual skin type.

- ★ For a beautiful, natural glow, use a tinted moisturizer—either instead of a foundation or under it. Active Day Protecting Moisture Cream adds a hint of color to enhance a tan, and contains a sunscreen as well.

- ★ Use a waterproof (perspiration proof) foundation such as Flawless Finish Sponge-On Creme Makeup. Its opaque texture also offers some protection from the sun.

- ★ If you opt not to wear a foundation during the daytime, watch out for under eye shadows. Smooth on a concealing cream to help minimize them.

- ★ If you prefer a flattering tanned look, rather than doing a complete makeup every day, just dab on a few accent colors to highlight your face. Accent your cheekbone and temples with a sunny shade of Powder Blush. Stroke on some earthy shades of powder eye shadow and waterproof mascara. Apply a warm-sunny color on lips and finish with a touch of Lip Gloss.



Glenn Roberts, Elizabeth Arden's Creative Training Director, has shared his makeup expertise with women all over the world. Here he applies lip color with a brush, one of the ways to keep the mouth looking fresh longer in hot, humid weather.

- ★ For quick, simple, gleaming accents, use Shimmerdust Highlighter under the eyebrows and over blusher. For an all-over golden, sun-touched look, brush it on your forehead, nose, chin and even on bare shoulders and legs.

- ★ It is wise to select a water-resistant makeup such as powder eye shadows, powder blushers, and especially a waterproof mascara during the summer.

- ★ Make sure you wear a protection on your lips; don't go without a lipstick or a gloss. Lips are extra sensitive to the sun. An extra plus protection is Eight Hour Cream Lipcare Stick. This exceptional treatment stick softens, smooths and protects dry, cracked or chapped lips.

- ★ Choose humidity-resistant hairstyles—blunt cut and simple styles are best because you shampoo frequently in hot weather. Look for shampoos that are beneficial because they are formulated for your hair type. Dry or oily.

- ★ Since your hands and feet get maximum exposure (you can't hide chipped nails in gloves or boots), you should have a manicure and pedicure regularly. If you haven't got the time for the full treatment, a quick application of Top Coat over nail lacquer several times a week helps greatly to prevent unsightly chips and helps strengthen nails.

- ★ Remember to remove all of your makeup at the end of the day with the proper cleanser. Apply a moisturizing night cream because the sun and air-conditioning are drying out the surface of your skin.

- ★ Avoid creamy blushers and cream eye shadows if your skin tends to be oily as they do not stay on well in hot, humid climates.

- ★ Light, fresh, floral fragrances are best because heat intensifies fragrance. Avoid strong, heavy perfumes as they can be overpowering.



A First For Fashion: Trenchcoat provides twice the warmth of a down coat

Come rain or come shine, this all-weather coat features a new insulation that provides nearly twice the warmth of down when equal thicknesses are compared.

The news is Thinsulate insulation which provides that warmth without bulk, because it is a microfiber insulation. That means this Fall, Energy Manufacturing Company has designed versatility into its traditional Bristol trench with a zip-out insulated liner to take the wearer from Autumn to January and into Spring.

This classic look features the 38-inch length, and offers such styling accents as shoulder detail; back yoke; bold, double stitching and detachable three-piece belt.

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