

MISTAKES WOMEN MAKE IN THE CARE OF THEIR COMPLEXIONS

Much homeliness is caused by three common little mistakes

FIRST, many women powder the wrong way. Many women who appreciate the importance of powdering, fail to understand the right way to do it. Again and again during the day, on the street, in the shops—everywhere—they are powdering, in a frantic effort to overcome a shiny face.

Yet the ugly glisten keeps cropping out.

This is because people make the mistake of applying the powder *directly* to the skin.

If powdering is to be at all lasting, the thing to do is

always to apply a powder base. Before you powder, take just a little Pond's Vanishing Cream on the tips of your fingers. Rub it well into your face. Instantly it disappears, leaving your skin softened and refreshed. Now powder, and don't think of it again.

Pond's Vanishing Cream has no oil, so it cannot come out in a shine. More than this, it holds the powder fast to your face two or three times as long as ever before.

Dermatologists say that such a powder base is a *protection* to the skin. It keeps its texture from the coarsening due to exposure.



Wind and dust ruin your look

A day in the wind and dust plays havoc with your complexion. It chaps it; it dries it; it blows away the powder. Before going out, protect your face and hands with Pond's Vanishing Cream. For years it has been famous for overcoming chapping and roughness. Without making your skin shiny, it will keep it soft, and prevent the dust and powder from working into the pores. Applied over this protecting cream, the powder stays on two or three times as long as it ever did before.

Cold Cream on over night to make up for the deficiency of natural oil in your skin.

You will find, too, that you can give yourself a wonderful massage with Pond's Cold Cream. It has just the consistency that is perfect for working well into the skin.

Every skin needs two creams

The creams that your skin needs are each very different from the other.

It is Pond's Vanishing Cream that you should use as a powder base, as a protection from cold and dust, and to freshen the complexion. Pond's Vanishing Cream is without oil. It is based on an ingredient which physicians have recommended for years for its softening, beautifying properties.

On the other hand, for cleansing, for supplying a lack of oil, and for massage, Pond's Cold Cream should be used. Its formula was especially worked out to supply just the amount of oil required for these uses.

Neither of these creams will encourage the growth of hair on the face.

Get a jar or tube of each cream today at any drug or department store.

Failing to freshen the complexion when you dress

When you are preparing to go out for the evening, do, do remember that the most important part of dressing is the freshening of your complexion.

Some women make the mistake of overlooking this.

You may feel and look exhausted. Yet there is no excuse for letting your skin look tired, drawn.

Lightly smooth a little Pond's Vanishing Cream over your face. The cool touch, the delicate fragrance will make your skin actually *feel* fresher. At once this greaseless cream vanishes. Your poor tired skin drinks in all its refreshing softness. The tense, drawn feeling is relaxed. The dullness has gone, leaving a soft, transparent look. More than this, the soothing cream keeps your skin soft and smooth, and prevents chapping and roughness.

Never neglect this Pond's Vanishing Cream freshening before going out. It makes all the difference between looking commonplace and looking beautiful.

It is a bad mistake to omit the cold cream cleansing

Because you have learned to depend upon Pond's Vanishing Cream for a powder base, for freshening the skin and protecting it from chapping, do not forget the importance of cold cream.

The very oil which makes cold cream impracticable for use before going out is what the skin requires at other times. The pure, creamy oil base in Pond's Cold Cream makes it the most perfect cleanser you have ever known.

When you are all ready for bed, rub some Pond's Cold Cream into your pores and wipe it off with a soft cloth. You will be horrified to see how much dirt comes out. Yet it will please you so to realize how much cleaner the pores of your skin are than ever before, that you will make this face bath a regular habit. In this way your skin will be kept clear and free from dullness.

If your skin is dry or rough, leave some Pond's



Subtract a few years from your age

When you are feeling all tired out, yet have to look your best, rub a little Pond's Vanishing Cream into your face and neck. At once the drawn feeling around your mouth and eyes goes. Your skin takes on a fresh, transparent look. This cream disappears instantly and will not reappear in a shine.



The dust will shock you!

You have no idea how much dust can work into the pores of your skin until you see how much comes out in the first Pond's Cold Cream cleansing. Your skin needs this wonderful oil cream cleansing at night.

POND'S Cold Cream & Vanishing Cream

One with an oil base and one without any oil

Free sample tubes

Mail this coupon

Pond's Extract Co., 124-U Hudson St., N. Y.

Please send me, *free*, the items checked:

- Sample of Pond's Vanishing Cream.
- Sample of Pond's Cold Cream.

Instead of the free samples, I desire the larger samples checked below, for which I enclose the required amount:

- A 5c sample of Pond's Cold Cream.
- A 5c sample of Pond's Vanishing Cream.

Name

Street

City State