

Look

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GEORGE MASTERS, MASTER OF THE "NATURAL LOOK," HAIRSTYLIST TO MANY OF HOLLYWOOD'S AND THE WORLD'S BEAUTIFUL WOMEN

This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair

"Why do I use a special shampoo? Mainly because *haircoloring* is so special, so individual," says George Masters, whose exuberant hairstyling talent is acclaimed from Beverly Hills to New York and the capitals of Europe.

"When I look at a woman, I visualize exactly how *she* ought to look. And after I recommend the ideal hair color for her—soft, natural-looking and becoming—I'd like it to *stay* that way. Not be changed by the shampoo."

Asked how he handles this important shampoo problem, Mr. Masters told us, "Once it seemed a lost cause, but it's easy now that

we have the special new Clairrol shampoo. Because it's colorfast, it doesn't change hair color."

Very different from other leading shampoos, new colorfast shampoo by Clairrol was specifically created for women who color or lighten their hair. In two unique formulas: Clairrol Blue for all light delicate blonde shades of lightened and toned hair. Clairrol Green for all red, brown and black shades of tints and lasting rinses. So you see, however you color your hair, one of these two is exactly right for you! Used by leading beauty salons everywhere. Now available at fine cosmetic counters.



BLUE—for blondes and lightest tones



GREEN—for tint and lasting-rinse users

CLAIRROL® SHAMPOO the colorfast shampoo