

Clairol Carousel



If you're a blonde
blush like one



**Clairol
introduces the very first
brush-on complexion color
for blondes only**

New Clairol Soft-Blush™ For Blondes was blended to give you the most naturally beautiful blush of color since your first kiss. It's a delicate pink and honey that turns on your blonde highlights and makes any blonde look blonder. A brunette simply couldn't get away with it. It's too fragile. Too blonde. Brush on the most beautiful blush ever. The one made just for you.

Clairol Soft-Blush Brush-on complexion color



Clairol Soft-Blush contains two blush finishes. A soft, matte blush, plus a shimmering opaline. Compact alone \$2.50. Brush alone \$1.00.

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A
fabulous
thing happened on the way
to the Clairol Carousel

What would you do if, while waiting patiently on the "women only" line at the Clairol Color Carousel (as your husband waited impatiently outside) a nice-looking man came up to you and said, "May I see you after the show?" Four women handled the situation beautifully and went on to become the stars of the Clairol Color Carousel. Here's how they looked on that eventful day. Now, read on and see how they look today.



Hope Edwards

Jane Gunnel

Ann Nordell

Dorothy Carvey

The line was long and the day was hot but you wouldn't be a woman if you didn't just have to see what was going on inside that "no man's land" that sparkled like a small jewel on the Fairway. Little did anyone know that there was a man in that strictly distaff crowd. He was a talent scout of sorts—searching for leading ladies. Clairol had retained him to produce a before-and-after movie to premiere at the Fair the following season. The film would show what Clairol color can do to make any woman who looks just nice, look *smashing*.



He scanned the line as it snaked along. Grandmothers and teen-agers, housewives and career girls, from the cities and the suburbs. Suddenly his gaze panned down on Hope Edwards, trim, neat-featured, blondish. Then on limpid-eyed Jane Gumpel, a lovely brunette going gray. Thirdly, on genteel Dorothy Carvey with her salt-and-pepper hair. Lastly, on Ann Nardelli, a petite, vivacious brownette. They all had in common the one thing he was looking for. A beauty potential that invited fulfillment. Could you resist a film offer?

Haircolor by Leslie Blanchard, Hairstyles by Mr. Robert, both of Saks Fifth Avenue Beauty Salon

They agreed to report the minute they got their husbands' blessing, defrosted a roast and arranged for a sitter. And so it began. First, some "before" photos. Then a wonderful whirlwind of "the works." The analysis was fun. What is her perfect shade of hair? Which version of today's hairstyle will flatter her face the most? Now, what is her ideal skin tone? Which lip color will do the most for her? The kind of questions that every woman would love to be able to ask of an expert. And then the answers were translated into reality. First came the

colorist, then the stylist, then the make-up. All right, time to look in the mirror! The stars were ready, radiant. On location to each woman's home went the whole entourage, camera crews and all, because the sets for this film would be as "real life" as the actresses. Children ooh-ed and husbands ah-ed as the cameras recorded the exciting "after" look of each woman against the background of the home she loves so well. They were *all* in the movies. And look at Mommy—she's the star!

(continued)



Smile—you're on Clairiol Camera

Mrs. Hope Edwards loves being a blonde again—especially since her hair was once even lighter than little Craig's. No boy ever had a prettier companion on a carriage ride through Central Park. She looks as if she doesn't lift a finger all day, but there are a few more like Craig at home.



Nothing is too lovely to be true

Hats off to Mrs. Jane Gumpel! Eight children and not a gray hair showing! Doing a little sightseeing at the United Nations, she's a pretty sight to see with a point of view as fresh as her striking brunette good looks. Everything's right with the world—even her make-up.



That exotic island—Manhattan

Mrs. Ann Nardelli, thoroughly enjoying her "ideal look", hunts happily for souvenirs in that quaint little "general store" in New York called Serendipity. There's joy in her heart and Miss Clairol in her hair. Hard to believe that this bowling, swimming and tennis enthusiast has a daughter in college.



Grandmother—modern version

Mrs. Dorothy Carvey, looking and feeling as if she hasn't had a birthday in years, takes in an unusual exhibit at the Sidney Janis Gallery along "art gallery row" in Manhattan. Her refreshing verve and vigor go so well with her new soft blondeness, the gray covered to blend with her naturally light hair.

Now Let's Talk About You

The question is this: can a woman who is pleased with her husband, her children, her home—almost everything she sees around her, except the reflection in the mirror—be happy looking twice as attractive as she ever has in her life?

Give it a whirl, why don't you. It's better for morale than a week of free baby sitters, a pocketful of theatre tickets and breakfast in bed on Sunday.

You've visited the Clairol Color Carousel and it was a delight to meet you and show you what's being done to make looking pretty a possibility for every woman. But like a doctor's prescription that tatters in your handbag unfiled, the advice you received from our beauty experts is worthless unless you take it from there and make it a way of life. So use that good head on your shoulders to plan a little. Your aim: a wonderful, natural way to look, a way that expresses the best things about you.

