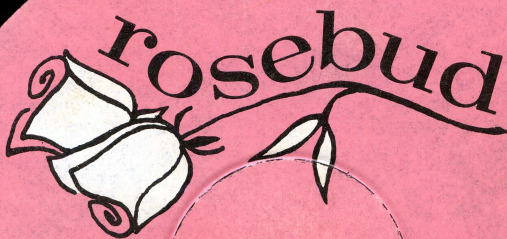


The Best of Rosebud





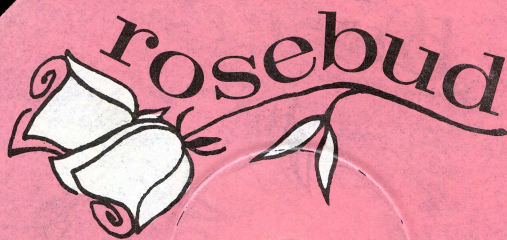
a

The Best of Rosebud

by

Rosebud Baldwin
Cosmetic Department
Stanley Home Products, Inc.

World Wide Records, Inc., 5815 Old Harding Road, Nashville, Tennessee 37205



b

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A thing of beauty is a joy forever. It's loveliness increases; it will never pass into nothingness. So says the Poet Keats. Shelly said: her beauty made the bright world dim, and everything beside it seem like the fleeting image of a shade. Yes, beauty is a thing of joy forever—It's my great pleasure to introduce to you a young lady who feels beauty should be a joy forever—Mrs. Rosebud Baldwin, who is the Lady Catherine Specialist for Stanley Home Products. Her experience is very broad. She had part of her training with a French Cosmetologist and Chemist. She has also trained and worked with the leading make-up men in Hollywood in the various studios. She heads up the department of Cosmetics for Stanley Home Products and is one of the finest teachers of using and selling cosmetics today. I give you Rosebud Baldwin.

Thank you Mr. Roberts:

Side 1

Hi everybody, it's good talking with you again and today we are going to discuss cosmetics and you know we hear so much about the total look, the natural look, the pastel look, it has even been called that innocent look—there are so many different names for a certain look but the important thing is what look is the best for YOU and how you can achieve the look which best portrays and accentuates your best features and your personality. Let us give you some ideas today how you can custom-blend the cosmetics to do the best job for you.

You know before applying the cosmetics we really need a good skin—now there are four basic steps to remember for good skin.

No. 1 IS TO CLEANSE—Most people use soap and water but it generally takes a few hours for the natural oils to return to the skin when you do. You know better than anyone else how often you can afford to wash your face. And if you do not remove all the soap, the alkali will clog the pores just as much as the dirt will. The No. 2 step is to:

REFRESH—We need to refresh the skin just as a spring flower needs the soft spring rain to revive and brighten its hues. The next important step is to:

3. LUBRICATE—Think of your skin as a prune and a plum, they're almost the same things aren't they, what is the difference? You're right—the moisture has been removed from the plum to make a prune. Now the same thing happens to your skin when the moisture has been removed. It is most important that we maintain that moisture balance in the skin. The next step is to:

4. PROTECT—This is one of the most important steps. In our modern world of air-pollution, sudden changes of temperature, and lack of moisture in the air, you need to protect the skin. Now, all you need to remember is to cleanse, refresh, lubricate and protect. Most of us say, "You are right, but I just never get around to it." Stanley knew that too, so they developed what we call a "three minute skin care treatment." Miss Catherine L. O'Brien, whom the cosmetics are named after says, "If it takes you twenty-four hours a day to get older, you ought to take at least three minutes a day to stay younger."

