

HOLLYWOOD BEAUTY SECRETS

By MAX FACTOR, Jun.

- Make-up, together with its accessory creams and skin lotions, can work miracles in preventing, correcting, or at least minimising the appearance of unattractively sagging face lines.
- Naturally, make-up itself can but serve to conceal or detract from the obviousness of sags at the corners of the mouth, drooping cheeks, or tired flabby under-eyelids.
- But the patting, upward motions which are the correct ones for the application of any cream, astringent, cologne, or face lotion can offer more than a mere concealment of drooping facial features.

THESE motions can be of great aid in preventing the appearance of sagging features. And, if the sags already have formed, observance of the principles of these motions of application will very often strengthen the facial muscles to a point where they may even disappear in some cases.

Frequent applications of cold towels, or ice wrapped in a towel, together with the same brisk, upward slapping motion which I have mentioned, are excellent supplementary devices for stimulating and tautening the facial muscles.

The most common of all "tired face" manifestations is the mouth which droops downward at the corners. This is one of the most damaging of all known detriments to beauty and charm.

The deep little pockets of flesh at the corners of the mouth serve to accentuate a "pulled down" expression of this sort. The matter is made worse by the fact that too many women skip over these depressions when applying their face powder. And the application of lip rouge in these corner pockets is a still worse offence.

Now for the proper procedure in concealing the unglamorous drooping of a mouth with make-up.

When powdering the face, the mouth should be held open in such a way that the corners are stretched taut. Thus, they will receive a smooth, even application of powder.

Lipsticking

THEN, lipsticking, the corners of the lower lip should be tinted to extend slightly beyond those of the upper lip.

The undesirable drooping effect is caused by the corners of the upper lip overhanging the lower. Thus, this lipstick shortening of the upper lip dispels the "overhang" appearance.

But, above all, don't let your lipstick get into those pocket-like folds of flesh which extend out beyond the corners of the mouth.

Sagging cheeks can be concealed to some degree, but not corrected, with make-up. Powder and rouge, over a foundation cream, will help to minimise sagging cheek muscles. And, since rouge acts as a shadow, it can be used to subtly subdue the sag of the fuller parts of the cheek.

But the use of skin fresheners,

astringents, or colognes—or cold water or ice—applied with the upward slapping motion, can very often actually eradicate or at least lessen the objectional drooping appearance of the cheek muscles.

More Sleep

Tired, droopy eyes are usually marked by an easily discernible slackening of the lower lids. Dark circles under the eyes are often an accompanying condition.

MORE often than not, an increased quantity of sleep is a better remedy for this condition than make-up or anything else. However, this more-sleep cure can often be augmented to advantage by the massage with a skin cream to help condition the muscles around the eyes.

As far as actual appearance goes—such eye droop sometimes may be nicely concealed by faintly outlining the eyes at the base of the lashes with an eye-



PARAMOUNT STAR FRANCES DEE, according to make-up artist Max Factor, Jun., affords a glamorous illustration of the merits of "uplifted" facial features, as contrasted with haggard, drooping ones.

brow pencil. This line should be extended beyond the outer corner of the eye with a slightly upward stroke.

For illustration of the very tangible advantages of not allowing facial features to sag, I suggest that my readers simply view the countenances of almost any of their favourite screen stars with an analytical eye.

Frances Dee, Sonja Henie, Loretta Young, Danielle Darrieux, Rosalind Russell, Ginger Rogers—the list could eventually number scores—all these glamorous ladies of Hollywood demonstrate in their every appearance the beautiful merits of "uplifted" facial features, as compared with haggard, drooping ones.

Make-up and its accessories definitely can be of great aid in concealing, correcting and preventing such sagging.

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The Weeks Recipes —Continued from previous page.

Rum Junket

INGREDIENTS: 1 tablespoon rum or rum essence, 1 quart milk, 1 dessertspoon sugar.

Method: Heat until lukewarm, then add 1 teaspoonful rennet; leave until set. Delicious with cream or any kind of fruit.—Miss G. (Cardrona).

Pineapple Tart

ABOUT ½ lb. good short crust, 1 tin pineapple, 1 lemon rind and juice, 3 eggs, water, 1½ oz. arrowroot, 1 oz. sugar, pinch salt, 1 teaspoon butter, 1 oz. castor sugar or icing sugar. Roll out good short crust thin, prick all over, brush with beaten egg or white. Cook in moderate oven for 20 minutes. Put liquid from pineapple and enough water to make ½ pint on to boil, with butter, grated rind and juice of lemon.

Mix arrowroot, sugar and salt with a little of the liquid till

smooth and break in egg-yolks, then beat well. Stir this into liquid till boiling and cook three minutes. Add shredded pineapple; put all this into the pastry shell. Beat whites of eggs to stiff froth and pile on top of pineapple filling. Sift castor or icing sugar on top and put in oven to set. Serve cold with cream.—Miss P.J. (Timaru).

Bo-Peep Cutlets

COOK 2 large sliced onions in butter for a few minutes and put them with ½ lb. sliced potatoes in a rather deep buttered fireproof dish with a small cupful of beef stock, salt and pepper. Cook 40 minutes in a fair oven. Now brown on both sides in butter or dripping, some well trimmed lamb or mutton cutlets, bury them in potatoes and onions. Put dish in oven and cook till cutlets are nicely done and potatoes golden brown on top (about half an hour).—Mrs. G.R. (Rural).

Royal Rice Custard

WASH 1 large cup of rice and put on to boil gently in 2 cups of milk, boil till tender, adding more hot milk if necessary. Add small shake of cinnamon and very little sugar. Allow to cool a little. Prepare pldish by buttering well and sprinkling with sugar. Arrange halved orange sections over bottom. Beat yolks of 4 eggs and 1 teaspoon of custard powder with ½ cup or more milk to make a sloppy mixture. When mixed with rice, add dessertspoon butter.

Sprinkle coconut over orange sections in dish, pour in a portion of rice, and as you fill the dish, a section dipped in coconut here and there. Beat whites with table-spoon sugar (icing or castor) and when the custard has cooked in moderate oven, sprinkle with ground nutmeg and put meringue over, with sections of orange. Sprinkle with coconut and put to set in slow oven. Delicious cold, with cream.—Miss P.J. (Timaru).



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