

What is the matter with my skin?

Examine your skin closely! Find out just the condition it is in. Then read below why you can change it and how

Here is why your complexion can be improved, no matter what is keeping it from being attractive now. Your skin, like the rest of your body, is changing every day. As old skin dies new skin forms in its place.

This is your opportunity. By the proper external treatment you can make this new skin just what you would love to have it. Or—by neglecting to give this new skin proper care as it forms every day, you can keep your skin in its present condition and forfeit the charm of "a skin you love to touch." Which will you do? Will you begin at once to bring to your skin that charm you have longed for? Then begin tonight the treatment below suited to the needs of your skin, and make it a daily habit thereafter.



Whatever condition is keeping your skin from being beautiful—it can be changed. Begin tonight the treatment on this page best suited to your skin.

1—To free your skin of blackheads

Blackheads are a confession of the use of the wrong method of cleansing for that type of skin which is subject to this disfiguring trouble. The following Woodbury treatment will keep such a skin free from blackheads:

Apply hot cloths to the face until the skin is reddened. Then 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 a few minutes with a piece of ice. Always dry the skin carefully.

Do not expect to get the desired results by using this treatment for a time and then neglecting it. But make it a daily habit, and it will give you a clear, attractive skin that the steady use of Woodbury's always brings.

2—To rouse a sluggish, colorless skin

A dull, sallow, lifeless complexion has several causes. Whatever the cause, the first thing to do is to stimulate your skin—to make it active. The following treatment is the most effective you can use:

Dip your washcloth in very warm water and hold it to your face. Now take the cake of Woodbury's Facial Soap, dip it in water and rub the cake itself over your skin. Leave the slight coating of soap on for a few minutes until the skin feels drawn and dry. Then dampen the skin and rub the soap in gently with an upward and outward motion. Rinse the face thoroughly, first in tepid water, then in cold. Whenever possible rub the face briskly with a piece of ice. Always dry carefully.

This treatment with Woodbury's cleanses the pores, brings the blood to the face and stimulates the fine muscular fibres of the skin. Try it tonight—see what a soft, lovely color it brings to your cheeks.

3—To clear a blemished skin

Skin specialists are tracing fewer and fewer troubles to the blood—more to bacteria and parasites that are carried into the pores of the skin with dust, soot and grime. The following local treatment will clear your skin of any blemishes caused by this most powerful and persistent enemy: Just before retiring, wash in your usual way with Woodbury's Facial Soap and warm water, finishing with a dash of cold water. Then dip the tips of your fingers in warm water and rub them on the cake of Woodbury's until they are covered with a heavy "soap cream." Cover each blemish with a thick coat of this. Let it dry and remain on over night. In the morning wash in your usual way with Woodbury's.

Repeat this cleansing, antiseptic treatment every night until the blemishes disappear. Use Woodbury's regularly thereafter in your daily toilet. This will make your skin so strong and active that it will keep your complexion free from blemishes.

4—To reduce conspicuous nose pores

Complexions otherwise flawless are often ruined by conspicuous nose pores. In such cases the small muscular fibres of the nose have become weakened and do not keep the pores closed as they should be. Instead these pores collect dirt, clog up and become enlarged. To reduce these enlarged pores:

Wring a cloth from very hot water, lather it with Woodbury's Facial Soap, then hold it to your face. When the heat has expanded the pores, rub in, very gently, a fresh lather of Woodbury's. Repeat this hot water and lather application several times, stopping at once if the nose feels sensitive. Then finish by rubbing the nose for a few minutes with a piece of ice. This treatment with Woodbury's cleanses the pores, and strengthens the muscular fibres so that they can contract properly. But do not expect to change in a week a condition resulting from years of neglect. Use this treatment persistently. It will gradually reduce the enlarged pores and cause them to contract until they are inconspicuous.



Blackheads—a confession of the wrong cleansing method. Change to the one given here.



A sluggish colorless skin can be roused by the lather and ice treatment.



Disfiguring blemishes need the "soap cream" treatment.



Complicated nose pores can be gradually and safely treated.



A freckled, sun-tanned skin will yield to this effective treatment described on this page.



If an oily skin and shiny nose is your bugbear, make the lather treatment a daily habit.

