



ELIZABETH ARDEN'S new dramatic Oriental look features Oriental Pink and Plus Oriental Red, inspired new color in two tones of lipstick, rouge and nail lacquer. Delicate, muted, the whole look is strikingly different, with eyes emphasized, mouth glowing like a Rajah's jewel.

Exotic East

How will you look this fall? Like the loveliest princess of the East, says Elizabeth Arden, and introduces Oriental Pink, one of the most exciting and loveliest makeups in years!

With brilliant, exciting roseate overtones and rich, mysterious depths, this inspired makeup color comes in two tones of lipstick, rouge and nail lacquer: Oriental Pink and Plus Oriental Red. Both are the key to Miss Arden's dramatic new look... a look that is delicate, muted, with eyes emphasized in a strikingly different way, the mouth glowing like a Rajah's rarest jewel. And it is a look that flatters every face.

There are two Elizabeth Arden makeups—a Pale Ivory Oriental for blondes and a Golden Ivory Oriental for Brunettes.

Complexion - Pale Ivory Oriental: Smooth new Basic Sheen Foundation in Rose Rachel over face and neck, covering lips as well. Use just a trace of Oriental Pink rouge at the cheekbones, blended delicately out and up around the eyes.

Golden Ivory Oriental: Use Light Rosetta Basic Sheen in the same way, with Plus Oriental Red rouge.

EYES

Eyes are so important in this strikingly beautiful makeup. With Pale Ivory Oriental, apply Pearly Blue shade close to the lashes, blending up over the entire lid. Over this, apply Pearly Silver Shado, again over entire lid, blending up to eyebrows, for a shimmering, frosted effect. Now, with Kohl (Blue), Miss Arden's super-fine-powder eye makeup, outline soft line at the base of upper and lower lashes. Also with Kohl, draw a slightly upturned line out from the corner of each eye. Feather the brows with Grey Eye Pencil.

apply Dark Blue Mascara and your Oriental Eye Makeup is complete. Golden Ivory Oriental: Using the method just outlined, use Pearly Green Shado with Kohl or Pure Gold Shado over it. Outline eye with Grey-Black or Green Kohl, use Grey or Black Eye Brow Pencil and finish with Grey-Black or Dark Green Mascara.

LIPS

For the Oriental Makeup, shape the mouth carefully, keeping well within natural lip line if lips are rather full—the mouth should look somewhat smaller than it has.

For both blondes and brunettes, apply Oriental Pink lipstick, with Plus Oriental Red over it, or reverse the colors—depending on your costume color!

Oriental Pink and Plus Oriental Red are both in Miss Arden's wonderful creamy formula—the world's finest lipstick made from costly secret ingredients to bring dewy moisture, smoother texture and cohesive color to your lips.

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