Now the first item in our three minute night care set is the Lady Catherine Deep Facial Cleanser—it is a very soft, smooth liquefying type of cream. Apply with the balls of the finger in an upward and outward motion and leave for a few moments and then tissue it away. It will remove the stale makeup, soil and perspiration. Do not stretch, pull or pummel your skin as your skin is like elastic and like a rubber band if stretched out of shape it never goes back to its original shape. Why not treat your skin like it was the only one you were ever going to have. To remove the last traces of soil and cream, dampen a small cotton pad with water and Skin Freshener and gently pat over the face. Take particular care around the mouth, nose and the hairline where pore clogging dirt is most likely to linger undetected. Keep cutting down on the amount of water on the cotton and increase the amount of Skin Freshener until you get it just right for you. We call this "Do It Yourself Cosmetics" as you can adjust this for your type of skin. Put a small amount of Nite Creme over the face and neck, now go gently over the eye area. This not only softens and smoothes the skin, but it leaves it non-greasy. This is the modern way to cleanse, refresh and lubricate the skin without greasy sheets and pillow cases. This set sells for _____ which is less than some of our competitors get for night cream by itself. I'll wait while you jot it down.

There are several ways to protect the skin. If you do not like to use any kind of color on the skin, use the Beauty Lotion, or if your skin has a tendency to dryness, use the Face and Body Lotion which is a moisturizing lotion. If

your skin is exceptionally dry, use the "Lady Catherine" Nite Creme under the makeup—none of these are greasy—but Stanley has developed the best protection of all which is the "Lady Catherine" Foundation Makeup—this is a complete makeup in itself, if you only wore this and Lipstick your skin would look dressed. This comes in several different shades. You will want to know the right shade for you. Try them on the inside of the arm and find the shade closest to your skin tones. Then, as most of us suntan in the summer and get lighter again in the winter, and wear more and more color in our clothes and hair, one color foundation will hardly do. Let us show you how easily you can custom blend your own colors—and for pennies, not for dollars.

Let's say today you are wearing black, black is not a color so there is no reflection of color and sometimes the skin looks very sallow. As an artist uses a palette to blend colors, make your own palette—use the cup—like space between the thumb and forefinger as a spot to blend your foundations. Use the Beauty Paddle and put a few drops of the Suntone Foundation base—which has a lovely golden shade, then add a few drops of the Medium—which is a neutral color—blend them together with your finger. Notice how it blends without a single streak. Now apply to your face with dampened facial sponge. Dot the foundation on the forehead, cheeks, nose, chin and neck, and then smooth in one direction and then the other. This not only protects the skin, it leaves it with a lovely velvet - like finish. Try blending Suntone and Rose Beige when you are wearing pastels. You will learn very rapidly how to increase the darker colors as you suntan in the summer and increase the lighter tones for the winter. Add pink tones for pastels and to brighten the dark clothes—and suntones for beiges and browns. With three shades of foundation which you can have for _____ you can custom blend your own colors for any outfit you might wear or any season of the year.

Now I said this was a complete makeup by itself and it is, but everyone wants this new look—the one that gives a soft translucent look to the skin. This takes just a little more doing. First, it takes a little rouge, and almost everybody is afraid of rouge. But can you blame them? When you see someone over rouged they look old and hard, but when you don't wear any, you look like you're not with it. We have two approaches to the rouge—we have the soft blush creme rouge for daytime and the frosted blush on for evening wear. Wear the creme rouge over the foundation and under the powder. The frosted blush-on is worn over both the foundation and the powder. Almost everyone can wear the soft blush tint rouge as it picks up your color tone and intensifies it. Now remember the closer you wear rouge to your nose the larger your nose looks, the closer to the eye, the more the eye sparkles. Try putting three dots of the rouge along the ridge of the cheek, close to the eye—now do not go past the center of the eye. Then, rub the sides of the hands together causing a heat friction—use the heat friction to blend your rouge, smoothing

it back from the center of the cheek all the way back to the hairline and blending it down, never go below the lobe of your ear. All you want is that soft, young girl pink look.

The next step is powder. We have a very sheer translucent powder. Remember girls, get all the color from the foundation and just let the powder set your makeup. Let me share also with you today a secret we learned from the Hollywood Makeup men—it is called the \$10,000 secret. You never see a Movie Star or Model with a powdered look do you? Well, this is how it is done—they use a clean powder puff or cotton, press the loose powder all over the face. Press on as much powder as the skin will take. Then, take a dampened facial sponge and press lightly over the face setting the makeup. It does not remove all the powder so then you take your kitten-like "Lady Catherine" Powder Brush and brush off the excess powder, always coming down with the last stroke, as we all have a little down on the face. This makeup will stay on all day long, even if you go in swimming. Just remember to pat your face dry after the swim.

