The original documents are located in Box 37, folder "Ford, Betty - Beauty and Health" of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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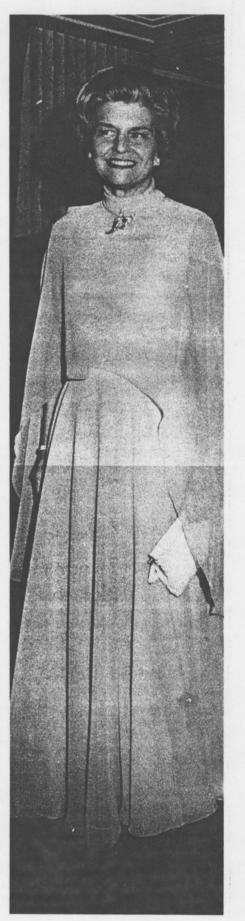
HOW BETTY KEEPS SO TRIM

Betty Ford, White House, Washington, D.C.

Betty Ford tells us she bases her eating plan on a controlled and well-balanced approach. She firmly believes in a full breakfast. For example some days she has: toast, tea, soft-boiled egg, orange juice, and finds this way of starting the day is essential in order to avoid overeating. She also shuns desserts and never eats candy.

Currently at 110, Mrs. Ford has taken off about 29 pounds in the last two-and-a-half to three years. What prompted this weight loss, she says, was that one day when leisurely weighing herself, she saw the scale register 139, and promptly made a resolution never to hit 140. The first ten pounds came off in two months. Then when her husband was nominated for the Vice-Presidency, she lost another ten.

The First Lady avoids fad diets, and confesses that she really doesn't have a sweet tooth. Her favorite beverage is tea. In addition, she exercises regularly and has always loved to dance. But she balances everything, and concentrates on eating nutritious meals. * Catherine Sabino



Weigl

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Mrs. Ber y Ford The Whit House 1200 Per yr. Washing: D

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CC: Sheila Weideafe



JUST



EW YORK — In 99 out of 100 cases, they have to be changed. But sometimes the changes are even worse than the natural fact. Eyebrows — correctly shaped eyebrows — are one of the most trying areas of facial beauty.

And too much plucking, bleaching, dyeing or penciling can distort even the most awesomely proportioned face.

WWD asked face-maker Way Bandy — who is responsible for zipping up women from Cristina Ford to Martha Mitchell — to prescribe some brow guidelines. His brow-beating credo is based on four premises: "First, the eyebrows should never be a thing in themselves. Eyebrows are meant to be frames for the eyes not pictures. Second, allowances must be made for individuality — not everybody looks terrific with a pencilthin eyebrow shape. Third, eyebrow shaping must begin directly above the inside corner of the eye, and the lower part of the brow must follow the line of the top eyelid. And fourth, eyebrows should be left fairly natural on the top and never dyed to match the hair."

To illustrate his five-part brow bit, Bandy takes a look at the way 11 women like their brows. The result is a before (large photo) and after (closeup) look with commentary.

- MARIAN MCEVOY



D.D. RYAN: "Why is this woman smiling? This brow is an example of the 'individual' approach. Maybe she's right, but I would pre-



CANDICE BERGEN: "Does this beauty really need that extra jag at the end of her brow? Candice needs more of a curved line



FAYE DUNAWAY: "I wouldn't change a thing. She is very aware of her facial structure, proportions and coloring. Women should

14

Town & Country's Authoritative Beauty & Health Guide to Total Skin Care



Soaps so natural and luxurious you can only buy them as a gift.

No other soaps can match the quality, fragrance and elegance of RogeR & Gallet. Is it any wonder you can only buy them as a gift... even for yourself.

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NOW, THERE'S A MAKEUP THAT LOOKS BEAUTIFUL IN ANY LIGHT... AT ANY TIME OF DAY OR NIGHT.

Changing light is a menace to the look of makeup.

I became more and more aware of this while traveling. I noticed that makeup, applied fresh in my salon in Rome, looked different from country to country . . . from room to room . . . from day to night. When I questioned my scientists in Rome, they explained it was caused by differences in the sun's position . . . different latitudes . . . different cities . . . warm light in one room versus cool light in another. We all know that the variances in one's day to day routine make it impossible to stay in the warm, flattering glow of incandescent light. So, maintaining the perfect look in makeup becomes a big problem. I set my research staff to solve it.

Now, after two years of searching and testing at the Eve of Roma salon, we have discovered a formula that helps compensate for all light conditions. I call it "Roman Glow Makeup" and it's truly a departure from makeup foundations of the past. It's exquisitely sheer, yet gives subtle coverage. Six tones give honest-look-ing color to just about every complexion. Remember, it helps compensate for all light conditions . . . Day-light . . . Fluorescent light. This fragrance-free makeup is indeed "light years" ahead of its time.

ROMAN GLOW MAKEUP ... I am very proud that Eve of Roma is the innovator bringing this to the American woman. Discover it for yourself.





las our Winkles

EVE ROMA EVE OF ROMA

Town & Country's Authoritative **Beauty & Health Guide** Total Skin Care

Why the rich look different from you and me.

You cannot help but notice her. There is an aura of difference that goes beyond expensive clothing, or being beautifully endowed by nature. And nowhere is this more evident than in her skin.

Because she, like many other women, had the good fortune to first discover Orlane on her trips to France.

Needless to say, it was almost no time at all before Orlane became an indispensable part of her beauty regime.

For one of Orlane's many achievements in the field of skin care is their Crème Hydratante Liquide. A moisturizer more dramatically and dynamically different than any other ever created. Yet, perfect for all women with normal to dry complexions.

And today, Crème Hydratante Liquide is an advantage shared by all women dedicated to flawless skin.

Crème Hydratante Liquide: Due to its rather unique shark oil based formulation, this is the perfect moisturizer. It can replace 20% of its own weight in moisture, leaving the skin fresh and smooth.

Applied in the morning, Crème Hydratante Liquide will work throughout the day to protect your complexion from all the environmental hazards it must encounter.

> Lacta-Crème: An effective moisturizing cleanser for all women with normal to dry complexions. Lacta-Crème contains a rich blend of milk and cream. with special anti-dehydration properties, to prevent dryness and balance the natural pH level of the skin.

The entire Orlane collection is sold by trained consultants at finer stores throughout the United States, as well as Europe.



An advantage shared by the world's most beautiful women.

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Looking Your Best At Any Age

We are more fortunate than our predecessors in the hot pursuit of looking well, for today, the emphasis has jumped the fence of skin-deep beauty to the broader pastures of health and beauty. The'sixties credo that spawned matrons in mini skirts and mother-daughter look alikes is finished. The 'seventies woman is more concerned with looking her best-which is not necessarily looking younger.

"I believe strongly in physical exercise.

(Standing at attention for a state arrival is

a great exercise because you have every-

thing pulled together!) Of course, really

keeping in shape is hard work. I diet and

exercise, and I'm a great believer in every

woman doing something she enjoys-swim-

morning. It's a limited routine, done mostly

with my legs in a knee-chest position. I

do a figure eight, raise and lower my legs.

"I exercise for about ten minutes every

ming, playing tennis, even walking.



Mrs. Gerald Ford Wife of President Gerald Ford and First Lady of the land



"I'm just an old-fashioned girl with a natural Irish complexion. Of course, walking and swimming keep everything attuned and my muscles in tone. At eightyfive I walk conscientiously at least an hour each day, whether in New York, in the gardens of the Louvre, or the Tuileries in Paris, or along the trail edging the lake near my house in Palm Beach. And in Florida I swim every day for a half hour. "I think everyone should do all he can to look well, even if that includes face-lifts

Editor: Nancy Tuck Gardiner Associate Editor: Kathy Gogick Cover photograph by Bob Krieger

"Watching my weight means starting with a good breakfast-fruit juice, a poached egg, toast or an English muffin, and tea. For lunch it's a soup and a sandwich. I avoid high-calorie foods and desserts. Orange juice gives me a quick boost of energy. A balanced diet is essential for healthy skin, but in addition I use a cleansing cream and strong astringent, morning and evening. And if I'm energetic, I use an eye cream at night. "Inner strength is just as important as physical routines. Mine comes from a belief that there's a stronger something I can turn to for strength. This has helped me through many difficult times."

> Mrs. Rose Kennedy Widow of Joseph P. Kennedy, financier and Ambassador to the Court of St. James's, she is matriarch of the Kennedy clan

and hormones. Those things can make people feel good, feel energetic, and inspire them to take part in the interesting things in life. That's the key. I still study German and French, go to concerts. And I'm fortunate that I have young people with me all the time, discussing the affairs of the day, keeping me aware of what they're thinking and how they're talking. Interest in the world keeps my energy up. One must have the proper philosophy of life-look forward to every day. Life is inspiring. If it isn't, you should make it so-talk to somebody, read something. I'm lucky because I have a lot of inspirational surroundings, and if I don't, I go out and look for them!'



Bess Myerson Miss America 1945 New York's former Commissioner of **Consumer Affairs** and at present a syndicated columnist

"Why am I home taking a bath while everybody's out dancing? Because sometimes it's just as important to do indulgent and liking-yourself things.

"Other than that, different things work for me at different times. I don't get up every morning for my twenty minutes of exercise. I do what I feel my body needs. I used to do a lot of calisthenics and voga. so I can always go back to that. Or I may just drop from the waist for 60 seconds and let my breath out. Sometimes I need

an enormous amount of circulation and then I work hard: maybe I'll jump rope. I put on cushiony socks or shoes and do different jumps or rhythms. I'm always looking for new ideas. I'll climb stairs and think 'Right, good idea.' Other times I stretch out flat on the floor and let my head roll over and do some body stretching. Often I just find a quiet place in my apartment and meditate. Meditation is a total relaxation, an undressing of the mind.

"To feel full of energy and have it to call on requires an awareness of diet and vitamins. I find I can indulge myself for a period of time, but when I pull my stomach in under my ribs and it doesn't go, that's when I think thin and eat less.

"I don't drink at all, which helps, (Lately I find people drinking wine as if it were Coke or Tab.) I think alcohol, anxiety, and the sun are the greatest aging factors.

"I'm also a Clinique fan. I use their oil to take my make-up off-the soap, Clarifying Lotion, and moisturizer. But I love being free of make-up. And I'm kind of 'off' clothes, too. In fact, in the summer I walk around with a scarf tied midway between my eyebrows and my hairline. I look like Dan Duryea in drag."



Of Riva Ridge and Secretariat fame, she is the spokeswoman of thoroughbred racing as well as the first woman director of Garfinckel, Brooks Brothers, Miller & Rhoads

Mrs. John Tweedy

"Inspiration to stick with regimens must come from looking at older women who have kept their figures, who have spring in their step. You know that exercise has been a part of such a woman's life.

"For me, there is a purely physical pleasure in exercise. If you haven't exerted yourself so you're out of breath once every day, your muscles have had a day's rest. And as a horse trainer, I know that doesn't work.

"I keep promising myself I'll go to a spa. I haven't yet, but at least I take a week to ski in Vail. I go without the children, and I don't go to party. I just ski all day and listen to music or read all night.

"I lived in Colorado; so I've always creamed my face and used moisturizers. Now Elizabeth Arden and Almay are favorites. But I didn't observe the cardinal rule of no sun. I went to a boarding school where the deepest tan was the most fashionable, and now I'm paying the price.

