

New! A shampoo specially
prescribed for dry hair problems!



New Dry Hair Formula Halo

leaves oil-robbd hair silkier, shinier

TO SOLVE DRY HAIR PROBLEMS (even if your hair's sun-parched or bleach-brittle) there's nothing quite like the thick, soft richness of New Dry Hair Formula Halo Shampoo.

Halo's lush, newly-mild lather helps bring back a silkier feel, a shinier glow!

Leaves hair that's been robbed of natural oils—more manageable. So, no matter why your hair is dry, guard against after shampoo problems as never before possible. Get New Dry Hair Formula Halo Shampoo. Specially formulated to glorify even the driest hair.

Reminder!

**THERE'S NO CHANGE IN
FAMOUS LIQUID GOLD HALO**
(America's favorite shampoo)

If you do not have special dry hair problems, always get liquid gold Halo—the shampoo millions prefer. It's still the same formula! At your store, as always, to revive the satiny sparkle of your hair.



"You can always tell a Halo Girl...You can tell by the shine of her hair"