



THE EUGÈNE METHOD A BEAUTY TREATMENT FOR YOUR HAIR

At this season of the year comes the gentle Eugène Method—considerate of your hair and of you—making it possible to get a *second* permanent wave—and enjoy all-year comfort and convenience.

The Eugène Permanent Wave is a Selective beauty treatment for your hair. It strictly confines the new wave to the newly grown straight hair—and avoids double-waving the remains of your old permanent. This is accomplished by means of the Eugencol Perforated Re-wave Sachet and the Eugène Two-Sectional Steamer—exclusive Eugène advantages.

Repeated waves by the Eugène Method



are true new waves—not re-waves—and leave the hair flawlessly soft and perfectly conditioned. And, most surprising of all, you will find yourself rested and refreshed, during and after the treatment.

Any Eugène Method waver can give you a Eugène Selective Re-wave. If you wish, we will send you the names of all accredited Eugène Wavers in your vicinity. Ask also for our most complete and interesting booklet "The Eugène Method." It tells why the Eugène Waver deserves his higher fee—it answers all your questions.

Eugène, Ltd., of London and Paris,
565 Fifth Avenue, New York City

eugène
Permanent Waves
PERFECTED ABROAD—PREFERRED THE WORLD OVER

EATING



e
order
ugs.....
ings....
lings....

of Lanolin,
expensive,
ingredient
nest tissue
Kissproof
sive of all

r skin giv
e—a soft
epth—a
will en

e softest,
feminine
ders. As
, it melts
making an
ement in
, with no
has been.

type
e best
The
\$1.00.

INC.
Montreal
Chicago

proof