"Of course, hair care is part of skin care, too. I go to Leslie Blanchard for color and use his products, and I finally stopped using hair spray. Now my hair doesn't look or feel as if it will break ...

one night, I must have it the next, or else I get tense, nervous, and edgy, I lose my efficiency and am terrible to live with.

"Feeling you're a woman is very important. I think menopause is largely an emotional adjustment (though I take Premarin faithfully). And while you may feel 'Well. I'm not really a woman, so I shouldn't expect to look well'-nonsense. By God, you should always expect to look well! You can be an attractive woman into your seventies -it's a matter of attitude, the way you regard and cast yourself in relation to others.

"Actually, I follow my doctors' advice: 'You'll find the telltale signs of age if you look for them, but, within reason, forget it. Keep busy, and enjoy life.' "

> **Sylvia Fine** (Mrs. Danny Kaye) Television and movie producer, writer of songs and special material, lecturer, and president of the Musical **Comedy Foundation**

"If beauty is only skin deep. I say take care of your skin! For all I know I was born with a good skin, I really don't remember back that far. But by my mid-20s my skin was terrible from too many summers in the sun. And after a few years, when I took off the pancake make-up you could have put a hole-in-one into one of my pores.

"A dermatologist set down some rules. DO NOT GO INTO THE SUN UNDER ANY CIRCUMSTANCES. I now use a sun block like Uval and carry a parasol, WASH YOUR FACE WITH SOAP AND WATER-a sulfur soap for oily skin, Oilatum for dryer skinand bottled water. DO NOT WEAR MAKE-UP OUT OF HABIT. A naked face is a very happy thing. Give your skin a vacation,

"If you have a bad stomach, you'll have bad skin. Eat wisely. It's not staying away from fried food all the time-who could avoid Chinese food or pasta in my house? -it's the routine. Herbs are good for the skin, including garlic, and make otherwise dull meals lively. I used to drink enough coffee to launch the Navy; now I drink very little. I take vitamins C and E daily. A sparingly, thyroid, and a small amount of Premarin. A lack of estrogen after menopause is a very poor thing for your skin.

"Some teas are wonderful, though. Sumatra honey in ginseng tea or clove tea is a great pick-up; so is honey in apple cider vinegar. And raspberry leaf tea is good for your hormones. Another idea is to put a few pieces of ice on your mouth and run cold water over your wrists and put chilled oval pieces of cucumber covering the eye from eyebrow to the socket

"Massage is great for circulation (although it's never taken fat off anybody), "I also need a lot of sleep. If I miss it and a zone therapist who works on the feet is probably the world's best relaxer. But there is nothing for relaxing tension like a short nap.

"Nothing is worse for lines than keeping a set expression-the more mobile the face, the younger it looks. So smile!'



Former Counselor to President Nixon and present member of the board of directors of Union Carbide and American Express

"My all-American football-player father gave me a football when I was eleven, and since then fitness has been an important part of my life. Three or four days a week I do a loose version of the Air Force exercises-sugar coated by doing them to the morning television news. The fun exercising is tennis, fishing, and riding. In fact, exercising helps fight tension, too.

"I don't think alcohol is a tension dissipator, but I don't think that it's always true that alcohol is aging, either. The sun is more damaging to your looks. I grew up in a generation that didn't catch onto that -the sun has always been so much a part of living an outdoor life. But I've started using sunscreens like PreSun. And I cream my face and lie in a hot tub for ten or fifteen minutes; that picks me up and makes my skin feel steamy and glowing.

"I think the diet fads are for the birds-I go for the tried-and-true balanced diet. I'm careful 99 times out of 100, and then one day about every two weeks I'll go and eat a pint of mango ice cream!"

> Pauline Trigère Celebrated Parisianborn New York couturier known for her classic and timeless designs

' 'Anything wrong, lady?' That's what taxi drivers say to me when they see through the rear-view mirror that I'm making all kinds of funny faces. Actually I'm just stretching my face muscles. Any time that I can find two minutes to exercise my body, I do. When I'm on the phone in the morning-or having coffee-I put one hand against the desk or the chair and stretch.

"I stand on my head every day and have a regular regimen. An exercise teacher comes to the house each morning at 7 for an hour and a half. I also have a vigorous,

early A.M. massage two or three times a week that wakes me up. My masseur, who's a vitamin maniac, brings me the whole alphabet, and I inject myself three times a week with vitamin B12.

"I believe that vitamins come from good food, too. I love to eat, but if I overindulge I'll just have bouillon' for two days. I do watch my diet-lots of fruits and vegetables ---otherwise I'd be like an elephant.

"Once a year I go to the Harbour Island Spa-a long weekend revives me. But my lease on life is my house in the country which I've had for twenty-one years. To me, country means fresh air, no plans, no make-up. Letting your stomach rest by not eating for a day is also terribly important.

"During the week I take one night and sleep 9-10 hours. And almost every day, I plunge myself into a very hot tub. I take off my make-up and pat a cream on my face. The idea of putting something refreshing on the skin is wonderful. If I'm in a hurry I start making up in the tub, which means my legs and my body are still relaxing. I wash my face with Laszlo black soap (which I've done for twenty-five years) and put on an Estée Lauder base. Then I put on the eyes, always accentuating the top-that way people won't look underneath for circles or puffs!"



Mrs. William F. Buckley, Jr.

"I think the moment you come into the world you're more or less what you're going to be. You're born with a good skin, energy, and a good disposition. My mother used to use soap and water on her skin. very little make-up, and had the most beautiful skin I've ever seen. But she never went into the sun.

"I lie flat out in the sun. I don't bake, but on the sailboat you can't get away from it. I use a suntanning lotion called sunDare that supposedly stops all the nasty rays-and in summer I slather myself with Clinique moisturizer. I think not using enough moisturizer is the classic ager.

"I wash my face with cleansing cream, take it off with a warm face cloth, use Bonne Bell's Ten-O-Six astringent, and then masses of moisturizer. During the day I never wear any powder or foundation. But at night I wear everything that's in my closet-Elizabeth Arden, Max Factor, Eve of Roma especially.

"A set routine of exercises is unheard of for me, except I ski in winter; play tennis and swim in summer, and do a great deal of gardening. I try to walk everywhere I go

Sportswoman, inveterate traveler, and wife of the editor in chief of The National Review

feel less energetic.

"This is particularly true in taking care of the skin. I have very thin skin and can't sit in the sun. But when I go fishing, sit on the river bank, or stand on the deck of a boat I use a protective cream like Noxzema, "I've been using Dr. Laszlo's products for twenty-five years. I wash my face with pHelityI twice daily, and then I use his cream at night and wipe it off so it doesn't remain too heavily on my face.

"My philosophy? A wonderful friend of mine in her 80s looked really marvelous.



in New York City and in the country.

"I have a massage once a week, mostly because I enjoy it. But it's also good for skin tone and circulation, and I find it really relaxing. When I get tired I lie down for fifteen minutes on the bed or the floor and think of every limb I have and relax each one.

"I diet about every six months. Then I just eat fruit and vegetables and drink glasses of fruit juices-grapefruit, orange, tomato. I feel thoroughly cleansed. And I take vitamin B. I love the Bs. I'm not at all sure they do anything for me, though I feel much better the moment I've swallowed one. But I'm terrified of taking hormones. One hears tales about growing beards .



Mrs. Robert Watt Miller

San Francisco grande dame, she is patroness of the San Francisco Opera House, which she and her late husband founded

"I'm just not a faddist in any way when it comes to good health and beauty. We've been given a body and I think it's our duty to preserve it the best way we can. Nature does a great deal if one doesn't interferethinking happily and optimistically helps, "I love to take a cure every year at the Golden Door or Elizabeth Arden's Maine Chance. But benefits fade fast if you don't keep up the routines.

"I've exercised all my life-golf, tennis, swimming, walking-and I take exercise twice a week when I'm at home. I've gone to class for many, many years, and when I can't do that a marvelous Egyptian girl comes to the house. If I skip exercises, I

"I watch my diet-no crash programsby cutting down on the "normal diet," fewer sweets and starches. I don't take vitamins: in fact, I don't take any medication. I feel they're foreign to the body. I really believe in feeding the body from the outside, anyway-reading, new interests.

"I've never had a cocktail in my life. Wine, yes. But I think it's the old story of overindulging with anything on a regular basis that causes problems.

Someone asked her how she kept looking so young. 'Well, I have a method,' she said, 'I just keep trying.' So do II"



Mrs. Millicent **Fenwick** Former model and Vogue feature writer, she is a United States Congresswoman representing New Jersey's Fifth District

"We really don't know very much about human beings yet. As Shakespeare said. 'We spend so much time in this mansion on which we have such a short lease.' But we're beginning to learn the tremendous psychological component of healthwhether it's choosing your own doctor, which seems to be as important as what he prescribes, or your own attitudes about inevitable ills.

"I think taking oneself too seriously is the cause of more tension or disturbance than any other thing. Get in the habit of laughing at yourself. Keep busy and active and be sensible. If you notice something wrong, see a doctor and do what he says. But apart from that, forget it.

"I swallow what vitamins the doctors say I should, but I don't take medication-no aspirins, sleeping pills, or hormones.

"I wonder where my energy comes from. I get into bed at night, sleep like a top, and it's another day. I don't even think about food as energy. Most people think I'm blessed to prefer grapefruit and yogurt to ice cream, but I'd like to gain weight. Weekdays I just make coffee and toast for breakfast. On weekends I may make a bowl of hot cereal with wheat germ. And the rest of the day's meals are dictated by my schedule. Lunch is often a hot dog and a glass of milk while waiting for people to come in for roll call.'



Mrs. Vernon F. Taylor, Jr. Sportswoman and wife of the noted Colorado investment company executive

"I'm one hundred per cent for anything that helps me feel and look better, whether it's plastic surgery, yoga, or learning how to use my oxygen intake more effectively.

"I work out every day for an hour. As one grows older, the body looses elasticity, and keeping all those limbs and muscles supple through exercise is the key. Tennis

and golf seem to hit only certain muscles. Swimming is the only complete regimen because it makes lean looking bodies.

"I ski four or five months out of the year and come out of ski country looking like an old woman! I'm bent over. My posture's terrible. Once I get out of those tight pants. sweaters, and parkas, I look at myself in the mirror sideways and say, 'My word.' Time to go someplace where somebody says, 'Stand up straight.'

"Sports-conscious women, sun baskers, or those who live in dry climates must grease, grease, grease. I used an English product that, unfortunately, is off the market-Queen Elizabeth has it specially made -but I have the formula and make it myself. If I can find nothing else, I use Vaseline (like the English Channel swimmers) and rub it in. All moisture-replenishing creams must be rubbed in. Otherwise they stay on the surface and do no good at all.

"Of course, in all this you must have discipline-in work, play, and self-care. Really, the only thing that keeps me going with exercise is that I did it as a child. In fact, now I find when I come home from a trip I feel perfectly ghastly. No matter how much I try to do leg kicks holding onto the bed post in the hotel room, I'll either knock over a suitcase or hit my husband."



