



Do's and Don'ts for

## POUDRE Le Début

Powder should never be rubbed or ground into the complexion. It should be used generously . . . a safe, sure, smooth-texture powder like le Début. Pat it lightly all over the face, avoiding only the eyelids and use generously, too, all over the neck. Remove all surplus gently with a soft brush or puff and dust any particles of powder from brow and lashes.

### Are you one of the clever women using le Début

— or are you still saying of other women with velvet smooth complexions . . . “Now I wonder what powder she uses!” Try Poudre le Début yourself and see the reason for its great success with the discerning. Its texture . . . its marvelous texture! A texture finer than mist—softer than petals. Gently it spreads its captivating beauty . . . instantly your face acquires that enviable velvet-smooth look. And though le Début covers so perfectly and lingers beyond your fondest hopes, it is so transparent that it is almost invisible save for the added bloom it gives. Soothingly protective, too, in its composition, interposing a delicate barrier between sun and wind, yes and even time! Try Poudre le Début and rejoice in the added beauty-it gives your complexion. In eight smartly-styled shades . . . one of them perfect for YOU.

**The coupon brings sample** • Give yourself the trial test with Poudre le Début. Fill out coupon, tell shade of powder desired, send 10¢, and we will forward generous box, enough for fifteen days' trial.

**If you're a blonde:**

PEARL for fair skins with color  
PEARL WITH GLOW a warm tone  
for fair skins with little color  
NATURELLE a medium tone  
for fair skins  
SUN TINT for fair skins

**If you're a brunette:**

RACHEL for brunettes with  
color  
RACHEL WITH GLOW a warm tone  
for brunettes with little color  
OCRE ROSE a warm tone for  
olive skins  
TAN for brunette skins

**RICHARD HUDNUT**  
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Please send me your trial box of Poudre le Début. The shade I should like is \_\_\_\_\_ . I enclose 10¢ to cover part of the cost.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

RICHARD HUDNUT • Parfumeur • NEW YORK, PARIS