

## **Sales training manual / Erno Laszlo.**

### **Contributors**

Erno Laszlo Institute.

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# THE STORY OF DR. ERNO LASZLO

Dr. Erno Laszlo became a great specialist in the scientific beauty care of the skin and in skin physiology 45 years ago while he was still a medical student in his native Hungary. Studying under the celebrated skin pathologist, Professor Soma Cornel Beck, head of the Dermatological Department of the Royal Hungarian Elisabeth University of Medical Sciences and founder of the famous Beck Clinic, Erno Laszlo became inspired by this professor and the important developments that were occurring in this new field of medical specialization. Professor Beck, on discovering Laszlo's inquisitive mind and his predisposition for chemistry, encouraged him in his laboratory work at the Beck Clinic. While still an undergraduate, Erno Laszlo began his first experiments in tying medical science to cosmetics. Recognizing that women rebelled against the harsh medications that were offered to them for their skin ailments (and only acute skin ailments were the interest of the doctors at that time), he began experiments to formulate cosmetic preparations that were truly therapeutic but not unsightly.

After he earned his doctor's degree at the Royal Hungarian Elisabeth University of Medical Sciences at Budapest, Dr. Laszlo perfected his new techniques in Berlin under Professor Max Joseph, known to doctors throughout the world as "the father of modern dermatology." While demonstrating his methods in the Berlin clinics, Dr. Laszlo was often invited to address groups of eminent dermatologists. He brought them an entirely new concept of skin care for the millions of women who were distressed by imperfect complexions.

At the clinic of Professor Joseph he developed and perfected his concept that women with imperfect complexions might be helped just as effectively as those with disfiguring blemishes.

Convinced that his professional career was to be dedicated to the furthering of skin beauty through proper care for the skin, Dr. Laszlo returned to his native Budapest to start practicing this specialization and to continue his research of the chemistry of the skin.

## The Erno Laszlo Institute in Budapest

As Dr. Laszlo's reputation grew, the demands for his services necessitated his opening the first Erno Laszlo Institute in Budapest in 1927. His immediate success was furthered by two significant incidents. Incident number one was a successful preparation formulated for a famous, but unattractive, member of the royal family who had never used any cosmetics or make-up. She was persuaded to try a "transparent" film of coloring developed by Dr. Laszlo which gave her complexion a lovely natural glow, totally unlike the heavy make-up in general use during that period. The psychological success of the preparation was a matter of much conversation in aristocratic circles.

The second incident occurred when Hungary's most beautiful and talented actress was accidentally shot through the face. Again Dr. Laszlo was called on to formulate preparations that would aid the healing of the scar tissues as well as conceal them. So successful were

these preparations that this actress returned to the stage and continued to be known as one of the loveliest actresses of the country.

More and more famous women throughout the world sought Dr. Laszlo and his Institute for scientific cosmetics and requested the preparations that were reported to work such wonders for the celebrated women of Budapest. On returning to their homes, they continued to use these extraordinary Erno Laszlo preparations and ordered them through the mails. Thus, an international following for the Erno Laszlo preparations was developed and it was because of the demand created in America that Dr. Laszlo brought his Institute to New York City.

## The Erno Laszlo Institute in New York

In November, 1939, Erno Laszlo opened his New York Institute, a replica of the Budapest Institute even to the marble decor. The Institute was an immediate success. Even without publicity or advertising, women from all over the country visited him to obtain their individual beauty treatments and the excellent preparations.

Famous women, the "chic" and "exquisite" women, the smartest women of the social and career world - all sought appointments. His engagement book read like "Who's Who" and the "Social Register" combined. Knowing that the ingredients in his preparations could help them to retain their cherished complexions, they followed his rituals earnestly and devotedly.

Simplicity, faithfulness and personalization are the keynotes of the Laszlo approach. This is apparent in every step of the procedure at the Institute. Essentially this same procedure will be carried through at the store counter by you.

## How the Institute Concept Relates to Your Store

The procedure at the Institute consists of four steps. First comes the "Consultation." Just as a patient visits a doctor to discuss her health, Dr. Laszlo asks the pertinent questions relating to her skin conditions, and she tells him her symptoms and history. From the symptoms which she describes, he is able to correctly determine her skin classification. At your store counter, the scientifically developed "Skin Analysis" serves the same purpose as his personal consultation and supplies the same needed information.

The second step in the Institute procedure consists of Dr. Laszlo's "Diagnosis." This specifies the client's proper preparations according to her skin classification. At the store counter, the Skin Classification, as determined from the "Skin Analysis," will permit you to prescribe the correct preparations.

Step number three in the Institute consists of giving the client her "Instructions" for the home use of the preparations, telling her how important it is to use each preparation exactly



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as directed. This information has been translated to the form of a printed Beauty Ritual which you will give the customer after determining her skin classification and her proper preparations.

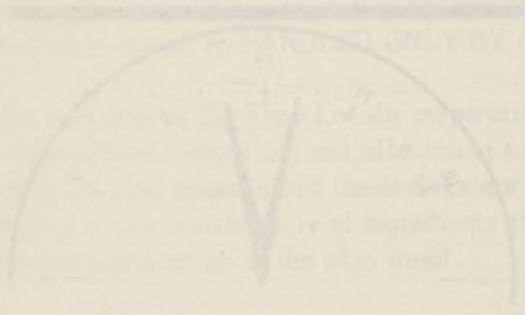
The final step in the Institute regime is the personal supervision by Dr. Laszlo. Clients report to him for a beauty "check-up." At that time he notes changes, checks progress, may adjust the usage of a preparation or the addition or deletion of a preparation. In general, he keeps a close and constant watch to see that the desired aims are being achieved.

This final step is duplicated in your store by having the clients report through the completed "Invisible Consultation" questionnaire which is to be mailed to the Institute. In addition, the customer may contact the Institute at any time she wishes, preferably by mail, to ask questions or to confirm her progress.

These, then, are the four basic steps in the beauty regime followed at the Erno Laszlo Institute, and the equivalent steps which will be followed at your store with your cooperation.

NOTE: The Erno Laszlo Institute is the home of the scientifically perfected preparations you have on your counter - including all of the test-case records which show the results of each preparation as it has been used throughout the years by women all over the world. Because of the accuracy and minute details of these records, predicting results of the Erno Laszlo beauty preparations is not a matter of guesswork, but a scientific certainty.

As you will note throughout your study of your Erno Laszlo line, there is never a fantastically exaggerated claim made for any of the preparations. Instead, the claims are simple, straightforward, honest and scientifically factual - one of the basic points of the Erno Laszlo policy which you, as a representative of the firm, must carry through to all your customers.



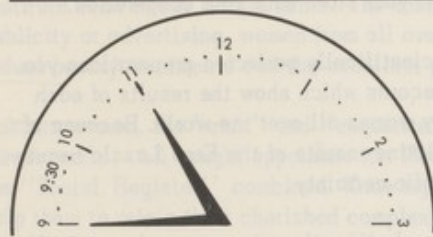
MINUS skin



# THE LASZLO THEORY OF SKIN CLASSIFICATION

In starting your Erno Laszlo training, the first thing you will note is a new scientific classification of skin. You will no longer speak of dry, oily, normal or "combination" types, but you must learn an entirely new scientific vocabulary regarding skins. Perhaps baffling at first, you'll soon find yourself explaining these new terms and theories to your Institute members as easily as though Dr. Laszlo himself were speaking.

Briefly, Dr. Laszlo classifies skin into three basic types:



MINUS-skin

- or those skins which have a deficiency of essential fatty acids in varying degrees -

Indicative of

9 o'clock 9:30 o'clock 10 o'clock 11 o'clock



PLUS-skin

- or those skins which have an over-production of oily gland excretions -

Indicative of

1 o'clock 2 o'clock 3 o'clock

BALANCED-skin

- or those skins which have some slight symptoms - either "MINUS" or "PLUS"



## MINUS Skin

In studying and analyzing the chemistry of the skin, Dr. Laszlo found that a majority of all adult women suffered from a deficiency of the essential fatty acids. When the skin is functioning properly, the perspiration and sebaceous secretions rise to the surface and form a protective coating. The purpose of this protective film is to inhibit certain harmful bacteria and keep the skin naturally moist, soft and pliant. MINUS skin is therefore caused by a deficiency of fatty acids on the skin.



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## PLUS Skin

On the other hand, the PLUS skin (representing a much smaller group of women) is one in which the chemical balance of the skin surface is disturbed by an over-production of the oily gland excretions. The Erno Laszlo preparations are primarily aimed at controlling the surface film which results through the over-activity of these fatty glands. They are not designed to cover up unsightly symptoms, but actually dissolve and wash away the oily film - thus freeing the clogged area and permitting the surface of the skin to have the appearance of a more normal look.

## BALANCED Skin

In Dr. Laszlo's experience, he states that he has found few females past the age of seven with a perfectly chemically BALANCED skin! And, only rarely will you have an Institute member who has the completely flawless skin which has no "symptoms" whatsoever and which can be termed, BALANCED. In most cases, the woman who believes she has a "normal" skin will display one or more slight symptoms which are either MINUS or PLUS.

In any event, the "Skin Analysis" will accurately determine her classification, which preparations she is to use and the proper Beauty Ritual for her specific needs.

## Special Skin Problems

In answering questions regarding Special Skin Problems, it must be remembered that certain disorders should be HANDLED ONLY BY A PHYSICIAN, and not referred to the Institute.

The purposes of the Erno Laszlo preparations, Beauty Rituals and Institute services are directed toward controlling and alleviating surface skin imperfections and preventing their recurrence. The preparations themselves are chemically balanced formulations of the highest quality which consist only of ingredients that are most compatible and most nearly like the chemical properties of the skin itself.

Special skin conditions or disorders FOR WHICH YOU SHOULD REFER THE CUSTOMER TO HER PHYSICIAN and NOT to the Institute are as follows:

WHITEHEADS	INTERNALLY CAUSED SKIN DISORDERS	POCK MARKS
ECZEMA	SCAR TISSUE	STRUCTURAL CHANGES OF FACE TISSUE OR MUSCLES
BROKEN VEINS	BIRTHMARKS	
ALLERGIES		

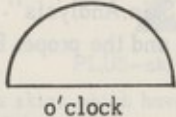
# THE ERNO LASZLO SKIN ANALYSIS

The Erno Laszlo Skin Analysis is a scientifically developed questionnaire designed to determine a customer's specific skin classification. It is an exclusive Erno Laszlo feature and it is always to be used prior to recommending a preparation or a Beauty Ritual to a prospective customer. It is the first step in your approach to any new customer (after explaining the Erno Laszlo Institute and concept) and must never be skipped.

The Skin Analysis is Dr. Laszlo's way – and it must be your way – to determine the following, in the order listed:

- I. The skin "classification" of the client (MINUS, PLUS or BALANCED).
- II. The proper preparations to recommend for the basic three-step Beauty Ritual (Cleansing, Controlling, Beautifying).
- III. The proper Beauty Ritual instructions to give to each customer.

