

# Keeping your Hands Lovely on 3 minutes a day

by Celia Caroline Cole, Beauty Editor of Delineator

## 4 Advantages the new Liquid Polish offers busy women

**H**ANDS really need more care, in the name of beauty, than either face or hair. They are exposed to more damaging contacts. Neglected hands make one awkward. Hands should be so beautiful that one sits and looks at them with delight.

Light breaks in more and more brilliantly on manufacturers of nail cosmetics. Today women everywhere are using the new liquid polish because in it they are finding four very definite advantages. It is so easy to apply. For days and days after using it, their finger tips sparkle with a flattering lustre!



In fact, with one manicure a week, when you apply liquid polish, you can keep your nails always lovely in less than three minutes a day—just enough time to mould the cuticle and cleanse under the nail tip.

The new liquid polish doesn't peel off. Instead, it serves as a splendid protection for the nail and it does not make the nails brittle. Always apply it starting at the half-moon, not at the cuticle.

Never be imperious with your nails—they won't stand rough treatment. Soak the cuticle, apply a good cuticle remover. Never cut the cuticle. Push it back gently with a cotton-wrapped orange stick dipped in cuticle oil.

Hands are so easy to beautify! What are you doing with yours?



At the TERMINAL BEAUTY SALON of New York's famous ROOSEVELT HOTEL, they say:

"As our clientele represents the brilliant social life of New York, all the preparations we use naturally must be of the smartest. These women enjoy the confident assurance that the new Cutex Liquid Polish will keep their hands exquisitely groomed, their nails gleaming all the week through until the next manicure. And they are delighted in having a liquid polish that does not peel or discolor. We use it at all of our tables."

A generous size bottle of the new Cutex Liquid Polish or Remover costs only 35¢. Polish and Remover together 50¢. Perfumed Polish and Remover together 60¢. Cutex Cuticle Remover and Nail Cleanser 35¢. Any of the other famous Cutex preparations 35¢ each.

## The Manicure Method Women with famous hands are using

1. Cutex Cuticle Remover and Nail Cleanser—to mould the cuticle and cleanse the nail tips
2. The new Cutex Liquid Polish that both protects and delightfully flatters the nails

First, scrub the nails with warm soapy water, then gently apply an orange stick, wrapped with a thin layer of cotton and dipped in Cutex Cuticle Remover, around the base of the nail to mould the cuticle and bring out the half-moons.

Pass the orange stick, wrapped with cotton and saturated with Cutex Cuticle Remover, under each nail tip. Dry and cleanse with dry cotton. Rinse fingers in cold water.

Remove old polish with Cutex Liquid Polish Remover. Apply the beguiling Cutex Liquid Polish that sparkles for days. Brush from the half-moon toward the finger tip. For an especially brilliant lustre, apply two coats.

As a finishing touch, use a tiny bit of Cutex Cuticle Cream or Oil around the base of the cuticle to keep it soft and pliable, and just enough nail white under the nail tip to enhance the radiance of the polish.



Mrs. MICHAEL ARLEN, formerly Countess Atlanta Mercati, conspicuous for her great beauty and exquisite grooming, says: "I am devoted to your new Cutex Liquid Polish. For days and days after using it, my nails are delightful, and with so little effort. The Cutex preparations certainly have simplified my manicure!"

NORTHAM WARREN, NEW YORK, MONTREAL, PARIS

SPECIAL INTRODUCTORY OFFER—12¢

I enclose 12¢ for the Cutex Sample Manicure Set containing sufficient preparations for six complete manicures.

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vir, March, 1930



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