And that's the whole simple, sensible idea behind the new Total Look in Beauty that you've been hearing so much about. It's just that old standby the Natural Look carried all the way—tip to toe. It's not a look. It's not **the** look. It's **your** look. That a rare luxury that used to be—a look of your very own. A woman had to have good features, good figure and good hard-earned money in fairly unlimited supply. Not so today—and hooray!

Come on, take a good "total" look at yourself in a total length mirror. Try a little do-it-yourself beauty consulting. What's your best feature? And your next? And your **next**? (Oh go on, you do **so** have three strong points!) Perhaps the reason you couldn't decide quickly is that you haven't been doing right by yourself. Let's take it from the top because that's the new thinking. You know, of course, that with today's great advances in haircoloring, you can have the shade you've always wished for (and few people will be any the wiser).

By chance or by choice, are you lucky enough to be a Blonde? For goodness sake, make the most of it and you have **your** special look all made. The new make-up just for blondes brings out what Clairol calls "the peach and beige" of you. It tunes out the "unblonde" (unbecoming) skin tones and tunes up the ideal blonde complexion. There! You're having more fun already.

Natural or natural-looking, you Brunettes are not to be taken lightly! There's never been such a craze for dark hair. Maybe because it can be positively poetic. Anyway, take your choice of make-up from pale ivory

to burnished gold-tan. Goodbye, sallowness. Farewell, over-ruddy tones. Hello, skin as rich as country cream (fabulous foil for that dark head of hair).

Gift of nature or work of art, you're a Redhead! Want to make something out of it? Now, listen. You're in the beautiful minority. Yes, yes, we know it seems as if all the lovely clothes, colors and cosmetics around were made for someone else. But you haven't been forgotten. Clairol has a make-up for redheads only. It quiets that too-pink complexion, coaxes in beige tones. Just wait. You'll be counting compliments instead of freckles.



Get the beauty psychology? These three basic color types should give you the idea. Incidentally, if you're a honey blonde or a brunette or a silver (in the old days they called it gray), don't worry. There's a world of make-up especially for you too. Now the nicest thing about this whole cosmetics-to-go-with-your-hair strategy is that it acts as a kind of compass. It always points to the right color direction for your beauty type. You can't lose your way any more when you're out shopping for pretty things. For example, you know those colors you were brought up to believe were "not for you"? Ancient history. With the lip colors made just for women with your color hair, there isn't a color that you can't wear. From now on when you're tempted by whimsies of sugary pink or rosy lilac—give in. There's a lip color that makes them right for you. Is that yellow dress in the window brighter than a buttercup? Tell the girl to wrap it up. There's a lipstick color that will make it **yours**. The blues? Don't sing them, wear them. These new lipstick shades make it more than possible. They make it perfect. And by the way, now that you're going to let color be your guide to a

Total Look of your own, here's a shopping hint. Keep your eye out for fabrics that take color best. Cotton, for example, has a talent for high fidelity in color. And the new weaves and textures make it a natural the year round.

After you check color, check style. Ask yourself, "Is my haircut right?" It is if: it was professionally shaped for you (supported by a perm, if need be); it's as basically flattering to your face as your best kind of dress is to your figure; it's so sure of its line that you can set it yourself should you have to.

Look yourself straight in the eye "Is my eye make-up right?" It is if: you use it as sparingly as though it cost a fortune (happily it doesn't); you don't accent your eyes the way your neighbor does—unless she has eyes exactly like yours; your eyes look back at you with a soft, natural kind of beauty that doesn't give away their secret one-two-three.

And so it goes. You don't have to be a magician to work a little before-and-after magic on yourself. You don't even have to be a **beautician**. You just have to be able to put two and two together. You'll come up with a Total Look all right.



Hate that gray? Wash it away!™



Now! Color only the gray



Makes your husband
feel younger, too...
just to look at you!

without changing your natural

Gray hair, even when premature, says you're older than you are! So if you hate that gray, wash it away with Loving Care by Clairol. Washes in young color so skillfully your own shade appears unchanged. But you're rid of gray! You look younger after the first wash. Choose the tone most like your own—blonde to Natural Black. Used once a month, keeps gray away so you can forget you ever had any!

hair color!

Needs no peroxide. Leaves your hair in better condition than ever. Nothing to mix. Pours on right out of the bottle! Even the fragrance is delightful. Won't rub off or brush off. Not a tint, better than a rinse. Hairdressers agree it's a fountain of youth for graying hair.

