

Hate that gray? Wash it away!



Now! Color only the gray

without changing your natural hair color!



Makes your husband
feel younger, too ...
just to look at you!

Gray hair, even when premature, says you're older than you are! So if you *hate that gray*, wash it away with Loving Care hair color lotion by Clairol, Gently, so skillfully does Loving Care wash in the young color that your own shade appears unchanged. But you're rid of gray! And all anyone sees is that you look so much prettier, younger, after the very first wash. It's that natural looking. Just choose the tone most like your own—blonde to Natural Black.

Needs no peroxide developer. Leaves your hair vital, glossy, in better condition than ever. And there's nothing to mix or add—Loving Care just pours on right out of the bottle! Even the fragrance is mild, delightful. Best of all—washed in about once a month, Loving Care *keeps* gray away so you can forget you ever had any! Won't rub off, won't brush off. Not a tint, better than a rinse. Hairdressers agree it's a fountain of youth for graying hair.

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The effective new
way to wash away
gray without dyeing.
Add the natural shade.

Loving Care® Hair Color Lotion by CLAIROL

