

TEEN PROBLEMS START WITH THE "HYPER-PHASE"



Suddenly there comes a time in the life of every child when the whole world changes! Yesterday's games appear "babyish". Balanced eating patterns give way to erratic fads. Parents seem to lose their ability to understand. Tears flow for no apparent reason. Old ruths are questioned. Old standards are bases for rebellion.

What has happened? The child has reached what authorities now call the "hyper-phase," that period from age 11 to 18 when a youngster becomes hyper-sensitive, hyper-emotional, hyper-active and hyper-impressionable. He is giving way to the adult—all the physical and emotional confusion that accompanies such a transformation.

For nine out of ten young people one of the first signs of the hyper-phase is often a bed-time problem skin condition. Teen authorities report that troubled skin is usually the first problem that a maturing youngster has to handle all on his own. The reasons for acne-like outbreaks are not known, but for the youngster in his or her hyper-phase the added burden of unattractive skin can show up in poor social relationships, poor scholastic performance and conflicts at home.

Laboratories have been studying this hyper-phase problem for years, and they report that although there is no known cure for acne, it can be alleviated. The secret is an anti-bacterial cleanser for scrupulous cleanliness of the face and hair. The Colgate laboratories have just developed a foaming anti-bacterial cleansing formula named Hyper-phase, after this period of a child's development, and geared to alleviating the skin problems associated with it.

Using the foaming liquid cleanser instead of a bar soap, the authorities, eliminates the excessive scrubbing that all irritate the skin and help spread infection. The Hyper-phase laboratories advise washing thoroughly but gently three times a day and at bedtime with this anti-bacterial liquid, paying special attention to the forehead, nose, and chin—which is called the problem triangle. Rinse with warm water, then splash with cold, and dry with a clean towel, say the experts.

Another pointer: after shampooing with Hyper-phase, don't add any oil or grease to the hair, as excessive oiliness plays a large part in creating acne. This cleanliness ritual is teen-formulated to help prevent skin problems and in so doing it can help clear up the personality problems caused by skin troubles during a youngster's hyper-phase.

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