

THE THINGS YOU MUST WATCH FOR IN CARING FOR YOUR SKIN

Five spiteful little foes are working, working all the time to mar your beauty

One's skin has enemies on every side! They are Cold, Wind, Dust, Fatigue, Time. All of them are working, working, to mar one's beauty. Luckily, with the right knowledge, each of these spiteful little foes can be downed.

WHICH of these little enemies is it that refuses to permit your face to stay powdered? Possibly, Wind. Possibly, Time. Between them both the finest of powders seems to be a fickle thing. It floats airily away from your face and leaves it as shiny as ever!

Every time you powder—indeed, before you powder—you can win this relentless battle that you know Wind and Time will direct against you. You can make the powder stay on two or three times as long as ever before! Before you powder, rub a little Pond's Vanishing Cream into your face—just the least bit on the tips of your fingers. Instantly it disappears. Then see how smoothly the powder goes on, how natural it looks. This cream contains no oil, so it cannot reappear in a shine. Skin specialists say that the use of a powder base is a great protection to the skin itself.

WATCH, too, for a deeper injury from Wind and Cold! Even if your skin does not chafe, it is coarsened by wintry weather. The way to prevent this is to rub a little Pond's Vanishing Cream on your face and hands before you go out. This keeps them so soft and smooth that the harshest and coldest of winds cannot make them dry—cannot cause them to roughen or chafe.



Before you go to bed, and in the daytime after a dusty railroad or motor trip, rub Pond's Cold Cream into your face. It has just the amount of oil required for cleansing. Wipe it off with a soft cloth. You will wonder where so much dirt could have come from—you will delight in the clearness of your skin.

ONE more thing that you should watch for—the coming of lines. Make sure that you see them before anyone else does. Then, once or twice a week, cover your face and neck with Pond's Cold Cream and massage the lines away. Work from the centre of your face outwards and upwards.

Wind dries your skin; cold roughens and chaps it. Pond's Vanishing Cream will protect your skin. It will not reappear in a shine.

BWARE of going out with a tired looking skin. Fatigue tells tales around the eyes and the corners of the mouth. You need never permit it. You can freshen up your skin in a few minutes.

Before you go out in the evening when you want to look especially charming, take the tired look out of your complexion. Just rub a little Pond's Vanishing Cream over your face. Your skin will drink in the fragrant cooling freshness. The tense look around your mouth and eyes will relax. Your complexion will take on a new freshness, new transparency. You will forget you were tired! And not one moment through the evening need you suffer that haunting fear, "Is my face becoming shiny?"

GUARD against a dull look in your skin. This look means that your face needs a thorough cleansing, not just a freshening up. Not Vanishing Cream for this—but a cold cream bath.



Remember your skin needs two creams: One without any oil, and one with an oil base

The cream you must have for your many daytime and evening needs is a cream that will not glaze. For this purpose Pond's Vanishing Cream was formulated. Use it for a powder base, to protect your skin from chapping and roughness, to freshen it at a moment's notice. It has no oil and will not reappear in a shine. On the other hand, the cream you should use for cleansing and massage must have an oil base. Pond's Cold Cream is made especially for this purpose. It contains just the amount of oil required to give a thorough cleansing. Neither cream will encourage the growth of hair on the face. Get these two creams at any drug store or department store today, and begin right away to keep your skin always at its freshest and loveliest.

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