

The fashion plate

Bronze him after shaving

By RUSTLE SHAND

Give him a scented astringer for Christmas with a gift of good health and sunshine. You can send your teen-ager back to school and your hubby back to his desk looking tanned and fit from holiday happenings. The product is in a tube of bronzing gel by Aramis.

One application and the man or men in your life will look as if they've just jogged for an hour or spent two weeks in the Bahamas.

Sound too good to be true? That's what I thought. Several years back, bronzers for men were an instantaneous success. These products, giving a ruddy color to the face, made a desk-bound executive look as if he'd just returned from the Bahamas—and at a fraction of the cost.

The success was limited, however, because the bronzers were time-consuming to apply. Two-step application was required for optimum results and the products were often drying to the skin, so they ended up looking like makeup instead of natural glowing skin color.

The people at Aramis have developed a bronzing gel that also moisturizes the skin. For men who want the slightest hint of color with their moisturizer, there is a sun-bronzed moisturizing after shave. Unlike traditional after shaves, this product can be used over the entire face. Aside from moisturizing the skin, it imparts a healthy glow.

For the man who wants more color depth, there's a sun-bronzed moisturizing concentrate which bronzes deeply while also tackling unattractive dryness.

In a sampling test of the two new color-plus-moisture products, our deskbound, paleface executive found the color of the bronzing concentrate too deep for his fair skin. On the other hand, he was extremely pleased with the color the after shave product lent to his skin. He looked healthier and said he even felt better.

Both bronzing products, he said, made his skin feel better.

The color tones of the bronzing concentrate on men with more olive skin tones met with success far superior to any color product they had previously tried, they said.

All testers agreed that they like the fresh "he-man" fragrance of the new Aramis products. They described it as "kind of spicy with a lemon tang." They also said their faces "felt pampered."

In the days of a 25-cent shave and haircut, that's about all there was to being a well-groomed man. But times have changed. Now a haircut with a shampoo and blow dry can cost \$15, and a shave is accomplished in the privacy of one's own bathroom, aided and abetted by special soaps, foaming shaving lotions and performed after shaves.

While nobody really expects men to look forward to the morning shaving ritual, this latest grooming aid for men just might make the results of that morning ritual more attractive.

The Aramis products for men are available at Bonwit Teller, Hudson's, Jacobson's, Sak's and other stores.



Shaving's never been much fun, but he'll look much better with some bronzing lotion slapped on afterward.

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Food sanitation class offered at Oakland U

Food service sanitation, a nondegree course for food establishment owners and managers, will be offered by the Oakland University Division of Continuing Education.

An approach to preventing and solving sanitary problems will be taken by instructor Jerry Wright of the Division of Health, Oakland County. The course will be offered 7-9 p.m. Wednesdays for 14 weeks. Tuition is \$65.

Successful completion of the course earns certification by the State of Michigan and by the National Institute for Foodservice Industry. The course, a preparation for the national movement toward mandatory certification, is offered for food service managers

and supervisors and for those preparing to enter the field. Course details and registration information may be obtained by calling the Continuing Education office, 377-3120.

MSU plans college week

Registrations are now being taken for College Week, to be held June 18-21 on the Michigan State University campus. College Week features 50 classes, workshops, and discussions for people ages 17 and up.

This year's topics will be: weight control, menopause, stress, nutrition, self-esteem, retirement, photography, families in transition, inflation, energy conservation and local government.

The cost is \$65 for a dormitory stay with 10 meals and three nights lodging. Those wishing to commute to the week of classes pay \$18, and those attending only on visitors' day pay \$10.

The registration date is June 1. Forms are available from Kathy Bulton, extension home economist in Wayne County, 721-6565 or 553-2950.

Pioneer women to meet

Israel chapter of Pioneer Women will hold its December meeting at 12:30 p.m. Saturday at the Franklin Park Towers club house, 27350 Franklin Road, Southfield.

A social period will precede the meeting. Hostess for the afternoon will be Frances Jones. Mildred Neumark and Sylvia Kantor will assist as co-hostesses.

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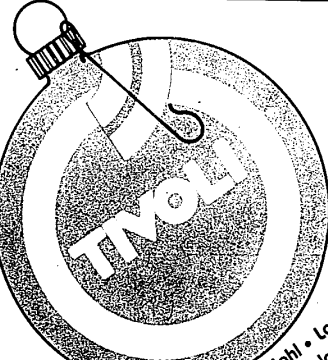
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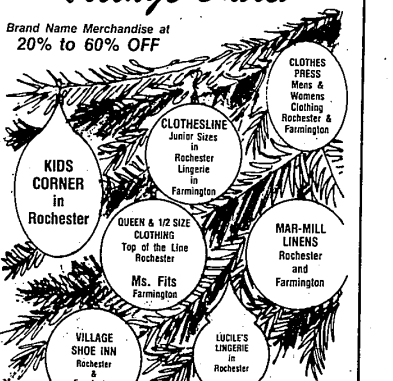
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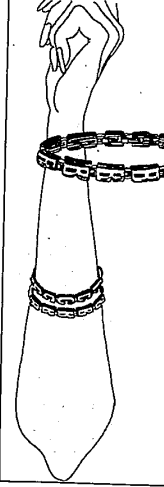
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