Loving Care® Hair Color Lotion by CLAIROL



© Clairol Inc. 1965

It's more or less the same all over the world. When a Frenchman discovers those first gray hairs, he unlocks his wine cellar and drinks a toast to himself with vintage brew. Let it happen to an Italian, he scooters straight to the local movie showing Sophia Loren and his reaction reassures him. In the same situation, an Englishman chalks it up to a sticky wicket and braces himself with a brisk cup of tea. But when it happens to a woman, no mat-

ter under what flag, well, she could just scream.

Down through the centuries nature has turned a deaf ear to this soprano scream at the moment of truth. Time was when the years would go by and her hair would grow duller. Sometimes she would dabble with dyes that only made matters worse. One thing was sure. The hair color of her youth was gone. Her crown had lost its glory. But, happily, times have changed.

Happy
Birthday
after
Birthday
after
Birthday
after
Birthday...
after
Birthday...



Now—and surely you've noticed—there's less and less gray hair around. Yet, women are living longer. Is it some cosmic phenomenon? Hardly. If nature has deserted woman in her hour of need, science has not.

The chemists and the alchemists had a great meeting of minds. Women of the beauty world, they said, unite. Stop groaning over gray. Let's do something about it. Thanks to the better food we eat, the better health we enjoy, the more leisure time we luxuriate in, we simply don't get old as quickly as our grandmothers did—or even our mothers. Our skin remains firm much longer. We keep our figures (and our interests). We feel eager, alive. The fact is that today *all* gray hair is premature.

Let's use the good sense everyone says we haven't got and bring this hair color syndrome into line. After all, this is the Twentieth Century. If we can build rockets to the moon, why not a Fountain of Youth? Why not indeed? And so today from the Fountain of Youth created by America's beauty industry there flows a lotion so magical in its power, so sure of its purpose, so simple in its process, that it would have made Ponce de Leon jump for joy. This lotion will cover gray hair completely without changing the natural hair color.

No longer does a woman have to look into the family album to see how she looked many birthdays ago. She has but to look into her mirror. Mother Nature, you've been scooped at last!

Why, results have been so ravishing that husbands everywhere are slipping roses

between their teeth and tangoing their wives off to that charming little restaurant (don't bother with dinner, dear!) of their own free will.

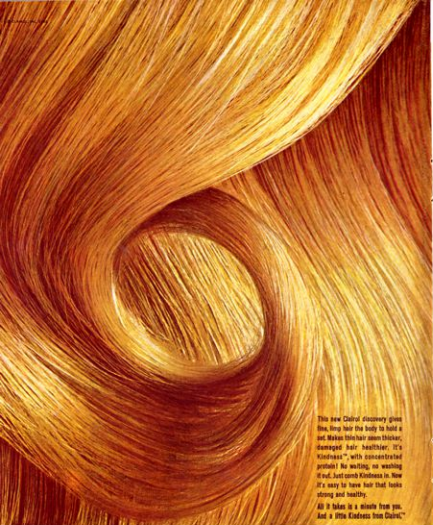
But, oops! Have they forgotten someone? What about the woman who likes her gray hair (because it's almost white) but who'd like to see a few years disappear from her face too? To this woman they said, "You are doing something slightly daring. You must do it with a flourish. First step, don't think gray—think silver."

And then with a sweeping gesture they turned on the other side of the great Fountain of Youth and from it streamed a mixture so remarkable that it could wash in silvery tones to gray hair and wash out unwanted yellow ones. And what's more, it could soften the texture, make hair act young again too.

When mousey gray turns into a kind of self-confident gray, it does make one take pause. The youthful face framed in silver presents a dramatic contrast. (What did you do to yourself, Mom?)

During a recent political campaign a newspaper columnist accompanied one of the candidates on a cross-country tour. All during September and October they traveled by train, stopping at this village and that township. For the first time in his life, the journalist really saw America's autumnal landscape in all its burnished beauty. The rich flaming foliage inspired him to write: "If only people could grow old as beautifully as the year does."

You might say that modern beauty science is dedicated to that end.



This new Clairol discovery gives fine, limp hair the body to hold a set. Makes thin hair seem thicker, damaged hair healthier, it's Kindness™, with concentrated protein! No waiting, no washing it out. Just comb Kindness in. Now it's easy to have hair that looks strong and healthy.

All it takes is a minute from you. And a little Kindness from Clairol.™

Whatever Happened to the Little **hairdresser?**



Surely you wouldn't remember but, not too long ago, the beauty salon business was small business in more ways than income. Little was demanded of the little hairdresser other than clean combs and current magazines. If hair was dull, hairdressing was duller. And a beauty parlor was indeed more parlor than beauty. How different things are now! Like the rest of our burgeoning economy, the beauty salon is big business today. And, how the hairdressers have changed! Whereas once they were simply pin-curl specialists, today they are artists, chemists and color consultants too. The hairdresser's imagination is seldom at rest. His judgment is called upon a dozen times a day. *Which style*

Now, 60 second conditioning.



goes best with the shape of my face? Should I have a blunt cut or a tapered cut? Which color should I choose? Does it go with my complexion? My eyes? My age? Expert training and knowledge of the new when it's newest have won customer respect, increased stature and a new niche in society—the role of "professional".

