



Watch it Wash Away!

the astonishing New Cream that is
actually Soluble in water

Like a magic magnet Pinaud's Cream gathers up the day's dust and powder from the very depths of the pores—floats them to the surface. Then swiftly, easily, delightfully—at the touch of cool, clear water it *washes* away. Leaving your skin cleansed, toned and suppled in *thirty swift seconds!*

INDEED, you *must* wash Pinaud's Cream away, if it is to work for you the miracle it can!

For with it goes every bit of the dirt and grime it has gathered—leaving the pores really free—able to breathe!

Pinaud's Cream deposits not a trace of fatty, waxy sediment in the skin (as dermatologists point out creams usually do) *to coarsen the pores, foster blackheads, actually age the skin.*

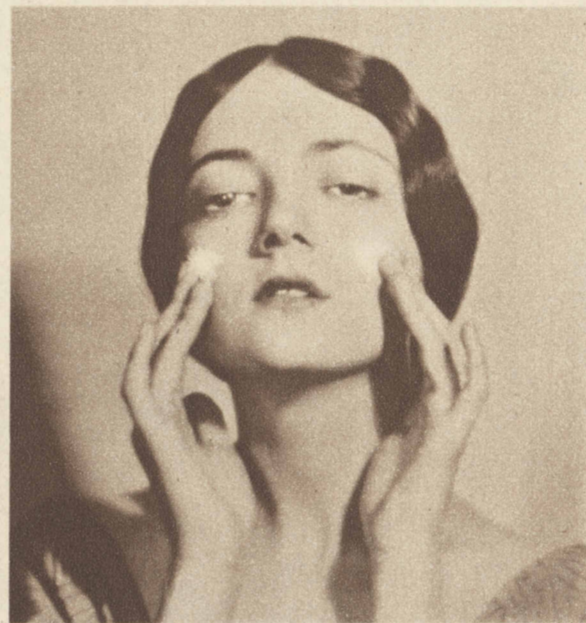
Indeed the first few times you

use Pinaud's Cream—if your skin is suffering from deep-lying accumulations—you can actually *feel* its wonderful cleansing power. Feel a faint tingling as the clogging dirt is gently drawn from the pores—then a delightful new flowerlike freshness!

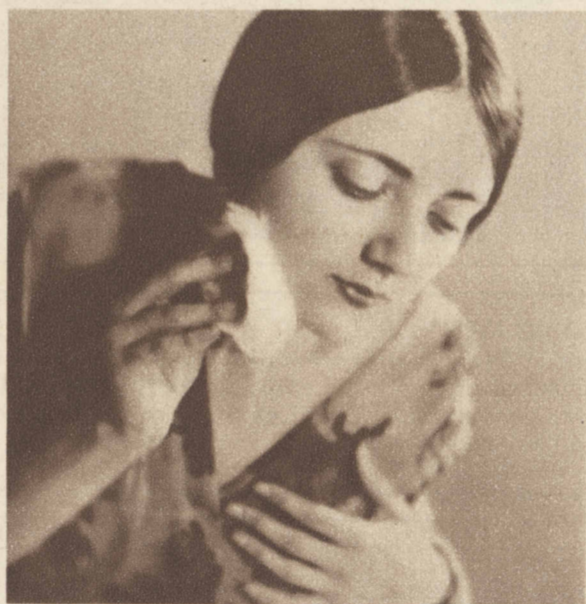
No wonder noted dermatologists agree that this remarkable preparation actually develops a new and lasting skin loveliness. Petal-smooth, youthfully blooming grows the cheek that is daily tended with this snow-white silken cream!

Test Pinaud's Cream Tomorrow

Standing before the mirror in the bathroom, smooth a film of Pinaud's Cream on one cheek with one hand; then a little of any other cream on the other cheek with the other hand. Now, with cool water, try to wash off the two. Pinaud's Cream "lets go" instantly, sweeping away with it all the dirt from your skin; the other cream remains—sticky, unpleasant. Even after you have wiped off as much of it as you can, the two sides of your face will feel different. The side cleansed with Pinaud's Cream will be softer fresher, cleaner! One step nearer the skin nature meant you to have.



Apply Pinaud's Cream lightly with the fingertips. You don't need to massage it in like an ordinary cream. Now you can actually *feel* this amazing cream at work, cleansing the pores, toning the tissues! Now comes the really important part of the treatment; *washing* the cream away, instead of simply wiping off the surface cream as one ordinarily does!



Take a pad of cotton wet in cool water (or an ordinary washcloth, if you prefer—thoroughly wet) and pat your face gently all over. The cream "lets go" immediately—actually *washes* away! And with it goes every trace of grime, dirt, oily shine—and your skin is left softer, fresher, more delicately brilliant than you ever saw it in your life!



Now dry your face with a soft towel. Powder it. So exquisitely soft and clear and fresh is the skin that you need no additional "powder base". The effects of this beautifully simple treatment are little short of magical. Enlarged pores tend to contract to normal size. And the skin, truly cleansed and exquisitely softened, blooms into new beauty.

Fifteen years of research and experiment! A decade and a half devoted to the preparation of one cream!

But the result has justified the effort. For today we can offer the women of America a cream that not only cleanses the skin more thoroughly—more scientifically—yet gently—than ever before, but at the same time *tones* the tissues and *supples* the surface skin delightfully.

Now you need no astringent! Perfectly cleansed, the pores close of themselves. And day by day coarse pores contract to normal size.

And the delicate oils of Pinaud's Cream *supple* the skin so *naturally*. For they resemble more closely the fine natural oils of *the skin itself* than any that have ever been used in a cream before! They leave your face so exquisitely softened that powder *clings* perfectly—you need no other "base."

No wonder already thousands of the most fastidious women of America have used this remarkable New Cream and are extravagant in its praise.

Famous dermatologists both in this country and abroad declare it the most revolutionary advance ever made in the scientific care of the skin.

Use Pinaud's Cream tomorrow and discover what Science can mean to your skin.

Pinaud's CREAM

Ask for This Lovely Jar

Pinaud's Cream is not only the most remarkable skin preparation made today but it comes in the loveliest jar imaginable. A jar of glass—sea green—artistically modeled—a delight to possess. Tomorrow—at the leading drug and department stores, ask for Pinaud's New Cream . . . Give it a place on your dressing table . . . Use it regularly and day by day watch a new loveliness appear. Pinaud, 220 East 21st Street, New York City. 18 Place Vendome, Paris.

