

February 28, 1958

SULLIVAN. STAUFFER, COLWELL & BAYLES, INC.

NOXZEMA SKIN LOTION
HEADLINES

New, Medicated Lotion
Helps Heal Rough, Work-Worn Hands
In 100% of Cases Tested!

Don't Wish For Lovelier Hands!
Softer, Smoother Hands Can Be Yours -
Almost Overnight

Red Rough Work-Worn Hands
Can Become Smooth and Lovely
- Almost Overnight!

LOST - Lovely Hands!

DISCOVERED - Medicated Treatment That
Penetrates Deep into Skin - Helps Heal Red, Rough Hands!

DIAGNOSIS - Rough, Work-Worn Hands

TREATMENT - Medicated Lotion that Penetrates
Deep into Skin - Helps Heal Hands
To A New Loveliness.

5-DAY Beauty Treatment ...
Red, Rough Work-Worn Hands
Regain Youthful Loveliness

3 Simple Steps to
Smoother, Lovelier Hands
- Almost Overnight

Simple Beauty Routine
for Smoother, Lovelier Hands
- Almost Overnight

3-Step Beauty Routine
for Smoother Lovelier Hands
- Almost Overnight

Guard Against Red, Rough Hands
with 3-Step Beauty Routine

3-Step Beauty Routine
Guards Against Red, Rough Hands

January 5, 1959

NOXZEMA CHEMICAL COMPANY
Noxzema Dry Skin Lotion
Claims

✓ New droplets increase your skin's moisture content 3 to 6 times

Moisturizes your skin from the outside in

✓ Keeps on moisturizing your skin for 12 hours

Moisturizes like a London fog

A London fog in a bottle

Stops dry skin overnight

Ends dry skin within 24 hours!

✓ Gets rid of dry skin while you sleep!

New droplets dampen the thirsty deeper layers of your skin

Contains the world's most penetrating wetting agent

Locks in skin's own moisture with an exclusive moisture sealer

Medicated to stop the four causes of dry skin --

1. moisture loss
2. decreased activity of oil glands
3. unstable skin metabolism
4. lower skin temperature

✓ Actually makes your skin hold 20% more moisture

Actually moisturizes your skin 6 hours longer than any lotion or cream!

10 drops a day keep dry skin away!

Actually increases the moisture level of your skin's deeper layers

Now -- never wash your face with soap again

✓ New Noxzema Droplets actually wash dry skin away

The only dry skin lotion actually made by skin specialists themselves

New droplets control your skin's humidity

New cleansing droplets double the moisture content of your skin

New cleansing droplets increase the moisture content of your skin 100%

New cleansing droplets end dry skin because they saturate your skin's under side

New dry skin droplets are 100% absorbed by your skin

New dry skin droplets give you an English complexion overnight

New droplets contain a fixative to keep moisture inside your skin

New droplets replace both lower and upper skin surface moisture

New droplets store moisture in your skin as if ^{they} clean dry skin away

New droplets insulate your skin with moisture as they clean your skin

New droplets bring the moisture count of your skin up to the English level

Startling new way to wash with lotion and water gives you an English complexion

Actually cleans moisture into your skin

December 9, 1958

TO: Mr. Miller

FROM: Jack F. Miller

NOXZEMA CHEMICAL CO.
Noxzema Dry Skin Lotion

This new dry skin lotion acts like invisible gloves...keeps even the most sensitive hands from chapping.

This new dry skin lotion heals skin so dry it sometimes bleeds

restores tired skin

removes waste products from the skin and replaces them with nourishing moisture

fluffs up your skin 3 to 6 times -- makes it similar to younger skin

helps your skin throw off the outer dried layer and bring fresh, youthful skin to the surface

acts like a natural "face lift" to give you a years-younger look

firms skin cells

Stops invisible water loss given up by your skin in vapor form. Locks in your skin's own moisture.

After 35 when your skin loses its ability to retain moisture, you need to give it a second helping

Tones skin muscles...firms skin cells

Actually decreases wrinkling

Prevents the loss of skin elasticity...keeps your skin wrinkle-free

Stops premature drying which ages your skin

helps your skin hold more moisture so it looks more youthful

Speeds new skin cell growth -- especially while you sleep

Speeds up new skin cell growth while you sleep

Protects your skin from air-borne smog

Stops premature wrinkles

Restores the humidity today's heated rooms remove.

Gets rid of dry skin crinkles that cause wrinkles

Stops your skin from dehydrating and shriveling

Keeps your skin's youthful oils from evaporating

Quenches thirsty skin cells which shrivel like a flake in air

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

Dampens the thirsty deeper layers of skin

Nourishes facial skin which ages much faster than skin elsewhere on your body

TO: DICK MILLER

FROM: Jack Fuiks

NOXZEMA CHEMICAL CO.
Nox₂ema Dry Skin Lotion

Shuffle Card Suggestions

- This new dry skin lotion acts like invisible gloves...keeps even the most sensitive hands from chapping
- This new dry skin lotion heals skin so dry it sometimes bleeds
- restores tired skin
- removes waste products from the skin and replaces them with nourishing moisture
- fluffs up your skin 3 to 6 times -- makes it similar to younger skin
- helps your skin [^]throw off the outer dried layer and bring fresh, youthful skin to the surface
- acts like a natural "face lift" to give you a years-younger look
- Stops invisible water loss given up by your skin in vapor form. Locks in your skin's own moisture
- After 35 when your skin loses its ability to retain moisture, you need to give it a second helping
- Tones skin muscles...firms skin cells
- Actually decreases wrinkling
- Prevents the loss of skin elasticity...keeps your skin wrinkle-free
- Stops premature drying which ages your skin
- helps your skin hold more moisture so it looks more youthful
- Speeds new skin cell growth -- especially while you sleep
- Protects your skin from air[^]borne smog
- Stops premature wrinkles
- Restores the humidity today's heated rooms remove
- Speeds up new skin cell growth while you sleep
- Gets rid of dry skin crinkles that cause wrinkles
- Stops your skin from dehydrating and shriveling
- Keeps your skin's youthful oils from evaporating
- Quenches thirsty skin cells which shrivel like a fallen pie
- Dampens the thirsty deeper layers of skin
- Nourishes facial skin which ages much faster than skin elsewhere on your body

6/10/59

Final
as tested

March 5, 1959 TS:mg

Hexsema Chemical Company
Droplets Dry Skin Lotion
Paired Card Test

FOOTRULE.

