



# BOUDOIR & POWDER PUFF

## BEAUTY AT ARM'S LENGTH

By H. IRIS ROBINSON

**S**UPPLE satin subtly draped with molded silhouette and extreme décolletage, delicate chiffon in pastel tones with swirling skirts and puffed sleeves in the Directoire manner; afternoon frocks with dashing boleros and elbow-length sleeves; the dressmaker suit, feminine eyes, but so sophisticated, with its flared skirt, lingerie blouse and peplum jacket with three-quarter sleeve; no matter what the occasion, the mode decrees the shortened sleeve in all its phases. But with abbreviation, attention is directed to the long slender arm and hand, of delicate texture, with immaculate pearl-tipped fingers.

Satin-smooth arms emerge from long suede gloves in pastel tones at the theatre or dance. Slender ringed fingers hover over the tea-table or triumphantly hold the winning hand at bridge. Well-groomed hands dexterously wield masher or racquet on green and court, while in the dusky twilight of a May evening, slim fingers delicately caress the yellow daffodil on its green stalk. A slender rounded arm and tapering fingers is the birthright of every woman, but this precious treasure is often lost through negligence. A beauty specialist prescribes a treatment for the tarnished jewel.

Amid the soothing surroundings of the salon, with its subdued hangings and restful lounges, the masseuse deftly repairs the ravages of thoughtlessness and neglect. First a cleansing cream is smoothed into the skin thoroughly to cleanse it of all impurities. These are removed with cleansing tissues. *Eau D'Or*, a stimulating lotion prescribed by Helena Rubinstein for the removal of moth-patches or freckles, is rubbed on hand and arm, producing an exhilarating effect. Then a bleaching cream is applied to whiten the skin, especially about the elbow and knuckles, smoothed into the skin with a circular cupping movement of the hand. Helena Rubinstein's *Pasteurized Cream* is massaged into the skin with deft strokes, molding the tissues to new and satin-smooth firmness, protecting and beautifying the skin. *Novena Crème*, richly nourishing and of fine texture, is an excellent cream for the delicate, fragile skin. This cream restores freshness to the debutante skin, ravaged by the social activities of the first season. Then a dash of *Skin Toning Lotion*, a refreshing liquid that closes the pores, tones the tissues and brings a youthful glow to the pearly whiteness of the arm. Finally, the masseuse dusts the skin with talcum, exquisitely fragrant.

To complement the arm treatment, there are prescribed special hand lotions and creams. *Patrician Lait D'Iris* hand lotion is a rich creamy lotion refreshing after washing the hands, to correct the roughened feeling caused by exposure. *Patrician Glycère Violet* produces that velvety texture which is the essence of a fascinating, enchanting hand. Helena Rubinstein's *Hand Beautifier* is an unusual finishing liquid that dries to a lustrous pearly tone, while *Lotion Mystérieuse* is for evening use to perfume the fingers with an elusive fragrance.

As a night treatment, the beauty specialist offers *Youthifying Hand Cream*, massaged well into the hands, worked around the finger-tips, knuckles and wrists, after the manner of pulling on a new pair of gloves. Then draw on the new perforated rubber gloves which Helena Rubinstein has invented and leave on over night.

For the overly plump hand and arm, the masseuse advocates more strenuous massaging, particularly about the forearm and wrist. To keep the muscles of the hand flexible move the hand in a rotary motion from the wrist, while to taper the fingers, draw them to a point at the tip. To soften roughened or chapped hands make a paste of Helena Rubinstein's *Beauty Grains* and gently work it into the skin, to produce a tingling sensation. Then rinse and massage with *Pasteurized Cream*. This beauty salon also offers an anti-wrinkle cream and a skin food to fill out the hollows in thin hands and arms, so that they may acquire that rounded appearance so necessary to well-groomed perfection.

Smooth, satiny arms and slender tapering fingers end in pearl-tipped arches delicately tinted. Immaculate nails lend an appearance of grace and beauty to the hand. The fashionable woman is particularly fastidious about her manicure. Harriet Hubbard Ayer suggests preparations for ensuring immaculate nails.

To keep the cuticle in firm, healthy condition, and to relieve excessive dryness, apply *Cuticle Softener*, a gelatinous substance that separates the cuticle from the nail so that it will not cling. This preparation will definitely prevent hangnails and prevent the cuticle from becoming harsh and ragged. *Cuticle Remover* is a liquid which removes the overgrown cuticle without cutting, and does not dry out the nails. Finally, apply a touch of *Cuticle Beautifier*, a healing salve that lubricates the cuticle and keeps it from becoming dry or cracked.

Harriet Hubbard Ayer nail preparations include *Nail Grower* for strengthening thin, brittle nails; *Nail Pomade* for smoothing off uneven, furrowed surfaces; and effective bleaches to clear the nails of stains and discolorations. *Nail Bleach* in liquid form removes nicotine, fruit and ink stains and leaves the skin around the nail spotless. *Powdered Nail Bleach*, moistened with water, causes a friction on the skin which rubs off all discoloration around the nail and leaves an immaculate rim of white underneath, which may be outlined with *Nail White*.

For the grooming of the nails, the modern woman of countless interests and activities, is provided with a *Cutex Five-Minute manicure* which enables the busiest woman to appear with well-groomed nails. With the emery board, extending just beyond the tip of the finger. The filing movement is toward the centre from the corners, using a single stroke on each side alternately, thus keeping the tip of the nail directly

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## Face Powders are passé!

They only improve your complexion for a few fleeting moments. You must constantly resort to "touching up" to maintain the unstaple appearance they render. Moisture or perspiration destroy them utterly. Many women have found a more staple appearance of far greater beauty—the "24 hour complexion," rendered by

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