

On the complexion of things

By LOUISE OKRUTSKY

"I stop the process of aging," Mira Linder sat behind the desk in her Southfield facial treatment salon, beautifully coiffed, dressed in an elegant brown wool pant suit and holding a cigarette in her immaculately manicured fingers.

"Whoever will tell you they can remove wrinkles will be to you," she said in a soft European accent. "I help people to stay beautiful while getting older."

"Instead of having a hundred wrinkles and I started with you when you had 50, you would now have 30, 25, and you don't get more."

Ms. Linder said her regimen of cleaning, nourishing and protecting the skin can help older clients with

wrinkled skin, clients with dry skin and younger clients with acne.

Her clientele includes middle and upper class men and women, black and white, who range in age from 10 to 70. She believes her process is for everyone.

"You start when you are born. You have a skin. You take care of it. The sooner you start, the better it gets. We do different things for a 10-year-old than for a 70-year-old," she said.

HER ONCE-A-MONTH treatments which are given to suit each client's skin type, are extended through an at home routine which includes products from the Linder salon.

She teaches her clients to use the products and to apply cosmetics which are suited to them. Working girls, students, learn how to give facials and masks at home," she said. They use a milky cream to clean their skin, a desincrustation lotion to clean the pores and a tonic to stimulate the skin.

Clients are given a variety of creams. They are given a cream for the night, a cream for the day, a cream for when she goes into the kitchen," she said.

For her methods to work, clients must follow her routine.

Zsa Zsas weren't born they were made. She would change like everybody else. She doesn't have an agreement that she can be more beautiful, but how many beautiful women do you have in the world and they look ugly after a certain age? Even women her age, but she keeps it up," Ms. Linder said.

People may have several different types of skin. They may have an oily chin, dry cheeks and a normal skin type on their forehead.

The basic mistake is that they treat the skin like it wouldn't be a live

metabolism and they just buy products without consulting experts," she said.

COMMERCIAL COSMETIC products, which are made for a certain type of skin, may not always work because people have mixed skin types.

"I'm not saying that manufacturers have bad products. I'm just saying they have to be adjusted to the skin type," she explained.

Soap, a detergent, can damage the skin because instead of removing cosmetics, it can melt them into the pores, she explained. Soap also can build up a layer of alkaline on the skin.

She is shy of products that are advertised as part cleanser, part beauty

separate products. "Do you believe in being part man, part woman?" she asked.

Men's aftershave, with its alcohol base, can make a man's face dry and irritated. Ms. Linder recommends a biological based product for customers who have that problem.

Unlike their European counterparts, American women rely on commercial products, Ms. Linder believes this is not enough. The skin changes, the skin is different all the time. When it gets used to one cream, it doesn't react anymore," she said.

Although she doesn't promise miracles, she can see her clients improving. "I only know from my professional experience that those who started with me, even if they didn't think about it before, are happy

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Mira Linder

cream because these are functions of today. They continue on a regular basis and are thankful for what they have.

WHILE HER SALON is open to men, she thinks that some men equate facials with being feminine and shy away from treatment they may need and enjoy.

They need to go away and be a little pampered once in a while," she said. "I have some clients who tell me their husbands are using their stuff, which means they like to use it. I have special products for men but they wouldn't come to buy themselves, they let the woman buy it."

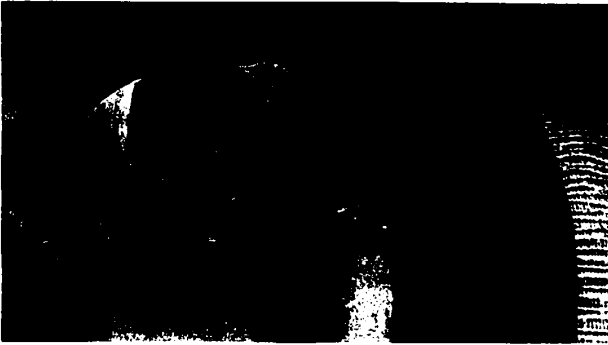
Ms. Linder has lived and worked in Southfield for more than six years.

When she first moved into the area, she didn't know too much about the city, but chose it because it seemed to be centrally located. Southfield, to her, is in the middle, at least here. I make it possible for people in the Detroit area to come here."

She was attracted to the city by the variety of people who live there. "I didn't want to pick a very sophisticated area because I felt that this is a treatment for everyone who needs it and wants it."

Clients also can receive a massage, a manicure, pedicure and hair, still in the salon at 2661 North Western Highway.

You can spend the whole day here," Ms. Linder said.



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Mira Linder's facial treatments, given to men and women, are adjusted to the skin type of her patrons. The man and woman above are having their skin analyzed, cleaned, treated for special problems and stimulated with special equipment. The male client is Pierre Turgeon of the Farmington Players theatre group. Turgeon and his facial can be seen nightly at the Somerset Dinner Theatre in "The Last of the Red Hot Lovers."



Photographed by Stephen Cantrell