The tremendous advances made by the little hairdresser are due in no small part to the efforts of the trade associations the profession has formed. The largest and most influential hairdresser group, the National Hairdressers and Cosmetologists Association pushed for the legislation that brought about today's high standards of training and performance.

The hairdresser's scope goes far beyond the confines of his own profession. Each year, thousands of dollars raised by NHCA groups go to charitable and civic campaigns. During National Beauty Salon Week, free beauty treatments are given to women in hospitals and old age homes.

And the upward surge of the salon business continues. During the next few years, we can expect to see dramatic advances in salon equipment, more personnel trained in advanced cosmetology and extended salon services.



The salon of tomorrow will be a complete house of beauty. In it, boutiques will offer every conceivable fashion for the hair. Featured, too, will be "hair care" products designed to keep a woman's hair beautiful between salon visits. And, of course, it will continue to be the oasis for modern woman in her whirl of activities.

The little hairdresser is indeed vanishing as surely as is the little beauty shop. Gone are the days of just wash-and-set bookings and here-today-gone-tomorrow customers. As a stylist and colorist, the hairdresser has built a loyal contingent of

steady customers who weave that special kind of magic known in the trade as repeat business. His performance is so enthusiastically applauded by them that he is called upon for an "encore" regularly.

His whole life reflects this happy change. Today's hairdresser appears on television, wins awards, attends conventions, gets elected president of business and professional associations and heads up civic committees.

On Main Street or Fifth Avenue, there are almost no more Cinderellas in the hair-dressing business. They're all having a ball.

LOOKING PRETTIER—BIG LIFT FOR PATIENTS
Dr. Beatrice S. Sloan (in glasses) of South Florida State Hospital, looks on as hairdresser members of NHCA donate their time and talent to give fresh new hairdos to patients. Looking pretty means a lot to a woman—sick or well.





The closer he gets...the better you look!

Now! Shampoo-in hair color so natural it invites close-ups!

Let distance lead enchantment—to other women! You be the gal that looks even lovelier close up! Fresher, prettier, more exciting when your hair glows with the soft, natural-looking color of new Nice 'n Easy by Clairol.

Here is an easy-to-do, nice-to-look shampoo-in hair color so rich in formula, it can lighten lighter... brighten brighter... and deepen more evenly! So rich, it covers gray better than any other shampoo-in color... so rich, it leaves your hair with lively body... and an exciting glow! Try it for a lift... for the confidence, deep inside, of knowing your beautiful hair color looks so natural it invites close-ups!

The closer he gets the better you look!



Four it on...
work it through.

Wait just minutes...
rinse...shampoo!

Nice 'n Easy...
so natural looking!



HAIR COLOR

New!
Nice 'n Easy.
by Clairol
the natural-looking hair color
you just shampoo in!

©Clairol Inc. 1969 *Trademark



Nature's **miracle** Fabric

(HANDLE WITH CARE)

You wash it, you wear it, you cut it and it grows. There's nothing in the world of man-made miracle fibres to compare with the length of silken beauty that nature gave you—your hair. It travels beautifully, won't wrinkle and is really and truly drip-dry. It comes in breathtaking colors and takes on new ones with the greatest of ease and clarity. But there's one wonderful difference between the test-tube miracle fabrics and the one you were born with. Hair that is cared for lasts a lifetime!

WHAT'S YOUR TEXTURE TYPE?

Coarse, Wiry? More manageable than most because it has more body. Needs lots of brushing (natural bristle preferred) to bring out the natural oils. Does best with a haircut (professional, of course), that's simple, uncluttered. Keep a tube of hairdressing close by to insure smoothness.

Baby Fine? Start off with a blunt, short-ish haircut to let it swing free. Extra length just weighs it down. Brush gently. Easy on the holding spray. Build body with Kindness, Clairol's instant protein conditioner. A soft body perm is a friend indeed. Haircoloring helps make the most of your kind of hair too.

Bushy-Curly? You've got the thirstiest hair in town. A **condition*** treatment would be gratefully received. Behaves best when cut short in head-hugging style. Needs regular shapings. Set with large rollers or loose, large pincurls to give sleeker line. Creme rinsing does wonders after you shampoo.

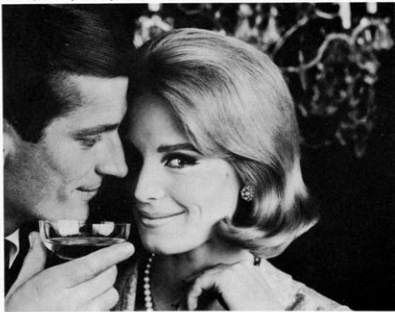
Ideal Hair? Lots of life, luster and elasticity. Shimmers and shines without looking "oily." Just enough body to make it easy to manage. But don't push your luck. Keep up that daily care. Brush regularly. Shampoo as often as need be. Have it cut and coiffed to flatter your face.

