

The fashion plate

Skin care specialist opens center in area

By RUSTLE SHAND

"The American woman does not take proper care of her skin," believes Nelly De Vuyst, who recently visited Farmington Hills from her native Brussels.

The name Nelly De Vuyst is synonymous throughout Europe with the best in scientific skin care. Low-keyed in personality, she has shunned the glamor often associated with the cosmetic field and has devoted her adult life to the study and development of aesthetic skin care.

Mme. De Vuyst created what she calls "the natural way" of skin care in her Brussels Institute over 25 years ago. Using all natural products, she incorporates embryos, placentas, and collagen, as well as vegetable and fruit extracts to either maintain or restore natural skin balance.

"It is difficult to make the American woman understand that she should not use soap on her face," she explained.

She also emphasizes that it is necessary to clean the skin before going to bed, and that it's impossible to hide a bad skin by wearing a lot of makeup.

"The European woman uses makeup but she wears a translucent makeup on a good skin, which is like a beautiful painting on a good canvas," Mme. De Vuyst added.

"I do not agree with this aggressive makeup I see the American woman wearing," she said. "It looks like a mask. Makeup should be balanced and beautiful, and it cannot be that when applied on a bad skin."

THIS VISITOR believes proper skin care should begin at an early age and advises American women to begin to treat their children's skin.

"When a boy or girl begins to have blackheads, the mother should start a regimen of skin care," she stated.

Waiting until the skin reflects a bad case of acne and then seeking out a dermatologist who is not trained to treat pathological skin cases is not the only answer, contends this motherly woman whose warm, friendly countenance and broad, capable hands immediately inspire confidence.

When her own daughters entered the stage of



Nelly De Vuyst is bringing her natural makeup secrets to a new center in Farmington Hills.

development which is often the forerunner of the teenage blight known as acne, Mme. De Vuyst put them on a simple program of skin care and soon was inundated with mothers and teens seeking the same treatment. As a result, her success in treating acne skin spread all over Europe, she said.

The treatment involves the use of her exclusive product "Extra Strength Soft Net," a cream which cleanses the skin in depth and encourages the removal of dead cells.

"SCRUBBING the skin with soap and water," she said, "removes the acid mantle which acts as a protective shield on the skin and allows bacteria to further inflame a clogged skin."

Mme. De Vuyst will open later this month a new scientific skin care center for men and women on Northwestern near Middlebelt in Farmington Hills.

Shopping tips can cut high food costs

If that trip through the checkout lane is making your weekly shopping trips a little less carefree; if the old "that looks good—I'll take it" philosophy is causing more pain in your pocketbook than pleasure at the table, perhaps it's time to take a second look at your food shopping strategies.

Sheila Morley, Michigan State University consumer marketing information specialist, believes people can become better food shoppers with a little thought and attention.

Resolve to look, listen and read information on food buying, food marketing and food usage, she said. Check the newspapers, radio, television and magazines for food buying information. In addition to being alerted to foods in best supply, you often get the "reasons why" of particular food situations, such as weather conditions.

Keep alert to what your market is featuring. Watch for and study food ads, and plan menus to include as many "specials" as possible. Try to remember the "regular" prices so you'll know if the special is really a special. Buy featured foods in quantity if you can use them and if storage space allows. When planning menus for the family, keep their nutritional needs and their likes and dislikes in mind.

PLAN AHEAD for what you need and want, but keep the menu plan flexible enough to include in-store special items and multipackage (unit) deals on certain foods not mentioned in ads. Always take a shopping list; it helps cut down on impulse buying.

Shop alone and on a full stomach if at all possible. Shopping with spouse, children or a friend can increase the food bill by as much as 10 per cent; and shopping when you're hungry also results in higher expenses—too many things look appetizing.

Figure the "real" cost and not just the price per unit. The cost per pound or unit of an item is often misleading. The cost per serving is the true measure.

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English teachers to gather in Troy

The English teacher as an environmentalist will be the theme of the keynote address of Dr. Henry Maloney of the University of Detroit at a three-day March conference of the Michigan Council of Teachers of English.

The event in the Northfield Hilton of Troy will start at 4:30 p.m. Friday, March 3 and will continue through Sunday, March 5. Dr. Maloney's speech will be at 8:30 p.m. Friday.

Registration will begin at 8:15 a.m. Saturday, with sessions starting at 9 p.m. Highlights will include a presentation by James Limbacher of the Henry Ford Centennial Library in Dearborn, and a workshop about the Chamber Theater by W. Fred Boyce of Wayne State University.

Also to be featured will be Boyce's

students in a performance of two short stories dealing with mental retardation.

The closing address will be delivered after breakfast Sunday by Hal Youngblood, executive producer of WJR.

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