

"Beauty is not a need, but
an ecstasy." . . . Kahlil
Gibran (The Prophet)

Medford Beauty Features

Published for Lanolin Plus, Inc. and other distributors of beauty aids

"Beauty is eternity gazing
at itself in a mirror" . . .
Kahlil Gibran (the Prophet)

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Lanolin Plus Does Wonders For Your Skin



Your Skin Wakes Up to New Beauty and Exquisite Softness with Lanolin plus LIQUID

One of the most serious beauty problems women face is premature wrinkles, due to excessive dryness or climatic conditions. The longer this dry condition exists, the deeper and more permanent the premature wrinkles become. Now with LANOLIN PLUS LIQUID, you can help replenish oils that are so essential to a smoother, more youthful-looking complexion.

If your skin tends to be dry, ordinary harsh cleansing removes the skin's natural lubricants — esters and sterols — and in many cases, may further dry out your skin. All you have to do is soften the skin and premature wrinkles become less apparent. Try this wonderfully refreshing facial with LANOLIN PLUS LIQUID at night before you go to bed. Your face will feel relaxed and refreshed — and you'll feel a glowing kind of youthful vitality in your skin. And when your skin feels this good, you just know it looks radiant and exquisitely smooth!

Hold a hot washcloth to your face and neck for about a minute to open pores. Notice how refreshed and relaxed your face feels.

Warm the bottle of LANOLIN PLUS LIQUID under hot water tap. Briskly massage into face and neck until skin begins to tingle.

After a few minutes, wipe your face petal-fresh.

Rinse your face and neck with cold water. Then gently massage a few drops of LANOLIN PLUS LIQUID into your skin before retiring. Its gentle, thorough action will work while you sleep . . . and you'll awake next morning to find new radiant beauty in your skin. There's no need to let premature wrinkles make you look older. Use LANOLIN PLUS LIQUID faithfully every day. You'll find it at all cosmetic counters for only one dollar, plus tax.

Make Your Skin Softer, Smoother "All Over" . . with Lanolin Plus Body Lotion

From the time of the early Egyptians, women who have longed for loveliness have tried to keep their skin soft and smooth with various fragrant oils. Now for your everyday enjoyment, there is a heavenly, non-greasy body lotion, enriched with lanolin to keep every inch of you "petal-soft." No matter what the weather, this creamy-smooth absorbable liquid smooths and protects your skin from the drying effects of sun, wind and dry air.

Never before was there such a luxuriant lotion — so delicately scented, so gently effective, as LANOLIN PLUS All Over BODY LOTION. You'll love the way it helps replenish oils, dried out from frequent bathing. A superb blend of protecting, softening oils and lanolin, this new body lotion makes you feel refreshingly relaxed, lovely all over!

It takes so little . . . spreads so easily . . . and is so economical that you'll want to use it faithfully. Don't let a day go by without using your LANOLIN PLUS All Over BODY LOTION. You'll find the generous twelve-ounce bottle only \$1.50 plus tax, at all cosmetic counters.



You owe it to yourself to discover the wondrous things Lanolin Plus beauty aids can do for you. When you use them faithfully, you'll have the key that brings forth skin and hair beauty you may never have realized you had!

New Kind of Liquid Make-up Gives You Complete "Complexion Control"

An amazing new liquid make-up has now been perfected by the Lanolin Plus chemists. Women who have used it say you will feel as if you have suddenly grown a new, younger, flawless complexion. Called "COMPLEXION CONTROL" LIQUID MAKEUP, it completely covers every flaw, every line, and those unwanted dark shadows under the eyes.

It is the only liquid make-up that gives you complete control of your complexion — all day long! At the same time, this flattering new "COMPLEXION CONTROL" LIQUID MAKEUP combats skin dryness every hour you wear it . . . beauty-treats your skin all day, all evening. This is because it contains a super abundance of the exclusive

LANOLIN PLUS LIQUID, closest duplication of your skin's natural oils. Now . . . you can have complete control of your complexion, cover every line and flaw, avoid make-up "fade-out." Choose from six beautifully flattering shades. "COMPLEXION CONTROL" LIQUID MAKEUP by LANOLIN PLUS is available now at all cosmetic counters. Only one dollar plus tax.

