

STYLE HAS NO SIZE LIMIT NOW!



**YOU
AND
BEAUTY**



A LOVELY THROAT

IT is useless having a face that makes you look ten years younger if you have the kind of neck that brandsishes your birth certificate before the eyes of the beholder.

Spring is the best time to begin a regular beauty treatment for your neck. Winter may have left it weather-beaten, or it may be soft and flabby through being muffled up with scarves. And the new "plunge" or deep V necklines which will be so popular this summer demand a well-cared for neck and throat.

The first step is to energise the neck by a vigorous soap-and-water wash, massaging briskly to remove any roughness and to stimulate the circulation. Then apply towels wrung out in hot water to open the pores. Follow this up by slapping on liberal helpings of some nourishing cream such as lanolin, olive or almond oil. Work the cream in. Throw your head back, lift the chin, press the cream in under the jaws towards the ears. End with an upward sweep, with alternating hands, from the base of the neck to the chin. Then work the head round and round, massaging the throat upwards from every angle.

The double chin: A man once remarked that though exercise is supposed to be reducing, many women have double chins. Massage your double chin away by holding the head up and slapping the underside of the chin vigorously with the back of the hand.

The following exercises are excellent for toning up the neck and chin line.

(1) Lie on your back on a padded table or bed, and allow your head to hang loosely over the edge so that you are looking at the wall behind you. Now raise your head and touch your chin to your chest, keeping the shoulders flat. Let your head go back slowly, count two, and repeat.

(2) Sit erect in a chair and stretch your head backwards as far as it will go. Try to look over your head and behind you. Your mouth will open automatically and the lines of the throat will be taut. Now, without moving the head close the mouth by bringing the lower jaw and chin up. Clench your teeth, open the mouth again and repeat.

(3) Sit in an erect position. Turn the head left, then centre, right, then centre. Vary this by neck circling.

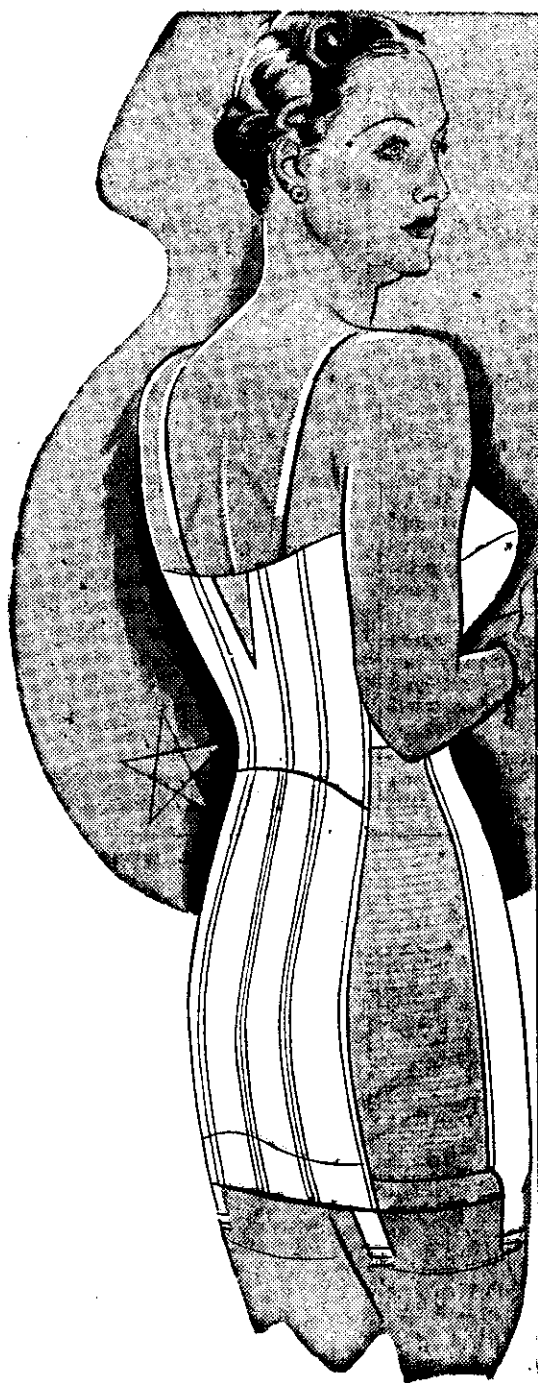
(4) Sitting erect, open the mouth as far as it will go. Now pretend that between the teeth is a large stick of wood, and bite into it. Strain to close the mouth and at the same time resist with the jaw muscles. Repeat till you are tired.

(5) **Cut Chewing.** Close the mouth. Now perform an imaginary chewing movement with the jaw, making as wide a circle as possible. Repeat, to the count of twenty, then circle in the opposite direction.

The Corset that banishes action strain

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A simple device—but what a difference to comfort, to freedom in action! Gone forever is the infuriating 'ride' of a corset every time you move. In a Nu-back you can work and play, always looking your best, and never feel corseted at all.



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