Beverly Sills Internationally renowned and America's most popular coloratura soprano, she sings with the New York **City Opera**

"Think pink!!! That's my frame of mind. I laugh a lot, and laughing makes my skin pink from blushing. Actually, think pink is something my mother has said all my life. She's a Christian Scientist and believes we're on earth to be happy. If we're miserable it's our own doing. I think unpleasant thoughts are the biggest destroyers of good health and good looks.

"The one thing I'm really careful about is my weight. My mother always said opera singers had to be fat, but now, 35 pounds lighter, I feel so much better. I once saw myself on the Johnny Carson Show, and the day I came back from vacation I went on my diet. I lost about a pound a weekit's boring, but the best way. My motto is 'no wheats, no sweets.'

"The important thing is that you have to find the positive side of everything. Wrinkles are going to come, regardless, but mine will be from laughter." -DENA KAYE

Formerly with The Saturday Review, Dena Kaye writes on special assignment on travel, personalities, cuisine, and women's issues

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but I have visited the best gardens of Europe to find the most pleasurable fragrances for these Ben Rickert soaps.

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WhyAre So Many Women Talking About Formula 405?



Until recently the Formula 405 concept was for dermatologists' patients only. So different from the usual creams and lotions that visible results can be seen in ten days or less!

Moisture is nature's plumping agent. And scientific Deep-Action Moisturizing is the secret of Formula 405's thrilling capability. Exclusive Deep-Action moisturizing ingredients bring precious moisture into the stratum corneum where it matters-not just on the skin's surface. More than pretty words or promises, Formula 405 really does help every skin look fresher, smoother ... younger.

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Formula 405 was discovered by Frank P. Panzarella, Ph.D., research bio-chemist and president of Doak Pharmacal

Co., which has been making skin treatment products exclusively for use by dermatologists for almost 50 years. The concept line of Formula 405 Deep-Action beauty treatments include: Lotion, Cleanse Pac, Bath Oil and Soap. All hypo-allergenic. All hormone free.





At leading drug and department stores. If not available locally, write to: Cosmetic Dermatological Div. of Doak Pharmacal Co., Inc. 700 Shames Drive, Westbury, NY 11590

Skin: Facts and Fictions

Everyone, it seems, carries around in the mind's eve a particular portrait of himself or herself that was probably framed by the age of twenty or twenty-five. It's a common phenomenon called body imagery, and rather than being the new game in town, it's close to becoming the new problem on the psychiatrist's couch. For after the image is formed one continually ages, of course, and increasingly invidious self-comparisons are made between what's in the mirror and what's in the mind

The point to all this is that a man or a woman who wants to look his or her best does not-or at least should not-get there by trying to look younger. The object is to look better. And the key is discipline.

Doctors often regard the skin as a "window" of the body. Liver troubles produce skin vellowing. Eve skin betravs cholesterol and triglyceride deposits that have infiltrated the rest of the circulatory system. Broken blood vessels often indicate alcoholism. If you smoke too much, party too much, or worry too much, the effects are going to be reflected on your face. It's true. Crisp vitality does not come from a tube or a jar. Of course, it is essential to cleanse your skin properly, nourish it daily, and treat it gently, but beauty is basically input. And inner health is fundamental to maintaining and prolonging good looks. What follows is a guide to what you should know about what affects your skin.

This Lady's Not For Burning

Dermatologists and facialists agree-sun is the major cause of aging and wrinkled skin. They find that lines are caused by the sun transforming soluble collagen (proteinbuilding blocks that help the skin retain moisture) in the deeper layers of the skin into clumps of insoluble collagen. This shows up on the surface as wrinkling and loss of suppleness and elasticity.

Doctors find the skin's cells have a limit to the radiation they can safely absorb. Excessive sunbathing leads to actinic damage, a term used to describe the destruction caused by penetrating ultraviolet rays which produce chemical changes in the lower layers. The results-patches called keratoses and malignancies-are not immediately visible, but tend to build up over a period of time. It's a bit like a charge account: You pay heavily for time spent.

But besides that, notes Mary Ann Crenshaw in Super Beauty, ". . . the very same sun that gives you vitamin D in the first place can work so your skin can't absorb that vitamin. For the tanner you get, the less D your skin forms and, what is worse, the thicker your skin gets (which it most certainly does with overtanning), the harder it is for any vitamin-or any other good thing,

for that matter-to be absorbed.

Medical science is working on systemic agents that will allow tanning without the problems of drying and aging. But until this is resolved, a solution containing five per cent PABA (para-amino-benzoic acid) and alcohol is very effective and is the basis for many good sunscreens, including PreSun. But there are a few facts you should be aware of: Apply such sunscreens forty-five minutes to an hour before going out into the sun for best results. Afterwards, use a moisturizer to offset the drying effects of the alcohol. And if you are overly sensitive (to cosmetics, hair dyes, etc.), test it first on the upper portion of your inner arm.

In A Puff Of Smoke

According to the American Cancer Society, Americans per capita, 18 years and over, smoke more than 4,200 cigarettes a year.

And according to Mary Ann Crenshaw's Super Beauty, "Every time you light that cigarette you are using up twenty-five milligrams of vitamin C. Perhaps that's why skin experts universally go against smoking as bad for the skin-drying, wrinkle making, and generally beauty detrimental. That's twenty-five milligrams per smoke, five hundred milligrams per packl"

Smoking ages skin in two direct ways. First, by a wear-and-tear wrinkling of the face caused by the smoker's expressions. Second, by the carbon monoxide of smoke that short-circuits the normal oxidative reaction. Food is reduced to carbon dioxide and water and produces toxic substances which ultimately deplete the quality of the skin, teeth, and gums. As if this weren't frightening enough, experts find that levels of carbon monoxide in the blood of cigarette smokers accelerates allover deterioration, even affecting critical brain function. But that's why smoking has been clearly related to the degree of facial wrinkling. In one study, for instance, smokers in the 40to-49-year-old age group had as many wrinkles as nonsmokers 20 years older.

Beauty and Booze

According to Dr. John S. Tamerin, director of research at the Silver Hill Foundation in New Canaan. Connecticut. "The facial area is the first to be affected overtly by excessive drinking. The capillaries around the pupils become engorged; the face becomes flushed and the center panel, especially the nose, becomes red; the skin gets puffed, wrinkled, flabby; and the countenance takes on a dull expression. And later, as drinking becomes more a compulsive habit and less an occasional thing, there is often deep grooving at the corners of the eyes, bags underneath, and a characteristic hoarseness due to swelling of the vocal chords. We are trying to discover exactly why these systems of alcoholism occur; all we know for certain now is that they do."

But beyond that, Dr. Tamerin cautions against drinking as part of a bad cycle, which inherently means a dangerous life

style. "To begin with, drinking and smoking are all too often companion pastimes. You have two detriments to health and good looks right there. Also, excessive alcohol affects the liver's capacity to produce the proper hormones needed for good skin tone and a properly functioning body. And, as the culmination of it all, the added stress and tension that such a life style can create can be deadly-and I mean that both figuratively and literally!"

For the most part, Dr. Tamerin is referring to the alcoholic woman or someone close to alcoholism. But what about the social drinker? The business drinker? The white-wine-with-lunch, cocktails-beforedinner, after-dinner-drinks drinker? To begin with, alcohol is fattening. It contains many empty calories that do nothing for you -nothing for your skin, your overall tone, your general appearance-except make you gain weight. It also has the ability to retain water in the body which, in most women, shows up as fat. And alcohol is drying-drying to the hair, to the nails, and especially to the skin. It robs you of sleep and destroys your B vitamins.

Again, if you must drink, drink in moderation. That's essential. A glass of Dom Pérignon with dinner is certainly not disasterous, but Martinis beforehand can be,

Your Vitamin Index

Some experts believe that a normal diet gives a normal person all the necessary vitamins. Others think that that's wishful thinking. And still others, such as Johan Biorksten, a Madison, Wisconsin, biochemist, believe that high dosages of certain vitamins can actually forestall skin deterioration. There are vitamins A, B, and D-all skin vitamins. Then there's vitamin E which he says is particularly effective. And vitamin C. which he and Nobel Prize winner Linus Pauling maintain can reduce stress-another known skin ager.

The vitamin A capsules are said to help the condition of the skin. But beware! This vitamin is not water soluble and can do more harm than good taken in excess. Talk to your doctor.

Vitamin B simply helps everything including nourishing the skin and soothing away tension lines. Vitamin D, according to Super Beauty, is the one vitamin found on the skin already. ". . . Your oil glands secrete a substance (ergosterol is its name), which is transformed right there on your skin into vitamin D by the magical action of sunlight. But it is better to take your D in pill form than to risk irreversible damage to your skin by the ultraviolet rays of the sun . . . for D is essential for helping you assimilate the calcium you need for virtually every good part of you."

Those who believe in vitamin E say it reduces oxygen requirements of tissues, increases circulation, helps minimize scar tissues, and strengthens capillary walls. Russian scientists giving E with a combination of A to promote extended youth have noted that patients sleep better, are able to walk farther, had renewed hair growth and a diminishing of facial wrinkles. But if you believe in E, or any other vitamin for that matter, it's also important to drink plenty of water to flush out your system.

Diet Diagnosis

Many people now feel that if chemicals and junk food can do us harm-and if nutrition can even affect mental function, as Dr. George Watson, author of Nutrition and Your Mind, believes-then surely it follows that a high-quality diet will be beneficial .

"Since the skin grows from the inside out," says nutrition educator Joan Bussow at the Columbia Teachers College, "it has to level with nutrition. Vitamin A affects the integrity of superficial tissues and if they're healthy, the skin looks healthy. People eat too few fruits and vegetables and too much fat, sugar, and protein." But most doctors will tell you that a good, balanced diet will do very well for a normal skin.

But what is a balanced diet, and how does it affect the skin? Judie Sans, noted nutritionist and skin expert whose lecture tours have taken her almost everywhere. including the Iron Curtain countries, says: "It's so basic. It's really a little bit of everything that you know already is good for you. Dry skin and enlarged pores can be the result of a lack of vitamin A, which can be obtained naturally through dark vellow yeaetables: sweet potatoes, carrots, pumpkin, squash, and dark-green vegetables-endive, watercress, spinach, escarole, dandelions, cabbage, mustard greens, and even collards. Tired-looking skin often means a lack of vitamin E. Eat dark breads, whole grains, wheat germ. Blemishes can be the result of a sugar overload. Substitute white sugar with brown sugar, honey, blackstrap molasses, or sorghum syrup. Broken capillaries can be eliminated by drinking and eating citrus fruits. Soul food is wonderful for smokers, because it gives back the body the oxygen School, Dr. Herbert Benson, a cardiologist cigarettes take away.

But just as there are foods one should eat, there are many to avoid. Dr. Samuel Peck, one of New York's leading dermatologists, has now disclosed that an excess of iodine in the diet can aggravate a skin problem like acne.

Other no-nos? All overprocessed foods (white sugar, refined flour, etc.) are deadly. Greasy or fried foods are also killers, especially to problem skin. Spicy foods, too. Coffee can put your blood sugar way down below healthy levels and cause the skin to erupt. Cola drinks can make your skin break out if you're not careful. And even tea, which is a stimulant, is bad in excess.

The Hubbub Over Hormones

Medical research has confirmed that menopause can result in estrogen deficiency, which promotes the aging of the skin. The theory that feminine roundness begins to disappear is fact. And the reason is because estrogen helps the skin to retain salts and water and to tolerate sugars. So

skin better lubricated.

