



Irma Shorell says good skin leads to lasting beauty.

Clean skin, real beauty

Set a mood with your face.

Embark on a skin care program which creates a lovelier, glowing, more natural looking complexion.

Natural is the fashion look for the face this spring and that means a sheer makeup that lets the skin show through. Heavy, mask-like makeup, long-touted as a means to cover up neglected skin, not only dates you fashionwise, but makes you look older and causes premature aging of facial skin.

Clean, moist skin is the basis for the artless look of spring fashion. But clean skin requires more effort than twice daily soap and water wash. That only removes surface grime; succeeds in removing the protective acid mantle shield the skin provides to ward off bacteria.

Many facial cleansers promise to maintain the PH balance of the skin. They thoroughly cleanse the skin but leave the protective shield in place.

Periodic facial scrubs and treatment masks may be necessary as you begin your facial care program. Intense care may be required to rid the skin of a pore clogging buildup of wastes. Again, there may be many products on store shelves to help you achieve a truly clean skin.

A thorough cleansing of the skin should always be followed by a cold water splash or toning lotion which is free from alcohol.

Moisturizing is the next

step and is accomplished by applying a special moisturizing lotion or cream. A shield of moisture helps to allay dry skin.

This morning procedure should be repeated at night, substituting a night cream for the moisturizer.

Experiment with some of the cosmetics you now have to achieve a sheer look. Place a small amount of foundation in the palm of one hand, using water-moistened fingertips, stipple the foundation lightly on the skin and then blend over the face.

Use feather-light downward strokes to smooth peach-fuzz facial hairs.

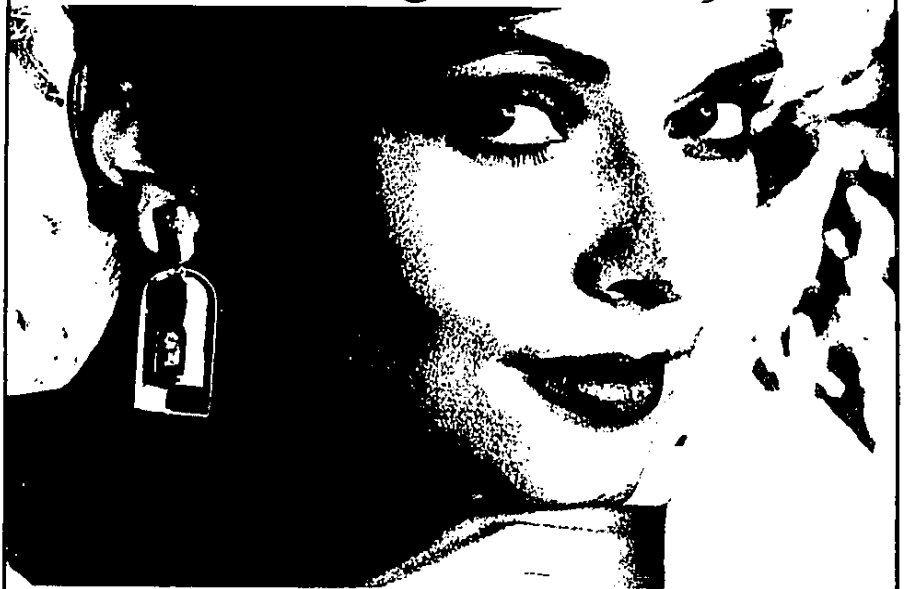
A blusher should follow and should be used to highlight the face as the sun would. A light dusting of powder may follow over the blusher and will help to create a smoother base for lipstick and eye makeup.

Eye makeup and lipstick are also sheer this season. Lipsticks are lighter in keeping with spring and summer pastel. Eyebrows should look natural and act as a frame for the eyes.

After all your makeup is on, lightly press a clean moist washcloth or moist cotton balls all over the face. This sets the makeup and allows the natural texture of the skin to show through.

Experimenting with the cosmetics you now have may indicate one of two things. You can make do with what you have or you must buy some new cosmetics.

We've done it again! 8 diamond design awards in 8 years



The above award-winning earrings are available in a limited edition along with our unique diamond earring collection for 1978

David Wachler & Sons

Internationally famous award winning Jewelers

American Federal Savings Building
24700 Northwestern Hwy. • Southfield, MI • (313) 356-7322

Your Master Charge and VISA Card Welcome

Suited for Spring!

Exciting new color is just part of the Melissa Lane® idea for spring! Look fresh and comfortable in this softly tailored 3-piece suit. The matching blazer and skirt have black trim and are worn with a black and white dotted bow blouse. Made of Creanese Fortrel® polyester. Washable! 6-16.

\$68



THE RB SHOPS

ROYAL OAK/BIRMINGHAM/FERNDALE/SOUTHFIELD, TEL-TWELVE, WARREN, TECH PLAZA/ROCHESTER, NORTH HILL PLAZA, MEADOWBROOK VILLAGE MALL