## Procedure to Follow with Skin Analysis.

1. Ask the questions on the preliminary single sheet Skin Analysis.
2. Transfer the answers from the preliminary single sheet to the Skin Analysis section of the Invisible Consultation.
3. Determine the customer's Skin Classification  o'clock
4. Select the preparations for the customer and explain how each of them will help control and alleviate the symptoms her Skin Analysis has revealed.
5. Check the preparations in the Preparation Section as determined by the Skin Classification (include shades selected by customer).
- 6a. Fill in the customer's name, address, phone number and your name on the Invisible Consultation, then separate the three copies.
- 6b. Insert the Invisible Consultation part in the back of her Membership Booklet and ask the customer to answer the Invisible Consultation questions; stress the importance of her returning it to the Institute promptly.
7. Select the proper Beauty Ritual Instructions and insert this in the back of her Membership Booklet.
8. Keep the original cardboard part of the Skin Analysis (only) for your permanent file. The Skin Classification, the preparations purchased and the Beauty Ritual information will all be indispensable for your follow-ups and re-orders.
9. Send the thin second copy of the Skin Analysis to the Institute in the self-addressed and pre-stamped envelope provided (do not send one at a time, collect and send them at the end of each day.)



## THE INVISIBLE CONSULTATION

The entire Laszlo treatment theory of supervised home Beauty Rituals rests on the Invisible Consultation. The Skin Analysis at your counter is just the beginning. Only when your customer fills out and returns her Invisible Consultation can the Institute function in helping her.

The Invisible Consultation is the Institute's "consultation" with your customer by mail. It takes the place of a personal visit to the Institute that each of Dr. Laszlo's private clients make, for which they pay handsomely. During such visits Dr. Laszlo inquires at length into various aspects of his client's life, many of which may seem far removed from the subject of skin beauty. But the scientific approach recognizes that there are many indirect influences that affect a woman's skin beauty. From the standpoint of privacy and the time required, it would not be practical for you to ask your customer these things during the Skin Analysis at your counter. Therefore, the Skin Analysis determines the first essentials so you can get your customer started in a minimum of time.

The Invisible Consultation continues where the Skin Analysis stops. It provides the Institute with additional information on the client's skin history and necessary facts concerning her personality, habits and environment. It gives supporting information to confirm the conclusions of your Skin Analysis and the preparations and Beauty Rituals provided. Upon occasion, this additional information may indicate a necessary change in her Beauty Rituals or preparations. Thus, we can better serve your customer.

The Invisible Consultation is combined with the customer's Skin Analysis copy. After you have filled in all the Skin Analysis information on the Invisible Consultation, remove the top two copies of the Skin Analysis. Hand the Invisible Consultation to your customer and explain its purpose and importance. Show her how to answer the first few questions. Get her to promise to bring it in to you or to send it to the Institute by a certain date . . . and make a note of this date on your copy of the Invisible Consultation (the cardboard part) as a follow-up reminder. There is a self-addressed Institute envelope with the customer's Invisible Consultation for her convenience in mailing the form when it is filled out, or she can bring it in to you to be forwarded to the Institute. Be certain to send the Institute its copy (the thin part) of the Skin Analysis in the self-addressed, pre-stamped envelope provided. Keep your copy as your permanent record for follow-ups, re-orders and progress data.

The Institute will, upon receipt of the customer's Invisible Consultation, immediately send an acknowledgment and welcome letter to her. Note the date on your permanent Invisible Consultation file card. If, within two weeks the Institute has not received the Invisible Consultation, a follow-up letter will then be sent to the customer with a copy to you. You may then follow-up on your own - politely and with discretion, of course. She will respect your interest and be re-impressed with the Institute's concern of her supervised home beauty treatment.

Remember, Dr. Laszlo cannot advise your customer, the Institute cannot supervise her beauty program and she will not get her acknowledgement and welcome letter until the Institute receives her filled-out Invisible Consultation.

# SKIN ANALYSIS

Scientifically Developed by the Erno Laszlo Institute

A. Which of the following products do you now use on your face? (Please check.)

- Cleansing Cream
- Cleansing Lotion
- Skin Freshener
- Astringent
- Moisturizing Cream
- Other .....
- Moisturizing Lotion
- Night Cream
- Eye Cream

B. Do you wash your face with soap and water?

- Regularly
- Sometimes
- Never

C. When exposed to the sun, do you

- Tan easily?
- Tend to sunburn?

1. Do you usually have an oily look on your cheeks?

Yes	No
1	

Are you troubled with pimples (not black-heads)?

Yes	No
2	

Often?

Always

Yes	No
3	

Last "Yes" above is Skin Classification.

If answers to ALL questions in #1 above are "NO", proceed to Question #2.

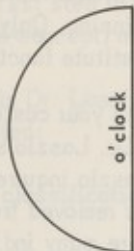
2.

Does your skin generally have a tight, taut or dry feeling?

Yes	No
11	

Does your skin feel tight, taut or dry at any time of the day except after washing your face?

Yes	No
11	



Skin Classification

If answer to ANY of the above questions is "Yes", proceed to Question #3.

If answers to ALL questions above are "No", proceed to Question #4.

3. Is your skin inclined to be flaky, rough or look parched?

Yes	No
10	

Do you have deep lines or wrinkles around eyes and/or throat?

Yes	No
9	

Did the use of creams ever cause itching, red blotches, any other irritations or pimples?

Yes	No
9:30	

Last "Yes" above in Question #2 or #3 is Skin Classification.

4. Do you usually have an oily look on forehead, nose and/or chin?

Yes	No
1	12

Check mark in either box of Question #4 is Skin Classification.



# HOW TO INTERPRET THE "SKIN ANALYSIS" FOR DETERMINATION OF SKIN CLASSIFICATIONS, PREPARATIONS AND BEAUTY RITUALS

Your "Skin Analysis" is divided into three columns:

I. ALWAYS START BY ASKING PORTIONS A, B AND C . . . THEN PROCEED TO QUESTION #1.

Note: Questions A, B and C are not designed to determine Beauty Ritual; this is for the Institute's information only.

II. If any part of Question #1 is answered "Yes" . . .

- a. The skin classification is the last box marked "Yes".
- b. The Beauty Ritual is determined by the number in that box.

III. If all parts of Question #1 are answered "No" . . . proceed to Question #2.

IV. If any part of Question #2 is answered "Yes" . . .

proceed to ask all parts of Question #3.

V a. The last box marked "Yes" in any portion of Questions #2 and #3 is the skin classification.

b. The Beauty Ritual is determined by the number in that box.

VI. If all parts of Question #2 are answered "No" . . . proceed to ask only Question #4 (Do not ask Question #3).

VII. a. Check mark in box "Yes" determines the Beauty Ritual as 1 o'clock.

b. Check mark in box "No" determines the Beauty Ritual as 12 o'clock.

# SPECIAL CASE SKIN ANALYSES

for  
Young Girls, Boys, Adult Men

Do not give the Skin Analysis or Invisible Consultation questionnaires to young girls, boys or adult men!

Obtain the customer's name, sex, age, address and telephone number and advise the customer that the Institute will contact her (or him) directly. Immediately advise the Institute of the request and submit all pertinent information.

The Institute will send the appropriate questionnaire designed for these cases. DO NOT RECOMMEND ANY PREPARATIONS yourself. The Institute will advise you, via a copy of the letter sent to the customer, of the proper treatments and preparations. You may then advise the customer that his or her preparations are ready to either be picked up at or sent from your store.

## ERNO LASZLO INSTITUTE MEMBERSHIP

Memberships are limited by the capacity of the Institute to handle them. For this reason, a Membership can be offered only to customers who purchase the complete Three Basic Step preparations (Cleansing, Controlling and Beautifying). For the customer to obtain the maximum benefits from the Laszlo preparations, she should use them in combination; the Beauty Rituals are based on this multiple use of preparations. Your customer also should agree to faithfully follow her Beauty Ritual instructions as well as acknowledge any correspondence with the Institute . . . without exception, the Invisible Consultation must be answered and returned to the Institute.



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## Benefits Of Memberships

A Laszlo Membership assures the customer of personalized, helpful, interested and continuing attention, advice and encouragement. An Institute Member is not just sold an assortment of jars and bottles and then left to work out her beauty salvation alone. Her skin is classified by a scientifically designed questionnaire, further analyzed by the Invisible Consultation and her preparations and Beauty Ritual individually selected for her.

A Laszlo Membership entitles a customer to correspond with the Institute directly on any matter she may deem necessary. Therefore, she not only has the surety of your personalized assistance, but the Institute's as well.

## Membership Enrollment Procedure

Upon completion of your sale, enroll your customer as an Institute Member using the Membership Booklet.

## Membership Booklet

The Membership Booklet reiterates what the Institute and the customer pledge to each other to fulfill the Membership agreement. There is a Certificate on the inside page. Please fill in the member's name, the date and your name. This will enable the customer to reach you (by name) when she needs to reorder or has a question to ask.

An envelope is furnished to you in which you will enclose the following:

1. The Invisible Consultation questionnaire and envelope
2. The Beauty Ritual(s)
3. The Erno Laszlo brochure
4. The Membership Booklet



# THE LASZLO TREATMENT THEORY

An individualized Laszlo Beauty Ritual may be recommended for every type of complexion and skin condition. The effects of Dr. Laszlo's preparations on the most complicated skin types are all the more dramatic because the results obtained are so noticeable. But equally effective and important are the Laszlo Preventive Treatments which are intended to help the woman with a good complexion keep it that way.

## Preventive Treatments

As the term implies, Preventive Treatments help keep a good skin in proper "beauty balance" . . . preventing or warding off common complexion troubles that usually beset neglected skins or complexions given improper care. Dr. Laszlo says: "With today's scientific knowledge there is no reason why the woman of 35 cannot have the skin beauty of 25; the woman of 50 the skin beauty of 35." And he has proven that, with proper preventive care, no woman today need really look her age. And since science is constantly extending our life expectancy, it is logical that science should also extend the span of years during which a woman may enjoy a beautiful complexion.

Dr. Laszlo also says: "It is never too soon to properly care for the skin." By this he means that it is unwise to wait until trouble presents itself; that the woman endowed with a good complexion should appreciate it sufficiently to do something about keeping it good. And it is interesting to note how many of the Doctor's Institute clients are women to whom a good complexion is a business, professional or social asset . . . and who sought out Dr. Laszlo's advice and help in avoiding complexion difficulties.

Unfortunately, it is difficult to interest the average woman who has a good complexion to do much about keeping it good. Since it presents no problem, she gives her skin little or no care. It's a case of "locking the barn door." However, you will have a fine opportunity to build up your Preventive Treatments through your other Laszlo customers. Every customer with a daughter or son offers another prospect. Every pleased customer who believes in the Laszlo method certainly has friends who should properly care for their complexions . . . and your customer can be a Laszlo "missionary" for you.

