

"I just celebrated my 62nd birthday and most people take me for 42, thanks to you."

AT LAST!

Natural Face Lifting By Exercise!

Now, from Hollywood, California, comes what may be the most important beauty book of the decade: **FACE LIFTING BY EXERCISE**, written by Madame Senta Maria Rungé. This book reveals a proven, minutes-a-day method of *facial muscle shortening* — done in your own home with your own ten fingers — that has been called, "the only method in the world by which one can lift a face naturally"

For What Is Loose, Aging, Flabby Skin Really? According To Madame Rungé, It Is Merely STRETCHED-OUT MUSCLES, That The Years Have Caused To Lose Their Ability To Hold Themselves Tight And Firm!

As Madame Rungé says, it is not the skin, but the firmness or looseness of the muscle flesh beneath that skin that really portrays a man's or woman's age.

In fact, as she points out, the collapse of the upper cheek muscles alone may cause more than 50 per cent of the aging appearance in the face. As she so vividly states:

"Between the ages of 21 and 40, for instance, the upper cheek muscles may have sagged as much as half an inch; and by the age of 60 by as much as one inch, which means that we have an inch too much hanging over the lower part of the face. This results in hollowness in the upper cheeks below the cheek bones, fullness and flabbiness in the lower cheeks, pouches from the mouth to the chin, folds above the laugh line, drooping mouth corners and jowls."

"In addition, the muscles of the upper eyelids may sag as much as half an inch or more between the ages of 20 and 60, causing eye-brows to shift down and upper eyelids to overlap lashes, making the eyes appear smaller. And those muscles attached to our throat skin may sag as much as two inches, resulting in what is termed a "turkey neck."

Thus, She Says, Since The Cause Of This Facial Aging Is Muscle Sagging, "It Stands To Reason That To Remedy It, WE HAVE TO SHORTEN THE MUSCLE GROUP RESPONSIBLE!"

"My method of isometric facial exercises remedies the cause of the aging process of the face by tightening these sagging muscles . . . thereby producing a firming where the face appears flabby, and a filling out by rebuilding atrophying muscle tissues. All in a natural and healthy way, thus providing a natural youthful face which may be retained throughout life."

"And the skin itself will always adapt to the size of its underlying foundation . . . The skin is merely a thin covering over the

WANT ABSOLUTE PROOF?

Then Read These Delighted Readers Own Words:

"One morning I went through all your exercises while my husband was watching. He expressed great amazement when my jowls practically disappeared right before his eyes."
H. N. J., Sherman Oaks, Calif.

"My lips are taking on fullness and shape once more. God bless you." — **M. S. S., Beverly Hills, Calif.**

"I have had wonderful results with my upper face. I removed all of my forehead lines, and believe me they were deep." — **Mrs. R. B., Glendale, Calif.**

"I am 28 years old and was able to remove my vertical frown lines with one exercise." — **B. C., Pasadena, Calif.**

"I am 44 years old, and people are telling me I don't look older than 32. Have been erasing wrinkles like mad."
E. H., Covina, Calif.

"I receive the most extravagant compliments about my appearance. I am 41½, and recently some lady whom I had met several times said she thought I was about 23. Isn't that something?" — **B. X., Woodland Hills, Calif.**

"I am amazed at the way the crow's feet and wrinkles around my eyes are disappearing already. It doesn't seem possible at my age (66 years), but I am so encouraged and will keep right on with it." — **G. M. P., Los Angeles, Calif.**

"The improvement in my face is almost unbelievable. I had given up hope until I found you."
— **Mrs. C. R. B., Covina, Calif.**

"Your facial exercises have done more for me in the past few months than my two facial exercise machines have in years. At 34 I look much younger than I did 8 years ago."
— **S. F. J., St. Paul, Minn.**

People say to me, "What happened to you? Truly I already look 10 years younger." — **O. R., Big Bear, Calif.**

"My friends look at me and compliment me . . . I am 56 years old and like to take pride in my youthful appearance."
— **Mrs. T. K., Pacific Palisades, Calif.**

"I met a woman a month ago, who had the most beautiful face. She looked about 25 or 26. She told us she was 46 years old. She also told us about your method." — **S. H., North Hollywood, Calif.**

IF YOU READ NOTHING ELSE, Read This One Paragraph From This Book

"You cannot help but see yourself looking younger, since each correctly applied exercise in this book has the power to turn your clock back regardless of age. And, if you can afford to eliminate 20 years from your appearance, this book can teach you how to do this in 3 to 4 months."

flesh that has to return to the size of the muscle flesh when it is shortened through isometric exercise."