The face is a mirror of thoughts and emotions. Despair, suspicion, hopefulness, and many other subtle shades of feeling can be expressed in recognizably different ways. In The Human Face, John Liggett has documented drawings of French anatomist Duval, who proved conclusively that the negative emotions-sorrow, anger, discontent-result in the downward lines on the face. While laughter, contentment, and sensuousness encourage upward, happier lines. Stress and tension in everyday life take their toll externally as well as internally in high blood pressure which leads to heart disease. So anything you can do to unravel knotted nerves is worthwhile. (Why do nuns always seem to have flawless, transparent, unwrinkled faces? One answer can be that they cultivate placid emotions and inner calmness through meditation.) At Harvard University Medical and director of the Hypertension Unit. Beth Israel Hospital, Boston, has been investigating the physiological and psychological benefits of meditation. After four to six weeks of daily meditation for twenty minutes, subjects have monitored notable decreases in their fears and worries

That, in a nutshell, is the aging story. And it proves somewhat that your face can betray your life style more than it can betray your age. "By all means be good to yourself," says psychologist Dr. Robert Tyson. "All too often we tend to restrict ourselves, fearing the word pampering. It's not only permissible to indulae in selfmaintenance; it's necessary." In the same vein, but so many years before, Abraham Lincoln said: "Every man is responsible for his own face after forty."

A magazine editor and writer in New York. Beverly Russell's articles have been published in the United States and Europe.

when the body produces less estrogen the skin, the underlying connective tissues. muscles, and other supporting tissues lose their strength and vitality.

Estrogen therapy is being used here and in Europe to help women look younger. In England some patients are put on ordinary birth-control pills. A report to the British Medical Association mentioned that 70 per cent of women on this treatment find their

American gynecologist Dr. Robert A. Wilson, author of Feminine Forever, has advocated extended menstruation for some time and treated his patients with estrogen and a progestin, to improve morale and eliminate menopause miseries. He has noted the youthful appearance of women on hormone therapy. Under no circumstances, though, should birth-control pills be taken without a doctor's approval and supervision; and the same warning applies in the use of other hormones.

The Tension Factor

-BEVERLY RUSSELL

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DERMABRASE/35 - mv new facial discovery - is one of the most remarkable breakthroughs in the care of the skin. It makes possible a clearer, voungerlooking *NEW

SKIN. It clarifies, stimulates, helps refine pores.

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For additional information and listings in your area, please write to: Facial Firm, Inc. P.O. Box 1464 Beverly Hills, California 90213



There are some women who have a facial once every month without fail. There are others who don't believe in them at all. But many women -American women, especially-are either uninformed about the professional care of their skin or else they are, more unfortunately, uninterested. But if you are interested, read on. And whether you opt for the machine method or the manual, a large fully staffed salon, or a single practitioner, listed are some of the best.

The Skin-Care

ATLANTA

Jamison & Don

1375 Peachtree Street. 892-3344. There are skin-care specialists who excel in deep cleansing and massage.

Judie Sans International

Picadilly North, 6170 Roswell Road, Sandy Springs, 252-0687. Cates Center, East Andrews Drive, Buckhead, 237-5583. Face care involves minimal use of machines, heavy emphasis on natural products, and good health. **Rich's Lenox**

Peachtree and Lenox Roads, 237-2211. Facial treatments utilizing the Adrien Arpel method.

BOSTON

John Dellaria's Continental Coiffures

33 Newbury Street, 267-5100. Aesthetician Jill Benedict's specialty is a magic mask that provides a temporary lift, sweeps away lines.

Catherine Hinds 93 Union Street, Newton Center, 965-4930.

Marvelous manual face treatments are the rule as well as biological peelings. Saks Fifth Avenue

The Prudential Center, 262-8500. Cuga Siriani and Mary Agard practice the Adrien Arpel method, geared to treatment for problems.

Brady C'Est Bon Ltd.

920 North Michigan Avenue, 664-3600. Russell administers the Valmy method, which employs machines; Jeanette's method is Custom-etics, teaching at-home skin care. The Drake Hair '70s Salon

nue, 787-1137. Specialist Marguerette is master at cleansing and massage. **Bright Future, Inc.**

49 East Oak Street, 664-0113. Concerned with skin's "total picture"-care and cosmetics.

The Face Place

102 East Oak Street, 642-1333. Aesthetician Helda gives a European face treatment and teaches at-home care.

CINCINNATI

Face Biz Cosmetics

2710 Erie Avenue, 321-2027. Deep cleaning facials with complimentary make-up.

Kitty Wagner Spa

The Greenhouse

117 Kercheval Avenue, Grosse Pointe Farms, 881-6833. Kitty Wagner also has a spot here. **Aesthetics of Mira Linder** 29563 Northwestern Highway, Southfield, 356-5810. Every part of the face is diagnosed and treated differently

special.

1410 West 47th Street, 531-7174. Virginia Hunzicker uses a full range of professional machines as well as enzyme layering .

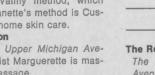
Nutrition is the application of herbal nutriment mixed with air pressure and forcing the solution below the skin surface by means of aeration.

CHICAGO

Lake Shore Drive and Upper Michigan Ave-

La Secret

Michael Averys



7th and Race Streets, 369-6476. Glemby Skin Spa using the Judie Sans method.

CLEVELAND

Make-up Center

Shillito's

Halle's

Mister Lee

5885 Mayfield Road, 442-0113. A basic, really-works type of facial with heavy emphasis on hand massage.

Euclid at 12th Street, 621-2700. This Adrien Arpel Skin Spa offers several treatments.

DALLAS-HOUSTON

Fairmont Hotel, Dallas, 748-5454. Garth and Ofelia are experts in treating parched and over-sunned Texas complexions.

Neiman-Marcus

2600 S. Post Oak Road, 621-7100. The spa offers bio-cellular skin-renewal facials as well as regular and mini sessions .

DENVER

liona of Hungary

361 South Colorado Boulevard, 322-4212. Here, all the latest, greatest equipment is used to diagnose, cleanse, and improve even problem complexions.

DETROIT

24901 Northwestern Highway, Southfield, 353-0707. Exceptionally personalized and individualized treatment and a full range of special products. And it shares a door with Nicholas Intercoiffure, 353-6080.

HONOLULU

The Royal Door Health and Beauty Spa

The Royal Hawaiian Hotel, 2259 Kalakaua Avenue, 923-7311. Almost every beauty service is offered here, but the facials are very

KANSAS CITY

7144 Wornal Street, 753-2044. Wednesdays, Thursdays, and Fridays are Margaret Hughes's days to perform her famous enormously effective Hughes Treatment.

LOS ANGELES

Anita of Denmark Salon

427 North Canon Drive, Beverly Hills, 272-5521. Here all the most advanced European face-care methods have been adapted for American use, to cure American problems.

Aida Thibiant Skin and Body Care Center

353 North Canon Drive, Beverly Hills, 278-7565. Among the many exclusive methods offered is hydradermie for deep cleansing and deep moisturizing.

Georgette Klinger

9100 Wilshire Boulevard, Beverly Hills, 274-6347. Skin cleansing is the prime concern. and various preparations-steaming, massage, and masks-achieve it.

Aida Grev Institute de Beauté

9549 Wilshire Boulevard, Beverly Hills, 276-2376. Aida Grey's been working facial wonders for over thirty years, and still wants to know how you feel about your skin before she touches it.

MIAMI

J. Baldi

330 Miracle Mile. Coral Gables, 446-2565. This salon specializes in the Facial Firm Method-deep-pore cleansing, stimulation and nutrition, and aeration to normalize and moisturize the skin.

Jordan Marsh

1501 Biscayne Boulevard, 377-1911. Another Glemby Skin Spa, which cares about your health as well as your complexion.

NEW ORLEANS

Godchaux's Beauty Salon

828 Canal Street, 522-8511. This Adrien Arpel Skin Spa offers both full and mini facials, under the direction of Miss Stephanie.

NEW YORK

Irene of I. Z. Maison de Beaute, Ltd.

47 East 77th Street, 861-7314. A peaceful setting in which Irene devotes her attention to skin analysis and correction. A haunt of the Beautiful People.

Vera Falvy Institute of Cosmetology

27 East 62nd Street, TE 8-2869. Skin correction is highly individualized and includes such services as firming, face- and neckmuscle therapy, line removal, and more.

Carmen Facial Salon

75 East 55th Street, 751-9383. Carmen specializes in facials for lined and problem skin.

Payot-Paris Skin Care Salon

320 Park Avenue at 50th, 759-7790. Dr. Nadine Payot's methods are a respected tradition in France. Aestheticians identify twenty different skin types, so each can be given the most individualized treatment. And if you're traveling, there's a Payot-Paris in Paris and in San Juan.

Janet Sartin

667 Madison Avenue, TE 2-9360. Here the emphasis is on teaching you to care for your skin yourself, at home. Anushka

11 East 67th Street, 249-3615. Deep cleans-

LUCARELLI TOTALLY DIFFERENT COLOGNE CARE TOTALLY DIFFERENT COLOGNE GADEL TOTALLY DIFFERENT COLOGNE ╡╸Ì╺┛╡╹ TOTALLY DIFFERENT COLOGNE TOTALLY DIFFERENT COLOGNE LUCADELL TOTALLY DIFFERENT COLOGNE **TOTALLY DIFFERENT COLOGNE** ADE TOTALLY DIFFERENT COLOGNE CODELL

FORTIFIED SCENT BROAD-CASTING DIFFERENTLY ON EACH MAN WHO WEARS IT



LUCARELL THE MEN'S LINE A DIV. OF FRANCES DENNEY INC.

ing and an unbelievably relaxing revitalizing hand massage are a few of the specialties. **Christine Valmy**

157 West 57th Street, 581-9488, 767 Fifth Avenue, General Motors Concourse. Here there are separate quarters for men and women and the method is machine more than manual.

Catherine Hinds

692 Madison Avenue, 838-8715. Privacy. manual manipulation, and a special biological peel are yours in this elegant salon. Moi

38 East 63rd Street, 752-4447. Moi's a master at skin improvement and skin products. Georgette Klinger

501 Madison Avenue, 838-3200. A commonsense approach to skin hygiene which is readily apparent in a calming, machineless session. For men and women.

M. St. Gair Skin Care Salon

30 East 60th Street, PL 1-4480. Gundela Maria Saenger uses the methods her motherin-law devised in Munich a half century ago. Sachs-Takada Salon

40 West 57th Street, 765-7070. Dorit's mindsoothing fingers massage and condition.

Erno Laszlo Skin Care System

Saks Fifth Avenue and Bergdorf Goodman. A three-step regimen of cleansing, controlling, and beautifying which was created by skin specialist Dr. Erno Laszlo,

Elisabeth Ungar Skin Care

160-A East 70th Street, YU-8-7280, A peaceful salon that specializes in the treatment of problem skins; director Elizabeth Martony uses electronic machines developed by Elisabeth Ungar herself.

Jane J. Sebeyran Institut de Beauté

29 East 61st Street, 832-8106. The founder of the new Phytodermie Method-based on herbs and fruits-she's a pro in dealing with sun-parched skin.

