Black women should have lovely hair and skin. Pam is a perfect example.

New Products for Skin Care

by Diana Roberts

hair? Why is my skin so make-up techniques. She be dry? I would like to have a new cut, but where? How? Who?

You may have asked yourself these very same questions before. But help has come for today's Black Women. No more buying make-up in a store that is tape whodes too dight or three shades too dark. No more buying hair products that are not made for the Black Woman's type of hair and no more trying to are not made for you.

Flora Roberts, Fashion sparkle to any outfit. Flair and Holiday Magic. All of these cosmetics are designed for black women especially. All colors are contoured for the difference in shades of color of Salon recommends a good black women. Moisture lotions, Cleansing creams, has had the experience and toning lotions are and has very good ideas available. Most of us don't know what skin types we are, but we have answers to that, also.

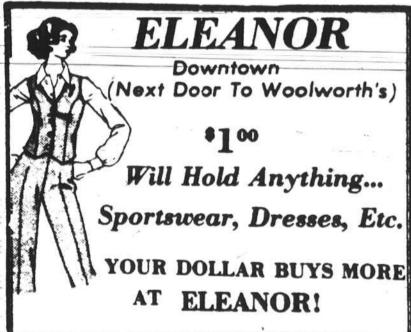
Minnie Ervin, of Ervins advice on style and care of Modern Ways of Beauty, hair. Stop in and see what What can I do with my offers skin analysis and your skin and hair should also has a very good line of the Holiday Magic products. To find your skin type just visit one of the beauty shops in town and find out what type, kind and colors you should be wearing.

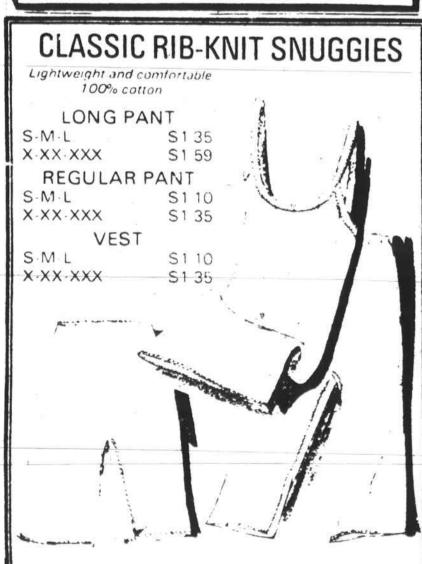
> and beauty consulting: This is a first for black

Deep smouldering eyes find hair cuts or styles that and lips, a burnished face with rosy cheeks blend to give you the soft wispy look that is in this Christ-Today's Black Woman mas. Gold and shades of has her very own line of gold give the eyes the look Cosmetics. She has Libra, of glitter and can add a

> Hair should be kept in any easy to manage style. Barb of Barbi' Beauty cut and conditioner. She about hair styling.

> Minnie Ervin also has and can give professional





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Knowing A Good Deal When You See One

For those of us burdenbuying and fitting of loss or breakage. glasses or, if you prefer, for contact lenses.

First of all it is importent to know with whom you are dealing. There are three types of specialists the eye. Eye "doctors" glasses, but only the ophthalmologist is a medical doctor who also is professionally qualified to treat eye diseases and related conditions.

An optician, on the other hand, is a lens specialist. They do not perform examinations, and are concerned with the making and fitting of glasses themselves. Optmetrists and ophthalmologists may dispense glasses out of their own offices or, in some cases, may provide patients with names of qualified local opticians. (Only 19 states Barb's Beauty Salon be: Beautiful, Unique, require the licensing of

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purchasing a pair of eye- fitting of the lenses, and that may be available. glasses may be an occa- check-up visits. Ask if sional necessity. The Bet- there is an additional in choosing a pair of Studies have shown, ney -- it can save your ter Business Bureau ad- charge to obtain a copy of eyeglasses, it should not b says the Better Business eyesight as well. vises consumers to com- the prescription. Also a person's primary conparison shop for an eye compare prices of insu- cern. Ask your optician or examination and for the rance on glasses in case of eye doctor to assist in

Price Variables

Once the actual cost of eyeglasses is being considered be aware of the many variables involved. who deal with problems of Are the frames of the same style and brandname? Sometimes, look and optometrists. Each alikes may not be of the may perform eye exami- same quality. Be sure to nations and prescribe compare the same types of lenses -- glass or plastic,

selecting frames best suited for your prescription as well as your appearance and personality

Comparison shopping

or eyeglasses takes little time, because unrestricted advertising is legal only in a few states. have partial restrictions on this type of advertising, while some have complete prohibitions. The Federal Trade

It is advisable to ask single vision or bi-focal. Commission is consider- Bureau, that throughout ed with less than perfect several eye doctors to Ask about special features ing a proposal which the country prices for eyesight -- and that in- itemize their charges for such as non-scratch coat- would lift all restrictions, eyeglasses can vary as cludes almost half the an examination, the pre- ings. Also, look into gua- and would also require high as 300%. Yet, com-American population -- scription and making and rantees and warranties that all patients be uncon- parison shopping for this

ditionally given a free important product can While style is important copy of their prescription. save even more than mo-





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