

Beauty



Grace Kelly

Hold That Neckline!

by Nan Cabot

WHEN TIME begins to take its toll, the neckline is the line of least resistance. That's why it pays to give your neck as much attention as you do your face. With proper exercise and care, you can discourage unattractive "rings" and crepy skin from forming.

Of course, the sooner you start the better. The woman who begins a neck-beautifying routine in her late twenties or early thirties has an excellent chance of keeping a firm throatline and well-defined jawline until a ripe old age. But don't despair if you're already beyond these milestones, because daily conditioning does benefit you, too.

One of the most important things is to "keep your chin up." Get in the habit of holding your head high, if you want to avoid a double chin and "necklace" wrinkles.

Nightly exercise keeps the throat trim, and, happily, takes only a few minutes. First, move your head in a wide circle to the left, then to the right. Repeat several times in both directions. For a good follow-up, lower your head to your chest and raise it against the resistance of hands placed in back of the head. The reverse of this exercise calls for throwing the head back and lifting it against pressure on the brow.

To cater to your chin, sleep on a single small pillow, or better yet, on none at all. Massaging with lubricating cream is beneficial, especially when you use the first two fingers of each hand and work in circles. And in the double-chin area, slap vigorously with the back of your hand, or "pinch" away flabbiness.

The jaw responds to massage, too. Here's how to go about it: Grasp your chin between fingers and thumb and draw them along to the right ear so the skin is taut. Repeat, moving toward the left ear. How often? Five times daily. Afterward, dash cold water on the jaw, chin, and neck.

That's the story, and lest you think it's much ado about nothing, remember that a neglected neckline can be a tattletale about age.

Her name... Jeryl Johnson

Her occupation... Fashion Model

Her shampoo... Halo

In the highly competitive profession of modelling, Jeryl stands at the top. Her lovely face and hair have been photographed literally thousands of times.



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Halo Shampoo leaves hair
Cleaner, Softer, Brighter than
any oily, greasy, soapy shampoo



Lovely Jeryl Johnson chooses Halo because no other shampoo—liquid, lotion or cream—offers Halo's unique cleansing ingredient, so mild yet so effective. What's more, there are no unnecessary ingredients in Halo. No greasy oils or creamy substances to interfere with cleaning action. No soap to leave dulling, dirt-catching film. That's why hair with the fresh young Halo Look is so soft, so bright, so whistle-clean. Halo reveals the hidden beauty of your hair.

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