

LUX TOILET SOAP is Supercreamed

Skin-cream-in-the-soap

Supercreaming is an exclusive process... a wonderful development in modern skin care. Rich, softening skin cream, is actually blended into every tablet of Lux Toilet Soap. This special cream protects and corrects—sets the tiny oil ducts functioning normally, softens a dry skin and refines an oily one.



to protect the
precious natural
oils of your skin

Wish I had a
lovely skin like
Joan Bennett's...
you have, Anne!

And so can you... just by
using Lux Toilet Soap. That's
Joan's special skin care, and
mine too... it's lovely!

JOAN BENNETT says:—
"My skin is delicate so
I'm careful about com-
plexion care. I always use
Lux Toilet Soap."

Joan Bennett
A Walter Wanger Star in
"I Met My Love Again."

Film Star skin for you.... through Lux Toilet Soap's Supercreaming

You can have lovely, smooth, glamor-
ous skin if you use *supercreamed* Lux
Toilet Soap faithfully. Perfect skin
texture depends on the proper func-
tioning of the tiny oil ducts in your skin.

Ordinary Toilet Soap Saps Vital Beautifying Oils

Beware of washing your face with
ordinary toilet soaps which dry out
the precious natural oils that keep
skin softened. This is the most frequent
cause of parched ageing skin, coarsen-
ed texture and relaxed, open pores.

Lux Toilet Soap has a very different
effect on your skin, because it's *Super-
creamed*. It clears up excess oiliness yet
leaves sufficient natural lubricant to
keep your skin beautifully softened and
supple. And a skin that is cleansed to
the depths of the pores and gently,
naturally lubricated is sure to be clear
and silken-smooth. So use Lux Toilet
Soap regularly for skin loveliness!

9 OUT OF 10 FAMOUS FILM STARS
USE LUX TOILET SOAP

You can feel
the Cream
in this
Supercreamed
Lather!

The Supercreamed lather feels quite
different from ordinary lather, not only
richer, but much, much smoother...
you can actually feel the cream! Wash
your hands with any ordinary toilet soap
and then with a tablet of Lux Toilet
Soap... that's the test that shows
the difference.

Glamorous Hollywood Stars reveal Beauty Secrets

Advise simple care
for camera-clear
complexions



Sylvia Sydney
says:

"You must give your skin the
right care if you want to keep it
lovely! Lux Toilet Soap keeps
complexions soft and smooth!"



Merle Oberon

A Samuel Goldwyn Star in
"The Lady and the Cowboy," says:

"I've made Lux Toilet Soap my
regular complexion care. It keeps
skin smooth."



Benita Barrie
says:

"Being admired takes effort. You
have to watch your skin, particu-
larly. That is why I always use
Lux Toilet Soap. This safe, easy
care keeps skin smooth and soft."



Andrea Leeds

A Samuel Goldwyn Star in
"The Last Frontier" says:

"Screen Stars know beauties are
made, not born. Any girl who
really tries can make herself
attractive enough to win romance.
Lux Toilet Soap keeps skin lovely
to look at, soft to touch."

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