You can have this basic set for _____ which includes a foundation, rouge, powder and powder brush. I'll wait while you jot it down.

The frosted blush-on type rouge is especially good for evening wear. The swivel-type brush makes it easy to apply the rouge, the brush does not spread all over the face and you can control the amount of rouge you apply. The frosted blush-on gives a lovely, shimmering effect under the evening lights. You can get this whole set for only _____ which is less than most companies charge for a brush by itself.

We really do not expect you to remember everything that has been said so we have put this in booklet form, "The Magic Makeup in Minutes Booklet" which shows you how to apply your creams and makeup with a custom-color blending chart, suggesting how to blend your foundations, shadows, and lipsticks for any outfit you may be wearing. Now on the other side of the record we will discuss eye makeup, facial contouring, and lipstick blending.

Side 2

EYE MAKEUP

Eye makeup is so modern isn't it, yet the Egyptians used it thousands of years ago and the Israelites used it during the Biblical times. The Arabian women used it—their eyes were all they had to show but they sure made the most of

it. Today it is important that we have the "Natural Look" but that isn't the look we get up with in the morning. It takes a little more doing. And the Cleopatra look is out entirely, but it never was for street wear. Makeup should be attractive, not startling. Aren't the eyes the first thing you usually notice when you see someone else and since first impressions are the most lasting, why not make the best first impression that you can. Maybe the reason you don't wear eye makeup is the same reason I didn't. I didn't know how until someone passed along some suggestions that were very easy to follow. Let me share some of them with you.

In applying eye shadow, pull the lid taut with one finger then apply the eye shadow using the tip of our creamy eye shadow stick drawing a line along the top of your upper lid just above the eyelashes. Now set the shadow by gently powdering over it. Whenever possible, wear your shadow to match your costume. Try the turquoise eyeshadow with the blue over it—it is lovely with bright or royal blues, or blue by itself is especially good with dark or navy blues. Try green over turquoise for the bright or kelly greens. And straight green for the forest or darker green shades. Violet over turquoise for light orchid shades and straight violet for deeper orchid colors.

Experiment with the colors yourself, you will find it's lots of fun. You can use the brown eye shadow and white pearl for contouring the face. Remember now use this over your foundation and under your powder. To diminish the size of a feature, put a small line of brown eye shadow along the feature you wish to diminish, then blend it until it leaves a faint shadow. Now to emphasize a feature, use the white pearl eye shadow and as an artist uses dark lines to diminish and white to emphasize, use the same idea on contouring your face. (After all the French men do say, there are no ugly women—just those who refuse to make themselves attractive.)

Now in our "Personalized Beauty Analysis" Booklet you can follow the suggestions for your shape of face very easily. It will give you more detailed information in corrective makeup and your demonstrator will be happy to see that you receive one of these booklets.

The next step is the eyeliner—our slender, sable tipped brush makes application so easy. The cream-cake formulation goes on so smoothly and it doesn't flake or smudge. Moisten your "Lady Catherine" Eye Liner Brush and roll the brush lightly on the eye liner cake. Rolling will form a point on the brush and also picks up the amount of color you want. Close one eye, hold it taut and draw a thin line of color along the upper lid as close to the lashes as possible. It takes a little experimenting to get it just the way you like it, but remember the first time you used lipstick?

Practice makes perfect!

