



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.

In an after photograph taken recently, Ms. Williams looks like any other pretty face, possibly more so than most. However, in a before photograph, her prettiness is overshadowed by a deep red "port wine" stain that spreads over her eyebrows and down one side of her cheek.

Until she was 14 years old, Ms. Williams said she accepted the fact that she was "different." "It didn't bother me until I met strangers," she 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."

"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.

"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 Covermark."

"It changed my life," she said simply. "If 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 chorus."

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 wine' stain," she said, "it completely obliterates any other skin flaws that may erupt from time to time. It is sun proof, waterproof, and athletic proof," she added.

A company representative was in town recently to train beauty experts at Mira Linder's Southfield salon in the art of applying the masking products. While they clustered around her, she demonstrated how each one would treat a skin affliction that was waiting to be masked.

The first subject was a woman afflicted with patches of vitiligo, a spotty loss of skin pigment, which unattractively highlighted her hands. Matching the color of the subject's skin, the representative deftly applied Covermark to the silver dollar-size white spots, then set the cream with powder and water. The disfigurement, which had

caused embarrassment for years, was quickly hidden.

The masking cream 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 cream.

THE BEAUTY EXPERTS worked on another woman with unsightly broken blood vessels and varicose veins that striated her thighs. With a Covermark application her legs were suddenly beautiful.

Like those before her, one young woman with severe acne scars was delighted with her transformation. "My skin feels like silk," she said as her fingers 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 children refuse to participate in sports or swimming because of skin pigment variations," she said. "One little boy, who had large white patches on his knees, didn't understand why he was different and it was affecting his emotional health. Now, with the chronic skin condition masked, he is enjoying a new physical freedom."

"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 psoriasis.

A flesh-toned product, Covermark, in addition to its masking properties, is neutral, hypo-allergic, 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.

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

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

## Art show stars local talent

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

The opening marked the inauguration of alternative gallery space for Detroit artists. The space is on the seventh floor where the print gallery was once located.

Purpose of the new concept is to offer a space for the display of affordable art by local artists.

The opening exhibit "8 for the 80s" features a portfolio of lithographs and will run through Dec. 24 during regular store hours.

For more information call Betsy Foster at 354-4434.

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