

Now, a blunt promise by an eminent dermatologist:

Every cell of your face has a "clock" in it! *Here's how to wind those clocks backwards!*

Revealed by an eminent dermatologist (see his word-by-word statement below): How, with the proper scientific instruction, you can literally stop the biological "clocks" in your skin... actually look ten to twenty years younger than your real age... erase wrinkles, blemishes and coarseness... and do it all using nothing more than such simple ingredients as water, soap, and (especially) salt!

This is, quite frankly, a vital message about what is perhaps the most revolutionary home-medical guide ever published on facial care... facial beauty... renewed facial youth, its results are so spectacular, its documentation is so overwhelming, and its methods are so vital to your future life that we must repeat, in full, two more quotes from its opening pages:

"As a matter of fact, we have only recently acquired the ability to really do something about the more serious changes in appearance that accompany aging..."

"In the past, the average person stood very little chance of being able to look younger. Without wealth or the right genes, there was very little hope. The advent of modern skin care has changed all this. Now it is no longer necessary to pamper yourself or be born with good skin. The idle rich no longer have any advantage... the genes you inherit are no longer a limiting factor, because we can now compensate for even delicate, age-prone skin... Thanks to modern research, we now know what causes many of the unattractive problems that appear with age. With this kind of knowledge, we have been able to develop methods that are effective in combatting or solving these problems."

"The practical application of these methods can produce spectacular results. A person can easily look ten to twenty years younger than his or her actual age, and this can be achieved with a minimum of effort. My own interest in this subject was first stimulated by an eminent dermatologist who was one of my first teachers. He was not only an early advocate of these new methods, but he practiced them himself. The results were truly impressive. At almost eighty years of age, he appeared to be in his early fifties."

This, Then, Is The Startling New Promise That Lies Right At Your Fingertips! And Here Are The Discoveries That Are Going To Give It To You!

For example—

Age is no longer a barrier to a flawless complexion, because the outer layer of your skin never stops growing! And, if you learn the right way to utilize that growth, you may actually reverse the accelerated aging process, and grow younger-looking, not older.

The ultimate moisturizer! How it can eliminate moisture loss instantly, and actually repair the ravages caused by years of facial dryness.

The three insidious structural changes that create "old" skin, and how to stop each at its source.

For example, master this simple technique of protecting the all-important "inner layer" of skin from damage, and you will never need the services of a plastic surgeon.

How your kitchen stove can make you look old, old, old—unless you learn how to use it—like this.

How certain household aids (that you use every day) actually poison your skin. Get rid of them—now.

How to keep the sun from turning your face into a wrinkled prune.

How to protect your skin against air pollution. (Otherwise, if you live in a big city, be prepared to

have people guess you're ten years older than you really are.)

How to banish blocked pores and blackheads—for good.

The Number One Rule for protecting your face against all the hazards of the environment. Follow it faithfully (see page 36), and when your friends look as old as Methuselah, you'll hardly have changed at all.

Indisputable Proof That It Would Take A Century For Your Face To Look Old, If You Didn't Abuse It Like This...

How to "quick-clean" your face, so thoroughly, and so fast, that you take years off it, rather than put them on.

Invisible sources of skin inflammations and allergies, that may be ruining your complexion right now. In other words, how to practice modern acne therapy, right in your own home.

Why you may never have to spend a cent on commercial face-care products again. For two reasons: Because most of them are actually harmful to your skin (see list on page 67). And because none of them could ever do as much for that skin as the almost-costless preparations given to you on page 71.

For example, the best daytime base in the world (and you should wear it every minute of every day, to keep the youth-force sealed in your skin) costs only 84¢ for a six-month supply. And the best night cream you can buy costs slightly more—about 91¢ for a six-month supply.

And the best face mask in the world costs 9¢ a treatment.

And the best skin freshener probably costs a penny a day.

And not one of them contains a single ingredient that will unknowingly age your face, or dry out your face, or irritate your face. All they do is pull the fluff out of that face, at the same time they seal in the youth.

But What About The Old Skin That's Marring Your Face Right Now? What Do You Do About It? THIS—

Here, on page 72, is (in our opinion at least) the really startling breakthrough in facial care in this generation. It is called, "Skin Thinning". It takes about two minutes of your time a week, and it costs about 3¢ a treatment. It's basic ingredient is salt. Plain ordinary table salt. But used in such a way that it almost instantly cuts down wrinkles. Opens clogged pores. Helps prevent age spots and whiteheads. May actually have your husband cooing with delight the very first day you use it.

And there's still more—much more—like this: How the wrong vitamins can poison your skin. And the right vitamin therapy cause spectacular changes overnight. (See page 108.)

How dry, scaly skin can often be eliminated by a simple change in your diet. (See page 107.)

The "Young-Face Style of Life". Or how to erase ten years from the look of your skin, simply by adjusting the way you work, play and sleep. (See page 112.)

How your skin can warn you of the insidious development of diseases of the heart, circulatory system, lungs, blood, thyroid, pancreas, sex glands, liver, kidneys and much more, all by simply knowing how to read the danger signals it sends out. (See page 105.)

Two easy solutions to hand and nail problems. (See page 140.)

How to save your hair. Why you must not over-brush it. The one overlooked cause of 99 per cent of all severe hair damage. A simple immediate test that tells you, for sure, the rate of hair loss. Why the wrong use of vitamins may be causing that loss. Medical methods (your husband will bless you when



you show them to him) of really compensating for that ugly loss.

And Much Much More. At Last All You Need To Never Look Your Age Again! AND WE PROVE IT TO YOU WITHOUT YOUR RISKING A PENNY!

Remember! Good skin care is one of today's best

PLUS THESE THREE THRILLING BONUS SECTIONS!

Break through all that misinformation and hocus-pocus surrounding the use of such ridiculously high-priced cosmetic additives as: royal jelly, placenta, hormones, cucumber, proteins, seaweed and all those countless other "miracle ingredients" that are simply causing you to squander your hard-earned dollars!

Correct structural changes that cause visible skin problems, prevent cellular build-up, dry, scaly patches, blackheads and blocked pores—forever—all without resorting to the services of a professional!

Learn the hidden dangers of sunlamps, crash-dieting, hot combs and curlers, bleach creams, silicone injections!

© I. B. Co., 1974

bargains... nothing else gives you such a high return for such a small investment! But, YOU MUST BEGIN NOW! The effects of a long lifetime of neglect and abuse can NEVER BE COMPLETELY REVERSED! You owe it to yourself—and to that special man in your life—to return the No-Risk Coupon—TODAY!

MAIL NO RISK COUPON TODAY

IMPROVEMENT BOOKS CO., Dept. 5305

13490 N.W. 45th Ave., Opa Locka, Fla. 33059

Gentlemen: Please rush me a copy of THE ART OF LOOKING YOUNGER, #80101, by Bedford Shelmire, Jr., M.D.; I understand the book is mine for only \$6.98 complete. I may examine it a full 30 days at your risk or money back.

Enclosed is check or M.O. for \$_____

YOU MAY CHARGE MY: ☐ MASTERCHARGE ☐ BANKAMERICARD

Acct # _____ (Find above your name)

Inter Bank # _____

Expiration date of my card _____

NAME _____ Please print

ADDRESS _____

CITY _____

STATE _____ ZIP _____

(Florida residents please add 4% sales tax.)

Marlboro



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar," 1.2 mg. nicotine av. per cigarette. FTC Report Sent '73