

## Volunteers

The Oakland County Volunteer Bureau, a program of the Volunteer Action Center of the United Community Services, has weekly listings of agencies needing volunteers. Further information about these agencies and over 200 others that need volunteer services may be obtained from the Volunteer Bureau, 642-7272.

**BRAEBURN NURSING HOME** in Bloomfield Hills would like to find an energetic leader for a short period of exercises at lunchtime. A mother with a pre-schooler would enjoy join-

ing in the project would be especially welcome.

Also needed is a pianist who could lead a rhythm band (shaking bells, triangles, etc.) two hours a week. Volunteers also are needed to assist in the craft program, working with residents on a one-to-one basis.

**COMMON GROUND** in Birmingham, needs doctors who can donate a few hours a week on a rotating basis. Hours are flexible.

**NORTHERN OAKLAND GIRL SCOUTS** volunteers are needed to

work in a camp program for Latino children Aug. 5-13 to provide guidance and counseling for the children. Three waterfront assistants with Red Cross water and safety instructor or life saving certificates also are needed to supervise swimming and boating activities. Volunteers must be 18 or older.

Unit leaders over 21 will be trained to supervise three staff members in providing a good and safe camp program for 20 children. Unit assistants over 18 are also needed to work with the children.

## The fashion plate

# Now it's cosmetics exclusively for men

By RUSTLE SHAND

Vanity, thy name no longer is woman. Men are learning what women have always known—that mother nature needs help.

It was easy to hide figure flaws when men of all ages wore undershirts and full-cut dress shirts. But when body shirts became fashionable, the men learned they had to trim the spare-tire around the waistline and flatten the stomach. They started jogging and playing tennis, racquet and health clubs sprang up practically overnight, and her exercise classes became "his and hers."

The next thing to go will be cotton knit underwear briefs for men, predict the male fashion models who are discovering another thing women already knew, that slim-line trousers bunch and stick to cotton underpinnings. The men, they say, are switching to nylon bikinis.

Those men who are endowed by nature with stringy, limp hair took another lesson from women. They bought hair dryers, PH balance shampoos, hair sprays and began to talk "hair-stylist" instead of "barber." At the same time, their stylists began to talk of "perms" and "hennas" and "manageable hair."

Body adornment for men in the form of jewelry, particularly neck-chains and bracelets, became a standard item at jewelry counters. Designer eyeglass frames now replace the standard horn rims for men and include such names as Yves St. Laurent, Ralph Lauren and Geoffrey Beene.

GOOD GROOMING rituals for men began to take on the same patterns as their feminine counterparts—except in the cosmetics and skin care field. About the biggest breakthrough had been "Man-Tan" which often succeeded in turning him rather orange-looking.

Currently, two major cosmetic firms are making a patch for a whole new market. Just as every woman wants to be beautiful, so every man wants to be handsome.

At Jacobson's in Birmingham, according to cosmetic department manager Louise Gucciolo, men are responding to the advertising campaigns conducted by the Erno Lazlo Institute and Clinique. "The masculine packaging makes men feel comfortable about buying the products," she said.

The Erno Lazlo handsome ritual is based on soap and water—twice a day. Not for the impulse

buyer, Lazlo products are both exclusive and expensive and concern themselves solely with skin care, specifically face and neck. The only extra-neous product is the bronzing lotion, for body tanning.

The Lazlo image has long been one of glamor, urbanity, sophistication and devices include famous and beautiful women of all ages. The exclusive, card-carrying membership-only sales at Jacobson's are reflecting new Lazlo clients, men in the 20-to-30 age range.

THE MAN'S SKIN is assigned a place on the Lazlo time schedule after being classified oily, normal or dry by a trained Lazlo consultant. The special products, including soap and alcohol splash, are purchased, a regimen to follow is issued, and the man feels he's on his way to a healthier, younger looking skin.

Clinique's approach to tightened, toned and moisturized skin for men also promises a relief from "toubled skin." It includes soap, a "scruffing" lotion to rid the face of excess oil and "scruff," and moisture lotion. The Clinique skin is analyzed by the Clinique computer and appropriate supplies and directions issued.

As man begins his venture into cosmetics, hoping for a smoother, younger-looking skin with a healthier color—women should prepare for a request for "a little more space for my skin care products, please."



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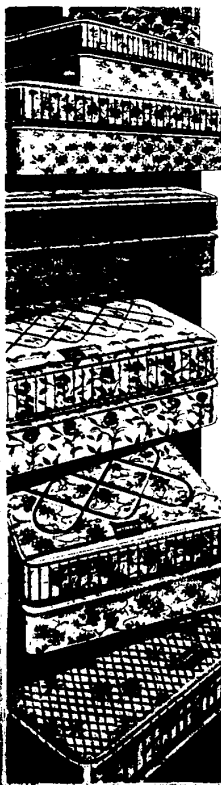
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