

**WEATHER FORECAST:**  
Fair is the complexion forecast for women using Helena Rubinstein's superb cosmetics.

An educational beauty advertisement of interest to all women

The Helena Rubinstein Salon offers the ultimate in beauty care.

# Helena Rubinstein's Salon Beauty Page

VOL. 1, No. 5

DECEMBER 1952

Copyright by Helena Rubinstein, Inc. 1952

# Helena Rubinstein Offers Women the First Glamour Make-up Specially for Dry Skin



## Beauty Calendar for December

by Helena Rubinstein

NEW YORK, Nov. 23.—This is the time of year when every woman is puzzling over a Christmas list, wondering what in the world to give Aunt Suzy and what kind of gift would be appropriate for Edith's teen-age daughter.

Let me suggest that every woman from 14 on up is sure to be pleased with a beauty gift. It's a pretty kind of compliment to her loveliness. And it makes your shopping so much easier because you don't have to know her size. Every beauty gift is sure to fit!

Something new and extra special are my wonderful Perfume Colognes. They are a completely new idea in colognes, doubly strong and with the cherished cling of perfume. An inspiration for Christmas gifts at the low prices of 2.00 to 3.50, they come in exquisite bottles topped with fabulous "jewels".

Perfume Colognes are now available in 3 of my famous fragrances: "Command Performance", the kind of fragrance that makes a woman feel like she owns 2 mink coats; "White Magnolia" surrounds her with the fragile femininity of a Southern Belle; "Heaven-Sent" makes any girl feel like a story book Heroine!

For the woman-who-has-everything, give a wonderful little luxury she may not have discovered for herself... "Body Smooth". This is a special deluxe lotion that is far superior. For one thing, it's extra rich to keep body skin smooth as velvet even in the severe winter weather. The color is a pinkish-beige delight and the lovely fragrance is subtle as smoke. Once they try "Body Smooth", women really fall in love with it; use it for elbows, chapped legs and as a hand cream, too. It's priced from 1.75 to the magnum size jar at 4.75.

Teen-Age girls adore lipsticks and never have enough of them. They'll think you're a very understanding adult if you give them a whole handful of my "Stay-Long Lipsticks". Two favorite colors are Tender Pink, a light delicate tone, and Apple Red, a clear and brilliant shade. These are especially good because the indelible formula lasts all day... and has the special bonus of rich, radiant colors (14 of them). They cost 1.00 each.

All American women are bath conscious. So you can't go wrong when you give something glamorous for her bath. A new and delightful bath accessory is my "Perfume Foam Bath". At the touch of water it bursts into millions of fragrant bubbles and turns the whole bathing ritual into a glorious extravaganza! She'll love the silky softness and clinging fragrance it leaves on her skin, too. Just 2.50 in a choice of 4 Helena Rubinstein fragrances.

Perfect to tuck into any feminine stocking is my Cologne Stick. It's the handy way for her to carry fragrance in her purse. These little "frozen" sticks instantly release clouds of fragrance when stroked on the skin and the effect is refreshing as well. In bonjour size at 2.00 or purse size at 1.00. All prices plus tax.

## Only Helena Rubinstein Has Lasting Lipstick in 2 Textures

### Color Perfect Lips Now Possible For All Women

Now Helena Rubinstein makes it possible for all women to enjoy the benefits of lasting lipstick. This great beauty genius has formulated two superb indelible-type lipsticks in two special textures—Stay-Long, already beloved by millions for its incredible indelibility, and Stay-Lustre, a new extra creamy formula especially made to moisturize and protect dry lips.

**For day-long indelibility**  
Helena Rubinstein created Stay-Long Lipstick for women who want a maximum indelibility. This amazing formula is smear-proof and smudge-proof when applied as directed. It gives lips rich lasting color that stays luscious and perfect all day long. No wonder millions of women love Stay-Long, wouldn't be without it for anything!

**For dry lips**  
Stay-Lustre completely solves the lipstick problem for women

with dry or lined lips, and for all women who want a creamy lipstick in winter weather. It protects lips from dryness and chapping, while it gives them youthful sheen and lustre. And still, when used as directed, Stay-Lustre keeps bright and tidy... yes, even through eating and drinking!

Both tantalizing textures come in a fabulous range of glorious colors. Stay-Lustre Lipstick in jeweled jumbo case—1.50. Stay-Long Lipstick, 1.00. Prices plus tax.

## First 3-Way Permanent Safe and Sure for Every Type of Hair

For the first time, any woman can give herself a home permanent without guessing! Helena Rubinstein has discovered a revolutionary new 3-Way Permanent that is safe and sure—for every known type of hair.

**3 Waves in 1 Bottle**  
Helena Rubinstein's sensational new home permanent is the first and only one that can be used three different ways—for normal hair; for dyed, bleached, or problem hair; for any kind of hair that wants a softer curl. It's actually three waves in one bottle. And you can use it with any

kind of permanent wave curlers or bobby pins.

**Neutralizer is Optional**  
Unlike other home permanents, 3-Way Permanent always gives the exact wave you want no matter what type of hair you have. For only 3-Way Permanent has Take-it or Leave-it Neutralizer.

