

# Do You "Cleanse" Your Face?

## MAKE SKIN TREATMENT A BEDTIME RITUAL

THE moment you so much as mention "cleansing the face" the lovely lady raises her eyebrows in astonishment, and you can almost hear her say to herself, "But one washes the face as a matter of course, but what has that to do with the glowing, glamorous look every woman wants?"

The answer is—everything.

It's the starting point, the basis upon which true beauty rests. Make-up looks a thousand per cent. better if your skin has that fresh, clean feeling. New ideas which film stars are using eradicate the notions of hot towels, ice-packs and so on, for cleansing the skin. There are millions of pores in the skin, part of whose duty is to throw off waste products from the system. Their becoming clogged is the chief reason for blackheads and other blemishes, which appear mostly on the face owing to its being the most exposed part of the body. So unless you keep it immaculate, is it any wonder that the skin of the face becomes rough, and the pores enlarged?

Vigorously scrubbing and superficial bathing are comparatively useless, for the first step is to dissolve your make-

up. To do this nowadays it is necessary to have a cream which is as quick as it is efficient, pure and soothing, and that is what the stars use—something which liquefies the moment it touches the skin, and frees the pores from every bit of foreign substance. So the dust and grime of the day can now be "rooted out"—not just the surface layer removed—in a few seconds, when you are in a rush to change for a dance or a party. After you wipe off the cream with an upward and outward motion, pat your face with a skin-freshener. Then you're ready for foundation cream—and a jolly evening.

And listen: The idea that facial creams cause the hair to grow was blasted long ago by chemical research departments, and tell your doubting neighbour this: the day that such a cream is discovered it will be placed in a special little jar all its own labelled "hair tonic"—and make millions for its discoverer.

Here's a special little trick for giving you that "party feeling" every night. However tired you are, brush back your hair, remove the day's make-up and pat on the skin freshener. Then lie down and completely relax for five minutes. Your face responds immediately to the relief from fatigue. Now put on fresh make-up and you'll put on a fresh, enlivened spirit with it!

Tiredness and incorrect cleansing make your face look old, so the secret of facial youth is this: Keep the skin firm, but pliable, for if it feels tight and drawn wrinkles are developing. If you begin at 20 to keep the skin always

Don't make the common mistake of leaving the eyebrows out of the general treatment. See that those and the eyelashes get their share. After you have softened them with an unguent, use a fine paper tissue to remove it.

The throat also requires stimulation and softening by the same methods as are used on the face, for the skin there



is always being stretched and pulled, and needs special care.

Reading in bed is all right provided you don't strain your eyes and consequently frown or squint. Do as Loretta Young does—see that you're in a perfectly relaxed position, and put a piece of court plaster or damp paper between your eyes. This will let you know when you are starting to squint, and so save those forehead lines.

In the morning, of course, there's nothing like plunging the face in cold water, right up to the ears. After drying it, pat on your skin freshener or, for oily-skin, use an astringent. That clears the way for make-up.

## "Will I never be my old self again?"

Maybe children and the strain of housework and worry have impaired your digestion, made you listless and easily tired. Or perhaps you sleep badly and wake unrefreshed. From any or all of these causes can arise the depressing condition commonly known as "nerves."

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Make skin treatment your bedtime ritual, and don't let sleepiness excuse shirking. Be honest about carefully going over every bit of your face nightly, remembering the corners of the eyes and the bridge of the nose, and the "upward and outward" principle. For tightened skin, rub on a second application after removing the first. Place your elbows on the table and take your chin in your hand. Begin below the mouth, very gently and lightly rotating the fingers over the skin, and work up from there around the lips and nose up to the forehead.

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