Eva Szabo European Skin Care

41 West 58th Street, 755-3493. Her technique employs hands and machines. Her approach is personalized. And she's open until ten at night

Janine Skin Care Salon

65 West 55th Street, 265-3730. Paris-born Janine Wild's white and mirrored salon offers a manual facial in a peaceful setting.

Bergdorf Goodman

58th Street at Fifth Avenue, PL 3-9500. Facials involve both manual and machine treatments with products that are natural and gentle to the skin. Glemby's here!

Saks Fifth Avenue Beauty Salon

50th Street and Fifth Avenue, 486-9460. Rita and Renata offer a manual facial and biotechnical massage. There is also an Adrien Arnel Skin Spa

Charles of the Ritz Salon

Park Avenue at 57th Street, EL 5-4680. Facials consist of analysis, then all manner of correcting and pampering. Kenneth Salon

19 East 54th Street, PL 2-1800. The skilled staff is equally adept at treating young problem skin as it is with older, dry, or lined complexions.

PALM BEACH

Burdine's

405 Clematis Street, West Palm Beach. 833-4481. Miss Grippo is in charge of the Adrien Arpel Skin Spa.

PHILADELPHIA

Maurice Tannenbaum

2 Bala Cynwyd Plaza, Bala Cynwyd, MO4-7711. Heavenly hand massage of the face, neck, and shoulders is one important part of their highly individualized facials. New Birth Salon

1621 Chestnut Street, LO 8-1118. All the newest machines are utilized to cleanse and stimulate the complexion

Adolf Biecker at Nan Duskin

1739 Walnut Street, LO 3-1406. This facial employs a vacuum machine to clean pores. Saks Fifth Avenue

City Line Avenue at Decker Square, Bala Cynwyd, MO7-9166. This Adrien Arpel Skin Spa is presided over by Miss Angela.

PITTSBURGH

Beti Weitzner Salon

Carlton House, 471-3341. A large, full-service salon that's famous for the European facial. Galleries

Joseph Horne Co., Gateway Center, Penn and Stanwix Streets, 216-4004 or 261-4005. A onehour European facial using the Adrien Arpel methods.

SAN FRANCISCO

Mister Lee

834 Jones Street, 885-1551. Georgina Acosta and husband Sergio perform superior deepcleansing facials on both women and men. **Fabulous Faces**

305 Grand Avenue, 362-4696. Owner Ron Bygum's renowned for his biological face peels. Of special interest: aroma therapy.

SCOTTSDALE

Alena Skin Care Center

6946 East Main Street, 946-7253. Alena gives a deep-cleansing and softening facial with special products that work on skins living in a dry climate.

ST. LOUIS

Judy Bean Ltd.

9918 Clayton Road, Ladue, 993-9678. The term here is "scientific" facials achieved with equipment and European products.

Famous Barr Co.

601 Olive, 421-5900. Wednesdays and Thursdays facials are offered at Glemby Skin Spa.

WASHINGTON, D.C.

Saks Fifth Avenue

5555 Wisconsin Avenue, Chevy Chase, 657-9000. Both full and mini facials are on the bill of fare in this Adrien Arpel Skin Spa. -SUSAN WINER

Former beauty editor, Susan Winer free-lances in the fields of fashion, health, and beauty.

Bathing Beauty

Water-the very essence of every living thing -comprises almost half the body weight of man. It is also the best beautifier in the world. It serves as a transport medium, a diluent, a cooling agent a catalyst, a solvent, and the major ingredient of protoplasm. Drink it, and it works wonders for the circulation and complexion. Swim in it, and it firms and tones the muscles. Bathe in it, and it tranquilizes your troubles away. Combine it with cleansing agents, and it acts as a solvent to flush dirt away. Beneath the skin's surface it gives you that desirable elastic and youthful quality.

It stands to reason, then, that the loss of moisture in the body is a basic part of the aging process. Our way of life, the very condition of the planet on which we live, is constantly dehydrating us. Flying is drying. Sunbathing is drying. High altitude is drying. Illness is drying. Obesity is drying. (Fat is relatively water-free.) And growing old is drying. Hence, the concern of scientists and doctors to create ways, means, and products for retaining moisture. And small wonder that the single greatest breakthrough in the formulation of beneficial cosmetics in the last decades has been the moisturizers. Second only to that would be absolutely pure water which, alas, is virtually nonexistent.

Most of our water is hard-containing bicarbonates of calcium and magnesium or sulphates and chlorides of calcium and magnesium. These minerals, when combined with fatty acids in soaps, form a film that dulls the hair and dries and irritates the skin. Fortunately, we have softeners in our bath products which make these harmful mineral contents inactive, letting water do its best to beautify.

If you're a shower addict, you're missing something. Showers can clean a body and they are refreshing, but baths are therapy. A proper bath-one that restores smoothness to the skin and suppleness to the bodydepends, first of all, on temperature, Water should be between 90° and 100° Fahrenheit. A too-cold bath contracts blood vessels and pores. Too hot, on the other hand, dilates the capillaries and taxes the heart. Use a bath thermometer and check before you dunk. If you live in a hard-water area-more than 80 per cent of the country has hard watertoss in a water softener or one of the many products with built-in softeners. Better vet, invest in a water-softening appliance.

Check your bath tray for tools-a good stiff brush, a rough cloth, a hemp bath mit or loofah, a big squooshy natural sponge, and lots of moisturizers, polishers, pamperers. Before lying back to relax and soak, give your entire body a brisk scrub to stimulate circulation, slough off dry and dead skin, and open sebaceous and sweat glands. Then turn on the faucets, wrap yourself in water, and discover anew the quickest way to combat the aging process.

There is a staggering range of bath products-pre-, during, and après-to be used singly or together. Here is a sample of the current and the newest.

Alexandra de Markoff: Allevia Treatment Complex for the bath is formulated with avocado. wheat germ, and sesame oils plus squalene and other skin benefits for a slick-not-sticky oil to be used in the bath or as a final

Germaine Monteil: Super-Moist Bath Foam is an emollient that softens the water and turns it turquoise as it conditions the skin. Super-

B10

D'Orsay: Intoxication Bath Oil-a beautiful blend of bergamot, jasmine, Bulgarian rose, and natural oils that mix with water. Elizabeth Arden: Blue Grass Fluffy Milk Bath is a pure white powder that bursts into a froth of scented foam when tossed under the tap. Blue Grass Bath Oil Crystals release fragrant oils and leaves you glow with silky skin. Blue Grass Foaming Beauty Bath soothes and softens both skin and water.

luxury!

shower rinse. And Enigma Milk Bath Concentrate foams as it soothes and smooths.

Ben Rickert: Soaps, soaps, and more soapseach more beautiful than the next. Enriched with special skin-softening emollients and humectants to pamper and polish your skin, they are luxuriously perfumed and triple milled for a thick, rich lather. Your choice of fragrances includes: Belgian Rose, French Lavender, English Jasmin, Danish Carnation, Spanish Gardenia, and Swiss Alps Fern.

Calandre by Paco Rabanne: To quote: "Run water warmer than tepid . . . add a generous dollop of Bath Oil . . . lather yourself with Perfumed Soap . . . follow with a light swish of Dusting Powder and a splurge of Eau de Calandre at all the warmed pulse points."

Chanel: Chanel #5 and Chanel #19-scents beautiful for the bath. Now, there's a new presentation of Chanel #5 Hand Soap and a totally new Chanel #19 Hand Soap. Such

Charles of the Ritz: Revenescence Soft-Body Bath Concentrate silkens the skin and lubricates with oils for dry-skin relief. Revenescence Soft-Body Lotion is a non-greasy, non-sticky after-bath moisturizer.

Christian Dior: You have a delightful choice. but what's new? Diorella Dusting Powder with a stimulating, outdoors fragrance. Diorissimo Bath Soap with the single floral fragrance of a lily. And Miss Dior Gift Set. Clinique: Extremely Smoothing Body Lotion is a fragrance-free allergy-tested allover lubricant. Use it as an after-bath treatment.

Diane Von Furstenberg: Body Scrub, a luxurious body soother and smoother, is a melding of emollients and tiny granules that work effectively to slough off dead skin cells, leaving you with a cleaner, softer, fresher feeling. Hands & Body works as a body moisturizer. A light, silky lotion that keeps a skin smooth. Doak Pharmacal Company: There's Formula 405 Soap, Bath Oil, Deep-Action Moisturizer to be used in tandem, for deep-down body cleansing without drying the skin. The Facial Cleanse Pac comes with Deep Action Cleansing Lotion and a pair of polyurethane sponge mitts-one for the face and one for the body -to work with a mild epidermal abrasion to remove dead, flaky skin. After the bath: Formula 405 Lotion.

Estée Lauder: Use Azurée Body Satin Rub for pre- or après-bath massage. Estée Super Bath Oil as a skin-slicking lubricant with the Estée long-lasting fragrance. And Aliage Atter-Sport Body Moisturizer for after-bath or all day to leave a smooth film on the skin.

Evé of Roma: Eve Essence Concentrée Pour Le Bain smoothes and softens skin without sacrificing natural moisture.

Frances Denney: Super Smooth Moisture Lotion, an all-purpose moisturizer for normalto-dry skin, is used after the bath. And New Life Reinforcing Cream, for especially dry areas of the face, is formulated to accelerate oxygen intake by skin cells.

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Moist Emollient Body Cleanser is a sea-green gel for conditioning and cleansing in the tub or the shower. And Super-Moist Body Lubricant is the after-bath member of this moisturizing trio.

- Givenchy: New from Givenchy is the Talcum Pout, a fine-textured powder that pouts on or shakes on from a handy "squeeze bottle." But there's so much more.
- Helena Rubinstein: Ultra Feminine Concentrated Skin-Conditioning Bath Oil is blended with softeners, moisturizers, and conditioners that combat taut, dry, itchy skin.
- Irma Shorell: Body Treatment/35 eliminates the need for body creams, gels, and lotions. Totally non-oily, it goes into the tub, clings to the skin, and holds in natural moisture. And there's a spray for the shower.
- Jean Desprez: Bal à Versailles-a floral with top notes of jasmine, rose, and orange, a woodsy motif and based on Oriental resinsfor the bath includes: Poudre de Boudoir, Bath Oil, and Savon de Toilette.
- Jean Patou: Pure Joy! There's Perfume, Eau de Joy, Spray, Poudre de Toilette, Foaming Milk Bath, and Velours de Joy Skin Lotion. What's new is Joy Miniature Soaps-that famous rose and jasmine scent milled into a handy size.
- Lucarelli: Don't forget the men. For them: Lucarelli's Total Body Shampoo-with sponge or without and in a new super size-is tops. Max Factor: Geminesse Perfume Bath Oil is exotically lubricating and softening.
- Molyneux: The fragrance is Vivre and the good news is a new bath line. Douceur de Vivre includes: Foam Bath to soften and perfume your water, Moisturizing Body Satinée to silken the body afterwards, and Talc to give the finishing touch.

Myrurgia: Maja Bubbling Bath Gel's abundant lather cleanses, thoroughly softens the skin, and leaves that haunting Maja fragrance to linger for hours. Maja Bath Oil in your tub permeates the bath with the same wonderful scent. And Maja Perfume Soap, formulated with pure Spanish olive oil, completes it.