This dry skin lotion soothes dry skin in 5 danger zones. Its exclusive blend of moisturizers and lanolin penetrates to help soften frown lines - smooth eye lines - silken flaky patches - soothe expression lines - give crinkly throat a younger look. (WOODBURY DRY SKIN CREAM) (39 words) 100

1. This is the only dry skin lotion made to wash skin that's too dry for soap. Not only washes dirt out, but puts new moisture in, as it rinses off with water. Lets you cleanse your face, and soften it, too. (42 words) 3

2. This new 3-in-1 dry skin lotion lets you wash dry skin a new soapless way. It cleans, softens, moisturizes, as it rinses off with water. No soap dryness. No messy grease. No oily shine. (35 words) 12

3. This new dry skin lotion combines 3 beauty benefits in one total dry skin treatment. Gets your skin soap-clean without soap dryness - cream-soft without messy grease--lotion-moist without oily shine. (30 words) 8

✓ 4. This is the first dry skin lotion that's medicated to help heal and soothe tight, flaky, sensitive skin. Protects against wind and weather dryness even better than pure lanolin. And it's antiseptic to fight skin problems, too. (37 words) 178

5. This dry skin lotion does more than cleanse, more than soften, more than temporarily moisturize. It actually reconditions your skin to keep dryness from coming back, because it's moisture-medicated. It helps your skin drink in beauty-giving moisture from the air around you, all day, every day. (46 words) 6

6. This new medicated 3-in-1 dry skin lotion lets you wash dry skin a new soapless way. It cleans, softens, moisturizes as it rinses off with water. No soap dryness. No messy grease. No oily shine. (35 words) 10

7. Nothing smooths, softens, satinizes skin better than this dry skin lotion. Its exclusive formula, 5 times richer in pure, natural lanolin, begins where nature leaves off to help your skin stay gloriously soft and young. (LANOLIN PLUS LIQUID) (35 words) 15

SULLIVAN. STAUFFER, COLWELL & BAYLES. INC.

October 27, 1959

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION
NEW BEAUTY CLAIMS FOR
CLEANSING APPEAL

1. Now - you'll never have a bad complexion again!
2. Cleans out the hidden dirt that blocks your basic beauty!
3. Makes your complexion the loveliest thing about you!
- ✓ 4. Every morning you (wake up more beautiful!)
5. At last! A medicated lotion that makes any complexion look lovelier!
6. Is there a loveliness about you that you've never seen before?
7. Brings out every woman's natural beauty!
- ✓ 8. Makes you ^{Be} the beauty you were meant to be!
9. Now - any woman can have a cleaner, clearer, more radiantly lovely complexion in just seven days!
10. Cleanest looking beauty you ever saw! And it's you - after seven days of Noxzema Lotion care!
11. Now - a complexion so lovely you'll never need make-up again!
- ✓ 12. New beauty lotion improves your complexion overnight! *Overnight - new beauty begins!*
13. Don't keep the secret of your own true beauty.
14. Now - reveal the beauty you've always had!
15. Now - beauty so natural make-up adds nothing to it!
16. Get your skin so clean -- nothing can block its beauty!
- ✓ 17. New medicated lotion cleanses out dirt -- cleanses in beauty!
18. Skin so clean it reveals your basic beauty!
19. Skin so clean - it's just plain beautiful!
20. Gets skin so clean it's lovely even the first thing in the morning.
21. New complexion beauty is just hours away with new Noxzema Skin Lotion!
22. New Noxzema Skin Lotion's instant cleansing action gives your complexion a sudden surge of beauty.

SULLIVAN. STAUFFER, COLWELL & BAYLES. INC.

November 11, 1959
Noxzema Chemical Company
Noxzema Skin Lotion
Suggested Cleansing Headline

NOW! THE PURE, CLEAN LOOK OF AN "AMERICAN BEAUTY" COMPLEXION -
Perfectly pure, perfectly clean, perfectly beautiful!

(next page)

Overnight... see the complexion beauty Nature meant you to have!
(or)
Overnight... see the complexion beauty Nature meant you to see!

(next page)

Overnight...discover the beauty of
A PERFECTLY PURE COMPLEXION!
Perfectly clean, perfectly fresh, perfectly beautiful!

(next page)

New medicated lotion guarantees the beauty of
A PERFECTLY PURE COMPLEXION!

(next page)

New medicated lotion guarantees the beauty of
A PERFECTLY PURE COMPLEXION -
Perfectly clean, perfectly fresh, perfectly beautiful!

naturally radiant
unspoiled

virgin

deep-clear

glow with exciting new beauty

a complexion you'll prize

soft, smooth, clear

"pale-skin" beauty

*

for a "natural beauty" look

to give you a "natural beauty" look!

reveals ~~the~~ new natural beauty!

to give you ^{more} natural beauty than before!

refreshes your complexion around the clock!

to give it a new kind of glow

perfectly pure complexion

a comp. that's perfectly smooth, perfectly beautiful!
glorious glow!

George - Hermine asked me to work a little on a Skin Lotion promise. The only ones that come to mind at this time of day are:

DOUBLE CLEANS YOUR SKIN TO A HEALTHY NEW GLOW!

DOUBLE CLEANS YOUR SKIN TO A ^{pretty} PARTY GLOW!

DOUBLE CLEANS YOUR SKIN TENDERLY TILL IT GLOWS!

DOUBLE CLEANS YOUR SKIN TILL ITS BABY-FRESH AND AGLOW AGAIN!

DOUBLE CLEANS YOUR SKIN SO IT STAYS PRETTY - LONGER!

DOUBLE CLEANS YOUR SKIN SO YOU GROW UP PRETTIER!

DOUBLE CLEANS YOUR SKIN SO DAILY DIRT DOESN'T MATTER! (ugh?)

~~DOUBLE CLEANS YOUR SKIN TO MAKE YOUR WHOLE FACE PRETTIER!~~

DOUBLE CLEANS YOUR SKIN TO MAKE YOUR WHOLE FACE PRETTIER!

DOUBLE CLEANS TO MAKE YOUR WHOLE FACE PRETTIER - AT ONCE!

DOUBLE CLEANS YOUR FACE TO MAKE YOU NOTICEABLY PRETTIER - AT ONCE!

I don't know if these are on or off the track!

Leila

NEW DROPLETS GIVES YOU THE "FAIR LADY LOOK" OF AN ENGLISH COMPLEXION!

DEW! DEW! DEW!

-- that's what new DROPLETS does, does, does for you!

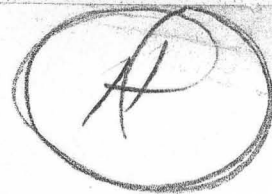
NOW! THE PRETTY-PINK LOOK OF SUNSHINE AND ROSES!Q

Gives you the boldest
young you're never
ever seen!

GEORGE PORIS

Natural loveliness
needs no (artificial) makeup!

from Dick Wyllly



Healthy skin is
beautiful skin!

~~That~~ No matter what else
you use

Not. Should be basic
care!
(use Not. first!)

Wonderful! Wonderful! Wonderful! Beautiful!
(Gudra) the beautiful way to wash your face!
New Ritz Drink for your complexion
Kisses your skin with the freshness of Spring!
The look of Sunshine & roses!
Everything's coming up roses!
Effortless as Pink Champagne!
Fountain of Beauty!
Keeps your complexion deeper youthful dew!

cleans, fucks, cleans -

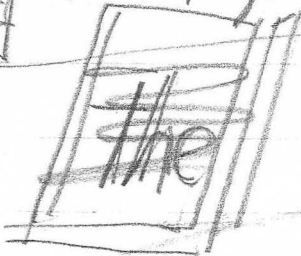
Beauty begins with Myzma's
Complete Complexion Care!

Myzma is the begin &
beauty you see in seconds!

Beautiful Skin Begins in Seconds -
with Myzma's Special Care!