5—To whiten freckled, sun-tanned skin

Spring and summer weather bring to many women the new complexion trouble of freckles and tan. Prolonged exposure often brings about an undue tanning which, if not corrected, may become permanent. Something must be done to whiten the skin without injuring its texture. Try this simple natural method: Just before you retire, cleanse the skin thoroughly by washing in your usual way with Woodbury's Facial Soap and lukewarm water. Wipe off the surplus moisture, but leave the skin slightly damp. Now dip the cake of Woodbury's in a bowl of water and go over your face and throat several times with the cake itself. Let this lather remain on over night, and wash again in the morning with warm water followed by cold, but no soap except that which has remained on the skin.

This treatment is just what your skin needs to whiten it. Use it every night unless your skin should become too sensitive. In which case discontinue until this sensitive feeling disappears. A few applications should show a marked improvement. Use Woodbury's regularly thereafter in your daily toilet and keep your skin in perfect health.

6—To correct an oily skin and shiny nose

That bugbear of so many—an oily skin and shiny nose—has various contributory causes. Whatever the cause in your case, proper external treatment will relieve your skin of this embarrassing condition. First cleanse your skin thoroughly by washing in your usual way with Woodbury's Facial Soap and warm water. Wipe off the surplus moisture, but leave the skin slightly damp. Now work up a heavy warm water lather of Woodbury's in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion of the finger tips. 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 fresher and clearer the first time you use it. Make it a nightly habit and before long you will gain complete relief from the embarrassment of an oily, shiny skin.

7—To care for a tender, sensitive skin

Many people with tender skins have been misled by the superstition that washing the face is bad for the complexion. Dr. Pusey in his book on the care of the skin says, "The layer of dirt and fat that such persons accumulate on the skin is a poor substitute for a clean, clear skin, and is a constant invitation to various disorders."

The following Woodbury treatment is just what a tender skin needs to keep it attractive and resistant. Dip a soft washcloth in warm water and hold it to the face. Do this several times. Then make a light warm water lather of Woodbury's Facial Soap, and dip your cloth up and down in it until the cloth is "luffy" with the soft, white lather. Rub this lathered cloth gently over your skin until the pores are thoroughly cleansed. Rinse the face lightly with clear, cool water and dry carefully.

See what a difference this famous facial soap treatment will make in your skin in ten days—a promise of that loveliness which the steady use of Woodbury's brings to a tender, sensitive skin.

8—To revive an ageing wrinkled skin

As soon as you let your skin grow lax and sluggish, the tiny wrinkles, and then the bigger ones, will come. But you can keep your skin so firm, so active that it will defy wrinkles and will retain its clear, smooth youthfulness. To do this, make the following Woodbury treatment a daily habit:

Bathe your neck and face with plenty of Woodbury's Facial Soap and hot water. If your skin has been badly neglected, rub a generous lather thoroughly into the pores—using an upward and outward motion, until the skin feels somewhat sensitive. After this, rinse well in warm, then in cold, water—the colder the better. Whenever possible, rub the skin for a few minutes with a lump of ice and dry carefully. Use this treatment regularly and it will keep your skin so firm, so healthy and active that it will resist wrinkles and retain that fresh, clear, youthful look you want it to have.

Begin tonight to get the benefit of this skin specialist's soap for your skin

"A radiant complexion, a soft, velvety skin—none you love to touch—can you imagine a greater charm?"

How to make a useful treatment card

Cut out this panel around outside of border. Paste on a piece of cardboard 4x5 1/2 inches. Cut out the description of the treatment on this page best suited to your skin, making it just large enough to fit over dotted line on this panel.

This will make a very handy card to put with your toilet things—it will keep always before you the skin treatment you should use, and will be a constant reminder that you, too, can have this charm if you will.

Woodbury's Facial Soap is the work of a skin specialist. For thirty years John H. Woodbury made a constant study of the skin and its needs. He treated thousands of obstinate skin diseases, made countless skin tests, until he evolved the formula for Woodbury's Facial Soap. A 25c. cake is sufficient for a month or six weeks of any of the treatments given here. Get a cake today and begin tonight to get its benefits for your skin by using your treatment.

Woodbury's Facial Soap is for sale by every druggist in Toronto, and, in fact, by Canadian druggists from coast to coast.

Made in Canada by The Andrew Jergens Co., Ltd., Perth, Ontario



Woodbury's Facial Soap is for sale by every druggist in Toronto, and, in fact, by Canadian druggists from coast to coast.



Tear out this cake and put it in your purse as a reminder to get a cake of Woodbury's today wherever you buy your toilet things.