And Says Madame Rungé: This NATURAL Way To Lift The Face Is Much More ENDURING Than Even The Finest Face Lift Through Plastic Surgery!

"Surgery can never restore the tone to either skin or muscles . . . It should be understood that no plastic surgeon, and in fact nothing but exercises, can tighten up unelastic muscles.

"For example, even the result from peeling off the wrinkled surface skin lasts only temporarily, since the poor muscle condition beneath the skin very soon causes the same wrinkles to form."

"A woman whose career depended on public performances consulted me at the recommendation of her plastic surgeon, after he had performed surgical skin tightening on her neck eight times."

"The new tight skin (from plastic surgery) does hold the contour of the face somewhat up, consequently giving it a rejuvenated look. Unfortunately, however, the collapsed muscle structure beneath it soon pushes the new skin downward again, which makes it necessary to repeat the 'lift.'"

But Now These Temporary, Artificial Methods, Can Be Replaced By Simple, Natural Exercise, Says Madame Rungé, WITH RESULTS LIKE THESE:

"Some people I knew were practicing grimaces, and foolishly believed they were exercising their facial muscles. But reason and logic tell us that grimacing merely misforms muscles into lines, furrows and ugly features."

"The actual application of every one of these exercises takes only about one minute. The process causes to tighten and to shorten specific muscles, by expanding them to their fullest natural limit. In this natural way, neither muscles nor skin can be overexpanded. In fact, the skin also benefits from the increased circulation."

Consequently, Madame Rungé states, "YOU MUST SEE INSTANT RESULTS FROM EVERY ISOMETRIC PERFORMANCE . . . because if you do not see results, it tells you that you have done something incorrectly." repeated three times in succession. With this technique, models removed wrinkles from under the eyes, crow's feet, scowl and frown lines in just a few minutes right in front of the TV camera."

"Puffiness in the upper and lower eyelids containing fluid cannot be removed surgically. For its remedy refer to the eye exercise."

"A contour fault may be eliminated in a relatively short time. However, it usually takes from three to four months to restore sufficient tone to those muscles, to enable them to HOLD the acquired condition without having to exercise every day. (After that) perhaps two or three times a week will be sufficient."

"If my exercises are applied as instructed, the results are nothing short of amazing at any age. Most of my exercises if done correctly, produce instantaneous results, especially in areas where muscles are attached to the skin — as on the forehead, underneath

FROM A PLASTIC SURGEON:

As a practicing plastic surgeon for over thirty years, I have found that your work can play an important role in facial rehabilitation: and even the avoidance of excessive wrinkling and sagging.

The surgical face-lift is the only procedure that can remove the excess sagging skin in advanced cases; but even after the most complete lift, it is not long before the vertical folds on the neck and under the chin reappear.

The facial exercises as advocated by you offer promise to prevent this recurrence after the surgical lift, and possibly in many cases effect sufficient improvement that the lift could be postponed indefinitely.

— **Harold M. Holden, M.D., F.I.C.S., Los Angeles, Calif.**

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CAN MADAME RUNGE TAKE UP TO 20 YEARS OFF THE APPEARANCE OF YOUR FACE . . . AS SHE HAS DONE FOR THOUSANDS OF OTHERS!

Senta Maria Rungé first introduced her FACE LIFTING BY EXERCISE method through a four-and-a-half page, cover-line article in *Vogue Magazine*.

After the overwhelming success of this article, Madame Rungé conducted a daily half-hour television program, demonstrating to Southern Californians the amazing effectiveness of her natural method. On this live program, right before their very eyes, women all over California saw almost "unbelievable" transformations take place in the facial contours of her mature models — and were able to duplicate these transformations, at the same time, in their own homes.

Soon, the walls of her Hollywood salon were literally covered with testimonials she received from approximately 12,000 viewers who followed the simple, step-by-step instructions given them on their television screens.

And now, in her great book, she has released this exact same FACE LIFTING BY EXERCISE method to women all over America!

the eyes, and in the crow's feet area. But we also get marvelous results on parts where the muscles lie deeper, as in the cheeks and jowls, which produces an immediate lift."

Prove Every Word Of It Yourself — At Our Risk!

Try this revolutionary, proven method for one full month, entirely at our risk. If you don't see results that astound you — from the very first day . . . if you are not completely delighted, simply return the book for every cent of your money back!

MAIL NO RISK COUPON TODAY!

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Gentlemen: Please rush me a copy of FACE LIFTING BY EXERCISE, #80186, by Senta Maria Rungé! I enclose \$5.98 in full payment. In addition, I may examine this book for a full 30 days entirely at your risk or money back.

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