

ONLY Richard Hudnut
HOME PERMANENT GIVES YOU . . .

MORE NATURAL LOOKING CURLS

that defy dampness
sun, heat and cold!



Genuine photograph of
a Richard Hudnut
Home Permanent.



Refill
Kit
13/6

STRONGER CURLS with Richard Hudnut's 22% more effective Waving Lotion.

LONGER-LASTING CURLS with "Neutraliser Booster," Hudnut's amazing new discovery that weatherproofs your wave.

SOFTER, NATURALLY LUSTROUS CURLS because "Neutraliser Booster" reconditions hair to its natural healthy state.

MORE MANAGEABLE CURLS — no kinks, no frizz — curls that are easier to comb and set in your favourite hair style.

A PROFESSIONAL-LOOKING WAVE because you use the same type preparations, the same cold wave process as used in the Richard Hudnut Fifth Avenue Salon.

A MORE ECONOMICAL WAVE because curls are more natural, and being springier, stronger, last so much longer.

Richard Hudnut
EGG CREME SHAMPOO
for naturally, soft, shiny hair!

It's soapless . . . but its real secret is egg, which makes the hair so much more manageable; brings out the lovelights in your hair! See how much easier your perm will take—how much longer your perm will last. 4 oz. bottle 4/6. 8 oz. bottle 8/-.

Richard Hudnut

the Salon-tested result-proved Home Permanent
with

Neutraliser Booster



Prepared in N.Z. for Richard Hudnut Ltd., 21 Federal St., Auckland.