New Skin Beauty begins in Seconds
with Myzma's Care

Amazing Beauty ^{100%} beauty begins
with ~~Beauty~~ Myzma's ~~Complete~~ Complexion Care!



She's not a Model
she's a Myzma girl!

Mary's Complexion Care
completely

Makes your skin look lovely
— even without make-up!

Show us a beautiful skin

The American ^{Beauty} look is a Dorema
that puts clean look!

Fresh as all outdoors —

Complete Complexion Care —

See it in your mirror in
just two weeks ~~###~~

Renews, repairs, restores the beauty
of your skin every 24 hrs. }

(teen?)

The beauty of Dorema
is — it's better for your skin
so good for Beautiful Skin

the Natural Beauty

Reveal Your Skin Beauty
every 24 hours !!!

~~Water skin~~ !

Reveal ^{your} Skin Beauty
24 hours a day !

Beautiful Your Skin
24 hours a day

Pretty Skin

Complete Complexion Care gives you
Complete Complexion Beauty !

fresh, clean American look

~~Reveal your skin~~

Clean up your skin &
let beauty take it from there !

This medicated ~~skin~~^{beauty} cream cleans, softens
and moisturizes as no ordinary cosmetic cream
can do. Gives you etc (?)

Gives you the clean, clear look of an
"American Beauty" complexion.

After days, see the complexion beauty nature
meant you to see!

(or)

... lets you be the beauty nature meant you to be!

(or)

... See the beauty ^{nature meant} you to see!

See a cleaner, clearer, lovelier complexion in
just 7 days!

~~Reveals a natural new beauty!~~

Know the glow of a naturally clean
complexion!

Reveals a natural new beauty!

Light up your life with the cleanest complexion ever!

Gives your complexion the look of Sunshine and roses.

The carefree look of a carefree complexion!

Say goodbye to dry "tissue-off" cleansing!

gives you a complexion fresh as an
outdoors breeze - clean, breeze - soft,
breeze - clean!

Few women can look as pretty as this -
But most women can have a complexion as
fresh!

3 ways a day
Worship can make a man come to stay!

country fresh
flower fresh

~~Beauty~~ body the beauty
mishaps & tears away!
the natural look mishaps take away

Be the beauty nature meant you to be!

Natural beauty needs no mishaps!
Gives you the fresh, clean look of an America Beauty
Complexion

the look of sunshine & roses

nothing beautiful
not because women
like roses

the fresh, clean look of a natural

~~with~~
Restore the beauty makeup steals away

Look fresh

* Natural beauty needs no makeup!

* Fresh as all outdoors

* Clean American look

* Close-up beautiful

* Sunshine + roses

— look-again loveliness

Beauty you can feel!
That beautiful feel!

~~Feel beauty~~

Feel the glow of a
naturally clear
complexion

Feel beautiful fast!

Feel Fresh Beauty begin!

That fresh beautiful feeling!

The beauty nature meant you to see!
Fresh "American Beauty" comes like—

Shin so fresh—so just naturally beautiful!

the fresh look of natural beauty!
"natural beauty" look!

~~Get the~~

Is there a natural beauty
hidden under your makeup?

(Re-)Discover the natural beauty
hidden under your makeup!

Wopline makes even a plain
complexion look more beautiful!

January 12, 1960/pys

Totally new concept in complexion care...

THE FIRST "WASH-AND-WEAR" MOISTURIZER!

Wash with it!

(pix of girl
washing)

Wear it!

(pix of girl
during day)

(copy blocks
in pix)

Unlike soaps that dry your skin, new Droplets moisturizes as it cleans. It washes off with water, just like soap -- leaves your skin "soap-clean" without soap dryness... radiantly fresh, soft and smooth.

As a make-up base, as a night lotion, new Droplets fights the drying effects of wind, weather and make-up-- restores vital moisture to your skin 24 hours a day. And it's medicated to help prevent blemishes!

(sub-head)

There's never been anything like new, fragrant pink DROPLETS! Every drop floods your skin with medicated moisture -- cleans, softens and moisturizes for new beauty!

DROPLETS

Now - and about time!
Goodbye to dry "tissue-off" cleansing!

~~Never again settle for a skin that's~~

Let your towel do the drying - not your cleanser!
Dry your face with your towel - not your cleanser!

What a beautiful difference Droplets can make!
the crepee look of a crepee complexion!

Get your complexion that crepee look!
Now - a crepee-complexion can be yours!

Clears your skin

Now! Gives your skin the look of
Sunshine and roses!

Copy not used!

gives your skin a new brighter, softer look of beauty!

gives your skin the dewy-clean, dewy-fresh look of youth!

gives your skin the fresh young look of a dewy-soft complexion!

gives your skin the clean, soft look of a younger complexion!

gives you the clean, soft look of a younger complexion!

New DROPLETS gives you the clean, fresh look of a younger complexion!

gives you the fresh, clean look

gives you

DROPLETS

Revolution in beauty care!

~~NEW~~ NOW - MOISTURIZE DRY SKIN
WHILE YOU WASH YOUR FACE!

Amazing

/New ~~medicated~~ moisturizer cleanses like soap - rinses off with water to
leave skin looking glamorously soft and young. Medicated to fight blemishes, too!

NEW 3-WAY MOISTURIZER REPLACES YOUR SKIN'S
VITAL MOISTURE ALL DAY, ALL NIGHT!
...even while you wash your face!

Restores the youthful freshness dried out by weather, soap and time!

NEW FULL-TIME MOISTURIZER FOR THE 3 OUT OF 5 WOMEN
WHOSE SKIN IS DAILY GETTING DRYER!

Replaces vital moisture under make-up... in all weathers... while you sleep.
Keeps the fresh look of youth in your complexion. Medicated to fight blemishes, too!

NEW MEDICATED MOISTURIZER WORKS 3 WAYS TO SAVE YOUR COMPLEXION!

- 1.Replaces lost moisture 24 hours a day.
- 2.Revives tired, ageing skin for softer, younger look.
- 3.Repairs the effects of drying weather and harsh soaps.

And it's medicated to fight skin blemishes!

New! Medicated Moisturizer
Satisfies your complexion!

NEW KIND OF MOISTURIZER!
SATISFIES YOUR SKIN!
~~DROPLETS~~

NEW DISCOVERY
SATISFIES YOUR SKIN!
WITH MOISTURE ALL DAY LONG!

~~MAKES YOUR SKIN~~

GIVES THE BENEFITS OF A CREAMER
WITH THE LUXURY OF A MOISTURIZER!

WORKS AS A CREAMER
SOFTENS AS A MOISTURIZER!

NEW 3-IN-1 MOISTURIZER!

CLEANS ~~YOUR~~

SOFTENS ~~YOUR~~

GIVES YOUR SKIN THE ~~BENEFITS~~ OF A
CLEANSER PLUS MOISTURIZER!

NEW BEAUTY DISCOVERY!

GIVES YOUR SKIN THE DOUBLE
BENEFITS OF CLEANSING PLUS
MOISTURIZING!

NEW BEAUTY DISCOVERY!
CLEANS AS IT MOISTURIZES!

NEW MEDICAL MARKER
MAKES YOUR SKIN LOOK
SFTER, SMOOTHER, FRESHER

Now!
~~at last~~ a moderate
moisture to keep
your complexion
weatherproof!

