

These pages of Rags are copyrighted by Baron Wolman and the authors,
and cannot be reproduced without permission.



FEED YOUR FACE... ...SOAP



by Blanche Sands

Security depends on super scrubbed, deodorized cleanliness? According to the advertising media, in the length of time needed for a shower or bath you can get sexy, rich and well adjusted through SOAP. Laundered skins, awaiting only Philosophers Stone Soap for instant Karma.

If you're going to get into soaps, let it be for their intrinsic qualities. No more chemicals, tawdry colors or boring shapes. Choose for specific skin problems, or as a small pleasure. Not unlike the Sunday gardener, cultivate your skin.

Out front, I have to plug Caswell-Massey Ltd., 518 Lexington Ave., NYC, a drugstore that specializes in importing soaps from all over the world, most of them natural products, all absolutely unique—and expensive. But considering how often you have to face your bar of soap, the expense is justifiable as a minor self-indulgence. Caswell-Massey's catalog is a classic for mail order connoisseurs. All the following soaps are available there.

Savon Eau de Pluie is a naturalist's fantasy combining pure rain water, softening camomile and lanolin to combat dryness. Rima the Bird girl couldn't have asked for better. In water, *Devon Violet* soap froths into clouds of purple lather that smell like acres of English violets. It's especially good for dry sensitive skin. Witch hazel is a little plant long recognized for the astringent qualities of its juices. *Savon Hamamelis* has a quantity of its extract four times distilled for utmost purity. Excellent for oily and normal skins. *Margo Hygienic Toilet Soap* has neem, a chlorophyll-rich product of India's chinaberry tree. I'm not maintaining that it's as necessary to skin as chlorophyll is to plant life, but . . .

Doney seaweed soap, dotted with bits of algae that once lived in water, transforms into a softening, cleansing gel. It's from Spain. Muscle relaxing oil of fenjal, the scent of thuja (a rare European evergreen), along with other skin helpers go into a cake of Swiss *Fenjal* soap.

Into organic foods? Why not give your skin the care you give your insides? India exports *Malabar Glory* soap bursting with nourishing sesame oil. (Even the most cobra-like epidermis can be softened and moisture balanced with proper care.)

All you running, jumping healthy numbers: milk's full of protein, sulphur's a classic internal/external healer. *Albion Milk & Honey* soap is over a century old, but they were hip. Another effective oldie is *Wright's Coal Tar Soap*. Clarified coal tar is a deep, deep pore cleanser. No, no it doesn't smell of tar!

Before all the pastes and ointments that promise to make them pimple free, problem skins need proper cleaning. *Genatosan* cleanses excess oil—the main cause of acne—without drying out the moisture even the oiliest skins need for protection from heat, cold etc. *Neca-7* neutralizes the skin's natural acidity but doesn't irritate. Clear glycerine soapless soap, *Pears*, is one of the oldest skin cleansers and balancers, and is still one of the best for oily or normal oily combinations.

The epitome of hedonism is *Savon Huile de Vison*, mink oil soap. I've been assured it's the ONLY thing for Marrakesh-parched, St. Moritz-peeling or Miami Beach-burnt skins.

Vegesperm soaps are made of natural substances, created by Caswell-Massey as a substitute for their well-known sperm whale oil soaps, which they felt they must discontinue because the whales are dangerously close

to extinction. The new soaps promise to be equally rich in emollients and skin protectors with all the famous lather intact.

Vegetables are good for your body, so try a salad on your face: *Lettuce Juice* soap (lettuce leaves are an age-old skin soother), or *Tomato Juice* soap, shaped like a large beefsteak tomato and with the mild natural acidity needed for skin balance. *Cucumber and Elder Flower* soap has the combination of smoothing cucumber juice and the gentle astringency of elder flower to recommend it. Spike salad with *Lemon Juice* soap. As a bleacher and softener real lemon juice is one of nature's best.

Salad too austere? Try a desserts-only high carbohydrate skin diet. A generous helping of honey and unbleached Iberian beeswax makes *Spring Glory* soap a gift to skins sensitive to ordinary soaps. *Strawberry Juice and Glycerine* soap smells of fresh strawberries and also happens to be excellent for oily skin, or faces with oily areas. *Almond Cold Cream* soap replenishes the vital oils the elements take away. *Brown Sugar* soap smells like its name, comes very highly recommended from Japan.

Finish off your feeding like a healthy child with a glass of milk. Pure, creamy *Sinalca*, made from the milk of Swiss cows, plies your skin with protein and is completely free of chemicals.

Finally (but definitely not a last resort), a semi-starvation diet of yogurt soap, giving your skin its daily quota of yogurt to soften up imbedded dirt and other impurities in pores and to tighten skin. Available at Nature's Cupboard, 80 E. 7 St., NYC. 🐾