

POOR DOCUMENT

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For your special type of skin—there is a special treatment

Skins differ widely—are you using the right treatment for your type of skin?

IF your skin is a constant problem to you—if you cannot keep it smooth and flawless—then you may be sure it is because you are not using the right treatment for your special type of skin.

Skins differ widely—and each different type of skin needs a different kind of care.

The girl whose complexion is of an oily type should use a special form of cleansing to counteract the tendency to become disagreeably shiny.

The girl with a pale, sallow skin needs a treatment that will rouse and stimulate the delicate pores and blood vessels.

No matter what your type of skin happens to be—you can overcome its defects! By the right treatment, followed persistently, you can give it the natural charm, the fresh loveliness and color that come from a healthy, well-cared-for condition of the skin itself.

Remember that your skin is constantly changing—each day old skin dies and new skin takes its place. Even if, through neglect, or the wrong kind of treatment, you have allowed your skin to lose its attractiveness—by giving the new skin which forms each day, the special care suited to its needs you can actually make it over—make it as clear and smooth as you want it to be.

Study the special needs of your skin—find out just what its weaknesses are, and begin,



For the girl with an oily skin

If you are continually embarrassed by that most common of troubles—an oily skin and shiny nose—begin tonight to use this simple treatment:

FIRST cleanse your face thoroughly by washing it in your usual way with Woodbury's Facial Soap and warm water. Wipe off the surplus moisture, but leave the skin slightly damp.

Now with warm water work up a heavy lather of Woodbury's Facial Soap in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion.

Rinse with warm water, then with cold—the colder the better. If possible, rub your face for a few minutes with a piece of ice.

This treatment will make your skin clearer and fresher the first time you use it. Make it a nightly habit, and before long you will see a marked improvement—a promise of that lovelier complexion which the steady use of Woodbury's brings.

Special treatments for each type of skin are given in the booklet, "A Skin You Love to Touch," which is wrapped around each cake of Woodbury's Facial Soap.

Use daily—to keep your skin in good condition

If used regularly, Woodbury's Facial Soap has a markedly beneficial effect on the skin as an organism. It stimulates the little blood vessels, keeps the pores in an active condition, and gives the skin tissues firmness and tone.

The power of Woodbury's Facial Soap to benefit and improve the complexion is due to the fact that it is based on a special formula, the result of years of scientific study of the skin and its needs. Only the purest and finest ingredients enter into this formula. In consequence Woodbury's

Facial Soap can be used with extremely sensitive and tender skins which often react unfavorably to other toilet soaps.

Use Woodbury's daily in your toilet and see how instantly your skin will begin to respond to its tonic qualities—what a new feeling of softness and smoothness your skin will have.

You will find Woodbury's one of the most economical soaps you have ever used. A 25-cent cake lasts for a month or six weeks—almost twice as long as an ordinary toilet soap of the same apparent size.

now, to use the treatment that will overcome them. Three of the famous Woodbury treatments for improving the skin are republished on this page. You will find additional treatments for each different type of skin in the booklet of treatments, "A Skin You Love to Touch," which is wrapped around every cake of Woodbury's Facial Soap.

Get a cake of Woodbury's today and find in the booklet the treatment recommended for your skin. Begin using it tonight.

The very first treatment with Woodbury's will leave your skin with a slightly drawn, tight feeling. Do not regard this as a disadvantage—it is an indication that the treatment is doing you good, for it means that your skin is responding in the right way to a more thorough and stimulating kind of cleansing. After a few nights this drawn sensation will disappear and your skin will emerge from its nightly bath so soft and smooth that you will never again want to use any other method of cleansing your face.

You can get Woodbury's Facial Soap at any drug store or toilet goods counter. A 25-cent cake will last for a month or six weeks of any treatment, and for general cleansing use for that time. The Andrew Jergens Co., Cincinnati, New York and Perth, Ontario.



For the girl who is pale and sallow

If your skin is pale and colorless, try this new steam treatment for it:

ONE night a week fill your bowl full of hot water—almost boiling hot. Bend over the top of the bowl and cover your head and the bowl with a heavy bath towel so that no steam can escape. Steam your face for thirty seconds.

Now lather a hot cloth with Woodbury's Facial Soap. With this wash your face thoroughly, rubbing the lather well into your skin with an upward and outward motion.

Rinse the skin well, first with warm water, then with cold.

Finish by rubbing it for thirty seconds with a piece of ice. Dry very carefully.

The very first time you use this Woodbury steam treatment, your skin will begin to show more color. The other six nights of the week, cleanse your skin thoroughly in the usual way with Woodbury's Facial Soap and warm water.

Woodbury treatments for each different type of skin are given in the booklet, "A Skin You Love to Touch."



For the girl who is troubled with blackheads

APPLY hot cloths to the face until the skin is reddened.

Now with a rough washcloth, work up a heavy lather of Woodbury's Facial Soap and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with clear, hot water, then with cold—the colder the better.

If possible, rub your face for thirty seconds with a piece of ice. Dry carefully.

To remove blackheads already formed, substitute a flesh brush for the washcloth in the treatment above. Then protect the fingers with a handkerchief and press out the blackheads.

Woodbury treatments for each different type of skin are given in the booklet, "A Skin You Love to Touch."



A book of the most famous skin treatments ever.

CUT OFF THIS COUPON AND MAIL IT TODAY

THE ANDREW JERGENS COMPANY
— Spring Grove Ave., Cincinnati, Ohio.

For the enclosed 25 cents please send me your miniature set of the Woodbury skin preparations containing:

The treatment booklet, "A Skin You Love to Touch."
A trial size cake of Woodbury's Facial Soap.
A sample tube of the new Woodbury's Facial Cream.
Samples of Woodbury's Cold Cream and Facial Powder.

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City..... State.....