

*Straight from its triumphant debut in England and America!
... its sweeping success in France and Australia!*

AN ENTIRELY DIFFERENT LIPSTICK comes to New Zealand!

★ *The first lipstick ever to keep perfect colour on your lips a full 24 hours without retouching.*

★ *Virtually a colour transparency with LIFE you have never seen on lips before.*

Cyclax



COLOUR-CREME

TRADE MARK

looks... feels... is... entirely different!

Just apply Cyclax Colour-Creme and let it set—you then have a perfect lip make-up all through the day. The liveliest, brightest lustre you have ever seen, morning, noon and night... and so comfortable you hardly know you're wearing it!

Cleanse your face to your heart's content before going to bed—you will still get up next morning with fresh colour glowing on your lips, and not a mark on pillows or linen.

- ★ *Stays on day-long—gives instant, lasting indelibility!*
- ★ *New, glide-on texture gives glowing colour, perfect outline.*
- ★ *New formula, eight new fabulous colours.*
- ★ *Only Cyclax have Colour-Creme.*

Cyclax



In special Instant-Change case,
complete lipstick only 12/9
Refills 8/9

COLOUR-CREME Indelible Lipstick

PREPARED IN NEW ZEALAND BY CYCLAX (N.Z.) LTD.,
WELLINGTON.

CC.1

8 Entirely new fabulous colours

PINK SUITS YOU!
Tender blush pink

PINK WITH A DASH
Tantalising Italian pink touched with blue

ORCHIDS FOR YOU
Gay yet subtle cyclamen

CORAL IS CATCHING
True coral—infectiously gay

MAKE HAY!
Brilliant flame of true orange

LET'S GO CRAZY!
Impetuous pinky-red

RED AS YOU LIKE
Vivid, alive, true red

SOPHISTICATION
A jewel, of rich, ruby red