

NOW A NEW SKIN CARE WAY

Grave errors in old ways of skin care shown . . . Read details of now-famous cosmetic test made at New York Laboratory



Photo by Blank-Stoller, Inc.
Henry W. Banks 3d, Consulting Chemist, of the firm of Loomis, Stump & Banks, New York City.

NOW, after three years of research, a new way of skin care has been found.

Scientists working at the Hinds Laboratories developed it.

Their findings are embodied in three products, a cleansing cream, a pore refiner and a softening cream.

Individual tests show that after two weeks' use noticeable improvement in skin can be seen.

Declared Equal to Salon Products

In a strict test made at a well-known New York laboratory these three products were certified to be equal in quality to products selling at from two to eight times more.

Chemists' Report follows:

" . . . we have made strict laboratory tests of Hinds Cleansing Cream, Hinds Texture Cream, Hinds Toning Cleanser in direct comparison with similar products of the expensive lines bearing famous 'individual' names.

"We find them equal and in 3 cases superior in quality to these famous 'individual' name products which sell at prices from 2 to 8 times more than they do."

(Signed) HENRY W. BANKS, 3d
Loomis, Stump & Banks
Consulting Chemists



Why Sleep with Face Greasy . . . Unattractive? *There's a new-type softening cream that ends dry, scaly skin . . . but is utterly greaseless. Hence you retire with face smooth and lovely. Women by the thousands acclaim it . . .*

Thus for the first time in the history of the cosmetic industry you get salon-quality products at the same price you now pay for ordinary creams and lotions.

It sounds unbelievable. Many women will doubt this statement. We expect this. But the proof is in the products.

Here is a brief statement on each product:

Hinds Cleansing Cream

A 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.

Note, please, that it is utterly unlike old-type "heavy" cleansing creams that go on skin like lard, and require strenuous rubbing which may stretch pores.

This new cleansing cream liquefies from

2 to 7 times faster than any other popular priced liquefying or so-called "liquefying" cream. Chemists have proved this.

Hinds Toning Cleanser

Toning Cleanser brings you a new way of pore refining scientists have been working on for three years.

It's a way that not only refines pore texture, but does so in a remarkably short time.

You accomplish this by means of a liquid which is both a cleanser and a solvent. Hinds Toning Cleanser, it is called.

First, it thoroughly cleans surface of skin. Then it enters pores and dissolves out accumulated pore residue. Relieved of this residue, pores shrink back to normal size.

Used after cleansing cream, it removes all traces of grease, dirt.

Use during day to cleanse skin when removing make-up. Make-up then applied

gives you the lustrous look of glowing health.

Note, please, the new delicate skin texture, the vivid cleanliness regular use of Hinds Toning Cleanser brings you.

Hinds Texture Cream

It's a new-type skin softener.

A light, delicate cream you apply at night . . . it is utterly unlike "greasy" softening creams. Hence you retire with face smooth and lovely.

No need now to smooth towel over pillow for fear of grease on linens. No need to go to bed with grease on face . . . in hair.

Absorbed rapidly by the skin, this scientifically compounded cream works through the night, counteracting tight, drawn feeling of skin, scalliness, dryness.

Skin regains smooth, dewy texture of youth.

Important

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 drug and department stores. A. S. Hinds Co., Bloomfield, N. J.

← **YOU JUDGE!** Place ordinary cleansing cream on hand. Note "lard-like" look. How it stays "solid." Then beside it put Hinds Cleansing Cream. Watch it melt the moment it touches skin. Then remember this: Heavy cleansing creams that go on skin like lard may stretch skin . . . cause pore enlargement.



Are Large Pores Killing Your Appeal? *Meet lover's eyes with fear gone! New liquid cleanser dissolves pore residue . . . thus pores shrink back to normal size. Skin texture becomes delicate . . . alluring . . . Ask for Hinds Toning Cleanser.*