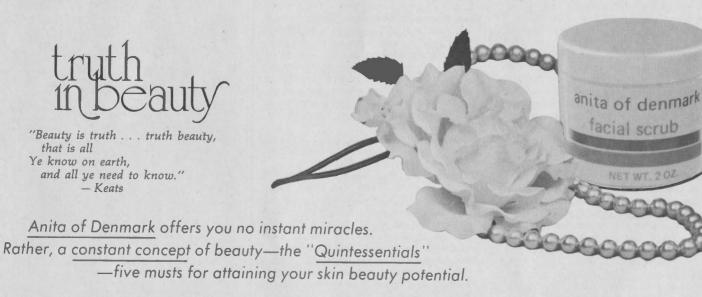
- Nina Ricci: Farouche, the beautiful fragrance, is now also the beautiful bath. An entire new wardrobe of luxuries includes: Eau de Partum, Bath Oil, Crème Parfumée Body Lotion, and Dusting Powder.
- Norell: There is such a woman as the Norell woman and what-she wants for her fragrance, she wants for her bath-Bath Soap, Bath Powder, Milk Bath, Body Lustre, Bath Oil and Body Cologne.
- Orlane: Body Treatment Lotion gives the body the same attention that you give your face. A complete beauty-treatment lotion that softens and smooths neglected, too dry skin.
- Roger & Gallet: Besides a host of beautiful soaps, there's Body Lotion, a luxurious perfumed cream in a choice of four scents: Rose Thé, Red Carnation, Sandalwood, and Fourgère. And Bubble Bath, to relax you and scent you all over in the same fragrances.
- Vitabath: Gelée, in Vitabath Spring Green, Fresh Pink, and Tangy Lemon, is a foaming allover cleanser-refresher. Used with specially designed sponge glove, it works in the shower as well as in the tub.
- White Shoulders: A love story in fragrance is the essence of elegance. For the bath choose from: Splash, Youth & Beauty Bath, Luxury Soap, Body Lotion, and Body Powder. ZACK HANLE

Zack Hanle, a former beauty-and-nealth magazine editor, now writes teature articles on special assignment.

Beauty Is Their Business

The beauty business is undergoing a major change. Signs of it have been cropping up in ads, on product labels, in conversation. Some cosmetic experts call it the biggest change since the industry's inception. Other old-liners say it's the way the business was in the beginning, the way it's been all along-devoted to skin care.

The point is that cosmetics-make-up as well as treatment products per se-are doing more good for the skin than ever before. They are more treatment oriented, more sophisticated, more the brainchildren of research than of marketing. That rarified bailiwick of the cosmetic chemists-so little in the limelight-has been assuming far greater importance. The consumer movement has had an influence. The entry of pharmaceutical companies into the cosmetics industry has focused attention on research and development. And technology as a whole has produced new raw materials and procedures that have made recent product breakthroughs possible. What does this mean to you? It means formulas that can actually help retard those telltale signs of aging and an industry that exists for the sole purpose of helping to make you look your best. Below, executives and heads of research from some of the top



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Anita of Denmark's new Facial Scrub is a meaningful part of your daily beauty program . . . the finishing touch to in-depth cleansing. An excellent exfoliator, it was created to complete Nature's attempt to sluff off superfluous surface tissue. This remarkable revitalizer leaves your skin with a new smooth clarity and vibrance. Facial Scrub is but one of the many uniquely effective products formulated by Anita of Denmark chemists.

Other anita of Other anita of Other anita '' Quintessentials'': Creamfoam Wash • Dewi Moisture Cream Extra Rich Night Cream • Apricot Night Cream Glacial Facial Maske

cosmetic houses talk about everything from philosophies of approach to products.

Alexandra de Markoff

"Alexandra de Markoff is a cosmetic and treatment line created for a woman who wishes to be totally involved with proper skin care treatments and the most effective make-up she can find," says Dr. Thomas H. F. Smith, director of research.

"For that reason, we've gone into twophase products," he explains. "In order to mix a product homogeneously you have to put in a fair amount of water. In a product without water, the active substancesmoisturizers, emollients, humectants, and conditioners-separate. But since we don't have to worry about keeping the ingredients mixed in suspension, we can make them more concentrated.

"For instance, with Countess Isserlyn Make-up, we can add much more pigment, which gives a smoother, more even cover

Charles of the Ritz

"Moisture is the key word," says Dr. Thomas H. F. Smith, director of research services for Charles of the Ritz. "The concept of all life is in a drop of water. When the skin lacks water it becomes as parched and creviced as an arid wasteland. I'm prejudiced, but I think that one of the best ways to prevent the loss of the skin's natural moisture is with our new Revenescence Moist Environment Night Treatment. It's unique; it contains a water-magnet

n action



For your own daily beauty program, be sure to send for our free brochure called "Beauty in Action." (See Beauty Sampler page.) It explains how you can set up your own daily beauty regimen, using the "Quintessentials," plus professional massage and facial practices.

Sponsored by Anita of Denmark Cosmetics, the Institute of Cutaneous Sciences recently held its initial conference and workshop. ICS is a teaching corporation devoted to advanced techniques in skin care and sophisticated skin care equipment.

The purpose of the Institute: to train professionals in the beauty field to set up their own skin care centers and provide clients with a complete program.

These centers will offer the benefits of European facial massage techniques ... diagnosis of certain skin problems, along with products formulated to their specific needs . . . and an individualized beauty program.

In establishing the Institute, Anita of Denmark has pledged itself to a continuing contribution of helping women achieve their beauty potential.

ICS stressed to students the importance of setting up for their future clients a constant concept of home skin care, along with the means of accomplishing it. Used in the first workshop were Anita of Denmark's "Quintessentials" - five musts for complete skin care:

At cosmetic counters where you expect only the best

very best."

that can attract up to sixty per cent of its weight in water. It retains the water that rises from within the skin and creates a moisture environment on the surface."

And they proved that. "We weren't trying to prove penetration, but rather the benefits of an extremely long-lasting moisturizing barrier. We were able to demonstrate its presence on the skin ten hours after application.'

A moisturizing concept that applies to Revenescence Makeup, too. "By encapsulating moisturizing oils we've overcome even the drying effects of powder and its incompatibility with oils.'

Christian Dior

Christian Dior may sell its products internationally, but its heart and soul are inextricably French. "We are not an instantmake-up house. Our cosmetics are designed for the woman who is willing to take the time to look beautiful," says Monsieur le Marquis Francois de Roussy de Sales, the man responsible for Dior's image worldwide. "French women are very meticulous about their make-up; they like specialized products and we try to create the

But color is one thing, treatment is another. And about a year ago Christian Dior took a new direction and brought treatments to America. It was Hydra-Dior, and again, the philosophy behind its creation was totally French. "The collection is gentle and feminine. French women want to look

good even while they are treating their skin.

Clinique

"Even though women today are deluged with information about skin care, much of it is misinformation, and women seem more confused than ever," says Carol Phillips, vice-president and general manager of Clinique. "Every woman needs the opinion of an expert to tell her what type of skin she has and what she can do for it. Dermatologists are one answer, but the service that Clinique gives works .

That service begins with the Clinique Computer, a marvelous machine that determines skin type by defining skin strength (indicated by color of eyes, hair, and the skin's response to the sun) and skin condition (indicated by pore size, amount of oiliness, degree of lining, and tendency to break out). "If you know that much," elaborates Ms. Phillips, "at least you'll be in the ball park. And after that, our products are geared either to maintain what you already have or to correct it. That's our unbending interest.'

Doak Pharmacal

"This company is based on good sense and logic," says Dr. Frank P. Panzarella, biochemist and president of the Doak Pharmacal Co. "Most women or men don't understand the rudiments of basic skin care. I've formulated my products to simplify the mysteries and make it easy ."

The key words are moisturizing and ex-

at the Institute of Cutaneous Sciences

Creamfoam Wash for CLEANSING. Dewi Moisture Cream for MOISTURIZING. Apricot or Extra Rich Night Cream for LUBRICATING. Glacial Facial Maske for STIMULATING. Facial Scrub for EXFOLIATING.

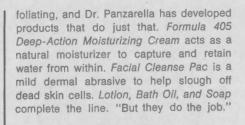




For Him From Her <u>HIDALGO</u>

The Man's Cologne That a Woman Remembers

MYRURGIA



Elizabeth Arden

Elizabeth Arden launched her beauty business with a few Venetian skin-care products. Today, the *Elizabeth Arden* story is still in treatments. Here, vice-president of research and development, Dr. John Cella talks about one in particular. "I think *Visible Difference Refining Moisture Creme* is truly revolutionary; we've actually been able to prove its performance! We took hundreds of photographs with a scanning electron microscope and showed what an improved skin can look like and the effect this moisture product has on the skin. The result is that the consumer knows exactly what to expect."

Erno Laszio

Erno Laszlo regards itself as an unusual kind of beauty house. It doesn't call itself a company, but an institute. It doesn't have customers; it has members. It doesn't sell single products; it sells regimens. And it studiously avoids the new-product syndrome. "In other words," says institute vice-president Arthur Noto, "we're classic, like the Rolls-Royce."

The short line of some nineteen skincare products was formulated by Dr. Laszlo, a Hungarlan-born dermatologist, almost forty years ago. Since then essentially nothing about the Laszlo philosophy has changed. The products are basic. "We don't have any masques or moisturizers or fancy potions—they weren't around then," says Mr. Noto. The backbone of every ritual is cleansing and rinsing. "It's not what you put on your face, but how you take it off that makes the difference."

Estée Lauder

"The Lauders insist that their products be new and unique and worth the money a woman pays. We're always looking for products that are demonstrably different," says research and development vice-president Joseph Gubernick, "otherwise there's no place for us in the market."

But what goes into making them superior? "For one thing we are geared to fill specific needs," Mr. Gubernick continues. "The company does not believe in catchall do-gooders. We avoid bastardizing a product by making it right for everybody. Thusly, each new product is truly functional for a specific need."

Two products especially ring true: European Performing Cream and Swiss Performing Extract. Mr. Gubernick calls Swiss Performing Extract "a second skin" because that's exactly how it functions. And European Performing Cream is "a contemporary lightweight formula that reduces moisture loss and refines the texture of the skin. The two products work together superbly."

Etherea

You pronounce it E-theory-ah, but that suggests much more about this company than just its name. "We're theory oriented, not product-for-the-sake-of-product oriented," says Sharon Auster, *Etherea's* product marketing manager. "We believe that the more a woman knows about her skin, the more she'll want to know about our philosophy. It's a simple, honest, straightforward approach that gets efficient results."

And the ABCs of it are cleansing, toning, and moisturizing (or oil blotting, if your skin is excessively oily). "We have a wide range of products to choose from, but once a woman gets her personal regimen, she sticks to the few basics that work for her."

Eve of Roma

"We're trying to do something about skincare problems that women have universally," says Dorothy Scalice, product manager of Eve of Roma. "And it usually begins with a consumer." But this company's latest cosmetic breakthrough came from one particular consumer-Suzy Winkler, its chairwoman of the board. "Mrs. Winkler was flying from Rome to Paris. She applied her make-up before departure and it looked fabulous. When she disembarked at Orly, she said her make-up looked grey. On the spot, we received an S.O.S. to formulate a foundation that wouldn't change color in different climes or under different light conditions. What resulted was Roman Glow Make-up, and it's been a fantastic success because it works.'