NO HARSH "DETERGENT" WASHING

You wouldn't wash your other personal treasures that way. Why do it to your hair? Select a shampoo carefully. To keep the shade just so, remember that there are now colorfast shampoos scientifically formulated to guard against fading and change of color. Your hair has a personality of its own. Know it, understand it, care for it accordingly and it will be beautiful for you.

Are you the same blonde he toasted last week?

(...or has your shampoo faded the shade?)



If you lighten or color your hair
use this special colorfast shampoo that hairdressers use...

Won't change hair color.

Lively blondes, vivid brunettes, rich redheads—if you lighten or color your hair, here's a shampoo specially created for you. It won't dull, won't cloud, won't change your exciting hair color. It's colorfast—very different from other leading shampoos.

World-famous hairdressers recommend it. Love its gentle ways. They

know it leaves hair soft, lustrous, bouncy—really shining-clean. It lifts the dirt but won't change hair color. Two unique formulas: Clairol Blue for all delicate blonde shades of lightened and toned hair. Clairol Green for all red, brown, black shades of tints and lasting rinses.



Blue for Blondes Green for Brunettes

CLAIROL® SHAMPOO
the colorfast shampoo—won't change hair color



This
is
the
look
that
Was

The fashions in the shop windows look marvelous this year, don't they? But, careful now, let's not be too smug about how chic we are. The most casual glance into a family album will tell us that the Big Look of today may become the Big Laugh of tomorrow. Once upon a time these coils, these frocks, these shoes, these postures, were the rage—the ideal of every girl who loved to dress up and look pretty. Fashion is a good barometer. War and peace, depression and prosperity, hope and disillusionment all leave their stamp on the wardrobes and vanity tables of the world. Like history, however, fashion has a way of repeating itself. What clues of the Swinging Sixties do you see here in the look that was?

The Roaring Twenties



The Roaring Twenties

THE ROARING TWENTIES: "Yessir, That's My Baby". Flappers and their flaming youths flipped over Boyish Bobs, raccoon coats, bare knees and the chemise (sound familiar?) There was only one way for the stock market to go—up! **THE GLOOMY THIRTIES:** "Brother, Can You Spare a Dime?" Women went to work—if they could find a job. Suits went severely manta-tailored, hair was sober, close to the head. Everything was functional, serious. Would anyone ever smile again? **THE CRITICAL FORTIES:** "Sentimental Journey". War again, peace again. Rationing raised skirt lengths drastically, then "The New Look" dropped them to the ankles. Soldiers lost their hearts to



The Gloomy Thirties

The Critical Forties



The Frantic Fifties



The Swinging Sixties



the Pompadour and the Pageboy. **THE FRANTIC FIFTIES:** "Thank Heaven for Little Girls". The "Poodle" was still the pet hairdo until it expanded itself into the Beehive, then blew itself into a Bubble. Feminine curves disappeared into the "sack", the chemise (again!) And in music, the rock was beginning to roll. **THE SWINGING SIXTIES:** Will the real fashion please stand up? One's a mad young look, white-booted, wild-stockinged, with plenty of knee showing, hair geometrically clipped, and the word is "kicky". Soft it isn't—but wow! The other rides in on a gentler wave—clothes, make-up, *everything* individualized yet spontaneous, chic. The word is "snappy". Which? It depends on (forgive the expression) her age!

Do you have to hide your hair to look prettier?

(Your hair may be starving for condition*)
(the beauty prescription for troubled hair™)

Hair troubles need more than just glowing over—they need real help. Basic, deep-down correction that lasts.

And **condition*** gives your hair the full treatment. Actually makes your hair stronger! Lights it up with a healthy glow that shines from deep within—much too beautiful to hide!

Entirely different from slick-on dressings or "spickie" products that can't even attempt real correction, **condition*** is a beauty pack treatment. A richly corrective formula creme that works without heat—yet its benefits go deep. So deep, the strength lasts even after you've shampooed again and again. You probably won't need another treatment for a month! Try **condition***, it's the greatest help your hair can get.



Just once every 30 days
keeps hair beautiful with

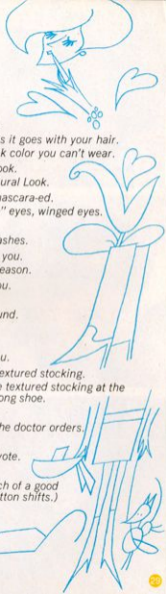
condition*
beauty pack treatment
by Clairol



Fashion Quiz

Do you know the INs and OUTs?

