



At the age of 14, Louann Williams said she feared an ugly "port wine" stain she had had from birth would prevent her from taking part in high school activities she enjoyed. A short while later she learned of a product that would make it possible for her to do all the things she feared she would never be able to face. Today, she says simply, "It changed my life."

Cover-up makes cosmetic magic

By RUSTLE SHAND

Louann Williams is a manufacturer's dream come true. That's only fair, because Louann Williams has discovered a manufacturer who has made her dream come true.

drown come true.

In an after photograph taken recently, Mr. Williams looks like any other pretty law possibly more so than the pretty like possibly more so than the prettines is overshowed by a deep red "port wine" stain that spreads over her eyebrows and down one side of her check.

Talli the was 14 were sid. Mr. uni

of her cheek
Lotti she was 14 years old, Ms. Wiltions said she accepted the fact that
she was "different."
"It didn't bether me until I met
strangers." he said. "But 14 was a
very special time in my life. I was preparing to leave the shelter of my neighborhood school and enter a big high
school.

school.
"I was interested in theater arts and in group singing and dancing." Yet, she said, early experiences had proved to her that she could not appear on stage, or under bright lights, with the stain on her face.

her face.
"I went to a plastic surgeon to see about removal of the disfigurement," she said. "He said there was nothing he could do and referred me to Covercould do and referee ...
"It changed my life," she said sim-

"It it were not for Covermark I would never have enjoyed the success of high school and would never have been chosen to be a member of the chotus."

MS. WILLIAMS said that she hasn't been without the product since she first discovered it, even when she sleeps. "Aside from covering the 'port who stain," she said, "it completly obliterates any other skin flaws that may erupt from time to time. It is som proof, waterproof, and athletic proof," she added.

treat a skin affliction that was waiting to be masked. The fifst subject was a woman afflicted with patches of viiilligo, a spotty loss of skin pigment, which unattractively highlighed her hands. Matching the color of the subject's skin, the representative detity applied Covermark to the sliver dollar-size white spots, then set the creme with powder and water. The disfigurement, which had

caused embarrassment for years, was quickly hidden.

The masking creme did not rub off on her blouse that day, she later said. Nor did it wash off during the next three days of showering, shampooing, and household chores. Removal came only with the application of a cleansing creme.

THE BEAUTY EXPERTS worked on another woman with unsightly bro-ken blood vessels and varicose veins that striated her thighs. With a Cover-mark application her legs were sudden-ly beautiful.

Like those before her, one young

Like those before her, one young woman with severe acne scars was delighted with her transformation. "My skin feels like slik," he said as her figers traced the unfamiliar smoothness of her skin, which was now covered with a perfect opaque mask.

"I love helping the children." said Ms. Williams, her eyes sparkling at the recollection of one of the youngsters she had recently helped.

"Many school age right her file she had been seen to see a seen a seen of skin pigment variations," she said. "One tile to his kness, didn't unvariation with the seen of t

Now, with the chronic skin condition masked, he is enjoying a new physical freedom.

"Covermark," said Ms. Williams, "Covermark," said Ms. Williams, will cover any skin color on the face or body; and it's the only product I know of that will adhere to stretch marks and body scars, which are skin areas that have no pore formations." Added to these amazing properties, she added, the product can be used to disguise burns, black eyes, acne, unsightly veins, dark brown blotches, tattoos and poporiasis.

A flesh-toned product, Covermark, in addition to its masking properties, seneutral, hypo-allergenic, sunproof and waterproof. The consistency is such that it will not run or rub off, crack, or flake, and so does not produce a mask-like appearance. like appearance.

THE ILLUSION of a beautiful skin and complexion is so perfect when properly applied that people are able to enter business and undertake profes-sional roles which might otherwise be closed to them, she said.

closed to them, she said.

The Covermark products are available at J.I. Hudson stores and at Mira Linder in Applegate Square, Southfield. Prices for the products start at \$7.50 for the creme and \$4.50 for the setting powder.

Purpose of the new concept is to of-fer a space for the display of afford-able art by local artists.

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Art show stars local talent

Art publisher Betty Jean Rivkin of Southfield was on hand with others in-volved in the arts when "8 for the '80s" opened at the downtown J. L. Hudson store.

The opening exhibit "8 for the 80s" features a portfolio of lithographs and will run through Dec. 24 during regular store hours. The opening marked the inaugura-tion of alternative gallery space for Detroit artists. The space is on the sev-enth floor where the print gallery was once located.

For more information call Betsy Foster at 354-4434.

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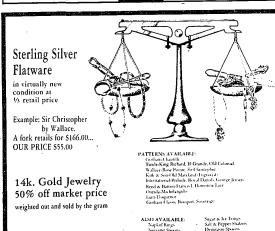


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