If you have normal hair and you don't like a tight curl, "leave" the neutralizer and treat yourself to a fast, one-step permanent. If you have bleached or dyed hair, "take" the neutralizer and see how beautifully your hair takes a curl.

With Helena Rubinstein's 3-Way Permanent, there's no guesswork, no risking the wrong permanent. You buy one package and you're sure it has the right wave for your kind of hair. Yet this remarkable 3-Way Permanent costs only 1.50 plus tax.



**The Beautiful Self-Made Blonde**—Girls who have always longed to be blonde or blonder than they are have found a wonderful new way to achieve it. Helena Rubinstein's BLONDE BEAUTY is the revolutionary new home hair lightener that lightens and colors in one simple step. Rich conditioning oils in BLONDE BEAUTY leave locks silky soft, lustrous. And we dare your public to guess that it's all self-made! Have it in "Golden Shade" or "Ash Blonde Shade". 2.00 plus tax.

## New Deep Cleanser For Cleaner Skins

Sensational liquid formula quickly removes grime and clinging make-up

Now that clinging make-up and indelible lipstick are here to stay, all skins require very thorough cleansing. That's why Helena Rubinstein created her wonderful modern cleansing formula "Deep Cleanser".

This amazing liquid penetrates deeper into pore openings to remove every trace of clinging make-up and grime. Deliciously fragrant and creamy, it softens and smooths the skin as it cleanses.

Helps prevent blemishes  
"Deep Cleanser" also destroys the bacteria which commonly cause surface blemishes (externally caused). It contains a new miracle antiseptic that reduces

this bacteria count practically to the vanishing point. And the speed with which it does all this is remarkable. For "Deep Cleanser" spreads quickly, tissues off in seconds.

With all these benefits, "Deep Cleanser" is economical. The big plastic bottle holds 160 cleansings and is only 1.50 plus tax.

## New Jewelled Look, The Rage For Hair

The newest and most exciting way to wear your hair is—gilded! It's the new jewelled look for hair, and there are several ways to do it—with a daring golden forelock... with light feathered touches all over for shot-with-gilt glamour. Either way, you can do it to a beautiful turn with Helena Rubinstein's GOLD TOUCH. GOLD TOUCH is liquid "gold"—you paint it on as easily as you do lipstick. The effect is ravishing—perfect for a dramatic entrance, cocktails at five or whenever you want to impress a man. Also in SILVER, 1.50 plus tax.



Helena Rubinstein's Silk-Tone Foundation is blended with pure atomized silk, to give dry skin dewy freshness and silken allure. It clings for hours without re-touching. And all the while, Silk-Tone acts like a beauty treatment... smoothing, softening and protecting complexions against winter weather.

## HOW TO ACHIEVE THE NEW SIREN LOOK IN MAKE-UP

A professional make-up as taught in the famous Helena Rubinstein Salons

This is the year of the Siren-Look in fashion and in make-up. Crinolines are giving way to slim, siren-like sheaths. And the frankly freckled face with the wholesome look is as out-dated as cotton stockings!

The whole idea now is for women to look even more like women—and the menfolk love it. That's why Helena Rubinstein, who is the great pioneer of women's beauty, tells here some magical face-changing that every woman can use to give herself the new siren look.

If you want to see the Siren you can become, try these brand new make-up techniques as they are taught in the fabulous Helena Rubinstein Salons.

First, your foundation should be lighter in color than you have worn for some time... to give you the paler and more interesting look. However, it should be applied more heavily than usual to cover skin imperfections and give your skin an even-color effect. Your powder should be a shade lighter than your foundation and applied lavishly all over your face and throat. No simple dusting of powder on your nose will do these days!

**Lipstick should be vivid**  
Red Velvet, Red Hellion and Plush Red are excellent colors for a Siren effect. Your mouth should look fuller and very provocative. A trick for this is to oval out the lower lip with a lipstick brush before filling in the color. Remember



Take a trip back to youth, health and beauty in four short weeks at the Helena Rubinstein Salon. For Dr. Lourie is here, direct from our Paris Salon and here is what she has in store for you:

- Treatments that work against droopy contours, puffiness, wrinkles—give you a more youthful look.
- Pounds can be taken off or added, wherever needed. A scientific diet—individually planned.
- A beautiful make-up and flattering new coiffure, designed especially for you.
- Fashion counseling—how to adapt the new styles and colors to your own personal needs. You'll look younger, more radiant. You will keep looking lovelier all your life. Make your appointment today. Telephone Whitehall 4-7111.

you can always do a better job with the help of a lipstick brush. Rose Mauve is a good lipstick choice for evening wear as it doesn't fade in the bright lights.

**More glamour for eyes**  
You can't be a Vamp without fascinating eyes—and it's all so easy now with the modern eye make-up. First line the eyes from the inner corner to the end of the eye. Do it heavily but do not extend past the eye. Helena Rubinstein's Auto-pencil is marvelous for this. Brush Waterproof Mascara with upward strokes on under-side of the lashes. Apply heaviest to the outer lashes to give a definite uplift to the eyes.