- IN** Luminous lips, tinted pale.
- OUT** "Ghost" lips (except for the Munsters).
- IN** Any lip color your heart desires as long as it goes with your hair.
- OUT** The notion that there's a certain lipstick color you can't wear.
- IN** Special make-up to achieve the Natural Look.
- OUT** Wearing no make-up to achieve the Natural Look.
- IN** Big eyes, softly outlined, shadowed and mascara-ed.
- OUT** "Theatrical", overly made-up eyes, "doe" eyes, winged eyes.
- IN** False eyelashes.
- OUT** False eyelashes that look like false eyelashes.
- IN** Any of the new haircuts that do things for you.
- OUT** The idea that there's only one "look" a season.
- IN** The hair color that's most becoming to you.
- OUT** Hair color fads.
- IN** The shaped heel, lower, closer to the ground.
- OUT** The spiked heel.
- IN** Shorter and shorter skirts.
- OUT** Anything in skirts that doesn't flatter you.
- IN** (More than ever) the white stocking, the textured stocking.
- OUT** (More than ever) the white stocking, the textured stocking at the wrong time, on the wrong person, with the wrong shoe.
- IN** Fascinating sunglass shapes.
- OUT** Sunglasses worn indoors except when the doctor orders.
- IN** Kooky clothes.
- OUT** Kooky clothes on anyone old enough to vote.
- IN** Bell bottom trousers.
- OUT** All kinds of trousers if you have too much of a good thing. (You were born for those marvelous cotton shifts.)
- IN** Boots.
- OUT** Boots in the office.





Does she...
or doesn't she?®

Hair color so natural
only her hairdresser
knows for sure!™

Are you just a hair shade away
from looking younger...prettier?

Some people are delighted to tell their age. Others don't have to. Faded or graying hair does it for them. Even adds a few years. What does your hair do for you? Is it the most becoming shade it can be? Maybe you've hesitated because you have a thing about naturalness. Many women do until they realize that with Miss Clairol they can

brighten their own shade, go lighter or darker and still have color that looks completely natural. Miss Clairol colors are always soft, ladylike, lovely in every light. The hair itself shiny, bouncy. And Miss Clairol completely covers gray. These are the little extras you can count on with Miss Clairol® ...little extras that add up to perfection.

MISS CLAIROL

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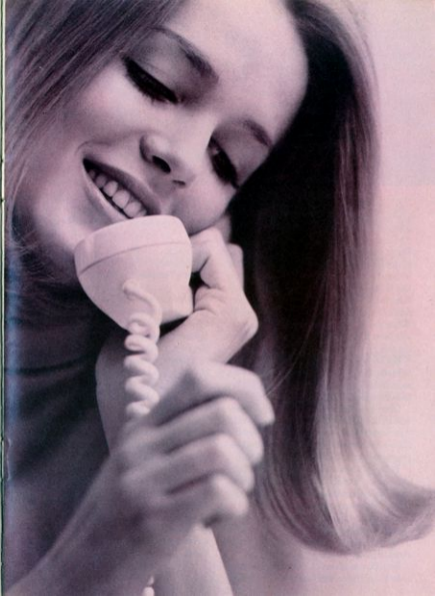
It's for **you!**

A beauty checkup for teens

This is the year of the Youthquake—and you're the cause of it all! You have the knack—you're kicky... and all the world frugs to your beat. Suddenly the value of youth has gone sky high. It's fresh. It shatters precedents and sets trends. Why? Because the look of youth is the great American dream. Do for your look what you do for your health. Have a Beauty Checkup. First of all, GOT THE LOOK-ALIVE LOOK? Eyes won't sparkle unless you sleep right (eight, repeat eight, hours nightly). Skin won't glow, hair won't gleam unless you eat right (fruit juice, milk, water, green vegetables, lean meats). Candy is dandy but you know the consequences. STAND TALL—it's half the battle for a good figure. EXERCISE? Major in it. Walk, do not ride, to anything walkable. OFF TO A CLEAN START? Love that bath and live in it. Don't make a move without a deodorant. Fragrance? Splash on something light and tingly and you're ready to FACE UP TO YOUR FACE. The best make-up foundation is a clean skin. Cleanse gently and often. If problem skin is your problem—keep it extra clean, hair away from your face and that goes for bangs too. Serious, stubborn problem? Talk it over with your doctor. ABOUT MAKE-UP—too little is as bad as too much. Today's Natural Look depends on cosmetics. But, remember, you can be all eyes without being all eye make-up. Keep your complexion cool with a pat of compact make-up. Lips? Brush on a soft lip color, but keep it lively to frame your smile in a pretty ribbon of color. SHOW OF HANDS—push back cuticles every time you wash, file nails to ovals, polish them pale or clear. SWINGY HAIR—not stringy hair!—needs frequent shampoos. And don't spare the hair-brush. COLOR? Nature's own or slightly helped for highlights. Prom Time? Be the fair-haired girl sans sun (the name of the game is Summer Blonde*). Your look is new. Your look is IN.

