



by *Ida Chapman Heris*

How To Be a Sun-Screen Beauty Not a Sun-Burned Sight

There's no miracle sunburn preventive that will permanently shield the skin from the sun's burning rays—but there are tried and true sun-screen preparations, made by reliable firms to help practically every skin derive the greatest possible benefits from sunning, with a minimum amount of risk from peeling, redness, soreness, blistering, drying,

parching. These preparations, depending upon their lubricating qualities, also help keep the skin from becoming weathered, lined or leathery in the sun-tanning process. One maker, famous for her scientific research laboratories, has a most complete line of sun preparations, and a brief description of each follows:

* * *

Tried and true, her "Sunburn Cream" has been famous for years as a top, sun-filtering agent. Greaseless and non-sticky, it screens out the burning rays and helps to prevent them from reaching the skin. At the same time it permits tanning, and even more important, it permits enough of the beneficial ultra-violet rays to filter through. It effectively helps to guard against all the tanning discomforts and you can regulate your pigmentation to the degree of shading you desire—deepest bronze to taffy tan or stay as fair as you. It all depends on how much "Sunburn Cream" you use and how often.

* * *

Her new "Suntan Lotion" is a clear, transparent liquid which answers the growing preference

for suntan lotions that are neither oily nor greasy and which dry instantly on application. This, too, can be regulated to help you achieve the shade you wish to be. Men and women who dislike any sunburn preparation that smacks of being a cosmetic preparation, will particularly like the "Suntan Lotion."

* * *

Lest we forget, there's also a "Beach Oil"—made on a vegetable oil base, which leaves a protective coating on the skin even after you leave the water. It is a favorite with women who want to get frankly brown. If you don't mind an oil preparation, then this is the most efficient of all sunburn preventives, for it keeps the skin lubricated longer and better because it stays on the surface. So if you want frank and obvious protection—a thin-skinned person probably couldn't do better than to use "Beach Oil."

* * *

No matter what you are told, to our knowledge there is no better trick to prevent a sensitive skin from peeling, blistering or becoming sore, than by taking the constant precaution of using a good sun preparation lavishly and frequently. Even then don't expose your skin for more than minutes at a time, without a shady hat to protect you—especially early in the season when a tender skin is doubly sensitive. Any one of the three preparations mentioned today can be had for \$1 each—very little indeed when you think of the discomfort and pain you can eliminate.

The names of any of the items in these Monday and Thursday columns and the stores where they are available will be given gladly to those writing The Cosmetic Box, care of The Hartford Courant, or telephoning 2-3131.