## Restorative Beauty Treatments

Properly speaking, the Laszlo Restorative Beauty Rituals have two duties to perform: first, to restore the proper beauty balance of the skin surface where an improper balance exists . . . and then to prolong this proper balance — even to postponing signs of age for years longer than heretofore possible. That is why the Laszlo Beauty Rituals are individualized. Basically, however, each Beauty Ritual is broken down into Three Basic Steps which remain the same throughout the years: Cleansing, Controlling and Beautifying.



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# THE THREE BASIC STEPS OF THE ERNO LASZLO BEAUTY RITUALS

The Erno Laszlo Beauty Rituals are a simple adaptation of the methods used at the Erno Laszlo Institute in New York. The Beauty Rituals consist of three basic and indispensable steps: CLEANSING, CONTROLLING and BEAUTIFYING – each working in conjunction with the other for complete effectiveness. That is why it is never recommended that individual preparations be sold.

These three steps and their methods of use as recommended by Dr. Laszlo are equally as important to your customer as the preparations themselves. In talking with a prospective member, remember you are selling results: the elimination of skin imperfections through the correct Erno Laszlo preparations and methods of use, the continuation of a beautiful skin after it has been achieved . . . or . . . the maintenance of a beautiful skin that already exists.

CLEANSING: Dr. Laszlo believes that a clean surface is a requisite to all beauty. As you know, surgeons approach cleanliness through a vigorous and prolonged washing with soap and water. Therefore, the Beauty Rituals invariably include this vital first step. The MINUS and BALANCED rituals make use of ACTIVE PHELITYL OIL together with soap. PLUS rituals make use of the soap alone. Always stress the importance of washing and rinsing with soap and the proper temperature of the water, which in all Beauty Rituals must be HOT.

CONTROLLING: With a clean skin one can begin to work on alleviating and preventing visible and sensory skin imperfections. The various CONTROLLING preparations have the necessary ingredients to inhibit the surface bacteria.

BEAUTIFYING: Dr. Laszlo believes what we have started should be maintained for as long a period as possible. Every time the customer powders her nose or applies her foundation with the Erno Laszlo preparations, she is adding to the results that have been started in her CLEANSING and CONTROLLING steps. The Erno Laszlo preparations are unique because of the "Invisible Make-up" effect they achieve while essentially serving and continuing the treatment process.

# THE THREE BASIC STEPS

OF THE ERNO LASZLO  
BEAUTY RITUALS

The Erno Laszlo Beauty Rituals are a simple application of the methods used at the Erno Laszlo Institute in New York. They are simple, practical and indispensable. They are: CLEANSING, CONTROLLING and BEAUTIFYING - each working in conjunction with the other for complete effectiveness. That is why it is never recommended that individual products be used alone. They should always be used in conjunction with the others. The order of application is as follows: CLEANSING, CONTROLLING, BEAUTIFYING. At each step, the skin is treated with a specific product. The first step, CLEANSING, is the most important. It is the foundation of the entire Beauty Ritual. It is the step that prepares the skin for the other two steps. It is the step that removes all impurities from the skin, leaving it clean, fresh and ready to receive the other two steps. The second step, CONTROLLING, is the step that regulates the skin's natural balance. It is the step that prevents the skin from becoming dry, oily or irritated. It is the step that keeps the skin in its natural state, free from all skin problems. The third step, BEAUTIFYING, is the step that gives the skin a beautiful, youthful appearance. It is the step that makes the skin look smooth, soft and radiant. It is the step that gives the skin a natural glow that is the mark of true beauty. The Beauty Rituals are a simple, practical and indispensable way to keep your skin in its natural state, free from all skin problems, and to give it a beautiful, youthful appearance. They are the secret to the skin's natural beauty. They are the secret to the skin's natural glow. They are the secret to the skin's natural radiance. They are the secret to the skin's natural beauty.

## Restorative Beauty Treatments

BEAUTIFYING. Dr. Laszlo believes that we have stated should be maintained for as long a period as possible. Every time the customer provides her face or other part of her body with the Erno Laszlo Beauty Rituals, she is doing to her skin what she should be doing every day. The Erno Laszlo Beauty Rituals are the secret to the skin's natural beauty. They are the secret to the skin's natural glow. They are the secret to the skin's natural radiance. They are the secret to the skin's natural beauty.



# WHAT THE SKIN ANALYSIS DETERMINES

## PREPARATIONS FOR THE THREE BASIC STEPS

SKIN CLASSIFICATION		3. BEAUTIFYING	
BEAUTY RITUAL		2. CONTROLLING	3. BEAUTIFYING
1. CLEANSING			
9:00 O'CLOCK	ACTIVE pHELITYL OIL ACTIVE pHELITYL SOAP	ACTIVE pHELITYL CREAM SKIN APPLICATION HIGHLY ACTIVE pHELITYL	pHELITONE DUO-PHASE FACE POWDER (*REGULAR NORMALIZER SHAKE-IT)
9:30 O'CLOCK	ACTIVE pHELITYL OIL ACTIVE pHELITYL SOAP	ACTIVE pHELITYL CREAM LIGHT CONTROLLING LOTION REGULAR CONTROLLING LOTION	REGULAR NORMALIZER SHAKE-IT pHELITONE DUO-PHASE FACE POWDER
10:00 O'CLOCK	ACTIVE pHELITYL OIL ACTIVE pHELITYL SOAP	ACTIVE pHELITYL CREAM SKIN APPLICATION	pHELITONE DUO-PHASE FACE POWDER (*REGULAR NORMALIZER SHAKE-IT)
11:00 O'CLOCK	ACTIVE pHELITYL OIL ACTIVE pHELITYL SOAP	ACTIVE pHELITYL CREAM SKIN APPLICATION	pHELITONE DUO-PHASE FACE POWDER (*REGULAR NORMALIZER SHAKE-IT)
12:00 O'CLOCK	ACTIVE pHELITYL OIL SEA-MUD SOAP	ACTIVE pHELITYL CREAM LIGHT CONTROLLING LOTION REGULAR CONTROLLING LOTION	REGULAR NORMALIZER SHAKE-IT DUO-PHASE FACE POWDER
1:00 O'CLOCK	SEA-MUD SOAP	LIGHT CONTROLLING LOTION HEAVY NORMALIZER SHAKE-IT ACTIVE pHELITYL CREAM	REGULAR NORMALIZER SHAKE-IT DUO-PHASE FACE POWDER
2:00 O'CLOCK	SEA-MUD SOAP SPECIAL SKIN SOAP	CONDITIONING PREPARATION HEAVY NORMALIZER SHAKE-IT ACTIVE pHELITYL CREAM	REGULAR NORMALIZER SHAKE-IT DUO-PHASE FACE POWDER
3:00 O'CLOCK	SPECIAL SKIN SOAP	CONDITIONING PREPARATION HEAVY NORMALIZER SHAKE-IT ACTIVE pHELITYL CREAM	REGULAR NORMALIZER SHAKE-IT DUO-PHASE FACE POWDER

\*ADD TO BEAUTY RITUAL WHEN  
TEMPERATURE IS ABOVE  
70 DEGREES



2250

## THE pHELITYL STORY

When Dr. Laszlo became convinced of the great role played by fatty acids in dermatology, he began a long search to find new fatty acids for cosmetic preparations which, when applied to dry skin, would effectively preserve complexions from insufficient sebaceous secretions and improper environment. He wasn't satisfied with the fatty acids available from ordinary animal and vegetable origins. Fatty acids could be had in any quantity needed from lard, peanut oil, linseed oil – the sources used by many soap and cosmetic manufacturers today and a decade ago. He tested and rejected them all, and continued his search for a unique kind that would be more effective than any used before in a cosmetic formula when used in the proper regiment.

This was hard, time-consuming work. Every available hour away from his practice was spent in the laboratory. Finally, he mixed a batch of unique fatty acids that appeared to hold great promise. He ran the regular routine tests. The results were amazing. His excitement ran high for these fatty acids that tested far and beyond the chemical value of anything he had ever known or heard of among this class of chemical.

Further tests removed all doubt that Dr. Laszlo had discovered his chemical treasure. It was a substance entirely new to cosmetic science. This superlative ingredient was destined to give the gift of complexion beauty to thousands of women at the Laszlo Institute in Budapest and New York, and to thousands more who purchase the Laszlo formulas in stores throughout the United States.

The new compound alone was wonderful for many skins, but it could not be made to work properly without being placed precisely in the right formula and the combination was christened pHELITYL, the first two letters of which is the commonly known chemistry symbol for measuring acidity.

With pHELITYL, Dr. Laszlo found that he had the most active and valuable preparation in cosmetics for the treatment of dry skin conditions caused by insufficient fatty acids on the skin surface. He found that pHELITYL not only helped restore the proper fatty acid mantle to dry complexions, but used in combination with other preparations it maintained the proper skin balance. With pHELITYL and the proper Beauty Ritual, it is possible to do away with the problems of dry skin. With this discovery Dr. Laszlo was effectively able to deal with the dry skin complaints of the majority of all women.

What is more, the formula of pHELITYL was so skillfully executed in the laboratory that it is also effective in inhibiting certain bacteria and yet so gentle that most sensitive skins may avail themselves of its benefits.



## ACTIVE pHELITYL SOAP

CODE NUMBER: 8551

RETAIL PRICE

\$6.00

NET WEIGHT: 8 Ounces

*For Skin Classification:*

9:00; 9:30; 10:00; 11:00

*Symptoms Which Indicate Use:*

MINUS skins which are tight, taut, dry or sensitive . . . rough, flaky, parched . . . with fine or deep lines or premature wrinkles under eyes and on neck, or on entire face.

*What ACTIVE pHELITYL SOAP Accomplishes:*

Contains pHELITYL to help replace the fatty acid deficiency of the skin surface which inhibits certain bacteria. Thoroughly removes dirt, make-up and a quantity of bacteria from the skin surface. Acts as an emulsifying agent when used with ACTIVE pHELITYL OIL and HOT water. Non-irritating, non-drying. Softens, smooths. Makes skin pliant.

*How ACTIVE pHELITYL SOAP Is Used:*

Fill basin with HOT water. Wet face and neck. Apply wet soap on skin, rubbing in well. Make a separate lather in the palms of the hands and apply on face and neck. Rinse thirty times in the same soapy water. Dry with a towel. Use one to three times daily as per Beauty Rituals.

*Reaction During "Corrective" Phase:*

Possible slight feeling of tightness which gradually disappears.

*Additional Uses:*

For bathing all dry body skin.



225025



## SEA-MUD SOAP

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CODE NUMBER: 8555

RETAIL PRICE

\$6.00

NET WEIGHT: 8 Ounces

*For Skin Classification:*

12:00; 1:00; 2:00

*Symptoms Which  
Indicate Use:*

PLUS skins with oily shine on nose, chin, forehead or entire face. Enlarged pores. Blackheads. Surface blemishes.

BALANCED skins with fine-texture, no visible symptoms.