TEEN CALORIE COUNTDOWN

BANANA SPLIT	1,000-1,200
CHILE (CUP)	510
PIZZA (TWO PIECES)	490
FRENCH FRIES (CUP)	475
FUDGE SUNDAE	440
CHOCOLATE MILKSHAKE	421
ICE CREAM SODA	400
CHOCOLATE CAKE	356
POPCORN (BOX)	350
CHERRY PIE (SLICE)	340
HAMBURGER ON BUN	332
ICE CREAM POP	325
PANCAKES (THREE)	300
DIXIE CUP	276
HOTDOG ON BUN	254
BROWNIES (TWO)	250
CREAM COOKIES (TWO)	224
5¢ CHOCOLATE BAR	154
ENGLISH MUFFIN	125
PEANUTS (20)	110
POTATO CHIPS (TEN)	110
LIFESAVERS (ROLL)	110
MARSHMALLOWS (FOUR)	100
COLA (GLASS)	100
PLAIN CUPCAKE	100
BANANA	85
JELLY BEANS (TEN)	66
MACARON	55
PLUM	30
SAUERKRAUT (CUP)	30
CHEWING GUM (STICK)	25
CARROT	20
DILL PICKLE	15





Maybe the real you is a blonde.

Every smart woman keeps searching for her identity—the inner woman she really is, and the outward expression of it. She looks for a special way to shape her mouth or tilt her chin... a new color that will light up her skin... a fragrance that's like her personal message to the world. When you see a woman who's found herself, you know it. There's a quiet excitement about her that says, "I like being me."

Have you found the real you? Some women never do. In fact, many women never make the most exciting discovery of all: they should have been born blonde.

Often a woman who looks merely pleasant with dark hair could be a beauty as a blonde. And sometimes a woman who was born a blonde has settled for the muddy color of her grown-up years. Should you be a blonde?

Today, it's remarkably easy to have pale, shimmering blonde hair. Clairol,* who practically invented blondes, has just developed a totally new blonding lotion.

The name is Born Blonde,* because that's the way it makes you look.

This is no quickie formula that takes you one timid step beyond your present color.

Born Blonde offers you a wonderful new way to look—for keeps. So radiantly blonde, it turns

all the lights on inside you. So natural-looking, it even makes you *feel* blonde.

Yet it's surprisingly simple.

First, you or your hairdresser choose the shade of Born Blonde that's perfect for your coloring and your personality. Next, the dark color is taken out of your hair, with a special lightener. Then your shade of Born Blonde is just poured on!

No other "permanent" blonding process can change you from dark brunette to pale blonde so simply.

And none of those quickie formulas can do it at all. (Honest!)

Another bonus: because Born Blonde uses no peroxide after the lightening stage, your hair stays shinier and healthier-looking. It may even pick up a little extra glow. First, from the built-in conditioners, and second, because these pale, shimmering Born Blonde shades catch the light and bounce it around like so much fairy sparkle.

With a refresher now and then, you can maintain this radiant pale blonde look the rest of your life.

Maybe the real you is a blonde. You'll never know until you try.



Spoken Like a female

by Margaret Fishback

Our Hero

Does she or doesn't she need a new hat?

Who is to settle a problem like that?

Does she or doesn't she need a new dress?

Here's to the husband who promptly says,

"Yes"—

The martyr who doesn't observe with a roar.

"Your closet's so full that you can't close the door."

The wife of this saint of a spouse should deposit

Her prize, well locked up, in her overstuffed closet.

Computers Are Heartless

Computers are, in many ways, Superior. I'm quick to praise Their accuracy and their speed. Nor do they ever seem to need The respite of a coffee break Or evening out. But this, I take Serenely, for there's no computer As yet designed, that isn't neuter. I still feel moderately sure The housewife's job is quite secure. To be alarmed, I'm going to wait Until they learn to propagate.

Choice Cuts

A woman's choice is truly tough— Clothes show too much, or not enough.

The Elements

If cast up on a desert isle, It would be difficult to smile, Unless I had contrived to save My lipstick from the stormy wave.

It's the Thought that Counts

When I was one-and-thirty I heard Cassandra say, "If you think thirty's awful, You'll eat your words one day. For when you're one-and-forty, You'll find that's so much worse. That when you're having birthdays, You'll count them in reverse."

Time to Make Up

Breathes there a maid with soul so dead Who has the notion, once she's wed She can ignore a shiny nose? She's heading for connubial woes.



Make your gray hair shine like silver, feel like silk!



She's wearing new Clairol Cosmetics...in the shades that go with her hair: "Slightly Blush" Make-Up, "Just about Red" Lipstick.

Silk & Silver, the gentle hair color lotion, washes away yellow completely, as it washes in even, lasting, silvery beauty. Won't rub off, won't brush off. And it's so easy...takes just a few minutes every month or so. Your hair is softened, silkened, suddenly glorious. Choose from seven natural looking shades. Try it, your family will be so proud!