~~and dry skin~~
gives your skin a fresh new
softness drying sun, wind &
weather can't steal away!

Discover the ~~new~~ beauty
of a "moisture - cleans" couple.

Don't "dry-clean" your skin!

Discover ~~Wopels~~ - the ~~first~~ lotion
that "moisture - cleans" your complexion!
- keeps it soft, smooth all

Stop "dry-cleaning" your skin! ~~with soap!~~

New ^{3-way} moistening cleans as no dry
Soap, cream or "towel-off" lotion can
— moisture cleans

Stop "dry-cleaning" your

~~At more dry-cleaning "skin"~~

Don't "dry-clean" your skin — ^{any more}
S. I. H. — D. — L. —

NOW! THE FIRST

WHERE ARE THE PASSING YEARS
SHOWING UP ON YOUR
COMPLEXION?

FIGHTS DRY SKIN
3 WAYS!

If you're worried about what the
passing years are doing to your
complexion

Thirsty skin can make you look
older than you really are!

Now for every woman who is worried
about what the passing years
are doing to their skin

— At Lot's A. med. moisture that
feeds moisture to all senses
of your thirsty skin!

RECEIVED
OF MOSK
(copy)

NEW MEDICATED MOISTURIZER
FOR THE 3 TIMES A DAY WHEN YOUR SKIN AGES MOST!

NEW MEDICATED MOISTURIZER
WILL MAKE YOUR COMPLEXION PRETTIER 3 WAYS
MAKES ANY COMPLEXION PRETTIER 3 WAYS
Cleaner -- Softer --- Clearer ---

NEW MEDICATED MOISTURIZER
FIGHTS ALL 3 CAUSES OF DRY SKIN
Sun... Wind... Make-up...

REMARKABLE NEW MEDICATED MOISTURIZER
DEEP MOISTURIZES WHILE IT CLEANSSES -- EVEN TINIEST PORES!

NOW -- A MEDICATED LOTION
THAT CLEANS LIKE SOAP...MOISTURIZES LIKE LANOLIN...
and makes your complexion flawless!

*Get dry clean your face --
discover the youthful beauty
of a moist - clean complexion!*

Don't wash out youth
as you cleanse out dirt...
'Moisture-clean' your face
with Droplets!

④

Tell back youth
that soap washes
out

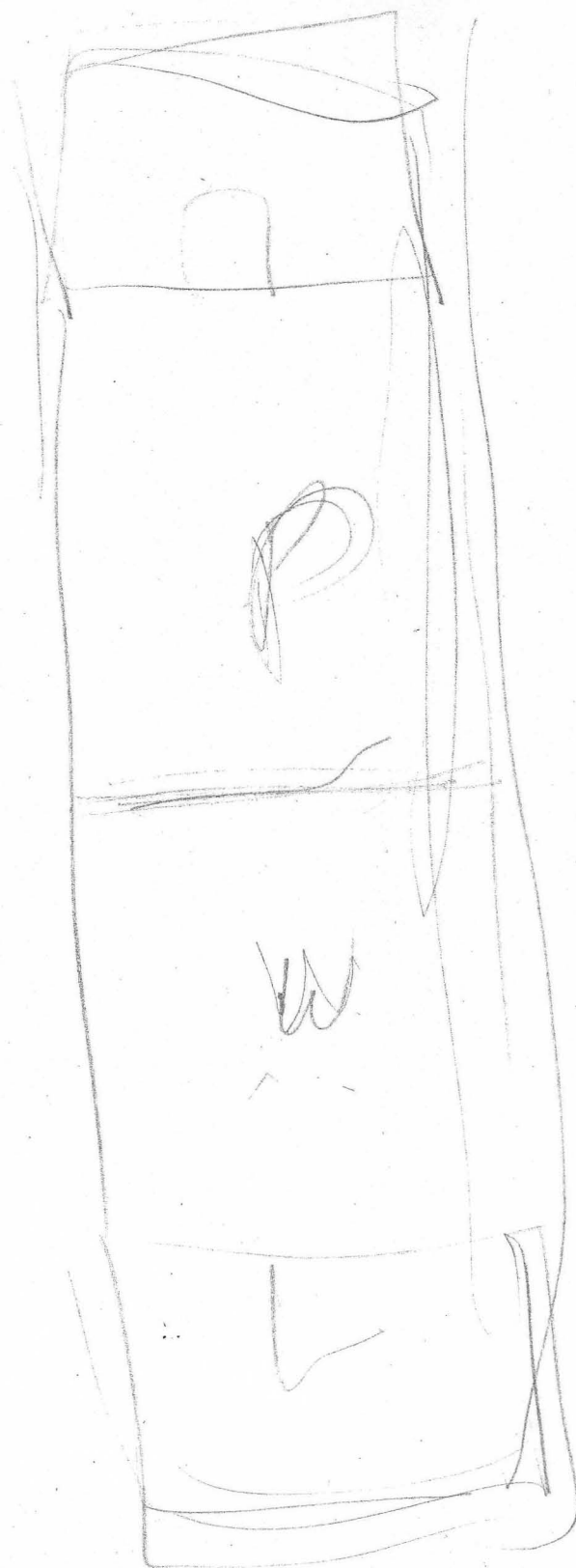
Don't dry-clean your skin
moisture cleanse it with Droplets

Give yourself a Complete Complexion Cleanup today...
and get amazing results - fast!

Soap age your skin —
Cleanse it with youth giving
moisture

1) Soap ages your skin —
Cleanse it with youth-giving
moisture!

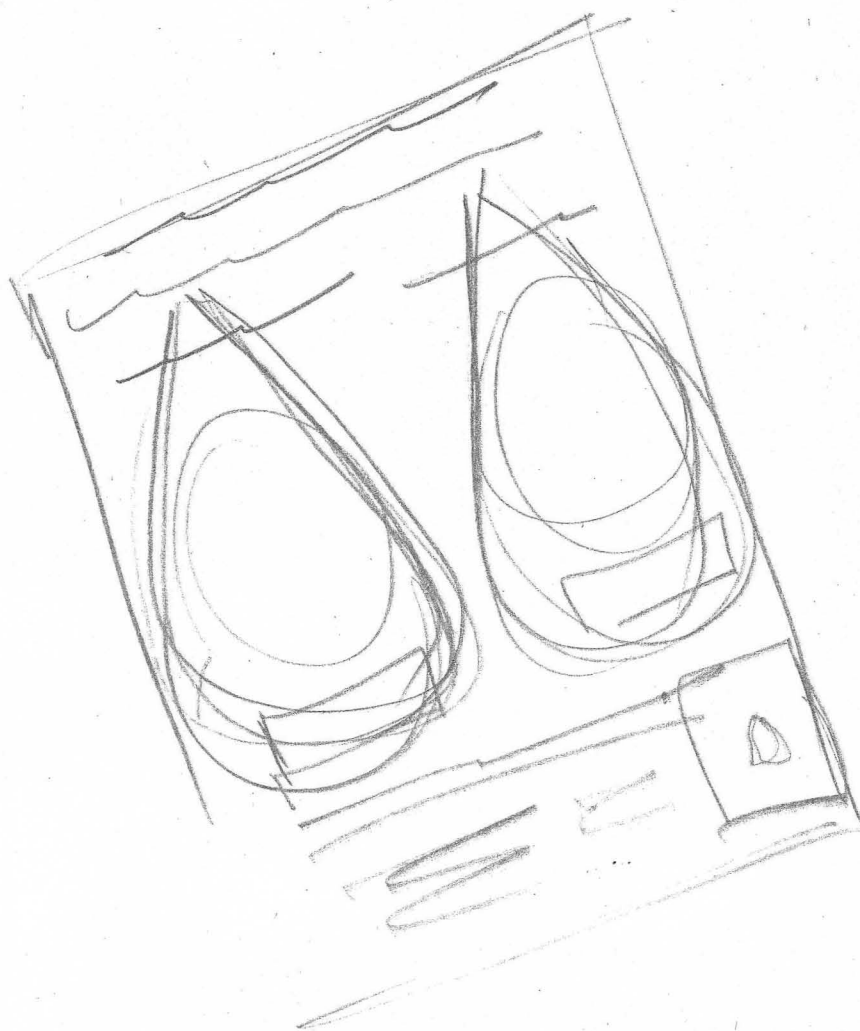
2) Don't dry-clean your
skin —
Wash it with Nature's own
fountain-of-youth
(new moisturizer, etc, etc,)



