

Make up for spring

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admits Miss Shorell. "Lots of makeup ages a woman in two ways --first, the tiny lines around the eyes and mouth become more exaggerated when powder is applied to them; secondly, the skin is drying out under the base and powder and is being ruined by having all of this stuff clogging up and enlarging the pores."

"Most women don't cleanse their faces well enough to remove stale makeup at the end of the day. It's a lot of work and if you're tired, you just cream your face or try to wash off the surface. That's not enough. The pores are still full of powder and color."

Irma Shorell began to seriously research maintaining a youthful skin when she was in her mid-30s. She secured and began using the formulation that her father gave patients post-operatively to help keep the contours firm and aid with the color and tone of the skin. Thus, she started her company in 1961 with one cream, "Contour-35."

As time went on, she added more items to her line, such as her "Formula for Cleansing," which is a lotion based on her father's surgical scrub with the harshness removed. Next came a discovery called

"Dermabrase-35" that helps refine pores, and eliminate skin blemishes such as blackheads and whiteheads.

The line was developed for the affluent woman over 30, explained Miss Shorell, but she said, "It's attracting, continually, a younger clientele as well as the working woman who doesn't want to buy all sorts of creams and who wants a simple regimen. She'll spend the money because it lasts. Because she wants to look good."

Men, too, are finding the contour cremes help them retain a more youthful looking skin tone.

"As for face-lifts, well, once you start, you have to keep having more. Most only last a few years, and it's time to do it again," she said. The daughter of a plastic surgeon, she said she has seen too many face-lifts turn out the wrong way.

She advises skin care, consisting of thorough, deep-down cleansing; a day-time moisturizer, and a night cream.

Besides her complexion rules, she adds two other essentials: good nutrition and exercise and adds a magical plus: A youthful attitude. In a word, keep the adrenalin going.



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