

WAKE UP
to the
totally
new kind
of soap



NEW PINK PRAISE
helps give your skin

THE BRIGHT LOOK OF HEALTH!

New, Pink PRAISE is the new miracle of scientific skin care from Lever Brothers. This totally new kind of soap gently cleans and clears your skin as no other soap ever could!

• Rich PRAISE lather gently suds away cosmetic film other soap doesn't touch!

• Leaves no soap film on skin—see the proof in your own bathtub: no bathtub ring!

• Helps prevent blemishes with a new skin clearing ingredient that does not irritate!

• "Agrees" with your skin—and it's richest in cold cream of any soap!

• Proved definitely milder than leading toilet soaps—even those recommended for babies!

Lever Brothers unconditionally guarantees satisfaction or your full purchase price refunded.

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NEW, PINK PRAISE GENTLY CLEANS AND CLEARS
YOUR SKIN AS NO OTHER SOAP EVER COULD!



Here's proof: laboratory experts tested PRAISE and other soap, with a heavy make-up base.

Under running water—no scrubbing—look! Only PRAISE leaves no cosmetic film, no soap film!