Reveal Your Hair's Natural Loveliness with Lanolin Plus Hard Water Shampoo

Perhaps you are one of the many women who are at a loss to know how to keep their hair and scalp scrupulously clean, yet preserve the natural oils that are essential to soft, glistening hair.

Now, LANOLIN PLUS HARD WATER SHAMPOO answers this problem for you. For this is the shampoo that contains a

super-abundance of lanolin, the nearest duplication of nature's own skin oils. It not only helps lubricate scalp and soften hair, but at the same time it lathers beautifully in the hardest water. Its rich, lanolized suds thoroughly whisks away dirt and grime so that the hair is left soft and silken and gleaming, as it should be. Just as the shampoo cleanses,

its rich lanolin pampers the hair. It's economical, too, because it's fast-acting, and ordinarily only one application is needed each time you wash your hair.

All cosmetic counters can supply you with LANOLIN PLUS HARD WATER SHAMPOO for only a dollar. You'll never know how really clean, soft and manageable your hair can be until you use this lotion shampoo containing such a generous supply of lanolin.

Or — if you prefer a clear liquid type shampoo, there is a wonderful golden LANOLIN PLUS LIQUID SHAMPOO, also rich in lanolin. Generous size for only one dollar.

Lanolin Plus Agrees with Your Skin ... Makes It Feel Better ... Look Softer, More Youthful

The lovely, smooth skin of a baby is naturally soft and supple because Nature's inner lubricants keep it that way. But as time goes by, these natural oils become less plentiful and, in addition, are removed by sun, wind, dry indoor air and ordinary harsh cleansing. Years ago it was found that the wool of sheep contains a substance known as lanolin, which, because of its rich base of beneficial esters and sterols, is most similar to the natural oils of our human skin.

The chemists who created LANOLIN PLUS beauty aids planned their formulas to include highly refined lanolin and other skin beautifying ingredients. Because of its thorough action, it helps to maintain the proper lubricating balance, both for complexions that are too dry or too oily. It also supplies normal skin with the priceless softening influence it needs to stay soft and silken-textured.

With your very first touch of LANOLIN PLUS LIQUID you'll see for yourself how exquisitely soft and fresh your skin can feel. Words can't describe that feeling, but once you know it, you'll never want to lose it. If you use LANOLIN PLUS LIQUID faithfully and regularly you'll find that harsh dryness will disappear . . . premature wrinkles due to excessive dryness or climatic conditions become less noticeable.

Use LANOLIN PLUS LIQUID to pamper your skin overnight while you sleep. It will make your complexion feel softer, smoother, and look years younger! And you'll find it does wonders by helping to lubricate

your skin after natural oils have been removed by sun, wind and harsh cleansing. If your heels, insteps or toes are calloused or rough, a relaxing foot bath, followed by a LANOLIN PLUS LIQUID massage will soften and soothe the dried out areas.

The most feminine desire in the world is to stay lovely and youthful looking. Now — with the softening qualities of LANOLIN PLUS LIQUID — all women can help to achieve this desire. For this almost-miraculous liquid replenishes the oils that help to deter dry skin with its devastating effects.

Take a long, objective look at your complexion. Is it everything you want it to be? Or would it welcome a chance to absorb some of Nature's own kind of lubricants? Lanolin is the closest duplication of these natural skin oils.

So don't wait another day to discover the wonders of LANOLIN PLUS LIQUID. One dollar* is such a tiny price to pay for the glorious feeling of having skin that now is soft and caressable, and more youthful-looking than you ever imagined! *plus tax

Your Hair Will Be Lovelier, More Manageable, If It's In Good Condition

All the new "hair-do's," rinses, permanents and bleaches in the world can't make your hair look prettier if it isn't in good condition. Simple basic care of your hair is your first step toward hair beauty. And "FOR THE HAIR," Hair Dressing and Conditioner by LANOLIN PLUS, should be your first thought.