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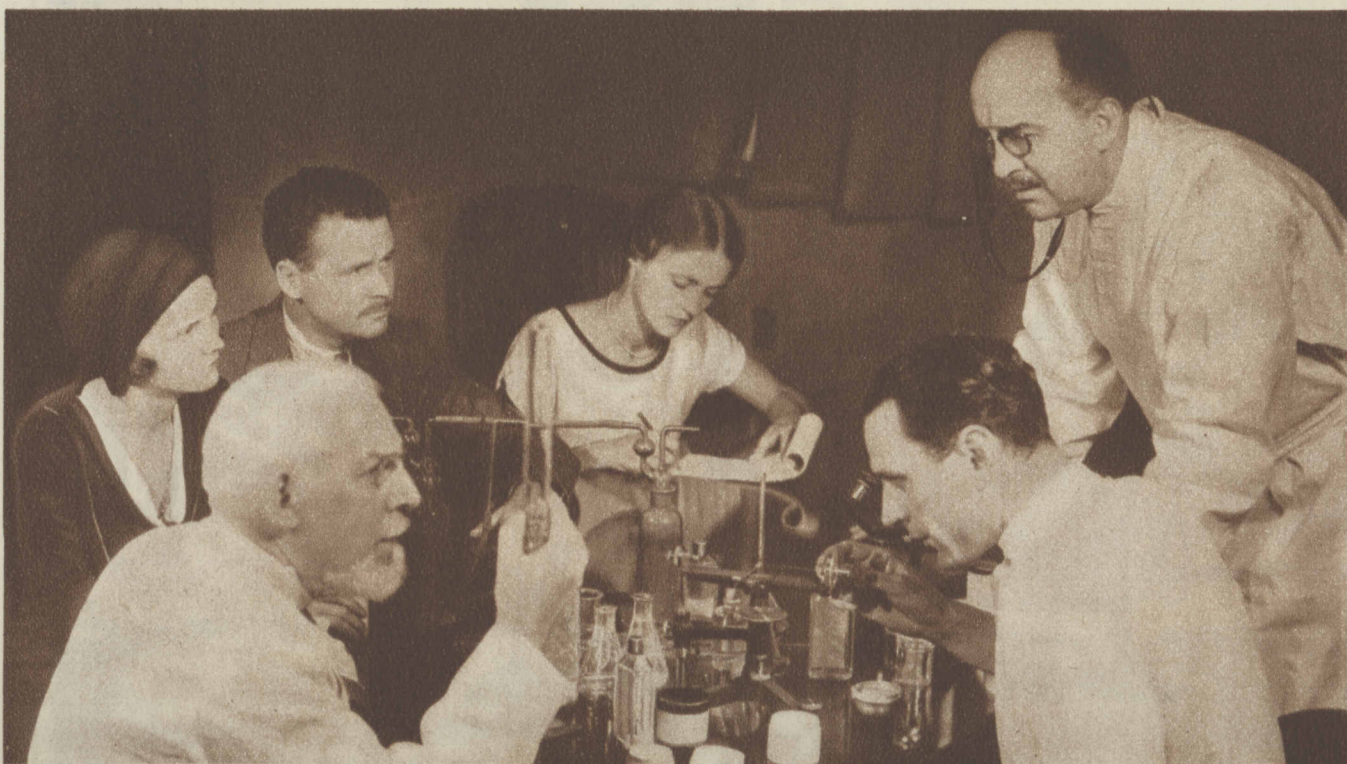
Startling Facts

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About Cosmetic Industry

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Now Revealed Here



"EQUAL AND IN THREE CASES SUPERIOR in quality to salon products selling at from 2 to 8 times more than they do!" That's the verdict of Loomis, Stump & Banks, Consulting Chemists, 206 East 19th Street, New York City. They made strict analytical tests of the three new Hinds

products and similar products of the expensive lines bearing famous "individual" names. Thus, in Hinds Cleansing Cream, Hinds Toning Cleanser and Hinds Texture Cream you get exquisite products of *salon quality or better* at actually the prices you pay for ordinary creams and lotions!



END SKIN CARE CONFUSION this new way. . . A way so simple it banishes all need of costly beauty aids. . . Now in three remarkable new products, *complete* skin care. Your skin gets exactly what it needs . . . no more. Thus a new conception of skin care comes to women everywhere.



HERE THEY ARE! A cleansing cream that liquefies instantly—you ask for HINDS CLEANSING CREAM. A cream that ends dry, scaly skin, but is utterly greaseless—it's HINDS TEXTURE CREAM. An amazing new liquid cleanser that ends large pores—HINDS TONING CLEANSER. Buy them today!