A company geared to fashjon—its direction originates with the Italian couture —its products are pragmatically American and based on speed and ease. "Take our treatments, for example," continues Miss Scalice. "We believe that they are so effective that a woman should leave them on for only a half hour or less. That's all the time they take to do their job."

Frances Denney

There really was a Frances Denney. She was an Irish woman who started her cosmetics firm in 1897 with a Philadelphia beauty salon for the socially elite. Today the firm, which lays claim to being the oldest beauty house in the country and bases its reputation on effective treatments, prides itself on customer loyalty. Indeed, their best seller—Fade-Away, a highly specialized cream for hyper-pigmentation —requires faithful, long-term use to fade pill spots, brown spots, and freckles.

Mr. Gary Gallant, technical director of research and development, explains: "The skin's color is the result of a concentration of melanin, which is produced by a chain reaction of amino acids. The key ingredient in *Fade-Away* is a nontoxic agent which breaks a middle link in that chain." The difficulty is that the agent can turn dark in the jar. "It is quite unstable. We had to find a way to keep it from oxidizing," says

Mr. Gallant, who singles out product stability as the most demanding achievement in readying a product for the market.

Germaine Monteil

Executive vice-president and creative director Ann Walsh is pumping vitality into beauty. She is enthusiastic about *Germaine Monteil's* marketing philosophy, which carries on a running dialogue with consumers.

"I've discovered that treatment products are the ones women are loyal to. They seem to trust them." And for that reason *Germaine Monteil* products incorporate treatment benefits.

Clarity, designed for oily skins, is exclusively treatment. *Acti-Vita*, for mature skins, contains active proteins, wheat-germ oil, and vitamins for extra protection. The *Supplegen* group, based on soluble collagen, is for normal to dry. *Regime*, the newest collection, is a functional series for young skins. And *Super Sheen*—a makeup containing sunscreens—is appropriate for summer protection.

But Mrs. Walsh is most excited about three new additions to the *Super Moist* line for dry skin—all containing a complex of three ingredient groups called hydroprotex. "One adds moisture, another attracts it, and a third creates a screen that helps to hold it in. We can't get rid of wrinkles, but we can try to avoid them through regular moisturizing treatment."



For over 25 years this famous salon has offered unique electronic treatments that actually reverse and correct facial aging; wrinkle removing, toning of sagging muscles, deep cleansing organic facials for all skin types, complete hair removal services and waxing, manicures, pedicures, plus a specially developed line of Skin Care products.

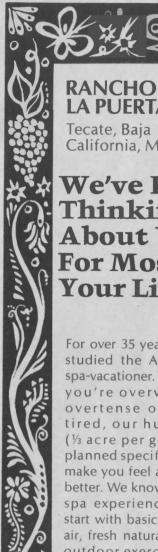
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Helena Rubinstein

Helena Rubinstein adopted the phrase 'The Science of Beauty" two years ago. "But," says Dr. Jack Mausner, vice-president of research. "that has always been the trend with us; we only articulate it better today because of consumer interest in the scientific aspect of treatment."

Dr. Mausner defines the approach as taking into account the skin's entire dynamics -its structure, properties, and functionsin developing the product. "The more recent thrust," he notes, "has been toward protection of skin (and hair) from the ravages of the total environment-drving. light, pollution, abrasive impurities, etc. Helena Rubinstein's two latest introductions, Skin Dew Face Protector and Skin Dew Hair Protector, constitute a significant step forward in scientific endeavor, offering significant protection of skin and hair from serious deterioration."

Irma Shorell

Irma Shorell's father was a plastic surgeon, and it was through him that she became interested in the beauty business in the first place. That was fourteen years ago. "The first product in our line my father prescribed for his patients to restore skin color and tone after surgery and to ease away surface lines which surgery does not eliminate," says Miss Shorell." That was Contour/35. "When I was 32, he told me it was about time that I started using it, too. I did, and everybody asked me what I was using. I gave it away here and there. And that's how it all began.

"Each product came about because of a need; people would ask why we didn't have it. But we've kept the line concise and easy to use. If women have too many things to do, they won't do any of them."

Orlane

"Orlane's philosophy has long been that a beautiful make-up begins with beautiful skin," says Mr. Rolf Warner, executive vicepresident of this French cosmetic house, which emphasizes treatment first and foremost. "Our treatment line is positively dedicated to the preservation of youthful skin . . . as are our make-ups with treatment benefits so that they do more than merely beautify. Orlane allows a woman to have young-looking skin at any age."

With a long history of scientific dedication to skin, Orlane maintains a laboratory in Paris and also makes use of the extensive research facilities of its pharmaceutical parent company, Mr. Warner elaborates. "This combination gives us a technological advantage which allows Orlane to create the revolutionary skin diagnostic devices and beauty products that we're famous for." -ELIZABETH O'BRYAN

Elizabeth O'Bryan, a former reporter and magazine editor, is a free-lance feature writer who works in New York and Paris.

Don't Let the City Get Under Your Skin

It is an ominous fact of life that the multicolored flags circling the center of New York's Rockefeller Plaza have to be changed yearly; air pollution and exposure to the sun, wind, and rain cause them to disintegrate. It is also a fact that the facade of the obelisk. Cleopatra's Needle, has deteriorated more in the past fifty years standing in New York's Central Park than it had in all its two thousand and some years in Egypt. Think about it. If city air and nature's elements can so badly weather fabric and stone, what must this assault do to delicate skin? Yet every day otherwise well-educated and sophisticated women who live under those same atmospheric and environmental conditions go to sleep without cleansing their faces of dirt and grime and start the day without protection from them. Below, in an excerpt from Dr. Irwin I. Lubowe's The Modern Guide to Skin Care and Beauty, is a guide to what you should know about city skin and what you should do about it.

There is a body of scientific opinionstill lacking either solid support or final disproof-that holds that the lifelong city dweller somehow develops a good measure of tolerance for the brutal urban environment. Considering that we do stay alive in it, the theory may be sound.

But in at least one respect-the skinwe are by no means unscathed. Indeed, for several years I have been treating a skin ailment mentioned in none of the medical literature. In time I came to identify this unique disorder-in fact, a combination of disorders-as being peculiar to city dwellers. (These findings were later confirmed by an English physician.) And for its quick identification, I needed a name for it. Logic and realism dictated dermatitis urbis, which in English comes down to "city skin." But what is it, and why does it happen?

Even city people are scarcely aware of all the atmospheric assailants, but their magnitude is suggested by a brief inventory. To begin with, Dr. Morris Jacobs of the Columbia University School of Public Health, a specialist in air pollution, says that the New Yorker's chief environmental enemy is the fumes from the fuel burned in the city-fuel oil and bituminous coal. (Despite a relatively new municipal law restricting the sulfur content of fuel oil, its smoke fogs the city with sulfur dioxide.) And few other cities have any such restrictions at all.

Then, the tail pipes of cars moving slowly through the jammed streets contribute acrolein, an organic compound that comes also from building incinerators as they burn fats and send other cremated, powdered garbage to mix with the air we breathe and literally touch. Automobile exhaust also offers other nonboons such as carbon monoxide, benzopyrene, tars, nitrogen oxides, and ethyl lead. And the ozone that gets into the atmosphere from photochemical reactions may be enough to cause emphysema or other broncho-pulmonary disorders.

That catalogue should be depressing enough, but there's more. Soot and dust from many sources other than fuel help bacteria to prosper. From burned coal comes fly ash, too. And there are the dog droppings. And amounts of radio- activity.

If you live in a city other than seriously polluted New York or Los Angeles, that sigh of relief you offer to the gods probably came originally with air almost as bad. The U.S. Public Health Service has declared that 232 of our cities with populations above 50,000 have serious pollution problems!

Consider the sulfur dioxide alone. It causes nylon hosiery to disintegrate; it erodes marble and granite. So the skin's systems can scarcely be treated more charitably. And along a waterfront or within short walking distance of a factory that uses chemicals, the harsh toxic gases that get into the air make matters worse.

Strangely enough, city skin appears to find a special target in women over forty. though it does not wholly spare men and women who are younger than that. The condition shows up in a number of ways -redness, dryness, discoloration, and spots on the skin. The symptoms are deceptive, for they often resemble those of seborrhea, acne, psoriasis, or some elusive contact dermatitis-and maybe all of them.

In office practice it becomes difficult not to associate city skin with the increasing number of patients who come in with pyogenic dermatoses (pus formations). seborrhea of the scalp (the excessive oiliness from which severe dandruff usually develops), and folliculitis (inflammation of hair follicles).

But all these itemized melancholy consequences of city living relate mainly to pollutants that make a direct assault on the skin. And the floating gases and aerial debris that sensitize the skin and bring about allergic reactions are even more numerous. The observant dermatologist must first discover whether there is a relationship to air pollution. If so, a protective, healing cream is prescribed and the patient is advised to avoid contaminated atmosphere. It should come as no surprise that the best way to avoid city skin is to stay out of the city air. Absurdly obvious and, may I add, very impractical.

But there are self-help measures that can be taken both to avoid and to heal city skin. The dual goal, of course, is to protect the skin from the noxious air and to adopt measures that will maintain your gains once you've begun to shield your skin

Use a moisturizing cream; it leaves a thin layer of emollient. After removing make-up at night, give the face and adjoining exposed surfaces a quick treatment with a cleansing cream, to remove the impacted soot and grime as well as soften the skin. Then apply an astringent and gently pat on moisturizing cream again. Men, too, should wash thoroughly at night to rinse off all traces of noxious elements and follow with a healing or moisturizing cream. Because of the drying effect of city skin, lines tend to form on the skin areas exposed all day. The lines, which should be caught early, are best handled by a soft vegetable cream massaged on the face and neck.

Sunshine is a major part of the problem. So begin by protecting a sun-sensitive skin with cosmetics containing sun-shielding agents: Look for Reflecta®, Block out, Uval®, Solbar® and Bonne Bell's Serious Make-up with sunscreen®. Wash regularly and often with a neutral or pure soap containing a recognized hypoallergenic antiseptic for the skin .

Dr. Lubowe is a practicing dermatologist in New York City and is Clinical Professor of Dermatology at the New York Medical College. He has written many books on the care of skin and hair, including New Hope for Your Skin. New Hope for Your Hair. The Modern Guide to Skin Care and Beauty.

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Plastic Surgery: The Ultimate Remedy

Say you're doing everything right. You've always protected yourself from the sun. You're meticulous when it comes to daily care, diet, and exercise. You don't drink. You don't smoke. You've provided yourself with the mental stimulation needed to lead a constructive and vital life. But the crow'sfeet are there, your forehead is furrowed, and those laugh lines are getting deeper day by day. Naturally. For aging is also due to a number of circumstances that no one has any control over-like the environnent, your heredity, and the natural progression of years, of course. On the one hand, you can live with it and continue the daily maintenance. On the other hand, you can consider plastic surgery. An obvious although somewhat drastic step, it is an alternative. Here, a wrap-up of what's known and what it all may mean to you.

