

# new Toni

first permanent with a new result  
**hidden body!**



**RUN YOUR FINGERS THRU IT!**

You have to *feel* Toni's HIDDEN BODY! There's new softness. No snarls, no tangles—no dry fly-away hair! The secret? New conditioning liquids never before used in permanent waving. That's why the result is something new... HIDDEN BODY!

## SMOOTH STYLES... NEVER DROOP!

Even when Toni's HIDDEN BODY doesn't show...you know it's there! It keeps your hair from drooping...won't let it go limp. Makes smooth hairstyles look alive.



## CURLY STYLES... SOFTER, LOVELIER!

Costly conditioning liquids in New TONI leave your hair softer, more manageable than ever before. And Toni's HIDDEN BODY wave stays for months.



## PUT HIDDEN BODY IN YOUR HAIR!

No matter how you wear your hair, curly or smooth, Toni's HIDDEN BODY holds a set like no other permanent can. Try it!



New!  
**FLIP-UP END PAPERS**  
Can't slip or stick together! So convenient...they flip-up one at a time! Only TONI has them.

