



YARDLEY

CRASH COURSE

IN 1970'S

MAKE-UP

Yardley presents a Crash Course for your Face.

A wealth, a petite compendium of facts on products, new ideas, new ways to do things for your face. All to bring you up-to-the-minute with what's doing, how you can make the most of what you have and look better than you've ever! Read on, read on.

Pull this out. It's for you.



Yardley Colour Chart

SIGH SHADOW[®] MATTE (ALSO FROSTED)

Eye Shadows

Aquatint

Oxford Brown

Buttercup Green

Dover White

Lavender Breeze

Windflower Wheat

Sailor Blue

Lacey Aqua

Lavender Lace

Organdy Green

Little Girl Pink[™]

Little Boy Blue[™]

Ruffles 'n Blue

Stop White

Wild Yellow

Cloud Blue

Glen Green

Lightly Lilac

Flutter Pink

Apricot Morning

SHADOW[™] SHEEN

Lashes and Liner

LASH-A-LOT[™] EASY LINER

Panda Black

Birch Brown

Mountain Moss

Windy Grey

Brook Blue

Woodland Wine

Foundation

SHINE-STOPPER

Fresh Wheat Light

Fresh Almond

Fresh Cherry Pink

Fresh Acorn

Fresh Honey Blush

Blushes

POT O' GLOSS

Tea Rose

Psychic Coral

Spellbinding Pink

Reef Peach

Astral Wine

Rose Whip

Peach Whip

Pink Whip

Bronze Whip

Golden Brandy

Pale Burgandy

SHINE-STOPPER

Pink

Peach

Amber

How to make the most of your skin.

Your face begins in your stomach.

Good eating habits are basic to healthy skin. Eating healthy foods, eating regularly, too. No time? Here's a vitamin-loaded, energy-giving, good-for-your-skin meal that takes no time.

Blend in blender: 1 c. orange juice, 2 egg yolks, 2 tbs. wheat germ, 1 c. whole milk. Delicious and brimming with vitamins A and B₆—great ones for your skin.

Eat well, eat regularly, sleep, think positively, and exercise. You'll feel better, look better.



Exercise your face: The mini-exercises.

They'll help tone the muscles in your face and keep you in good color. Three fast ones:

1. Raise eyebrows high. Lower; squinting eyes. 10 times.
2. Open mouth wide. Close tight. Draw lips over teeth *sans* hands. Hold. Relax. 5 times.
3. Open mouth wide to yell. Rotate head clockwise; counter. Twice is enough.



If you've got The Bad Shine, you need Shine-Stoppers.

Two kinds of shine. The kind you add to your skin to get a certain look.

The Good Shine. The kind you dread, when your skin is oily. The Bad Shine.

If the latter's your boat, Shine-Stoppers are for you. They're not glum medicinals. They do their job without smelling, looking, feeling like those.

Three of them:

SHINE-STOPPER® CLEANSING MINERAL GRAINS. Its volcanic grains and purified organic clays help gently loosen blackheads and scrub away oil—as you rub. With hexachlorophene, too, to battle blemish-causing bacteria.

SHINE-STOPPER LIQUID FOUNDATION. In the prettiest shades. You get sheer, even coverage. It fights shine like crazy. Just blots it out! Plus hexachlorophene for those blemish-loving germs. A winner.

SHINE-STOPPER MEDICATED PRESSED POWDER

Extra for extra-troublesome shine spots. For after you blush.

Translucent so no one will be the wiser.

After-Foundation: three ways to color. There are so many new colors, ways to color. Here are three different ways for three different effects.

POT O' GLOSS™ CHEEK GLOSS.

Luminous glossers in it give a special light-up quality. Gloss wherever you want starshine. Daytime, nighttime—it doesn't matter when.

CELLOPHANES™

BLUSH. A COLOR GEL. For a sheer natural glow of color on cheeks, chin, forehead. Or build it up, coat on coat. Great, too, as a foundation color for your whole face.

SHINE-STOPPER MEDICATED BLUSH WITH BRUSH. In fresh, pretty shades. Brush everywhere. It blots out bad shine without a dried-up look. Super plus: the brush is specially treated to help work against blemish-causing germs.

Yardley.

How to make the most of what you have.





THERE'S
MORE TO
BLUSH
THAN YOUR
CHEEKS.

Your neck.

Your earlobes.

Your chin.

1/3 THE WAY, 2/3 TO GO

We've laid the foundation
and basic coloring.
Fresh Cherry Pink
Shine-Stopper Foundation.
A blend of Pink and Peach
Cellophanes for blushing.
Turn the page.
we've still got more to go.

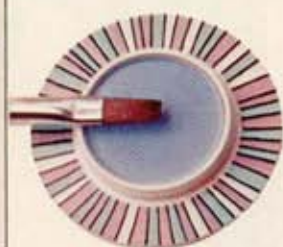
How to make the most of your eyes.

It's been going on for 5,000 years.

Women have known about eye make-up for a long time! In Egypt, the famed Cleopatra painted her eyes with earth pigment and vegetable dyes. The ingenious women of Carthage made their own mascara with gum arabic, musk, ebony, and pulverized black insects. As historic as it is, eye make-up is always new. Someone's always discovering, inventing. Here's Yardley's report on what's new in eyes this spring.



