

New Palmolive gives

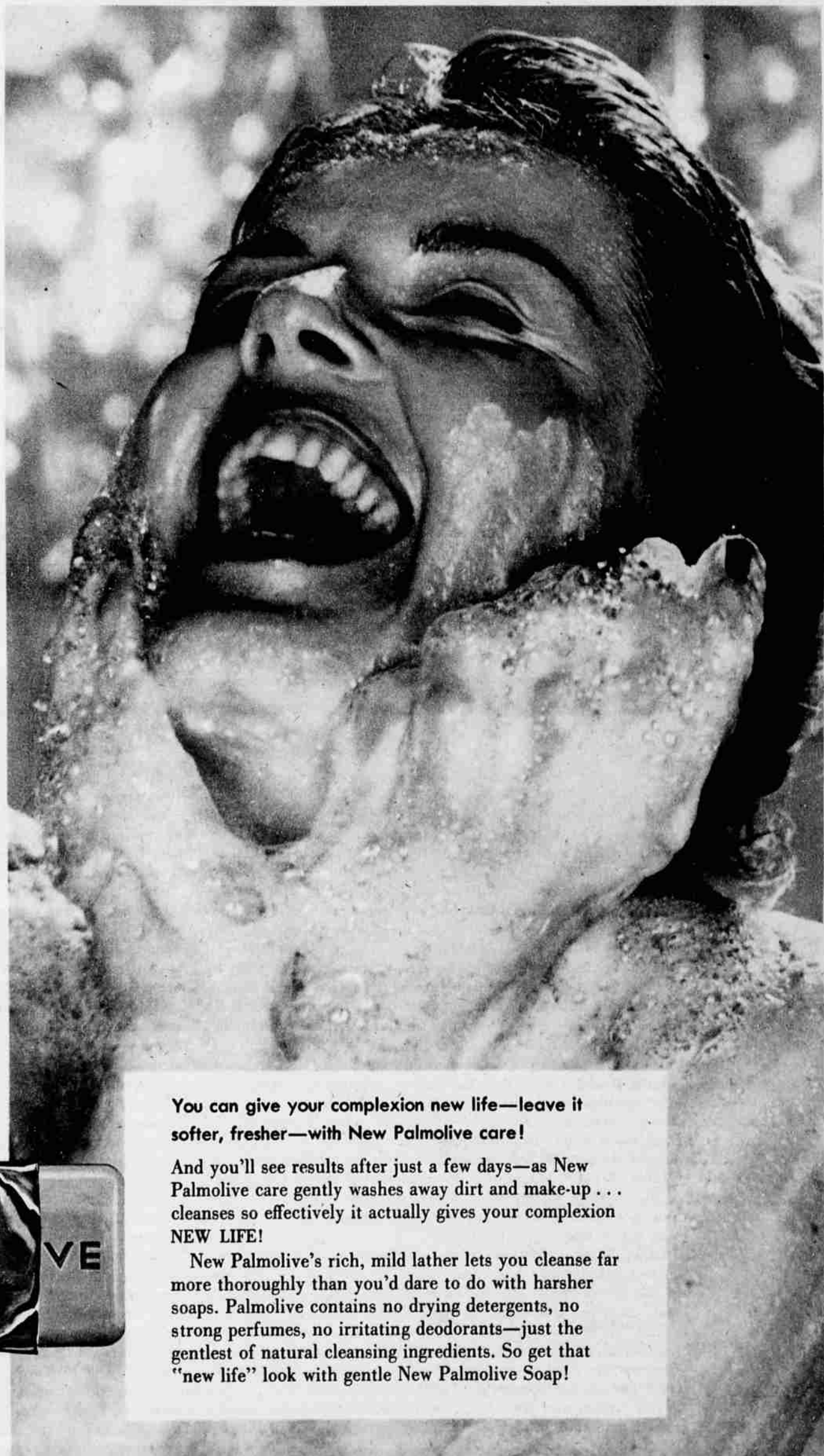
New Life to Your Complexion Safely... Gently!

*Palmolive's Rich Lather
Contains—*

No drying detergents!

No harsh perfumes!

No irritating deodorants!



You can give your complexion new life—leave it softer, fresher—with New Palmolive care!

And you'll see results after just a few days—as New Palmolive care gently washes away dirt and make-up . . . cleanses so effectively it actually gives your complexion **NEW LIFE!**

New Palmolive's rich, mild lather lets you cleanse far more thoroughly than you'd dare to do with harsher soaps. Palmolive contains no drying detergents, no strong perfumes, no irritating deodorants—just the gentlest of natural cleansing ingredients. So get that "new life" look with gentle New Palmolive Soap!

All New! lather  fragrance  color  wrapper