Because no 2 women have similar skin ... because your skin is never the same
2 days in a row ...

AT LAST -- A MOISTURIZER YOUR SKIN CAN REGULATE TO ITS OWN INDIVIDUAL NEEDS!

Wind, weather, warmth -- all have a
different daily effect on your skin.
Your own changing health has an effect,
too. Now Droplets gives you medicated
moisturizing -- in the exact degree to fill
your skin-needs at the time.



NOXZEMA

- ✓ The beauty of Noxzema is it's better for your skin!
- ✓ You can tell a Noxzema girl by the beauty of her skin!
- ✓ ^{us} Show ~~me~~ a pretty complexion and we'll show you a Noxzema girl!

~~The girl with the pretty skin is a Noxzema girl.~~

- ✓ The girls with the prettiest skin are Noxzema girls.
- ✓ You can feel beauty begin when you Noxzema-clean your skin!

Noxzema

✓ Gives you the look and the feel of a fresh-air complexion!

~~Get the fresh-air feel of a naturally lovely complexion!~~

~~Get the fresh-air feel of a naturally lovely complexion!~~

fresh
Gives you a nomplexion that's younger than make-up

✓ Who ~~says~~ ^a city girls can't have ^a country-fresh complexion?

✓ The more you use make-up, the more you need Noxzema.

(what goes on must come off.)

Noxzema

✓ Gives your skin the natural beauty it needs for today's natural-looking make-ups!

✓ Gives you the kind of complexion that makes beautiful things happen!

Beautiful things happen

Say goodbye to "cosmetic complexion2"

Gives your skin that natural kind of beauty

✓ Be the girl with that natural kind of beauty. Be a Noxzema girl!

~~The girl with the pretty skin is a Noxzema girl.~~

Noxzema
Bring out the beauty in you!

SHOW ME A PRETTY GIRL, AND I'LL SHOW YOU A NOXZEMA GIRL (SHE'S ONE!)

YOU DON'T HAVE TO BE PRETTY TO BE BEAUTIFUL

A NOXZEMA GIRL HAS NOTHING TO HIDE

FOR A COMPLEXION AS CLEAR AS CANDLELIGHT

SKIN THAT'S AS NATURAL AS LOVE

SKIN THAT'S AS WONDERFUL AS LOVE

AT LAST YOU'RE IN THE CLEAR

AWAKES THE SLEEPING BEAUTY

COME TO LIFE

THE KIND OF SKIN YOU'VE ALWAYS WANTED

THE SKIN YOU'VE ALWAYS WANTED

THE COMPLEXION YOU'VE ALWAYS WANTED

THERE'S A BEAUTIFUL NEW YOU IN A JAR OF NOXZEMA

YOU'LL HAVE A GREAT LOOK GOING!

FOR A SKIN THAT ~~KEEP~~ GOES ON GLOWING, ALL BY ITSELF

WELL MANNERED SKIN

WELL BEHAVED SKIN

A CERTAIN KIND OF UNFORGETTABLE

THE SKIN YOU'VE ALWAYS LONGED FOR

FOR THE GIRL WHO KNOWS HER OWN SKIN

COME A LITTLE CLOSER TO YOUR OWN PERFECT SKIN CARE

SPERITED YOUNG SKIN

SELF ASSURED SKIN

FORM NATURAL=BORN BEAUTY

SKIN THAT LOOKS LIKE IT WAS BORN BEAUTIFUL

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270.

→ (and he's always wanted to get close to)

The look of

NOXZEMA CAN GIVE YOU A COMPLEXION AS PRETTY AS A PICTURE!

PROTECTS YOUR SKIN AS IT BEAUTIFIES YOUR COMPLEXION

PROTECTS SKIN HEALTH AS IT BUILDS SKIN BEAUTY

THE HEALTHIER YOUR SKIN THE MORE BEAUTIFUL YOUR COMPLEXION

BRINGS OUT THE BEAUTY NATURE PUT IN YOUR YOUTH

BRINGS OUT THE BEAUTY NATURE PUT IN YOUR SKIN

BRINGS OUT THE BEAUTY IN YOU

ARE YOU JUST TEN DAYS AWAY FROM BEAUTY THAT COMES TO STAY?

THE BEAUTY OF NOXZEMA IS THE WAY IT MAKES YOU LOOK

NATURAL BEAUTY NEEDS NO MAKE-UP

-- and nothing makes your skin look more naturally beautiful than Nox.

BEAUTY THAT COMES TO STAY IS JUST A NOXZEMA JAR AWAY

BEAUTY COMES TO STAY THE GREASELESS NOXZEMA WAY!

BEAUTY COMES TO STAY WHEN YOU START THE GREASELESS NOXZEMA WAY!

CREAMSXXINXBEITYX

BUILDS FRESH NEW BEAUTY DAY BY DAY

ONLY A HEALTHY SKINN CAN LOOK SO BEAUTIFUL!

BEAUTY COMES TO STAY WHEN NOXZEMA STARTS YOUR DAY!

SHE' GOT THAT FRESH, CLEAN NOXZEMA LOOK!
(NOXZEMA GIRL) LOOK!

YOU CAN TELL A NOXZEMA GIRL BY THE BEAUTY OF HER SKIN!

THE BEAUTY OF NOXZEMA IS THE WAY IT MAKES YOU LOOK!

THE BEAUTY OF NOXZEMA IS THE BEAUTY IT GIVES YOUR SKIN!

THE BEAUTY OF NOXZEMA IS THE GOOD IT DOES YOUR SKIN!

THE BEAUTY OF NOXZEMA IS IT'S BETTER FOR YOUR SKIN!

~~A healthy skin is~~

Healthy skin is beautiful skin...

THE BEAUTY OF NOXZEMA IS ~~THEXEMA~~ IT'S BETTER FOR YOUR SKIN!

Healthy skin is beautiful skin...