**Not round spots on your cheeks.** The new way to use rouge are as follows: Apply a touch of rouge in a half moon at the tip of the chin. This gives the face a more oval appearance. Apply rouge to the inner corners of the eyes to block out the shadow that always appears at the bridge of the nose. Then for a sensuous touch, add a bit of rouge to the outside of each nostril. Very Siren indeed!

**Eyebrows will be raised**  
The Siren brow is heaviest at the beginning, highly arched and tapered at the end. Shape with an eyebrow pencil. Smooth on Luminous Eye Shadow directly below the siren brow connecting with the rouge at the inner corners of the eyes.

There you have the Siren Look. With it you will perhaps wear a gold or silver streak in your hair.

## Amazing Silk-Tone gives dewy, fresh look and acts as a beauty treatment every second it is on

Flowing color banishes sallow look, covers every tiny line with silken veil

Here is the most exciting news in years for all women with dry skin. That world-famous beauty genius, Helena Rubinstein, has created a sensational make-up that promises thrilling new complexion beauty—beauty never before possible. It is called Silk-Tone Foundation. You will call it a blessing.

For years, Helena Rubinstein has known that dry skin needs a very special kind of foundation to give it dewy freshness, youthful color and also to protect its fineness. That's why Madame Rubinstein worked untiringly in her salons and laboratories to develop Silk-Tone. It is the first glamorous make-up especially created for women with dry skin. Really, the most remarkable make-up ever created!

**Moisturizes, protects dry skin**  
Silk-Tone is an amazing creamy liquid that acts in two ways to glorify dry skin. Like a silken veil, it covers lines and flaws with natural, radiant color. At the same time, Silk-Tone smooths and softens. Its rich emollients actually moisturize dry skin and protect it against roughening winter weather. The result is a flawless, silken bloom that makes dry skin look as fresh as a rose!

**Blended with pure silk**  
Helena Rubinstein's Silk-Tone is the only foundation in the world that is blended with pure atomized silk. This gives complexions fascinating transparency and silken allure.

Because it contains pure silk, this superb foundation has a remarkable cling that works like magic! It clings the way silk clings... smoothly, evenly, lightly. Nothing could be easier or quicker to apply. You just stroke this creamy silken liquid on lightly. You'll be amazed at how evenly and smoothly it spreads!

What's more, it will never streak or smear. And remember—every minute it is on, Silk-Tone is doing your skin good... smoothing, softening and beautifying.

**6 Ravishing Colors**  
Silk-Tone comes in six ravishing colors for every complexion type. Colors so vibrant, so life-like, so young... they impart a lovely luminous glow. Discover

for yourself how the right shade can work miracles for your beauty. It can brighten your complexion, banish that sallow tired look and make it possible for you to wear many fashion colors you once thought were unbecoming. With all these wonderful beauty benefits, Silk-Tone costs only 1.50 plus tax—and one bottle lasts for months.

Helena Rubinstein believes that it is vitally important for women to use only the correct make-up for their individual skin types. For every complexion type, she has formulated a special foundation that acts as a corrective beautifying treatment while it imparts a lovely surface finish.

**Special make-up for oily skin**  
For oily skin and adolescent skin, Helena Rubinstein has special make-up—Milk-Tone, the only cake make-up containing beneficial milk protein. Milk-Tone provides a fine-grained mat finish that lasts hours and hours. In six shades, costs only 1.25.

**For blemished skin**  
To cover externally caused blemishes, Helena Rubinstein developed Snow Lotion. This amazing liquid make-up completely conceals most surface disorders under a glamorous disguise. At the same time, its special curative ingredients work to heal the skin. Snow Lotion comes in three shades, costs only 1.00.

**For extra coverage**  
Helena Rubinstein recommends her Silk-Film for women with normal skin who want more coverage, or for women whose skins tend to be flushed or blotchy. A cream-cake type of make-up that contains pure silk, it imparts a lovely silken finish while it hides flaws and imperfections. Perfect as a glamorous evening make-up. In six beautifully blended shades, 1.25. All prices plus tax.

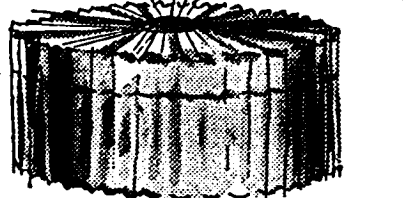
## The Silken Look

New glamour for your complexion

Wouldn't you love to have skin as smooth and fine as silk? Now you can, with Helena Rubinstein's Silk-Screen Face Powder. This extraordinary powder is blended with pure atomized silk. It gives skin an entirely new and fascinating transparency... a delicate silken bloom that clings for hours. Yet this remarkable powder is so fine, it lets your skin breathe naturally and so retain a day-long freshness.

Helena Rubinstein's Silk-Screen Face Powder comes in two special blends: one for dry skin and one for normal or oily skin. And there are 9 glorious shades in each blend for every complexion type. 7.50, 3.50, 2.00, 1.00.

Prices plus tax.



Helena Rubinstein Salon 666 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

