

'A perfume for the woman whose life is in full bloom'

By RUSTLE SHAND
"Put perfume wherever you want to be kissed," advises Arlene Dahl, who brought her new perfume, Dahlia, to Saks Fifth Avenue, Troy.

"Dahlia is a fragrance for that special woman whose life is in full bloom," said Miss Dahl of her new classic fragrance which changes on each woman.

"Perfume should be subtle, romantic and elegant, and these words should be used to describe the woman as well," she added.

Miss Dahl had been unable to find a fragrance that lasted, a fact she attributes to her slightly dry, fair skin. She had also experienced difficulty in finding a fragrance pleasing to her husband who often found the perfumes many women wear overwhelming.

"As a result of a lunch table conversation with Alvin Lindsay, president of the Rouse Bertrand Dupont perfume company, the Dahlia fragrance was formulated for her alone.

"After wearing the fragrance for three years, Miss Dahl decided to share it with others and marketed it. Dahlia has 130 natural French oils and therefore moisturizes as well as perfumes your skin. The fragrance change as you wear it; starting with a floral scent, it later becomes spicy and then woody.

"MISS DAHL recommends wearing and using Dahlia 24 hours a day, beginning with spraying your entire body in a drift of the perfume before waking up and dressing. Or, she suggests, you might touch with fragrance all the pulse points of the body, behind the ears, at the pulse of the throat, the inside of the elbow, the wrists, back of the knees and the arch of the foot.

"Tuck a tiny piece of cotton sprinkled with Dahlia inside your brassiere," she continued. "Spray your hair with a whoosh of Dahlia just before going out. Keep your hands fragrant with the scent of Dahlia so that anyone touching you will carry away the delicate memory of your personal fragrance."

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US Food and Drug Administration (USFDA). During the past several months the USFDA has removed some food colorants from the market. The conference will inform industry what has happened to date, and what colorants will be available for their use.

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ARLENE DAHL

For sleeping in a fresh, fragrant garden, she suggests "spray the insides of bedroom lampshades or lightbulbs as well as sheets and pillowcases with Dahlia. Sprinkle a few drops into your bath water. Spray your personal notes with a touch of perfume."

ARLENE DAHL is a beautiful 48-year-old woman who has succeeded in many careers. Beginning at the age of 16 as a fashion model in Chicago, she went on to become a showgirl, a leading photographic model, a Hollywood star, a leading beauty authority, a lingerie designer, an advertising executive, a fashion designer, a writer, and now president of Dahlia Enterprises, Ltd.

She has not had her face lifted and attributes her beauty to four things. She never exposes her skin to the sun. She wears a film of sun block under her makeup to stop the rays of the sun from damaging the pigment of her very fair skin.

She washes her face with a PH balance soap and wears moisturizer 24 hours a day.

She advocates using the beauty slant position for a half-hour each day and uses a board on which she reclines with her head one foot lower than her feet, and she credits this with "staving off a face lift by nourishing the facial muscles with added circulation."

She has done her "five facial movements" each day for the last 20 years and explained "these movements were published in my book, 'Always Ask a Man'."

SHE ALSO keeps up with the interests of her three children, the youngest of whom is six, by learning one new sport every two years and says "this year it's tennis." She believes in sharing the good things in life and advises that "every decade a woman comes to should be better than the last and you should look forward to each.

"Make every minute count," she concluded. "As you spend each day you should do something good and give back some of the good you have received, which is one of the reasons I decided to share Dahlia."

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Diabetes fund campaign is on

The Juvenile Diabetes Foundation will sponsor its third annual "Dollars for Diabetes" door-to-door march from March 25 to April 2.

All proceeds will go toward finding a cure for the disease that affects more than 10 million Americans and is one of the leading causes of blindness and kidney disease.

This year the JDF awarded more than \$1 million for the direct support of 34 research projects and 10 postdoctoral fellowships for the 1976-77 funding year.

For the first time three recipients are from Detroit. They are Dr. Robert Frank at the Kresge Eye Institute, whose team is working on the clues to the cause of diabetic retinopathy, tissue culture and enzyme studies of retinal micro vessels, and Dr. Nathan Levin and Dr. Pedro Cortes from Henry Ford Hospital, whose project is kidney disease prevention.

Last year JDF marchers collected over \$16,000, and their goal this year is to double that figure. Anyone interested in marching for diabetes may call Chairman Jacques Coallier at 689-3520.

Area persons working on the march include Arlene Elenson, Southfield; Joyce Elliston, Troy; Helen Carroll, West Bloomfield and Shirley Tower, Livonia.

Romine is speaker

Terry Romine, executive director of the Employers' Unemployment Compensation Council, will be speaker for the dinner meeting of the Oakland County chapter, National Association of Accountants, Thursday, March 24, at Kingsley Inn, Woodward south of

Long Lake Road. His topic will be "Unemployment Insurance—Can Employers Pay the Price?"

Reservations should be made with Leo Belier, 897-6100. Dinner will be served following a 6 p.m. social hour.

Zetas plan State Day

Collegiate and alumnae members of Zeta Tau Alpha in the area may still make reservations for the annual State Day celebration beginning at 10 a.m. Saturday, April 2, in the Lansing University Club on Forest Road.

Activities include a coffee hour followed by a fund raising country store sale, luncheon, slide show, awards and song fests.

Members are encouraged to bring mothers and daughters.

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Food coloring is topic

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Sr. Arline's research depicted

A lecture and slide presentation on the cancer research of Sister Arline Schmeer will be presented at 12:30 p.m. Wednesday, March 30, in the Baldwin library, 351 Martin, Birmingham.

Sponsoring the meeting will be the Michigan division of the National Fund for Sister Arline's Cancer Research.

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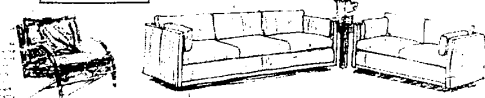
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