1. THE WATER-COLOR EYE FROM GLIMMERICK. FOR NAUTICAL LOOKS. They'll last longer-than-lunchtime. Because Glimmerick goes on with water. A watercolor eye shadow, you can easily go as bright, as pale as you like.



1. Blend Ruffles 'n Blue Glimmerick from crease of eye, up, around, under eye.



2. Paint Stop White on lid; color contouring helps eyes look bigger.



3. Brook Blue Lash-A-Lot™ mascara. Touch up with Brook Blue Easy Liner for root-to-tip color.

2. THE SOFTEES FROM SIGH SHADOW. FOR SWEET PINAFORES. A velvety, plush eye. Easy-to-make. Easy-to-apply Sigh Shadow makes it. A brush-on has never been so luxurious, so smooth, or made to stay on so well.



1. Brush Buttercup Green Sigh Shadow on eye lid.

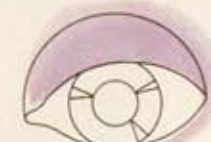


2. Lavender Breeze on brow bone to highlight, contrast green.



3. Panda Black Lash-A-Lot. Touch up with Panda Black Easy Liner, as above.

3. THE NIGHT BLINKERS FROM SHADOW SHEEN. FOR SLINKY, BARE-BACK DRESSING. A luminescent, exciting eye. Shadow Sheen makes it. A high-powered, super-frosted eye gel, it's fantastic.



1. Lightly Lilac Shadow Sheen on lid. Blend up to brow.



2. Highlight center with Wild Yellow, as if a spotlight were shining on your eye.



3. Panda Black Lash-A-Lot mascara. Touch up lashes with Panda Black Easy Liner.™

YARDLEY EYELIGHTER LIGHTS AND HIDES.

For under eyes. Put it *over* make-up; it makes your eyes bigger, brighter. Put it *under*; shadows disappear. In cream or stick. An essential.



EASY LINER LINES AND SHINES.

So automatic the brush comes up with just the right amount of liner. If you use a liquid or pencil, you're making life too hard. Also, great for touching up roots of lashes if mascara misses.

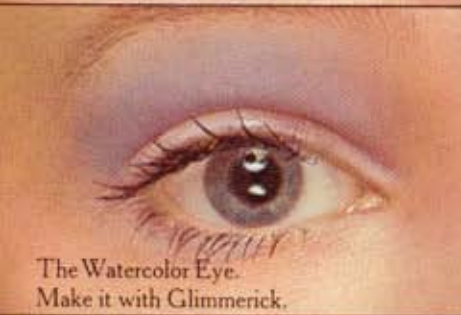


LASH-A-LOT BUILDS AND SHINES.

It lengthens, builds up each lash singly. No more clumped together ones. To boot, it shines. Idea: Use a different color of mascara on tips of lashes.

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How to make the most of what you have.



The Watercolor Eye.
Make it with Glimmerick.



The Softies.
Make them with Sigh Shadow.



The Night Blinkers.
Make them with Shadow Sheen.



2/3 DOWN. 1/3 TO GO.

The Watercolor Eye, above, is one combination. You invent, make up your own. Now, we've done the eye. There's only one more place to go.

How to make the most of your lips.

A lip print is like a finger print.

Scientists say its network of delicate patterns is yours, only yours. As individual to you as your finger prints. Ergo, every lip print is your signature—that you were there, wherever.

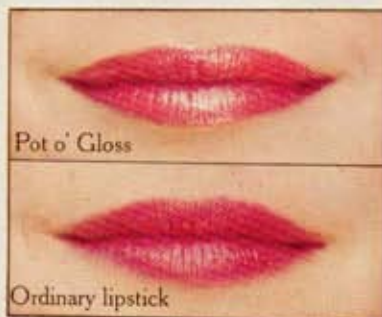
You know, lips are back again. (Hip, hip for lips.) In Color! A special quality. It's shined-up, revved-up, polished-up color. Peaked. Gleaming, coming-at-you stuff. Gloss!

If you didn't know it before, know it now. You're living in The Age of Gloss.



The Age of Gloss and Pot o' Gloss: the first one in a pot.

Gloss is shine. Gloss is health, radiance. You can live in Gloss because of something special. Not another lipstick. But, a pot of gloss. Gloss plus color in a soft, moist fingertip formula, in a pot. Which is why it does much, much more than ordinary lipstick.



The difference between Pot o' Gloss and lipstick?

You can see it, smell it, taste it.

Pot o' Gloss makes lips look wetter, shinier, glossier. But more. It brightens, lights up, turns your whole face on. And that's the real beauty of Pot o' Gloss: when it changes your lips, it changes your whole face.

If only pictures could smell: Pot o' Gloss smells like an ambrosia of fruits. Tastes as good as it smells, too.

Colors? Great ones, naturally. On this page and opposite.



SIDE ISSUES: MIX YOUR OWN.

A Pot o' Gloss color all your own. Mix two, three colors. Invent, experiment. Your favorite people do.

GLOSS AND WIPE.
Never waste Pot o' Gloss.
If there's any left on your fingertip after your lips, wipe your brow. Gloss an earlobe. Never waste gloss.

Yardley.

How to make the most of what you have.



Rose

Bronze

Pink

Coral

Astral Wine

Spellbinding Pink

Walnut

Red



THE FABULOUS FINISH.

And a final tip.

After applying Psychic Coral Pot o' Gloss, we dotted the center of her bottom lip with Pot o' Gloss Frost. A wonderful, wonderful sensuous idea.