*What SEA-MUD SOAP  
Accomplishes:*

Aids in keeping surface bacteria at a low level by providing a combined washing and bacterial removal action. Softens and removes sebum. Removes oily excretions and dried cuticle. Removes surface bacteria, dirt and make-up, for a truly clean skin surface.

*How SEA-MUD SOAP  
Is Used:*

Fill basin with HOT water. Wet face and neck. Apply wet soap on skin, rub thoroughly. Make a separate lather in the palms of the hands and rub on well. Rinse thirty times in the same soapy water. Dry with a towel. Use two or three times daily as per Beauty Rituals.

*Reaction During  
"Corrective" Phase:*

Possible tight feeling for first few days which gradually disappears.

*Additional Uses:*

Bathing, for body areas.





## SPECIAL SKIN SOAP

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CODE NUMBER: 8553  
RETAIL PRICE  
**\$ 8.00**  
NET WEIGHT: 8 Ounces

*For Skin Classification:*

2:00; 3:00

*Symptoms Which  
Indicate Use:*

PLUS skins with oily shine on entire face, blackheads or surface blemishes at all times. Surface blemishes on body.

*What SPECIAL SKIN SOAP  
Accomplishes:*

Helps keep surface bacteria at a low level through combined cleansing and bacterial removal action. Removes excessive oily excretions, dirt, make-up and flaky "top skin." Softens and removes sebum. Also has deodorizing qualities.

*How SPECIAL SKIN SOAP  
Is Used:*

Fill basin with HOT water. Wet face and neck. Apply wet soap on skin, rub thoroughly. Make a separate lather in the palms of the hands and rub on well. Rinse thirty times in the same soapy water. Dry with a towel. Use one to three times daily as per Beauty Rituals.

*Additional Uses:*

Bathing, for body areas such as shoulders, upper chest and back which show PLUS symptoms: blackheads, oiliness, enlarged pores and surface blemishes. Shampoo for oily hair.



225021



## ACTIVE pHELITYL OIL

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CODE NUMBER: 8557

RETAIL PRICE

**\$9.00**

CONTENTS: Net 8 Fluid Ounces

*For Skin Classification:*

9:00; 9:30; 10:00; 11:00; 12:00

*Symptoms Which Indicate Use:*

MINUS skins which are tight, taut or sensitive...rough, flaky, parched...with fine or deep lines or premature wrinkles on face, neck, or around eyes.

*What ACTIVE pHELITYL OIL Accomplishes:*

Has solvent properties. Softens and smooths the skin surface. Provides lubrication for easy and thorough removal of dirt, make-up and certain surface bacteria. Protects surface against drying. Acts as an emulsifying agent when used with Erno Laszlo soap and HOT water. Contains pHELITYL to supply and help replace the fatty acid deficiency of the skin surface.

*How ACTIVE pHELITYL OIL Is Used:*

Apply on face and neck with a large thoroughly saturated piece of cotton in any direction. Remove immediately with towel (or tissue) or the Erno Laszlo soap as indicated in the individual Beauty Rituals. Use two or three times daily as per Beauty Rituals.

*Additional Uses:*

Rough hands or elbows, dry body skin (applied before bathing), body massage...to soften cuticle...dry hair or scalp (applied the night before shampooing)...underarms or legs, before or after shaving.



## SKIN APPLICATION

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CODE NUMBER: 8571

RETAIL PRICE

\$ 8.00

CONTENTS: Net 8 Fluid Ounces

*For Skin Classification:*

9:00; 10:00; 11:00

*Symptoms Which Indicate Use:*

MINUS skins which are tight, taut . . . rough, flaky, parched . . . with fine or deep lines or premature wrinkles on face and neck.

*What SKIN APPLICATION Accomplishes:*

Spreads the pHELITYL of ACTIVE pHELITYL CREAM in a thin, even film over the skin surface. Increases the effectiveness of pHELITYL. Removes dried cuticle. Stimulates. Refreshes. Washes away excess cream or other substances from skin surface. Helps to restore and maintain a healthy, normal, balanced appearance.

*How SKIN APPLICATION Is Used:*

Apply on face and neck (except around eyes) with a large thoroughly saturated piece of cotton. Blot with a towel.

*Reaction During "Corrective" Phase:*

May cause slight stinging sensation during first few days of usage, then gradually disappears.



225025



## **REGULAR CONTROLLING LOTION**

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CODE NUMBER: 8561

RETAIL PRICE  
**\$10.00**

CONTENTS: Net 8 Fluid Ounces

*For Skin Classification:*

9:30

*Symptoms Which  
Indicate Use:*

MINUS skins that are sensitive to creams and cannot tolerate them since they may cause itching, red blotches, breaking out (bumps) as well as a dry, rough feeling.

*What REGULAR  
CONTROLLING LOTION  
Accomplishes:*

Conditions the skin to tolerate cream without adverse reaction. Distributes the fatty acids of pHELITYL over the skin surface. Soothes.

*How REGULAR  
CONTROLLING LOTION  
Is Used:*

Shake well and apply with large thoroughly saturated piece of cotton to wash off ACTIVE pHELITYL CREAM (except around eyes and on neck where CREAM is blotted with tissue). Immediately blot with towel. Apply at night before retiring only.

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*For Skin Classification:*

12:00

*Symptoms Which  
Indicate Use:*

BALANCED skins

*What REGULAR  
CONTROLLING LOTION  
Accomplishes:*

Keeps the BALANCED skin under control. Distributes the fatty acids of pHELITYL over the skin surface.

*How REGULAR  
CONTROLLING LOTION  
Is Used:*

Shake well and apply with large thoroughly saturated piece of cotton on face - except around eyes. Rub in well. Re-apply with another large piece of cotton as indicated in Beauty Ritual and leave on overnight,



## LIGHT CONTROLLING LOTION

CODE NUMBER: 8563

RETAIL PRICE

\$10.00

CONTENTS: Net 8 Fluid Ounces

<i>For Skin Classification:</i>	9:30
<i>Symptoms Which Indicate Use:</i>	MINUS skins that are <u>sensitive</u> to creams and cannot tolerate them since they may cause itching, red blotches, breaking out (bumps) as well as a dry, rough feeling.
<i>What LIGHT CONTROLLING LOTION Accomplishes:</i>	Conditions the skin to tolerate cream without adverse reaction. Distributes the fatty acids of pHELITYL over the skin surface. Soothes.
<i>How LIGHT CONTROLLING LOTION Is Used:</i>	Apply with large thoroughly saturated piece of cotton to wash off cream (except around eyes where you blot off ACTIVE pHELITYL CREAM with tissue). Immediately dry with towel. Apply once or twice daily as per Beauty Ritual.
<i>For Skin Classification:</i>	12:00
<i>Symptoms Which Indicate Use:</i>	BALANCED skins.
<i>What LIGHT CONTROLLING LOTION Accomplishes:</i>	Cleanses, keeps BALANCED skins under control.
<i>How LIGHT CONTROLLING LOTION Is Used:</i>	After washing throughout the day. Apply with large thoroughly saturated piece of cotton. Rub in well while squeezing cotton.
<i>For Skin Classification:</i>	1:00
<i>Symptoms Which Indicate Use:</i>	PLUS skins which have oily shine on any part of face.
<i>What LIGHT CONTROLLING LOTION Accomplishes:</i>	Helps cleanse skin thoroughly. Also helps cleanse pore openings of oily skin. Keeps surface bacteria at low level.
<i>How LIGHT CONTROLLING LOTION Is Used:</i>	Apply with large thoroughly saturated piece of cotton. Rub in well while squeezing cotton. Dry with towel. Use during the day as a quick daytime pick-up as well as at night before retiring.





## **HEAVY CONTROLLING LOTION**

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CODE NUMBER: 8565

RETAIL PRICE

\$10.00

CONTENTS: Net 8 Fluid Ounces

*For Skin Classification:*

All teenage girls who do not as yet use make-up. All teenage boys. Adult men.

*Symptoms Which Indicate Use:*

Highly PLUS skins with oily shine on entire face, blackheads and surface blemishes.

*What HEAVY CONTROLLING LOTION Accomplishes:*

Removes excess oily excretions. Helps soothe irritated skins and inhibits certain surface bacteria. For men: counteracts shaving irritations.

*How HEAVY CONTROLLING LOTION Is Used:*

Apply on face (except around eyes) with large thoroughly saturated piece of cotton. Rub in well. Reapply with another piece of cotton on face (except around eyes). Cover thickly and let dry on overnight. Apply before retiring.



## CONDITIONING PREPARATION

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CODE NUMBER: 8573

RETAIL PRICE

**\$11.00**

CONTENTS: Net 8 Fluid Ounces

*For Skin Classification:*

2:00; 3:00

*Symptoms Which  
Indicate Use:*

PLUS skins with oily shine on entire face (including cheeks) . . . blackheads, surface blemishes. Blackheads, surface blemishes on shoulders, chest and back.

*What CONDITIONING  
PREPARATION  
Accomplishes:*

Stimulates. Removes excess oily excretions. Removes dried cuticle and surface film. Helps tone, firm. Helps soothe irritated skins. Inhibits certain surface bacteria. Helps prevent externally caused pimples. Aids in freeing clogged pore opening.

*How CONDITIONING  
PREPARATION  
Is Used:*

Apply on face (except around eyes) with a large thoroughly saturated piece of cotton. Blot dry with a towel. Apply twice daily as per Beauty Rituals.

*Reaction During  
"Corrective" Phase:*

May cause slight scaly appearance, tight feeling, mild smarting sensation during first few days, which will gradually disappear.

*Additional Uses:*

On shoulders, chest and back which have blackheads, surface blemishes; removes excess oil from hair.

NOTE: CONDITIONING PREPARATION may tend to tint unpolished fingernails slightly. WASH HANDS IN WARM WATER WITH SEA-MUD SOAP (OR SPECIAL SKIN SOAP) AS PER INDIVIDUAL BEAUTY RITUALS AND RUB IN ACTIVE PHELITYL CREAM.



2:



## REGULAR NORMALIZER SHAKE-IT

RETAIL PRICE

\$9.00

CONTENTS: Net 8 Fluid Ounces

Shades:	Code Numbers:
ROSY	8440
BLUSH	8441
TAN	8442
GYPSY	8443
FAIR	8444
BRONZE	8445

*For Skin Classification:*

9:30; 12:00; 1:00; 2:00; 3:00 (9:00; 10:00; 11:00 when temperatures are over 70 degrees as per Beauty Rituals).

*Symptoms Which Indicate Use:*

MINUS skins use it in most instances during hot weather when temperatures are over 70 degrees. 9:30 classifications use it always.

BALANCED skins with fine texture.

PLUS skins with oily shine on forehead, nose, chin or entire face. Blackheads, enlarged pores and surface blemishes.

*What REGULAR NORMALIZER SHAKE-IT Accomplishes:*

"Normalizes" the skin. Protects it from climatical changes, dirt. Inhibits certain skin bacteria. Soothes surface of the skin. Normalizes the oily acid mantle of the skin. Keeps complexion fresh. Keeps skin surface smooth-looking while giving a natural-looking "invisible make-up."