The next step is the eyebrow—the eyebrow is considered the frame of your face and as an expensive frame improves the appearance of any picture, the proper eyebrow does the same for the face. To shape your brow, brush the brow towards your nose and then smooth it back in an upward and outward direction to find its correct line. Now why do you go in an upward and outward direction? If you want a clown to look sad, you bring the brows down and the mouth down. Isn't that true? And we are supposed to be happy about this whole thing. Now remove all the stray hairs underneath and above it. Then take your soft "Lady Catherine" Eyebrow Pencil, rest it on the corner of your nose. Let it write toward the ceiling and place a dot where the pencil meets your brow. Do this with the other brow and then remove any stray hairs between them. With a pencil at a 45 degree angle to your nose, write across the corner of your eye, placing a dot again. Between these two dots your brow should be with its highest arch over the outside of your pupil. Then fill in the brow with short hair like strokes. If you prefer the soft, natural look of the Brush-On-Brow Color, stroke the brush on the cake and then brush the color on the brow. Your brows should resemble your hair color and in order to achieve the effect you desire, you may wish to use two shades and blend them. For the basic shade, choose the color closest to your hair color and blend this with the shade of your hair highlights.

The finishing touches to the eye is mascara. Have you ever had trouble putting on mascara? I sure did. What I didn't get in my eye I got on my lid. Now here's a real simple secret. Hold your head erect, hold a mirror down so you are forced to glance down into the mirror. Open your mouth and this will steady your eye. Apply the "Maticara" Mascara to the upper lashes only, unless you want your eyes to look smaller. The "Maticara" is also a lash builder and will actually add to the length of your lashes. Now always tap the case against a hard surface each time you use it to keep the creamy fluid well blended. Let it dry a few moments and then put on a second coat for that extra luxurious looking lashes. The "Maticara" not only adds to the length of your lashes, but it curls the lashes, separates and darkens them. It makes looking into your eyes an unforgettable experience.

Lipstick is the last step in your facial makeup—but don't you hate to see a girl in an orange dress and red lipstick, or a red dress and orange lipstick? It is not always easy to have a lipstick for every outfit, but by learning to custom-blend you can have lipstick to harmonize with any outfit you wear. Try out Mayrose Lipstick with the Toffy Rose over it for that new cranberry shade or the Toffy Rose over the Neat Peach for the burnt orange effect. The Neat

Peach and Honey for the beige look. Pink and Toffy for the orchid, or Yum Plum for the hot pinks and violet shades. Use the White Pearl Lipstick over or under any of the lipsticks to give that lovely iridescent look. There are so many combinations and it is so much fun to do. In the back of our "Makeup Magic" Booklet you will find a custom color blending chart with suggestions of blending many shades. In using two or more colors, use the darker shade to outline the lips and the lighter to fill in. HAVE FUN!

Color of course is important but even more important is your fragrance! You are not completely dressed unless you wear a fragrance. You should be most careful in selecting a fragrance that is right for you. In trying out the different types of fragrances—spray some on the inside of your wrist (with your head turned aside.) Now rub your wrists together letting the oil of the perfume combine with the oils of your skin, then wait a few moments and then sniff it.

You know of course, you wear cologne around your waist or where you wear anything tight and in the crease of your arm or the crease of the knee - you even spray some on the hemline of your skirt. Delightful isn't it?

Now perfume is a little different—do not wear it behind your ear—because there is just bone there—but just below the ear where the heat pulse is and in the hollow of your neck. Now put some on a small ball of cotton and tuck it under your bra.

Have you ever noticed that when some women pass by they leave an elusive trail of delicate fragrance. Do you say "Why can't I do that?" The reason behind it is they wear what is called "a signature fragrance." This comes from using items of the same fragrance. Their cologne, perfume, bath oil, dusting powder, soap, and sachet are all of the same fragrance—they even carry a roll-on type of perfume in their purses for touch ups. We carry a complete line of coordinated fragrances.

But if you wear the same scent all the time, you know that you no longer can smell it and neither can your husband or boy friend. You need more than one. (More than one fragrance that is.) Change your fragrance to your mood. Now if you feel sophisticated today wear the "Lady Catherine" but if you feel "Slightly Wicked" the "Slightly Wicked" fragrance of course; if the mood is exotic, the "Ming Jade", if the mood is sultry and languorous, the fabulous, mystical "Cast A Spell"—but for your own true love wear the one and only "Legend of Love."

All the makeup in the world will not hide an unhappy disposition. What we think is mirrored on our face - so remember you are what you think. THINK BEAUTIFUL