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THOSE FEW
NEW INCHES
ARE WAVED
SEPARATELY!

YOUR PERMANENT WAVE

eugène tells you how to keep it at its best throughout the year

THERE comes a time to every permanent wave, when the growth of new straight hair displaces it. This is inevitable, since human hair grows about a half inch each month—three inches in six months! What can you do about those few new inches?

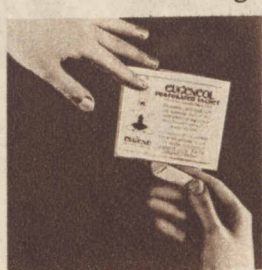
You can do what the European woman does.

You can have your Eugène Permanent Waver give the newly grown straight hair a permanent wave to match your old wave—without rewaving the waved portion of your hair!

There is no season for beauty!

In England and on the Continent, the smart woman of society recognizes no season for hair beauty. She has her hair permanently waved to secure the flattering effect of a wavy coiffure. As soon as new straight hair displaces her wave, she gets a new wave for the new growth. As often as necessary—regardless of month or season—she visits her Eugène Waver to maintain her permanent wave at its best.

Nor does she go to a Bargain Waver



The Patented
Eugène Sachet

It is a strange fact that, in spite of the greater buying power of foreign money, the European woman commonly pays a higher price for her

permanent wave than does her American cousin. She does not look for bargains in so personal a matter as the life of her hair. She places the emphasis on the beauty of the result—goes out of her way, in fact, to find and pay for the best of skill and experience in permanent waving. Her hair is worth it.

The gentle European Method

The Eugène Method of Permanent Waving, used in nine-tenths of the fine shops abroad, is now in use everywhere in America. It is distinguished from all other methods by its gentleness—by its complete control of the steaming. Thus, the tender ends of the hair are steamed for a shorter period than the more stubborn roots. And, after the first wave, all subsequent waves by the Eugène Method can be confined to the new growth only. Eugène has made it forever unnecessary to rewave the wave!

The Eugène Sachet is the Secret

The internationally patented Eugène Sachet makes this Selective waving possible. Eugène Sachets are made of a non-porous material, perforated only where the steam is desired. This confines, conserves and concentrates the steam—permitting the use of the mildest wav-

ing agents. Eugène Sachets with partial perforations are used for waving "those few new inches"—effectually confining the treatment to the new growth while protecting the already waved hair.

To Keep your Wave at its best

This is our prescription for keeping your permanent wave at its best throughout the year:

First: Wave those few new inches as soon as they become noticeable.

Second: Set your wave daily with a quick-drying, greaseless lotion.

Setagène, the Eugène Wave-Setting Lotion, restores order to rumpled locks. It is a delicately fragranced lotion for the hair. You spray it on thin as a mist, give your hair a few deft touches to bring out the wave, and almost as you do so, the Setagène dries, and your hair is set for the day!

Use Setagène just before you go out, or just after you come in—it is good for your hair, giving it life and lustre without a trace of stickiness or oil.

Visit your Eugène Waver Now

If you have never known the comfort and convenience of a beautiful Eugène Permanent Wave, there is no better time to order it than now, just before

the holidays and the height of the social season. If you have been waiting for your last permanent to grow out entirely, wait no longer; have those few new inches separately waved to match your old wave.

The cost of this selective Eugène permanent wave is no higher than a first wave.

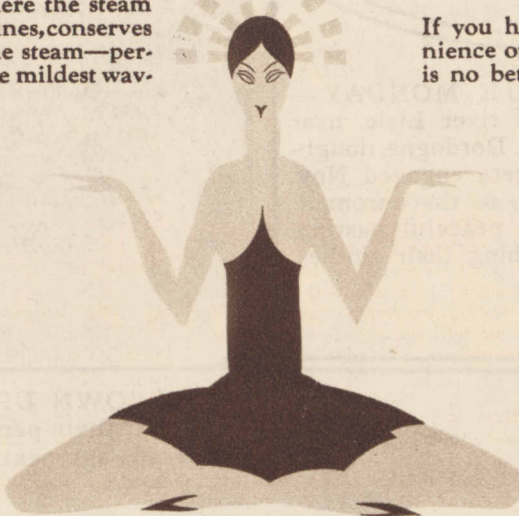
Be Sure You Get the Genuine

Do not permit the use of substitute sachets on your hair. Look for the famous Eugène Trade Mark Symbol printed on each of the 26 to 36 Eugène Sachets used for every genuine Eugène Permanent Wave.

If you do not know the names of genuine Eugène Permanent Wavers in your vicinity, write us for a list. Ask also for our interesting illustrated brochures, "The Eugène Method" and "Those Few New Inches."

Eugène, Ltd., 565 Fifth Avenue, New York City
An International Organization, Serving the Beautician

Setagène, the Eugène Wave-Setting Lotion, is sold by fine beauty shops. \$1.50 and \$2; special atomizer, \$1.50.



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