*How REGULAR NORMALIZER SHAKE-IT Is Used:*

Shake well and apply on face (except around eyes) and neck - BALANCED and PLUS cases apply it also under eyes - with large thoroughly saturated piece of cotton. Immediately blot and smooth with tissue. Apply two or three times daily as per Beauty Rituals.

*Additional Uses:*

On chest, shoulders and back with decollete evening dresses; or for blackheads and/or surface blemishes on these areas.





## **HEAVY NORMALIZER SHAKE-IT**

RETAIL PRICE

**\$13.00**

CONTENTS: Net 8 Fluid Ounces

Shades: Code Numbers:

ROSY	8480
BLUSH	8481
TAN	8482

*For Skin Classification:* 1:00; 2:00; 3:00

*Symptoms Which Indicate Use:* PLUS skins with oily shine, blackheads and surface blemishes.

*What HEAVY NORMALIZER SHAKE-IT Accomplishes:* Helps "normalize" the results of overactivity of oily glands. Inhibits certain skin bacteria. Helps soothe irritated skin.

*How HEAVY NORMALIZER SHAKE-IT Is Used:* Shake well and apply on face (except around eyes) with large thoroughly saturated piece of cotton. Rub in well. Reapply with another large piece of cotton if so indicated in Beauty Rituals, let dry on overnight. Apply before retiring.



## **SPECIAL NORMALIZER SHAKE-IT**

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RETAIL PRICE

**\$24.50**

CONTENTS: Net 8 Fluid Ounces

Shades:	Code Numbers:
ROSY	8460
BLUSH	8461
TAN	8462
GYPSY	8463
FAIR	8464
BRONZE	8465

*For Skin Classification:*

9:00; 9:30; 10:00; 11:00; 12:00

*Symptoms Which  
Indicate Use:*

MINUS or BALANCED skin that is sensitive to sun; tends to freckle; burns; gets sun spots.

*What SPECIAL  
NORMALIZER SHAKE-IT  
Accomplishes:*

Protects against certain harmful rays of the sun. Minimizes tanning, freckling and the appearance of "sun spots." Protects the complexion from windburn.

*How SPECIAL  
NORMALIZER SHAKE-IT  
Is Used:*

Should be used throughout daylight hours in exactly the same manner as REGULAR NORMALIZER SHAKE-IT. The use of REGULAR NORMALIZER SHAKE-IT can be reverted to after sunset.



## ACTIVE pHELITYL CREAM

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CODE NUMBER: 8577

RETAIL PRICE

**\$10.00**

CONTENTS: Net 4 Ounces

*For Skin Classification:*

9:00; 9:30; 10:00; 11:00; 12:00; 1:00; 2:00; 3:00

*Symptoms Which  
Indicate Use:*

MINUS skins which are tight, taut, sensitive . . . rough, flaky, parched . . . with fine lines on face, neck, around eyes.  
MINUS areas on PLUS skins (under eyes and on neck).  
MINUS areas on BALANCED skins (under eyes and on neck).

*What ACTIVE  
pHELITYL CREAM  
Accomplishes:*

Contains pHELITYL to supply and help replace the fatty acid deficiency on the skin surface. Relieves irritations. Alleviates feeling of tightness. Softens. Prevents roughness.

*How ACTIVE  
pHELITYL CREAM  
Is Used:*

After cleansing, apply on face and neck in any direction. Do not massage. Leave on a few minutes or longer as Beauty Rituals instruct. Wash off CREAM with SKIN APPLICATION or CONTROLLING LOTION (except on areas where you blot) as indicated in the individual Beauty Rituals. Apply once or twice daily as per Beauty Rituals.

*Additional Uses:*

For rough hands or elbows, dry body skin, as a body massage.



## HIGHLY ACTIVE pHELITYL

CODE NUMBER: 8579

RETAIL PRICE

**\$15.00**

CONTENTS: Net 4 Ounces

*For Skin Classification:*

9:00

*Symptoms Which Indicate Use:*

MINUS skins with deep lines.

*What HIGHLY  
ACTIVE pHELITYL  
Accomplishes:*

Contains a high concentration of pHELITYL to supply and help replace the fatty acid deficiency on the skin surface. Relieves irritations. Smooths and softens the skin. Alleviates feeling of tightness. Minimizes appearance of lines and helps prevent them from becoming more numerous.

*How HIGHLY ACTIVE  
pHELITYL  
Is Used:*

After cleansing, apply a small amount on face and neck in any direction. Do not massage. Leave on 10 minutes. Blot off with tissue. Apply on retiring.

*Additional Uses:*

For rough hands or elbows, dry body skin, body massage.



## pHELITONE

RETAIL PRICE

**\$12.00**

CONTENTS: Net 1 Ounce

Shades:	Code Numbers:
ROSY	8420
BLUSH	8421
TAN	8422
GYPSY	8423
FAIR	8424
BEIGE	8425

*For Skin Classification:*

9:00; 9:30; 10:00; 11:00

*Symptoms Which Indicate Use:*

MINUS skins which are tight, taut or dry, inclined to be flaky or rough, look parched; with either fine or deep lines and wrinkles on face and throat.

*What pHELITONE Accomplishes:*

Adheres to skin. Forms a natural-looking "invisible make-up" film. Protects against irritating agents. Softens, smooths. Contains pHELITYL to maintain day-long replacement for fatty acid deficiency on the skin surface.

*How pHELITONE Is Used:*

For 9:00; 10:00; 11:00: Apply in tiny dots on face and neck. Smooth on in any direction. Blot immediately with tissue.

For 9:30: Apply only under eyes and on neck as per Beauty Ritual.

pHELITONE is applied once or twice daily before the use of DUO-PHASE FACE POWDER as per Beauty Rituals.

## DUO-pHASE FACE POWDER

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RETAIL PRICE

**\$10.00**

CONTENTS: Net 2.75 Ounces

Shades:	Code Numbers:
MAY	8400
BLUSH	8401
ROSY (LIGHT)	8402
ROSY (DARK)	8403
ORCHID	8404
IVORY	8405
LAVENDER	8406
TAN	8407
AZALEA	8408

*For Skin Classification:* 9:00; 9:30; 10:00; 11:00; 12:00; 1:00; 2:00; 3:00

*Symptoms Which Indicate Use:*

DUO-pHASE FACE POWDER is so pure it can be used on the most sensitive of skins. It is made of the finest and most natural ingredients available and does not contain anything which might clog the pores.

*What DUO-pHASE FACE POWDER Accomplishes:*

As are all other Laszlo preparations, DUO-pHASE FACE POWDER is a "beauty treatment" too, it adheres to the skin and forms a protective, natural-looking "invisible make-up".

*How DUO-pHASE FACE POWDER Is Used:*

Apply liberally with a large piece of cotton on face and neck. Leave on a few seconds, then brush off excess with another large piece of cotton. Re-apply often during the day, always with a clean piece of cotton.

NOTE: In cold weather it is advisable that MINUS skins apply DUO-pHASE FACE POWDER more frequently.



## BRONZING OIL

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CODE NUMBER: 8575

RETAIL PRICE

**\$12.00**

CONTENTS: Net 8 Fluid Ounces

*For Skin Classification:* 9:00; 9:30; 10:00; 11:00; 12:00

*Symptoms Which Indicate Use:*

MINUS skins which feel tight or taut, sensitive or very delicate, rough, flaky or parched . . . with fine or deep lines or premature wrinkles on face and neck.

BALANCED skins with fine texture . . . fine lines under eyes and/or on neck but with no other visible symptoms.

*What BRONZING OIL Accomplishes:*

Protects the skin from some harmful rays of the sun or glare from water and snow. Allows tanning without burning. Prevents dehydration of the skin. Partially screens out infra-red and ultra-violet rays. Soothing, smoothing.

*How BRONZING OIL Is Used:*

Pour BRONZING OIL in the palm of the hand and apply on face, neck and body. Repeat after contact with water. See Beauty Ritual instructions for specific before and after care when exposed to sun, snow or water.

# SHADE SELECTION GUIDE

NATURAL COMPLEXION TONES	DESIRED FOR SHADE EFFECT	NORMALIZER USE SHAKE-IT SHADE	DUO-pHASE WITH FACE POWDER SHADE	NATURAL COMPLEXION TONES	DESIRED FOR SHADE EFFECT	pH ELITONE USE SHADE	DUO-pHASE WITH FACE POWDER SHADE
<u>PALE</u> I. Colorless (flushes)	Neutral-Porcelain Beige Pink	FAIR	MAY AZALEA ORCHID	<u>PALE</u> I. Colorless (flushes)	Porcelain-pale Neutral Beige Pink	FAIR	MAY BLUSH ROSY (LIGHT) ORCHID
II. Very pale (freckles)	Neutral Beige Pink	BLUSH	IVORY AZALEA LAVENDER	II. Very pale (freckles)	Neutral Beige Pink-beige Pink	BLUSH	IVORY ROSY (LIGHT) LAVENDER ORCHID
<u>MEDIUM</u> III. Pink tones (to floridity)	Neutral Beige Pink	TAN	IVORY AZALEA ROSY (LIGHT)	<u>MEDIUM</u> III. Pink tones (to floridity)	Neutral Beige Pink	BEIGE	IVORY BLUSH ROSY (LIGHT)
IV. Yellow tones	Neutral Beige Pink	ROSY	BLUSH LAVENDER ORCHID	IV. Yellow tones	Pink Beige	ROSY	LAVENDER ROSY (LIGHT)
V. Brown tones	Neutral Beige Pink	GYPSY	AZALEA ROSY (LIGHT) ROSY (DARK)	V. Brown tones	Neutral Pink Beige	TAN	ROSY (LIGHT) ORCHID LAVENDER
<u>DARK</u> VI. Olive	Beige Pink	BRONZE	TAN ROSY (DARK)	<u>DARK</u> VI. Olive	Neutral Pink Beige	GYPSY TAN	ROSY (LIGHT) LAVENDER TAN
VII. Deep Suntan (with red)	Beige Pink	GYPSY	TAN ROSY (DARK)	VII. Deep Suntan (with red)	Neutral Pink Beige	GYPSY TAN	ROSY (DARK) LAVENDER TAN



# PREVIOUS INSTITUTE MEMBERS

Since Dr. Laszlo's clients live throughout the United States and abroad, it is very possible that a customer may ask you for a special preparation not carried in your store. When you are dealing with a previous Institute Member there is no need to give either the Skin Analysis or the Invisible Consultation. This information has been previously recorded in the files of the Institute.

## Requests For Special Preparations

When a request is received for any special preparation (in rare and unusual cases Dr. Laszlo has formulated such preparations for his private Institute Members), please take a special order and forward it to the Institute. Be certain to mention in your special order the name of your customer, the item the shade and the quantity desired. The Institute will ship the merchandise to your store on your regular terms.