Headline:

THE BEAUTY OF NOXZEMA IS --

So Healthy
IT'S BETTER FOR YOUR SKIN! *36 way*

Subhead:

2 Cleans up dirt, cleans up dry skin, cleans up blemishes
as no cosmetic soap or cream alone can do. Makes your
skin look lovely e- even without make-up.

Copy:

(general copy block)

3 use pictures

1. Cleans up dirt

(copy)

2. Cleans up dry skin

(copy)

3. Cleans up blemishes

(copy)

Logo:

Jar

Medicated Greaseless

Go Natural

Naturally goes better
with the life you lead

Beauty that comes naturally

Y. Second Nature

Plus
glasses
plus

For the kind of complexion that makes
beautiful things happen

^{Enjoy}
The confidence of clean, fresh clear skin

Say goodbye to "cosmetic complexion"
- hello to /

No More "Cosmetic Complexion"

Natural - kind of beauty
Natural - kind of clean
Natural - kind of fresh

Be the girl w/
A complexion that's naturally clean

the fresh air feel of a naturally lovely skin

Lets you
know the true beauty of a naturally lovely skin

Fresh new way
a complexion that's younger than
makeup

Older type

Who said any girls can't have a
country fresh complexion?

Using more makeup but ~~looking~~ ^{giving} it a

The more you use makeup the
more your complexion needs it.

Gives you
the natural beauty your skin
needs for today's natural
make-ups.

your complexion
makes ~~skin~~ problem-free as
skin can be

wakes up the natural beauty of
your skin.

that tingly clean Noxzema feeling!

The beauty of Noxzema is better
for your skin.

You can tell a Nox. girl by
the beauty of her skin.

Show me a pretty complexion
and I'll show you a Nox. girl

The girls with the prettiest skin
are Nox. girls!

Better girl with the pretty skin
is a Nox. girl!

You can feel beauty begin
when you Nox. clean your skin.

your face feels so clean, you know
you look lovely!

NOX. CREAM

January 18, 1961 msg

Footrule:

1. The world's most exciting women use this beauty cream. It melts away tired lines, beautifies as it deep-cleanses. Keeps your skin fresh, lovely, in spite of busy-day tension. (Pon's copy)
2. This new medicated beauty cream gives you a complete complexion clean-up. Cleans up dirt...cleans up dry skin...cleans up blemishes. Makes your skin look lovely even without make-up. (Original current campaign)
3. This new medicated beauty cream gives you a complete complexion clean-up. Cleans like soap...softens like cream...helps clear skin. Makes your skin look lovely even without make-up. (Revised current campaign)
4. This is the medicated beauty cream for every woman who can't wash her face before each make-up application -- but who wants (her skin) to look as if she did. It cleanses off dirt and layered make-up thoroughly -- fights blemishes invisibly under make-up. (all day long) (43 words)
5. This ^{new} medicated beauty cream lets you have the complexion beauty Nature meant you to have -- before adolescence, before youth-robbing dryness, before pore-clogging cosmetics. It cleans, moisturizes, medicates better than any single-purpose cosmetic cream can. (37 words)
6. This ^{new} medicated beauty cream gives you ^{new} complexion "look-again loveliness" -- makes it cleaner, clearer, creamier than any single-purpose cosmetic cream can, because it cleans up dirt, cleans up dry skin, cleans up blemishes. (34 words)
7. This medicated beauty cream gives you a complete complexion clean-up -- makes your skin clean enough, clear enough, creamy enough for close-ups. It cleans, medicates, moisturizes as no single-purpose cosmetic cream can. (33 words)
8. This medicated beauty cream gives you a complexion that's close-up clean, close-up clear, close-up creamy -- because it cleans up dirt, dry skin, blemishes as no ordinary cosmetic cream can. (32 words)
9. This medicated beauty cream cleans up dirt, cleans up dry skin, cleans up blemishes -- gives your complexion that beautifully natural, unmistakable American Beauty look. (24 words)
10. This new medicated beauty cream gives you the fresh, clean complexion that is the very heart of the clean American look. That's because it cleans like soap, softens like cream, helps clear your skin. (34 words)
11. This new medicated beauty cream does what no mere cosmetic cream or soap can do. It gives the beauty benefits of its special medication to every beauty job it does -- as a cleanser, as a make-up base, as a night cream. (41 words)

Check Herminie & Wally!

January 27, 1961 mmg

Footrule:

1. The world's most exciting women use this beauty cream. It melts away tired lines, beautifies as it deep-cleanses. Keeps your skin fresh, lovely, in spite of busy-day tension. (Pond's copy)
2. This new medicated beauty cream gives you a complete complexion clean-up. Cleans up dirt...cleans up dry skin...cleans up blemishes. Makes your skin look lovely even without make-up. (Original current campaign)
3. This new medicated beauty cream gives you a complete complexion clean-up. Cleans like soap...softens like cream...helps clear skin. Makes your skin look lovely even without make-up. (Revised current campaign)
4. This ^{new} medicated beauty cream gives your complexion "look-again loveliness" -- ~~Makes it cleaner, clearer, creamier than any single-purpose cosmetic cream can,~~ because it cleans up dirt, cleans up dry skin, cleans up blemishes *better than any single-purpose cosmetic cream can.* (34 words)
5. This medicated beauty cream gives you a complete complexion clean-up -- makes your skin clean enough, clear enough, creamy enough for close-ups. It cleans, medicates, moisturizes as no single-purpose cosmetic cream can. (33 words)
6. This new medicated beauty cream gives you the fresh, clean complexion that is the very heart of the clean American look. That's because it cleans like soap, softens like cream, helps clear your skin. (34 words)
7. This new medicated beauty cream gives your complexion the look of sunshine and roses -- clean as sunshine, soft as a rose, ~~petal~~ clear as a cloudless sky. Because it's the only cream that cleans like soap, softens like cream, helps clear skin. (42 words)
8. This new medicated beauty cream gives you the ^{peaches} and cream complexion you've always dreamed of. That's because it's the only cream that cleans like soap, softens like cream, helps clear skin. (32 words)
9. With this new medicated beauty cream, you can actually feel your skin turning beautiful. You'll feel how clean it is -- soap-clean without dryness. You'll feel how soft it is -- cream-soft without greasiness. You'll feel how clear it is -- baby smooth without a blemish bump. (46 words)
10. This new medicated beauty cream gives you a complexion as fresh as all outdoors -- breeze-clean, breeze-soft, breeze clear. That's because it cleans like soap, softens like cream, helps clear skin. (32 words)

January 30, 1961 mmg

Footrule:

1. The world's most exciting women use this beauty cream. It melts away tired lines, beautifies as it deep-cleanses. Keeps your skin fresh, lovely, in spite of busy-day tension. (Pond's copy)
2. This new medicated beauty cream gives you a complete complexion clean-up. Cleans up dirt...cleans up dry skin...cleans up blemishes. Makes your skin look lovely even without make-up. (Original current campaign)
3. This new medicated beauty cream gives you a complete complexion clean-up. Cleans like soap...softens like cream...helps clear skin. Makes your skin look lovely even without make-up. (Revised current campaign)
4. This ^{new} medicated beauty cream gives your complexion "Look-again Loveliness". Makes it cleaner, clearer, creamier because it cleans up dirt, cleans up dry skin, cleans up blemishes - better than any single-purpose cosmetic cream. (34 words)
5. This new medicated beauty cream gives you a ~~complete complexion clean-up~~. Keeps your complexion "close-up beautiful" -- close-up clean, ~~new~~ close-up clear, ~~new~~ close-up creamy. That's because it cleans, medicates, moisturizes as no single-purpose cosmetic cream can. (35 words)
6. This new medicated beauty cream gives your complexion that fresh clear American Look. That's because it gives you a complete complexion clean-up - cleans up dirt, cleans up dry skin, cleans up blemishes. (32 words)
7. This new medicated beauty cream gives your complexion the look of sunshine and roses -- clean# as sunshine, soft as a rose, clear as a cloudless sky. ~~Because~~ it's the only cream that cleans like soap, softens like cream, helps clear skin. (42 words)
8. With this new medicated beauty cream, you can actually feel your skin turning beautiful. You'll feel how clean it is -- soap-clean without dryness. You'll feel how soft it is -- cream-soft without greasiness. You'll feel how clear it is -- baby-smooth without a blemish bump. (46 words)
9. This new medicated beauty cream gives you a complexion as fresh as all outdoors -- breeze-clean, breeze-soft, breeze-clear. That's because it cleans like soap, softens like cream, helps clear skin. (32 words)
10. This new medicated beauty cream gives you a "peaches and cream" complexion because it does every beauty job better. Cleanses better because it washes off with water. Softens better because it vanishes in. Clears skin better because it has five medicinal ingredients. (42 words)

11. This new medicated beauty cream gives you a shower-fresh complexion round-the-clock. That's because it gives you a complete complexion clean-up every day - cleans up dirt, cleans up dry skin, cleans up blemishes. (35 words)
12. This new medicated beauty cream is specially created for the woman who insists on complete complexion beauty. It blends the best of your three most essential beauty aids - soap, cream, blemish remedy. Cleans as only soap can, softens as only cream can, clears skin as only a blemish remedy can. (50 words)
- 12a. This new medicated beauty cream is specially created for the woman who isn't satisfied with half-way complexion care. It blends the best of your three most essential beauty aids - soap, cream, blemish remedy. Cleans as only soap can, softens as only cream can, clears skin as only a blemish remedy can. (52 words)

NOXZEMA CHEMICAL CO.
NOXZEMA SKIN LOTION

February 24, 1961 jf/cs - /
ONE MINUTE TV COMMERCIAL

1. OPEN ON LS AN ATTRACTIVE
MAN AND WOMAN IN EVENING CLOTHES
SEATED AT A TABLE AT SHERRY'S BAR
IN THE METROPOLITAN OPERA HOUSE.
WE SEE A WINE STEWARD WHEEL A
WINE CART TO THEIR TABLE.

FULL UP
2. CUT CLOSER AS STEWARD UNCORKS
CHAMPAGNE BOTTLE AND FILLS TWO
GLASSES.

SOUND: POP OF CHAMPAGNE CORK. WALTZ
MUSIC UP.
3. CUT CLOSER TO FEATURE WOMAN
WHO IS DRESSED IN BEAUTIFUL
DRESSGOWN. SHE WEARS DIAMOND
TIARA. SHE TAKES OFF ONE OF HER
LONG WHITE GLOVES.

ANNCR: (V.O.): It's opening night ...
4. SHE TAKES OFF OTHER GLOVE.

... and how stunning she looks ...
5. AS SHE EXTENDS HER HANDS TO
TAKE CHAMPAGNE GLASS OFFERED,
FREEZE ACTION.

but then suddenly (SOUND STOPS)
6. ZOOM IN TO SHU HER HANDS.

those red, rough hands
7. CHAMPAGNE GLASS BECOMES A CAN
AND CAN OPENER IN HER HANDS.

put her right back in the kitchen!
8. GO BACK TO THE MAN AND WOMAN.
WOMAN NOW WEARS A HOUSEDRESS
INSTEAD OF A BALL GOWN.

Don't let this happen to you!
9. FADE IN NOXZEMA LOTION
BOTTLE OVER PREVIOUS SCENE.

Discover new Noxzema Skin Lotion --
10. BG IS STILL SLIGHTLY VISIBLE.
LABELS: "MEDICATED" AND "ANTISEPTIC"
MOVE OFF BOTTLE CLOSER TO VIEWER.

medicated, antiseptic
11. LOSE BG: BOTTLE MOVES LEFT
SCREEN. SUPER: "HEALS REDNESS
DOWN WHERE REDNESS BEGINS."

to help heal redness down where redness
really begins. Here's how it works --

12. DISS TO CU SAME WOMAN'S HANDS OVER KITCHEN SINK. SHE FINISHES PEELING LAST POTATO.

When work or weather ...

13. RUBS HER HANDS AS IF THEY HURT.

roughen your hands ...

14. SHE EXTENDS FINGERS OF HANDS AS IF EXAMINING THEM. FREEZE ACTION. SUPER WORD: "BACTERIA" OVER HER HANDS MOVES INTO HER HANDS AND DISAPPEARS.

bacteria enter tiny cracks in your skin ...

15. WIPE BAND OF GREY TONE OVER HANDS.

Can cause inflammation and redness ...

16. DISS TO SAME WOMAN'S HANDS HOLDING UNCAPPED NOXZEMA BOTTLE OVER DRESSING TABLE.

But Noxzema Lotion ...

17. SHE POURS ONTO HAND AND RUBS IN.

unlike ordinary cosmetic lotions, medicates as it penetrates ...

18. SUPER OVER HANDS: "KILLS BACTERIA"

kills bacteria by the millions ...

19. CUT TO MS WOMAN AS SHE STOPS RUBBING ADMIRES HANDS.

helps heal redness down where redness begins!

20. DISS TO WOMAN DRESSED AS IN FRAME 3. WE SEE HER TAKE GLASS.

So make sure your hands never put you back in the kitchen ...

21. CUT TO CU AS SHE SIPES CHAMPAGNE. SHE HOLDS GLASS WITH BOTH HANDS AND WE FEATURE HER LOVELY HANDS.

make sure they always look as lovely as you do.

22. PULL BACK TO SHOW MAN TAKE WOMAN'S HAND. SHE SMILES. MAT IN BOTTLE ALONGSIDE. SCENE.

Get new Noxzema Skin Lotion today. It's medicated!

3 ✓ SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

TO George Poris and Dick Wylly

DATE February 27, 1961

FROM Ray Sullivan

re: Your Noxzema "Healthy Skin" idea

cc: Mrs. Ayres, Mrs. Lueders, Mr. Corbin, Mr. Healy

When Heagan said that you and Dick had what he thought was a great idea for Noxzema Skin Cream - relating healthy skin to beautiful skin - I was excited about it in spite of the fact that our tests over the years showed that when we elaborated on dermatologists' health findings (at the expense of putting maximum emphasis on beauty end-results), we didn't do too well.

Relating Health directly to Beauty may not be the solution but it's worth testing. There must be some simple combination of words which relates skin health and skin beauty in a way that gives Noxzema a stronger exclusive beauty brand image - and justifies the use, by a high percentage of women, of a medicated cream rather than an ordinary cream. Of course, we are doing this now with specific reference to healing blemishes. I am thinking in terms of inference of broader skin benefits beyond blemishes.