THE FACE-LIFT

In scientific circles it's called rhytidectomy -meaning wrinkle removal-and as such it is ill named. The only wrinkles genuinely removed in a face-lift are those on the excess skin that is surgically removed! What a face-lift does do, however, is to excise the drooping skin, provide new support for the underlying structures, and stretch somewhat the remaining skin so it looks smoother. An effective face-lift involves sophisticated muscle cutting and resuturing that can greatly minimize frown and other emotive expression lines. But a bad lift, or too many lifts for that matter, can leave you with an ectropion (eversion or turning out of a part, especially of an eyelid or lip) that makes it hard to close your eyes or gives you a stocking-mask look. The inevitable fact that you must sacrifice some skin elasticity is key. But for novices on this subject: This is a four-hour operation that's performed under a local anesthetic. And the swelling and discoloration lasts a few weeks. So make plans accordingly.

EYELID SURGERY

Called blepharoplasty, it is probably the most popular form of plastic surgery, but it requires the most painstaking skill of a surgeon. The operation is delicate, for besides the aesthetics there is the valid function of the eyes to consider. But it does eliminate eyelid drooping, fleshy lids, and pouchiness. And it can be done together with a face-lift if you're willing to put down the time and spend the money. Ditto on a chin-correcting operation.

CHEMICAL PEELING

Doctors call it chemosurgery, and although it doesn't remove deep lines in the skin, it is a good procedure for eliminating fine skin lines, shallow wrinkles around the lips, crow's-feet, and creases on the

cheeks. But doing it properly is an art, and many plastic surgeons just don't do it. The method involves an application of caustic chemicals actually to remove the outer layers of the skin. The "burned" skin is shed and a new skin is revealed! But beware of the problems. Although peeling genuinely rejuvenates the skin's underlying dermis, it can also produce a kind of glassy appearance and some irksome pigmentation differences. And then the skin's new sensitivity is so great that sunbathing should usually be forgotten.

DERMABRASION

This method involves the planing of the skin with sandpaper, a serrated burr or wire brush turned by the same kind of rotary equipment used by a dentist for drilling teeth. And in the removal of scars, blemishes, and fine wrinkling the results can be quite dramatic. If the skin is heavily pitted, or bumpy, several sessions are reguired, but this method can turn back the clock a decade in an hour's time. What happens is a kind of "reactive rebirth" which spawns new collagen and a new, smoother skin. It can even remove sundamaged basal cells in the epidermis. But how soon vou're able to tolerate sunlight on the abraded skin depends largely on the quality of your skin in the first place.

CRYOSURGERY

Somewhat similar to the chemical peel, this procedure involves the application of sub-zero liquid nitrogen to the skin by high-pressure spray literally to "freeze" a blemish you wish removed. The tissue is destroyed, and after a crust is formed the dead skin is sloughed off. In essence, what you get is a second-degree burn! But plastic surgeons and dermatologists find it effective in removing everything from freckles to birthmarks .

SILICONE

If any or all these techniques are somewhat controversial, the use of silicone injections is like-well, World War III.

The eighth annual meeting of the American Society for Aesthesic Plastic Surgery, Inc., in Vancouver, British Columbia, erupted into a serious confrontation between advocates and detractors. The shot heard round the world came from a Las Vegas plastic surgeon, Charles A. Vinnik, who displayed a series of slides of non-medical-grade, adulterated silicone atrocities: the sad results of non-experienced technicians using industrial-grade silicone on hopeful, but unsuspecting patients. And Vinnik and other physicians warned that the worst effects of silicone injections are seen anywhere from three to twenty years afterwards.

It seems clear that injectable silicone should never be used to increase breast volume. This is inevitable disaster. But it is also known that there are skin problems where the use of silicone-in small droplet doses of the highly purified medicalgrade variety injected with a fine syringe

needle-is undebatable. Dr. Thomas A. Rees, a New York plastic surgeon, maintains that, if the droplets of injected silicone are small enough, they do not migrate and provide the only hope for patients suffering from facial hemiatrophy (where soft tissue wastes away) or facial lipodystrophy (where a similar wasting might progress to the neck and upper torso.)

Also, medical-grade silicone has been safely used in minuscule amounts to provide a pad for collagen growth to flesh out small facial lines. New York's internationally renowned dermatologist, Dr. Norman Orentreich, says: "Medical-grade silicone fluid is safe and effective when used properly. In twenty years of use of medicalgrade silicone fluid and follow-up of patients over this period of time, we have found that the most common problem has been bruising at the site of injection. The bruising is temporary and is now minimized by the use of a 30-gauge needle."

How does the situation stand now? The demand for silicone is so great that scores of physicians continue to inject it on the sly. But the Food and Drug Administration has licensed only eight investigatorsseven plastic surgeons and one dermatologist-to perform and report on the use of silicone. They are: Dr. Joseph E. Murray,

Professor of Surgery, Harvard Medical School; Plastic Surgeon at Peter Bent Brigham Hospital, Boston.

Dr. Ralph Blocksma,

Chief of Plastic Surgery at Butterworth Hospital, Grand Rapids, Michigan.

Dr. Norman Orentreich

Clinical Associate Professor of Dermatology, New York University.

Dr. Franklin Ashley,

Chief of the Division of Plastic Surgery, UCLA.

Dr. Milton Edgerton,

Chief of Plastic Surgery, University of Virginia Medical Center. Dr. Dicran Goulian,

Chief of Plastic Surgery, New York Hospital, Cornell Medical Center

Dr. Thomas Rees,

Associate Professor of Clinical Surgery, Institute of Plastic and Reconstructive Surgery, New York Medical Center.

Dr. Reed Othelbert Dingman

Head of Plastic Surgery Section at the University of Michigan.

But this is only the beginning. If your interest is whetted, check further. One suggestion is to look into a new book entitled Consultation with a Plastic Surgeon, by Dr. Ralph Leslie Dicker and Dr. Victor Royce Syracuse, two distinguished New York plastic surgeons. In it techniques are fully explained, myths are dispelled, and facts are supplied-all without a commitment on your part. Besides that, ask your own doctor. Check with your county medical society for recommendations. Or talk to a friend who has.

-PATRICK M. Mc GRADY, JR. Patrick M. McGrady, Jr., is a member of the board of directors of the American Aging Association, lecturer, and author of The Youth Doctors and The Love Doctors.



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The Grand Rapids Press THURSDAY, SEPTEMBER 11, 1975 SECTION D

Ford Family Doctor

Services for Fred B. Gray, M.D., local obstetrician and gynecologist who delivered the four children of President and Mrs. Ford, were held Thursday morning at Fountain Street Church. The body, which was at the Metcalf Funeral Home, was cremated.

Dr. Gray, 62, of 1148 Orchard Ave. SE, died Tuesday at the Cheboygan Memorial Hospital of heart failure.

Dr. Gray was a graduate of Tusculum College of Greenville,

Tenn., and the Vanderbilt University School of Medicine of Nashville. After serving his internship at Butterworth Hospital in 1941, he returned to Vanderbilt as a resident in obstetrics and gynecology. From 1942 until returning to Butterworth as a resident in 1945, he served overseas in the Army Medical Corps.

Dr. Gray delivered nearly 7,000 babies during his career. He also is credited with being the first doctor to import to the Grand Rapids area a measuring device which determined whether a patient had a positive or negative RH-factor.

He was a senior attending member of the American, Michigan and Kent County medical associations, a life fellow in the American College of Obstetricians and Gynecologists, an honorary staff member at Butterworth Hospital, a member of Fountain Street Church and the Men's Club of the YMCA.

Surviving are his wife, Marion B.; three sons, Frederick C. of Rowayton, Conn., David B. of Minneapolis, Minn., and William R., of East Lansing; a daughter, Priscilla Gray Laula of Santa Barbara, Calif.; two brothers, John and Frank of Rogersville, Tenn.; a sister, Mrs. Al (Pauline) Wyant of Swannoa, N.C., and five grandchildren.

The Fords: Health Is a Family Affai

BY LILLIAN LEVY

When she became First Lady, Betty Ford assumed a role of national and international stature, but she continued to take her responsibilities as wife and mother just as seriously as she had before, and that included keeping a close watch on her husband's and children's well-being, as well as her own Becaus of the good health habits she's ancouraged, she has an active, vita family and she may have helped to save her own life.

own life. On September 14, during an interview with EAMLY HEALTH. Mrs. Ford was asked what she considered to be the most important national health problem. Her could make a breakthrough th cancer, this would be one of the great est things that could possibly happen. We are making breakthroughs, fortunately, and I hope the situation will progress rapidly."

As she said this, Mrs. Forci had no idea she herself had breast cauter As regular annual checkup has always beers a constant in her health program and the latest examination in March had shown nothing wrong. However, Mrs. Ford's belief in preventive medicine is stong, and she also has a supplementary gynecological examination annually about six months aften her general physical.

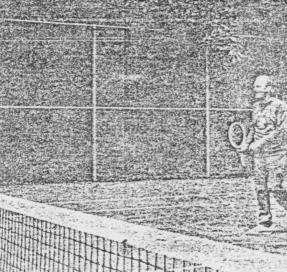
On Thursday morning September 26 sie want to Bethesda Naval Hospital for this examination, and Dr Douglas Knab, head of the department of gynacology at Bethesda, discovered a small lump in her right breast. He then consulted with Dr William Forty, chief of sirgery for the entire National Naval Medical Center (of which the Hospital is, part). They informed Dr William Lokash, the White House physician, of their find, ings. That evening Mis. Ford was again examined in the White House, by Dr. J. Richard Thistlethweite of George Washington Universit? Medical School. The consensus: the hodplain the breast was

Lillian Levy is senior science with for NASA and a long-time member of the Washington press corporation is sur entry at work on a book covering dialognatic life in the capital. suspect and further tests were needed. So, on Friday evening, September 27, after keeping to her full day of scheduled activities, Mrs. Ford, entered the thosaitat

On Saturday September 28 at 8:30 in the marning, the President was alone in the Oval Office at the White House when Dr Eukash called to tell him that Mrs. Ford did have cancer and that she would undergo immediate surgery.

The subsequent three nour operation vas a radical mastectomy, the most common treatment for breast cancer in 1974, many due to the fact that in more than half the cases the cancer had spread beyond the breast by the time it was detected, greatly reducing the chance of cure.

Mcs. Ford's good sense concerning regular, periodic examinations prewented the worst from happening, and she came through the operation with equal good sense and courage. The Ford children-gathered, and the President repeatedly bloke away from official duties to visit his wife, but it was the patient who cheered up the visitors.



the United States, involving removal of the breast the underlying chest wall muscles, and the lymph nodes between those muscles and the ones under the arm. There are simpler methods but node as effective, which is the opinion of 95 percent of the surgeons in the field

Because of early detection and swift action, the cancer had little time to spread, and the doctors are increasingly, optimistic about Missi foru's chances of recovery (which is defined as survival for the next 10 years). Her postoperative therapy program will further contain any possible spread of cancer. The picture could have been much graver: it's estimated that breast cancer will kill 33,000 American women in She's very strong and she expects the family to be," said-President Ford Dr Lukash added, Throughout this ordeal Mrs. Ford exhibited an atmosphere of confidence, and she demonstrated a kind of inner strength that sustained the First Family, her close staff, and, thinks her doctors."

Six people make up the First Family the President and Mrs. Ford, and four children: Michael, 24 a theological student; Jack, 22 a forestry major at Utah State University, Steven, 18, a

Tanch worker in Utah, and Susan, 17, a senior at the Holton Arms School in Washington, DC Their strength and unity as a family is a support in time of crisis and an integral part of the way they enjoy regular daily activities. All of