### SPECIAL ORDER PREPARATIONS

#### Black Controlling Lotion

Cream Rouge: Light; Medium; Dark; Pink

Duo-pHase Face Powder: Ivory Dark; Dresden; Peach; Blush Dark; Golden; Gypsy Light; Gypsy Dark; Bronze

Drying Face Powder: Ivory; Dresden; Peach; Blush; Rosy; Tan; Gypsy

Sports Face Powder: Ivory Light; Ivory Dark; Dresden; Peach; Blush Light; Blush Dark; Rosy Light; Rosy Dark; Azalea, Lavender; Orchid

Duo-pHase Face Powder-Pressed: Ivory Light; Ivory Dark; Dresden; Peach; Blush Light; Blush Dark; Rosy Light; Rosy Dark; Azalea; Lavender; Orchid; May; Tan; Gypsy Light; Gypsy Dark; Bronze

## **ADVANCED THEORIES OF SCIENTIFIC BEAUTY CARE**

With his scientific background and years of research, it is only natural that Dr. Laszlo has, along with his revolutionary new beauty preparations, developed new methods and theories far in advance of anything your customers have known before. While these new concepts will be a part of your Erno Laszlo training, it is important that you know the "whys" of these advanced theories in order to answer intelligently the questions of your customers. In addition, these new theories should form an important part of all of your sales conversations.

### **Do Not Advocate Massage of the Face**

The purpose of massage is twofold: to alleviate tension in over-exercised muscles, and to break down fatty tissues beneath the skin (the latter being the reason why massage is used in reducing the body).

The muscles of the face act as levers for expressions, but it would require several years of steady grimacing to exert these muscles to the point of needing massage to relax them. As for breaking down the fatty tissues of the face, it is this cushion which gives the skin of the face its firm contour, free of deep folds, a baggy or saggy look. The skin can stretch - as in gaining weight. But it cannot shrink when the fatty cushion beneath it is broken down.

### **Application of Creams and Lotions**

The manner in which you apply cream or lotion makes no difference whatsoever to the muscles of the face, and can only do harm if heavy massage motions are used.

### **No Washcloth or Brush Used in Washing the Face**

Ask your customer to try Dr. Laszlo's method of applying soap and lather directly to the skin . . . and she'll never again touch a washcloth to her face and neck. First, fill the basin with very HOT water. Wet the soap. Then, by rubbing the wet soap directly on the wet skin, more of the soap is transferred to the skin. By lathering the soap in her hands, and applying it to the face and neck, the same warm temperature is maintained. It is necessary to keep this temperature level as the heat helps produce the correct chemical reaction needed for thorough cleansing. In addition, hands are washed each time before touching the face and neck (whereas a brush or washcloth is not) and, therefore, the risk of putting dirt and bacteria back on the skin is lessened.

## Rinsing in Soapy Water

You will no doubt find that customers are startled at being told to rinse their face and neck in the same basin of water in which they have washed them. However, there is an even more startling scientific reason for this. Soap, by itself, cannot clean thoroughly. Neither can cream, oil or any other known "cleanser". However, water supplies certain needed chemicals, oil (either the oil on the skin surface or added oil) supplies additional needed substances, soap supplies others. Heat then aids in producing the correct chemical changes of these substances so they can work most effectively. When all these elements are combined, an emulsion is formed so that proper cleansing can take place. It is the repeated act of rinsing in the same water which removes the suspended or captured dirt.

## Why No Creams are Left on the Skin Overnight

Dr. Laszlo has long abhorred the practice of creams being left on the skin overnight as being both aesthetically and psychologically undesirable. Yet, until his own discovery of pHELITYL, there was no known way of supplying MINUS skins with necessary replacement elements except to coat the face and neck each night with heavy greases or creams. Now, instead, your customers reverse the process by wearing their corrective beautifiers all day long, and at night, too, if they desire.

Of equal importance is the fact that the action of pHELITYL in MINUS skin preparations is instantaneous upon the surface of the skin – with the skin's surface receiving all that it needs and can properly use within a matter of moments. Any excess, therefore, can be wiped off. Hence, there is no need for the cream being left on the skin more than a few minutes – or, generally speaking, no longer than is required for your customer to take her morning or evening bath. See individual Beauty Rituals for specific instructions.

It must be remembered that the "penetration level" of the skin is, first, quite shallow. In addition, the substance must compete with nature's own cleverly devised protective mechanism which sets up a constant barrier against the entry of outside elements. Any ingredient which penetrates the skin does so against great odds – including that of forcing its way gradually through layer upon layer of cells which are, at the same time, pushing themselves outward, and thus returning much of the invading substance to the skin surface.

Furthermore, any excess cream that remains on the skin surface serves only to form a grease-trap for bacteria and dirt. By contrast, the pHELITYL within the Erno Laszlo preparations forms an active fatty acid film which is constantly working to help relieve the appearance of specific MINUS skin symptoms.

Important: The term "penetration" must not be confused with "absorption", and "absorption" must never be used to your customers in connection with the Erno Laszlo preparations. Absorption, in simplest terms, means to "soak up" – like a blotter. Properly speaking, the blood vessels (through their capillary action) can absorb but the skin cannot. The skin can only be penetrated by an object or substance and this penetration takes place through force or by the independent action of the substance itself, rather than through the action of the skin.

## Simplicity of Erno Laszlo Beauty Care

One of the most important things to stress to your customers is the simplicity of the Erno Laszlo way to skin perfection. Here is complexion beauty based on true, proven scientific essentials. Only a few preparations are required and a few simple and easy routines. And the complete beauty treatment is accomplished in the least possible amount of time! Even difficult beauty problems can be properly cared for in as little as 20 minutes per day!

## BEAUTY RITUALS

Beauty Rituals are individualized instructions for the home use of preparations as determined by the member's Skin Classification. The Beauty Rituals include the preparations required for that specific ritual as well as detailed instructions which should be strictly adhered to.

The skin, as a functioning organ, reacts to temperature as do all other organs. Therefore, Dr. Laszlo has developed separate Beauty Rituals to fulfill the skin's requirements at certain temperature levels. In all cases, except the 9:00, 10:00 and 11:00 classifications, the preparations remain exactly the same. It is the method of use that differs!

The 9:00, 10:00 and 11:00 classifications differ in preparations as well as with the addition of Regular Normalizer Shake-It when daytime temperatures are over 70 degrees.

## Different Types of Beauty Rituals

There are 13 different Beauty Rituals. They are:

9:00		
9:30		
10:00	OVER 70 DEGREES	These rituals are to be used when daytime temperatures are <u>over 70 degrees</u>
11:00		
9:00		
9:30	UNDER 70 DEGREES	These rituals are to be used when daytime temperatures are <u>under 70 degrees</u>
10:00		
11:00		
12:00	UNDER 40 DEGREES	
12:00	OVER 40 DEGREES	
1:00		
2:00	TO BE USED <u>AT ANY</u> TEMPERATURE	
3:00		

## Supplemental Beauty Preparations and Rituals

On the back page of each Beauty Ritual there are Supplemental Beauty Preparations and Rituals designed for that specific skin classification. These are not a required part of the Member's skin treatment. She should, however, follow them if and when any determining symptoms arise or when the occasion justifies their use (such as sunbathing or skiing). The Supplemental Beauty Preparations and Rituals are:

### INSTRUCTIONS FOR THE CARE OF HANDS

9:00 9:30 10:00 11:00 12:00 1:00 2:00 3:00

### INSTRUCTIONS FOR THE CARE OF THE BODY

9:00 9:30 10:00 11:00

### INSTRUCTIONS FOR THE CARE OF THE CHEST, SHOULDERS AND BACK

\*12:00 \*1:00 2:00 3:00

### BRONZING OIL

9:00 9:30 10:00 11:00 12:00

### SPECIAL NORMALIZER SHAKE-IT

9:00 9:30 10:00 11:00 12:00

\*These additional preparations: SPECIAL SKIN SOAP and CONDITIONING PREPARATION are not required preparations for 12:00 and 1:00 Beauty Rituals. They are only recommended for use when following "Instructions for Care of the Chest, Shoulders and Back."

## QUESTIONS AND ANSWERS

1. *Are the Erno Laszlo preparations Hypoallergenic or Non-Allergic?*  
No, they are not.
2. *Do the preparations contain harsh medication?*  
No, they are chemically balanced formulations which consist only of ingredients that are most compatible and similar to the chemical properties of the skin oils.
3. *How long after using the preparations will it be before a customer sees results?*  
In MINUS cases a few weeks. In PLUS and BALANCED groups a few days.
4. *If any preparation is eliminated in the Laszlo Beauty Ritual, will the results be the same?*  
No.
5. *What happens if a member stops using the Erno Laszlo preparations?*  
Her skin will return to its former condition.
6. *Can two women use the same preparations or Beauty Rituals and obtain the same results without both of them participating in the Skin Analysis?*  
No, unless by coincidence they have exactly the same complexion imperfections.
7. *Will hard or soft water affect the "Cleansing" step of the Beauty Ritual?*  
No, however the temperature of the water does affect cleansing and must in all cases be HOT.
8. *When a customer purchases the required preparations for either one or two of the Three Basic Steps in the Laszlo Beauty Rituals, is she entitled to the Membership Book and the Membership privileges?*  
No, for unless she is using ALL of the required preparations for each of the Three Basic Steps, she cannot achieve the desired results.
9. *Does Dr. Laszlo give treatments?*  
Rarely, and only in very special cases. The charge for such private consultations depends on the type of treatment he finds necessary.
10. *Does dry or oily hair or scalp indicate that the customer's skin is MINUS or PLUS?*  
No. The hair and scalp have nothing to do with the "type" of skin on the face area. A MINUS customer may have an oily scalp, and a PLUS customer, dry scalp or hair.
11. *Can the Laszlo face soaps be used in the bath?*  
Yes. ACTIVE PHELITYL SOAP may be used in the bath for dry body skin. SEA-MUD SOAP and SPECIAL SKIN SOAP, however, are recommended only for oily or "problem" areas such as on the upper chest, shoulders and back.
12. *Can rinsing of the face be done in the shower?*  
No, as this does not permit the proper emulsion of the soap and water.

13. Can "adolescent" skin be "cured"?

The Laszlo Institute makes no "cure" claims whatsoever. The symptoms of "adolescent" skins can be alleviated, however, until the condition itself is outgrown.

14. What is meant by the MINUS, PLUS and BALANCED skin?

MINUS skin is one which has a deficiency of natural fatty acids. It is these unique fatty acids which inhibit certain bacteria on the skin surface, and keep the skin moist, soft looking and pliant. When the fatty acid content of the skin falls below the chemical norm, the symptoms of dryness appear. In varying degrees, the look and feel of the skin becomes parched and dry, taut and tight, lined . . . with the skin taking on the appearance of age.

