

# MELTS AT SKIN HEAT

*new liquefying Cleansing Cream*

*... acclaimed now by WOMEN HERE*



Scientists worked three years to perfect this new cleansing cream formula.

**Note contrast in old-type cleansing creams that go on skin like lard and new cream that melts at once, cleansing skin of dust, dirt, make-up.**

**H**ERE'S that remarkable new cleansing cream that actually changes from a solid to a liquid on contact with skin heat!

The moment you apply, it melts, penetrates pores, cleanses them of dirt, dust, make-up. Hinds Cleansing Cream, it is called.

Note, please, that it is utterly unlike old-type "heavy" cleansing creams that go on skin like lard.

**Melts 2 to 7 times faster**

This new cleansing cream liquefies from 2 to 7 times faster than any other popular price liquefying or so-called "liquefying" cream. Chemists have proved this.

Finest ingredients and utter skill in compounding are necessary to produce a cleansing cream of this exquisite quality.

Scientists worked 3 years in the Hinds laboratories to perfect the formula.

It embodies a principle in skin cleansing long recognized by skin specialists, though

now available for the first time in this expensive-type cream at the actual cost of ordinary creams.

Remember this, please: many cleansing creams claim to be liquefying but Hinds Cleansing Cream is the *only* cleansing cream at anywhere near its price that is *actually* a liquefying cream.

**This is the cream you heard about**

This is the cleansing cream that proved equal in quality to creams selling at \$2.50 when the recent comparative cosmetic test was made at a well-known New York laboratory.

Does it not seem utter folly to continue with old-type cleansing creams that merely skim surface of skin when first applied? That require vigorous massaging to penetrate?



**SHE SEES DIFFERENCE!** Simple comparison convinces woman.

Is it not folly of the worst kind when a far-sighted price policy on the part of the manufacturers gives you this remarkable expensive-type cream at the cost of ordinary creams?

You get this new cleansing cream in two sizes, at 40¢ and 65¢. Observe, please, the exquisite container. Buy Hinds Cleansing Cream today from your druggist.

**IT'S OLD WAY AND NEW** . . . On left, old-type heavy cream. Strenuous rubbing necessary to make cream clean skin.

On right, Hinds Cleansing Cream. Melts at once. Gently penetrates pores, removes dirt, dust, make-up. No rubbing needed.



**Notice to Women**

These three new Hinds Products are scientifically compounded to supplement each other.

Use them together, please. We urge you *not* to counteract their good effect by using ordinary creams and lotions with them.

Made by the makers of Hinds Honey and Almond Cream, used by American women for over fifty years.

Insist on the genuine Hinds Cleansing Cream, Hinds Texture Cream (in 40 and 65¢ sizes), and Hinds Toning Cleanser, 65¢. At all druggists. A. S. Hinds Co., Bloomfield, N. J.

Copyright 1930, Lehn & Fisk, Inc.

**3 new HINDS PRODUCTS**

Made by makers of Hinds Honey and Almond Cream



**DRAMATIC TEST** made at New York laboratory proves three new Hinds products equal in quality to products of the expensive lines bearing famous "individual" names and selling at prices from two to eight times more than they do.

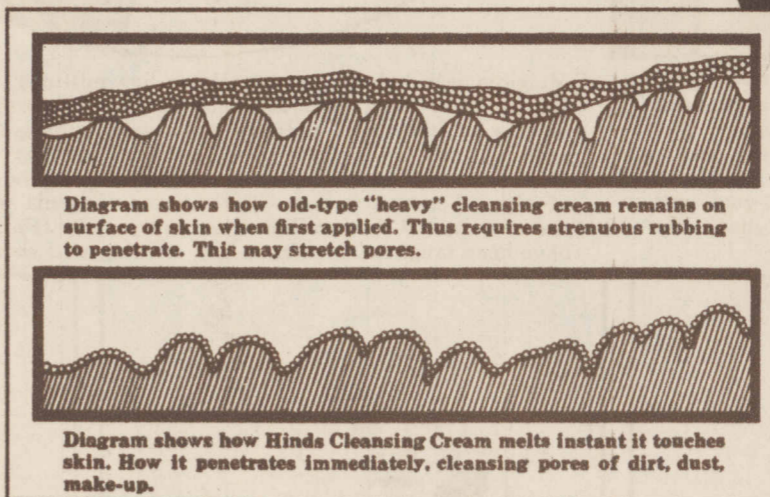


Diagram shows how old-type "heavy" cleansing cream remains on surface of skin when first applied. This requires strenuous rubbing to penetrate. This may stretch pores.

Diagram shows how Hinds Cleansing Cream melts instant it touches skin. How it penetrates immediately, cleansing pores of dirt, dust, make-up.

**Don't Put Up with Dry Skin!**

There's a new-type skin softener! Hinds Texture Cream, it's called. A light, delicate cream you apply at night . . . it is utterly unlike old-type greasy softening creams. Hence you retire with face smooth and lovely.

No need to smooth towel over pillow for fear of grease on linen.

No need to be uncomfortable with grease on face . . . in hair.

Absorbed rapidly by the skin, this scientifically compounded

cream works through the night. Counteracts tight, drawn feeling of skin, scalliness, dryness.

All that dry scaly condition that makes skin look old vanishes.

At all druggists. Hinds Texture Cream, 40¢ and 65¢.

**Pores Large? Read This . . .**

On a section of skin size of a dime there are 578 pores growing larger because of pore residue they must carry.

Get rid of pore residue and you get rid of large pores.

Hinds Toning Cleanser dissolves out pore residue.

It's that new liquid cleanser and solvent which is accomplishing such remarkable work in pore refining.

It is hailed as a real contribution to the large pore problem now troubling American women.

**What it does**

Used after cleansing cream, it removes all traces of grease. Dissolves out all lingering particles of dirt, oil, pore residue.

Relieved of this residue, pores shrink back to normal size.

Use during day to cleanse skin when removing

make-up. Make-up then applied gives you the lustrous look of glowing health.

**Skin feels cool**

Skin feels cool, refreshed, stimulated. You lose all that dull appearance.

Note, please, the new delicate skin texture, the vivid cleanliness, regular use of Hinds Toning Cleanser brings you. Positively will not dry skin.

At your druggist's. Hinds Toning Cleanser, 65¢.