If your hair is dull, dry and unmanageable, it will surely welcome the refreshing, softening influence of this lanolin-rich hair dressing. For lanolin is the closest duplication of Nature's own skin lubricants. Too often

the gleaming highlights and lovely softness that Nature meant for your hair, are taken away by various kinds of harsh hair treatments, water, and the drying effects that come from exposure to sun or wind. When that happens — and even before it happens — look to "FOR THE HAIR," the hair dressing by LANOLIN PLUS, to supplement precious natural oils and bring out sparkling highlights.

Give your hair a chance to look its best. Get "FOR THE HAIR" by LANOLIN PLUS soon. At all cosmetic counters, only a dollar plus tax.

Handy Dispenser Comes With Each Bottle of 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.

There's New Softness for Dry Skin with Lanolin Plus Cleansing Cream

Time was when there wasn't much that women knew about retarding a dry skin condition that promoted premature wrinkles. But now that Lanolin Plus has come into the beauty picture, you can keep your skin softer and lovelier than you ever imagined! For LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN is compounded to soften your skin as it cleanses it. Lanolin Plus Cleansing Cream, containing a super abundance of Lanolin Plus Liquid with its rich base of esters and sterols, helps to replenish oils that deter the

dryness which promotes premature wrinkles.

You'll love the feel of this velvety cream while it works its wonders on your skin. And you'll love the fresh, clean feel your skin has after you've rinsed away the dirt of the day.

If your skin is dry, don't wait another day to give it the wondrous help of Lanolin Plus. You'll find softness and beauty you never knew were there. LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN is so economical, too. Only a dollar plus tax at all cosmetic counters.

Amazing Arnel . . .



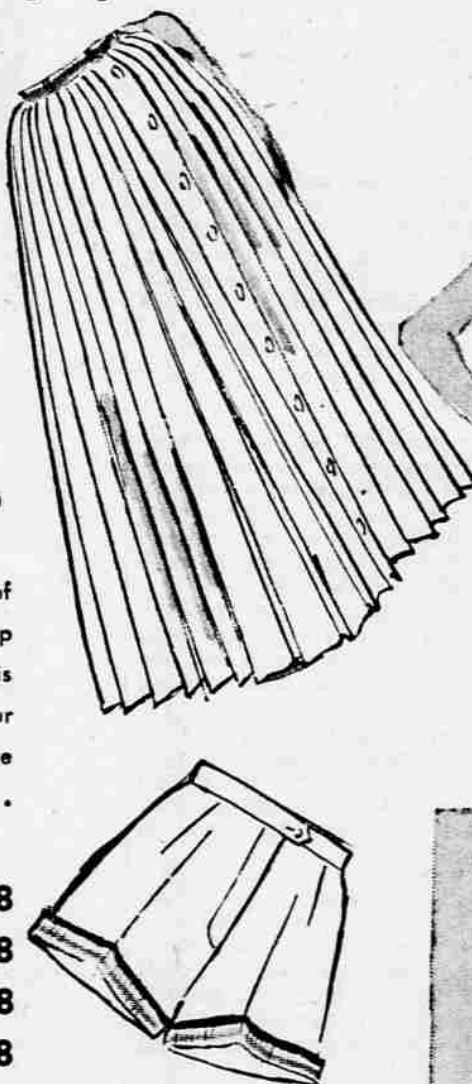
for forever freshness
easy-care separates

by *Bobbie Brooks*

These exciting go-togethers are fashioned of Arnel sharkskin by Celene, the ever crisp fabric for fun under the sun . . . each piece is touched with an exciting rib knit trim in your choice of color combinations on dazzling white — all perfect for the sunlit season ahead . . . sizes 9-15 . . .

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