PLUS skin is one in which the oily glands function abnormally . . . supplying more oil to the skin surface than is needed. Beneath the skin surface lie millions of tiny oil sacs or pockets, with some areas more thickly congested than others. These pockets manufacture the oily material which lubricates the follicles – the channel by which internal excretions reach the surface of the skin. When these glands are over-active, congestion occurs within these channels which result in the symptoms of oiliness – an oily look, a greasy feel, blackheads, enlarged follicle openings, or bumps under the skin, and pimples.

BALANCED skin is one which shows some slight symptoms which are either PLUS or MINUS. It is the skin which can be called "chemically normal" – with both a balanced supply of fatty acids and normally-functioning oil gland excretions. The BALANCED skin is the ideal skin – the goal of every woman, yet seldom found except in very young children.

15. What is pHELITYL?

pHELITYL is the exclusive Erno Laszlo discovery consisting of saturated and unsaturated fatty acids. It is one of the most effective cosmetic ingredients known.

It is for use in the treatment of dry skin conditions caused by insufficient fatty acids on the skin surface. pHELITYL not only restores the proper fatty acid sheath of beauty (the "acid cloak") on dry complexions, but used in combination with the other preparations, it can maintain the film. With pHELITYL and the proper daily routine, it is possible to do away with dryness almost entirely. In addition, the formula of pHELITYL is so deftly composed it inhibits certain bacteria, yet it is so gentle it will not irritate most sensitive skins.

16. What are the three Erno Laszlo Soaps and when would you recommend each?

The Erno Laszlo Soaps are ACTIVE pHELITYL SOAP, SEA-MUD SOAP and SPECIAL SKIN SOAP. ACTIVE pHELITYL SOAP is recommended for use on all MINUS skins. SEA-MUD SOAP is recommended for use on BALANCED skins and also on certain PLUS skins. HIGHLY PLUS skin with symptoms of blemishes are to use SPECIAL SKIN SOAP.

17. Why are wash cloths and brushes not recommended for use with the Erno Laszlo soaps?

By rubbing the wet soap directly on the skin, the skin is more completely and thoroughly covered with a much thicker coating of soap than is possible by relying on another object to transfer the soap. In addition, when a lather is made in the palms of the hands, the action of rubbing the hands together warms the lather. The lather then remains at the same temperature as the skin and does not become chilled.

18. *Why does Dr. Laszlo recommend that no creams should be left on the skin overnight?*

For two reasons. Smearing the face with cream before retiring is, in itself, aesthetically unpleasant – not to mention the effect on the husbands! In addition, the skin can, in only a few minutes, "drink up" all the cream it needs or can use.

19. *When is the use of REGULAR CONTROLLING LOTION recommended?*

For the 9:30 skin classification which is sensitive to creams, REGULAR CONTROLLING LOTION helps build up a tolerance for creams. It spreads the pHELITYL of the ACTIVE pHELITYL CREAM in a thin, invisible film over the skin surface.

For the 12:00 skin classification, it is used to help keep the complexion balanced.

20. *Would you advise a client to massage her face?*

Absolutely not! According to Dr. Laszlo, massage breaks down the fatty cushion of the face, and it is this fatty cushion which gives the skin its firm contour. Without it, the skin becomes baggy, folding in on itself. It is well known that the skin may stretch – as in gaining weight – but the skin cannot shrink. Massage also is used to relieve the tension in muscles which have undergone excess strain – such as the leg or arm muscles after strenuous exercise. The muscles of the face undergo no such strain and massage cannot help them in any way.

21. *What is SKIN APPLICATION?*

SKIN APPLICATION is always used on 9:00, 10:00 and 11:00 MINUS skins to remove ACTIVE pHELITYL CREAM. It is soothing and smoothing and has a mild toning-action which helps firm contours. It helps spread the pHELITYL of ACTIVE pHELITYL CREAM in a thin, even film over the skin surface and removes the excess cream which the skin cannot use.

22. *What is CONDITIONING PREPARATION?*

CONDITIONING PREPARATION is used on 2:00 and 3:00 PLUS complexions only, according to individual Beauty Rituals. It is an effective stimulant which has an antiseptic action. It helps to remove certain surface bacteria, "brightens" PLUS skins and helps clear the complexion.

23. *Why are there no hormone creams in the Erno Laszlo line?*

From his own knowledge and experience, Dr. Laszlo knows, that to be effective, hormones must be strong enough to produce an actual change in the skin. Yet, at such strength, used carelessly, hormones can produce a systemic reaction. If your client inquires about hormones – advise her to see her personal doctor!

24. *What are the special advantages of ACTIVE pHELITYL CREAM?*

By using it, the MINUS skin maintains its fatty acid balance. ACTIVE pHELITYL CREAM will soften and make tiny lines and wrinkles less noticeable. It will help moisten the skin surface and keep it supple. It is the essential preparation to be used in the Controlling Ritual for all MINUS skins and all MINUS areas on PLUS skins.



25. *What are the special advantages of HIGHLY ACTIVE pHELITYL?*

HIGHLY ACTIVE pHELITYL is a concentration of pHELITYL for skins with a pronounced fatty acid deficiency. It supplies the necessary fatty acids to help relieve aging skin symptoms and leaves a powerful film of pHELITYL on the skin surface to help destroy certain harmful bacteria. It softens and makes lines and wrinkles less noticeable, aids in keeping skin moist, smooth and pliant.

26. *What is pHELITONE?*

pHELITONE is a creamy, shaded "invisible make-up" for MINUS skins. It leaves a pHELITYL film on the skin surface which acts as a "beauty treatment" all the time it's on. It maintains the day-long replacement for fatty acid deficiency on the skin surface. It gives a natural, satiny texture, no hard mask-like look.

27. *What are the special advantages of REGULAR NORMALIZER SHAKE-IT?*

REGULAR NORMALIZER SHAKE-IT is an unusual dual-purpose lotion which serves as a shaded, natural-looking "invisible make-up" while helping to normalize the acid deficiency of the skin. It helps to keep muscles firm... helps to keep the pore openings "unclogged"... also has a soothing, calming effect on the skin. REGULAR NORMALIZER SHAKE-IT also inhibits certain skin bacteria.

28. *What do you advise a customer who complains of a scaly skin after using her Erno Laszlo preparations?*

Scaliness or flaking (when none existed before) may occur as a MINUS skin adjusts to the new cosmetic preparations. As a rule, the condition only exists for a few days or until the rich pHELITYL in the Laszlo preparations has a chance to correct the bad beauty habits of the past. As cells multiply deep within the skin, they are constantly being pushed outward by new cells developing beneath them. As they travel toward the surface, they begin to lose moisture and become flat - finally drying up completely at the skin surface and flaking off.

Flaking can possibly be expected in the corrective phase of PLUS skin treatments as the preparations themselves have a two-fold purpose: to dry up excessive oily excretions and to free "clogged" surface areas. ("Clogged pore openings" are often nothing more than dried cells which have become oil-logged within the follicle.)

29. *What would you suggest in caring for the complexion of a young girl, boy or adult man?*

Send customer's name, address, sex and age to the Institute. Do not recommend any preparation or Beauty Ritual yourself. The Institute will advise you of the proper treatment and preparations via a copy of a letter sent to the customer. The Institute will send a specially designed questionnaire to the customer directly.

30. *What advantages will a customer obtain in purchasing a single item?*

Single item purchases are permitted but not recommended since the results desired can only be obtained in using the three-step Beauty Ritual.

# SELLING TOOLS

## Preparation Testers

The correct way to sell color is not by name or by the appearance in the container or how it looks on someone else's skin... only by allowing your customer to actually place the colored preparation on her own skin can she select the most becoming shade for her complexion. It is recommended that the tester preparations be tested on the hand rather than the face for sanitary reasons. The Institute also suggests that cotton balls be used for the same reason.

These are the two types of Erno Laszlo Preparation Tester units available for store counters:

I. REGULAR NORMALIZER SHAKE-IT (six shades) and pHELITONE (six shades) combination tester unit.

- a. REGULAR NORMALIZER SHAKE-IT must be shaken well before using.
- b. Apply on hand with thoroughly saturated cotton ball (use a fresh piece for each application)... blot with a tissue.
- c. pHELITONE is applied on hand (with fingers) in tiny dots.
- d. Smooth gently over the skin surface... blot with a tissue.

NOTE: SHADES ARE NOT FORMULATED FOR HEAVY COVERAGE... THEY ARE DESIGNED TO GIVE AN "INVISIBLE MAKE-UP" APPEARANCE.

II. DUO-pHASE FACE POWDER tester unit (nine shades).

- a. Apply DUO-pHASE FACE POWDER on hand over selected pHELITONE or REGULAR NORMALIZER SHAKE-IT shade (depending on which of the two preparations the customers' Beauty Ritual designates) for the proper shade effect. Apply with a fresh cotton ball each time... after a moment brush off excess powder.
- b. The DUO-pHASE FACE POWDER tester unit has ten compartments, nine of which contain powder. It is suggested that you keep a supply of cotton balls in the empty tenth compartment, for your convenience.

REGULAR NORMALIZER SHAKE-IT and pHELITONE tester reorders will be sent in their own individual containers. DUO-pHASE FACE POWDER however, will be sent in individual packets, identified by shade, which in turn you will have to open to refill the tester unit compartments.

## Sales Reports

Sales Reports are to be filled out in duplicate, the original sent to the Institute at 677 Fifth Avenue, New York, New York 10022, the copy for store records. They are to be sent in monthly. It is most important that they are COMPLETELY filled in... both inventory and sales figures are vitally important. Be sure to extend the TOTAL UNITS SOLD X Unit Price = Total \$ Sold in each classification for Grand Total \$ figure.

On the Sales Report you will find a section, "TESTER MATERIALS NEEDED". This is for your convenience in reordering: shaded Tester Preparations; Beauty Rituals; Preliminary Skin Analyses, Invisible Consultation questionnaires with envelopes; Counter Brochures; Membership Booklets and additional Sales Reports. Do not wait until you are completely out before reordering... you should always have a two months' supply on hand (fill in on this basis).

## Inventory Control Books

Inventory Control Books must be kept up-to-date! All inventory on hand, on order, merchandise received and sales are ALL indispensable entries. Be sure these entries are made.

How to take and enter a monthly Inventory:

1. Record opening inventory in the "inv." column.
2. Show what merchandise you have on order in the "o.o." column.
3. List merchandise actually received in the "rec." column.
4. To determine what you have sold, use the following formula as a guide:

Previous month's opening inventory plus previous month's merchandise received less present month's opening inventory equals sales for previous month.

### EXAMPLE:

FEBRUARY				MARCH				APRIL			
<u>Inv.</u>	<u>O.O.</u>	<u>Rec.</u>	<u>Sold</u>	<u>Inv.</u>	<u>O.O.</u>	<u>Rec.</u>	<u>Sold</u>	<u>Inv.</u>	<u>O.O.</u>	<u>Rec.</u>	<u>Sold</u>
0	15	15	5	10	10	5	5	10	5		

5. Be sure to deduct merchandise received from "on order" and carry over figures to following month "on order" if merchandise has not come in (or only part of it). The "on order" column does not affect inventory until merchandise is received; therefore it should be ignored in calculating your sales. It is only a record of merchandise on order.