Silk & Silver

Hair Color Lotion
by Clairol



© Clairol Inc. 1966



The **Clairol** Story

An idea
and an ideal
got together

The Clairol story is the story of a company that took the question mark out of haircoloring, put the confidence in, and made it the country's most exciting cosmetic. Things were very different when Clairol first opened its doors 33 years ago. People gossiped about "died hair" and the woman who had it. Most haircolor products were difficult to use... even for the professional hairdresser. And too often it was anybody's guess as to what the results would be. Then, in 1950 came the discovery that revolutionized not only haircoloring but the way the world felt about it. Miss Clairol Hair Color Bath with its truly natural look erased forever the bleached and hennaed image of years ago.



*Mother and Child
in Modern Art*



Fine Arts Projects

Clairol Research

Beauty School Scholarship Program



**The
"Other Side"
of
Clairol**

Teen-Age Leadership Program



Since then dozens of new haircoloring and hair care products have been developed by Clairol. And today, as world leader in haircoloring, Clairol opens a dramatic new chapter in the great beauty adventure with a complete make-up line of cosmetics keyed, logically enough, to the color of a woman's hair.

👑 Clairol is a pioneering company dedicated to quality and good taste. The advertising that almost everyone knows so well is a point of pride with us. It has set a new standard of freshness and believability. But Clairol never depends on clever advertising. A new idea does not become a new product until we can prove that it offers something better than what the American woman had before. In our Research Laboratories in Stamford, Connecticut, an outstanding team of chemists, physicists and biologists is constantly at work on new product development, pure scientific research and a program of strict quality control over raw materials and manufactured products. It is one of the finest research programs in the world.

👑 But there is still another side of the Clairol personality, a side that serves the community in ways that are not just "business." Clairol sponsors a Teen Age Leadership program; a Scholarship program for high school students who would like to build a future in beauty culture; and an Art Exhibit themed "Mother and Child in Modern Art," which is being shown in major museums throughout the country. We are equally proud of the role we have played in making hairdressing one of the most respected service professions.

👑 All of us at Clairol strive for perfection in our work. But perfection never comes—because each new step leaves the way open for another challenge. Your daughter and hers will be more beautiful women because of the cosmetics being born in the Clairol Laboratories today.

Color Cues

Color Keepers Help protect your hair color by using the special shampoos prepared for just that purpose... Clairol has some great ones.

Watch Overexposure Why let the sun make hay with your hair? Protect your hair from "sunburn" just as you do your skin.

Wait a Week After a permanent wave, give your hair a week to recover some of the natural oils before a major haircoloring treatment.

Keep it in the Family The sure way to coordinate lips and fingertips is to select shades in the same color family.

Exterior Decorating Color-scheming is much the same for your face as it is for your favorite room. Start with the focal feature—your hair. The new make-ups are created just for blondes, just for brunettes, etc.

Lip Tricks Lips too full or too thin? Don't fool around with nature's shape. Leave it to softer lip colors to do a minimizing job, deeper lip colors to maximize.

Your First Lipstick? It's Flicker Stick[®] for you. Pure lustre with a lick of color.

Cosmetiquette

MAKE A GREAT IMPRESSION ON YOUR HOSTESS

... not on her linen napkins! Be an angel and blot your lipstick on a tissue before sitting down to dinner.

TABLE MANNERS AND MORES

Which spoon? Which fork? You know when to use which. But what about lipstick? Is it correct to put on lipstick at the table? Yes, for a quick refresher—but please don't roll out the heavy artillery (lipstick brushes, etc.) For serious making-up, flutter off to the well-named Powder Room.

PROMISE HIM ANYTHING, BUT GIVE HIM "AIR"

Even the best perfume can drive a man wildly to the nearest open window—if you don't apply scents with sense. Dab on just a drop at pulse points.



Is it true...
blondes
have more
fun?

Just be a blonde and see—a Lady Clairol blonde with silky, shining hair. Suddenly you'll know why motors hum for blondes, Drivers stall for blondes. Men adore you, do more for you, life's a ball for blondes. So switch to bewitch. With Ultra-Blue[®] Lady Clairol it's a breeze. So quick and easy. Ultra-Blue Lady Clairol is that gentle, creamy hair lightener that feels deliciously cool going on

leaves hair in wonderful condition, softer-toned, dreamy. So if your hair is dull blonde or mousey brown and your life seems mousey brown, why hesitate? You could be enjoying every beautiful blonde advantage right now! Try Ultra-Blue Lady Clairol Creme Hair Lightener. You'll love it. The original Whipped Creme and Instant Whip[®] Lady Clairol are also available.



Your hairdresser will tell you a blonde's best friend is **Lady Clairol[®] Creme Hair Lightener**

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