## Store Organizer

For your convenience, the Institute will provide an "Organizer" . . . this is an accordian folder in which you should keep your supply of:

BEAUTY RITUALS

COUNTER BROCHURES

PRELIMINARY SKIN ANALYSES

INVISIBLE CONSULTATION QUESTIONNAIRES WITH ENVELOPES

MEMBERSHIP BOOKLETS

SALES REPORTS

INVENTORY CONTROL BOOKS

SALES TRAINING MANUAL

ENVELOPES

STORE ORDER FORMS for ordering SPECIAL ORDERS

STORE LETTERHEADS for writing to the Institute on any matters other than above (such as requests for SPECIAL QUESTIONNAIRES to be sent to young girls, boys or adult men).

# Store Organizer

For your convenience, the list below will provide an "Organizer" label to which you should keep your supply of:

- BEAUTY TREATMENTS
- COUNTER BROCHURES
- DETERMINING SKIN ANALYSIS
- IMMEDIATE CONSULTATION QUESTIONNAIRES WITH ENVELOPES
- MEMBERSHIP BROCHURES
- SALES REPORTS
- INVENTORY CONTROL BOOKS
- SALES TRAINING MANUAL
- ENVELOPES

STORE ORDER FORMS for ordering SPECIAL ORDERS  
STORE LETTERHEADS for writing to the manager on any matter other than above listed  
as requests for SPECIAL QUESTIONNAIRES to be sent to young girls, boys or  
others who are about 12 years of age.

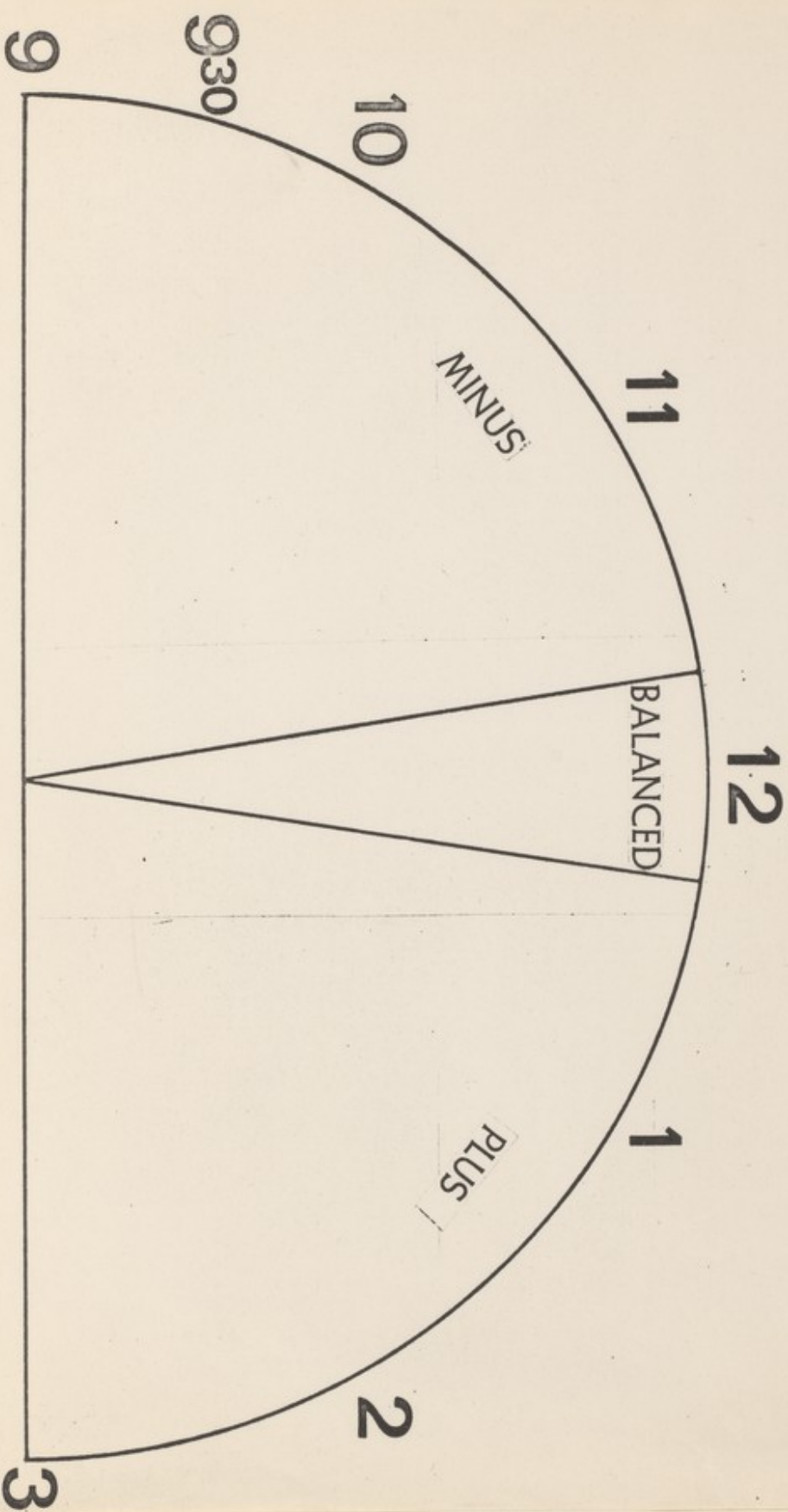
How to use this list:

1. Check the list for items you need.
2. Show this list to your manager.
3. List the items you need on the order form.
4. To determine what you need, check the list.

Please note that this list is for your use only and should not be given to anyone else.

EXAMPLE  
NAME  
ADDRESS  
CITY  
STATE  
ZIP

THE ERNO LASZLO (O'CLOCK).  
SKIN CLASSIFICATIONS



# Store Organizer

For your convenience, the following will provide you with a list of items to order to which you should keep your supply low.

- BEAUTY RITUALS
- COUNTER BROCHURES
- PEELMAY SKIN ANALYZER
- BIOPHIC CONSULTATION QUESTIONNAIRES WITH ENLARGED PHOTOS
- MEMBERSHIP BOOKLETS
- SALES REPORTS
- INVENTORY CONTROL BOOKS
- SALES TRAINING MANUAL
- INVESTIGATIVE

STORE ORDER FORMS for ordering SPECIAL ORDERS  
STORE LETTERHEADS for writing to the Institute of any nature other than above listed  
as requested SPECIAL QUESTIONNAIRES to be sent to young girls, boys or  
adult men.

How to use this form - please see instructions on back of form.

1. Check items to be ordered.
2. Show when needed.
3. List quantity and price.
4. To determine what you need, refer to the list on the back of this form.

Please write in ink or blue ink.  
Do not use red ink.

## EXAMPLE:

FEBRUARY

1. Beauty Rituals 10

2. Counter Brochures 5

3. Biophic Consultation Questionnaires with Enlarged Photos 10

4. Membership Booklets 5

5. Sales Reports 5

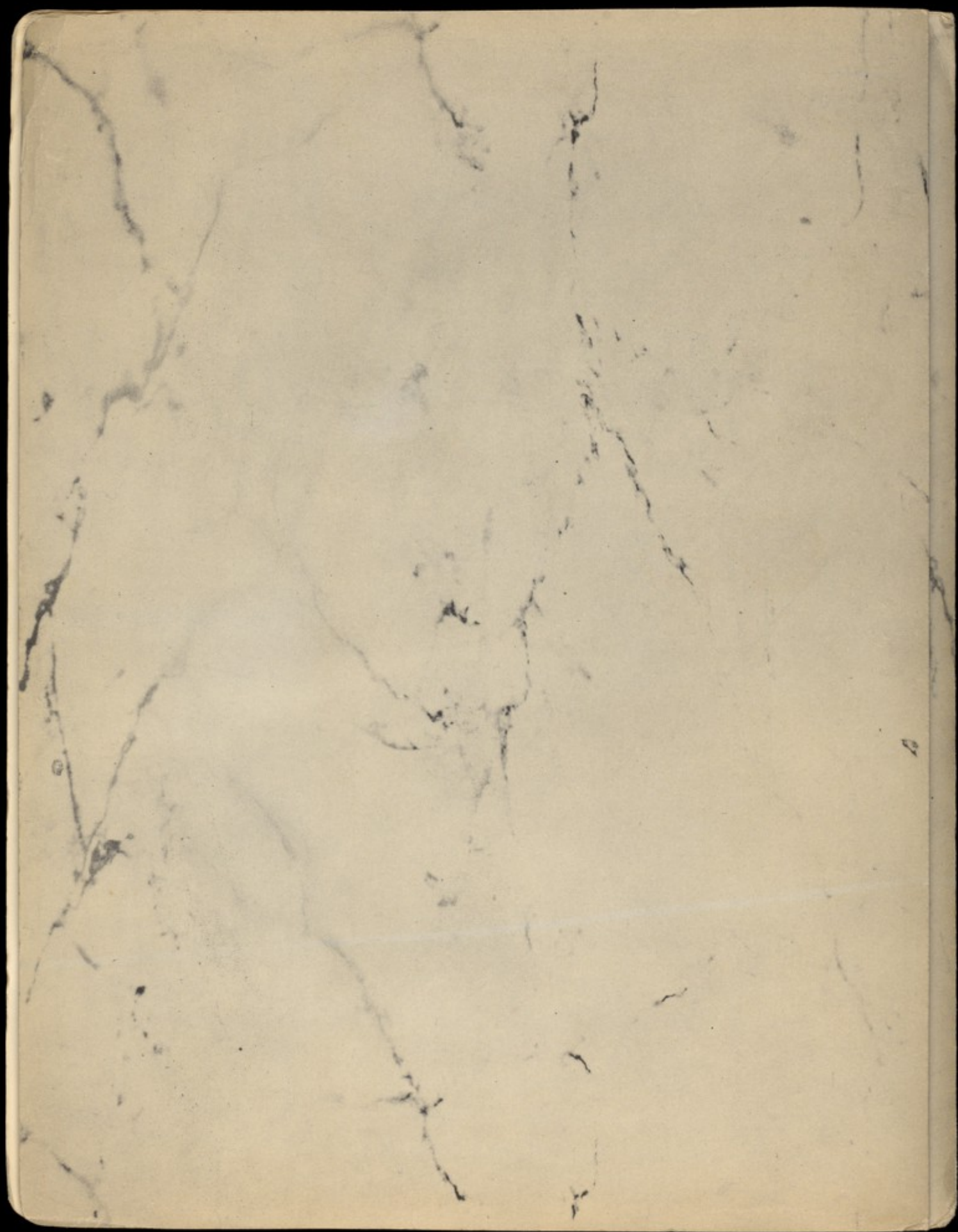
6. Inventory Control Books 5

7. Sales Training Manual 1

8. Investigative 5







# THE ERNO LASZLO (O'CLOCK) SKIN CLASSIFICATIONS