As you know, I recently made an elaborate analysis of the Noxzema business. The purpose of this analysis was to point up future sales and profit opportunities for Noxzema brands. In that analysis I singled out Ivory Soap as an important case history. I felt everyone working on Noxzema should study it, because I believe that the Ivory Soap advertising problems and Noxzema's advertising problems are somewhat comparable. I believe all of us working on Noxzema can learn something from the Ivory multiple-brand success, which has resulted in fantastic profit contributions to Procter & Gamble.

Ivory Soap was the first brand under the Ivory name. The "merits" of this brand - as consumers understood them from Ivory Soap advertising - rubbed off on other new Ivory products and made it possible for advertising expenditures on these new brands to produce far better sales results because of this "rub off".

We all agree that the public's awareness of Noxzema Skin Cream's wonderful healing and soothing ingredients are helping sell Skin Lotion and Cover Girl. Noxzema Shave Brands are cashing in heavily on the public's acceptance of the value of Noxzema Skin Cream's medication. The advertising of Noxzema Instant Lather features "the closer you shave the more you need Noxzema." Noxzema Skin Cream's healing and soothing medication is implied (inferred).

In the case of Ivory Soap, P&G has been selling mildness, translated into skin beauty. The reason for the mildness is that "Ivory Soap is 99-44/100% pure." For years dermatologists maintained that this claim is a phoney - that Ivory Soap is harsher than many other soaps, rather than milder. However, women believe that the purity and whiteness of Ivory Soap make it mild, gentle and kind to the skin. Therefore, it is the best soap for beauty - "Ivory Beauty", "The Ivory Look."

In the case of Ivory - and it applies to all products - women's thought processes don't move logically from one word or thought to another. They develop an impression of a brand's contribution to their problems by "feel" as much as logic - often skipping from one or two favorable impressions to the dominating conclusion, which prompts the purchase.

It has seemed to me for a long time that if we can get one central beauty thought for Noxzema Skin Cream - comparable to the central mildness theme of Ivory Soap - then we would be well on our way towards the claim that would help sell all Noxzema brands.

Some time back I mentioned "Wonderful For Your Skin". That, obviously, was not specific enough. It had the weakness of "tastes good and is good for you" which food clients of mine wanted me to use over twenty-five years ago. (as I recall it, I rejected the copy, but other food companies did use it.)

In the early days of Noxzema, Dr. Bunting used "feel it heal" as a central thought for Noxzema Skin Cream. Later, the F.T.C. ruled against "healing" claims for Noxzema unless qualified by the word "helps" or "aids".

Obviously, people couldn't feel Noxzema Skin Cream heal their skin. In spite of that, the claim inferred an exclusive remedial promise. That slogan represented one of the factors responsible for Noxzema's tremendous limited area success in Maryland where over 60% of the families were using Noxzema Skin Cream in 1926.

In moving Noxzema Skin Cream beyond Maryland - with the problem of selling this brand in inland markets where there would be little sunburn - I thought of putting the advertising emphasis on Noxzema Skin Cream as a medicated beauty cream rather than as a greaseless remedy. This led to the early campaigns, with captions like: "Nurses Discover a Wonder Cream" or "Nurses Discover A Miracle Cream", and "New Beauty in 10 Days", featuring beautiful nurses who had discovered the great advantages of a medicated cream for complexion - and hands.

The stressing of usage of Noxzema by doctors as well as by nurses helped build faith in the brand. More recently, Perry Como contributed to the faith in the brand and to its prestige.

While we did not keep "Feel It Heal" or the Nurses and Doctors usage campaign, we have had many other outstanding campaigns for Noxzema Skin Cream over the years. We had to have great copy to build this brand to its present national position. I believe we still lack one simple central thought which would not only add power to our present Skin Cream copy, but would produce more sales per dollar for other Noxzema brands.

Your general thought "Remember! A Healthy Skin is a Beautiful Skin" seemed to be getting closer to the central theme than anything we have had. While it is not a specific consumer promise, it could set the stage for strong beautiful complexion claims - just as Camel's "Are you smoking more now but enjoying it less?" question does a beautiful job of setting up Camels strong smoking pleasure claims. The current Anacin copy, "Why do Doctors?" does the same thing for this brand.

So, we should be thinking in terms of captions or devices that serve as "attention getters" that "set up" our tested selling sentences as well as words or "central thought statements" that sell by "feel" or "emotion" as well as by the strength of claims.

Obviously, the statement "A Healthy Skin is a Beautiful Skin" is false. Many girls who have very healthy skins have complexions that are not beautiful because of the texture of the skin or for other reasons.

I discussed this with Dr. Peck when he was in last week. I told him I thought there was some way that we could keep this central idea, possibly by qualifying it, as we have done so often in the past, with the word "helps" - or possibly making a comparative statement, using the word "more". Dr. Peck said that a statement: "Remember!

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A Healthy Skin is a More Beautiful Skin" would be safe. The announcer could "throw away" the word helps in television commercials.

I'm sure that you and your group would have other variations of this. Mary advises me that your Noxzema group is moving fast in developing new ideas for Noxzema Skin Cream - and that we will test them in the near future.

This is extremely important. We are going to do an Area Test of extra spending on Noxzema Skin Cream this year. I believe that the extra spending on improved copy stands a pretty good chance of paying off in this Area Test. By contrast, I believe that extra spending alone, on a brand as widely used as Noxzema Skin Cream, could easily fail to produce the desired sales increases.

As I see it, your idea has many points in its favor - and some dangers.

First, in its favor, we are selling medicated products, not just perfumed cosmetics. Medicated products are normally bought to relieve ailments. However, the modern trend is to use them for better health. Vitamin products are one example. They are "good for you!"

Mary is very much aware of the danger that we will limit the sales of these brands if consumers think of them simply as remedial products - COVER GIRL for teenage blemishes skin, for example. She is absolutely right. That has always been our "booby trap". We've always avoided this trap by having a "beauty cosmetic" look in all of our advertising. In the case of Noxzema Skin Cream, we have sold a medicated product through a beauty atmosphere and a beauty routine as well. People bought Noxzema Skin Cream for complexion use because of its greaseless cream formula (cleanses better - washes off with water) and because it gave extra benefits ordinary cosmetics did not give - healing benefits. By implication, we sold healthy, beautiful "fresh air complexions".

This "health" approach, if handled correctly, could be very effective or it could boomerang. Therefore, as Mary said, it must be tested carefully - and fast. Card tests will not give the answer. I'm sure you and Mary and our research people can find a method of testing the idea with sound procedures.

What we are looking for - whether it is this theme or some other new fresh approach - is to do what P&G has done - sell by inference as well as actual claims.

Advertising with a lead-in thought: "REMEMBER, A HEALTHY SKIN IS A more BEAUTIFUL SKIN!" could serve as a new, arresting element in our Noxzema Skin Cream advertising and insure a greater readership of space advertising and a greater awareness of TV copy - just as I mentioned Camel's question technique gave a freshness to the old Camel story and got better readership and "listenership" of this brand's tried and true claims.

Whether this is the answer to the Noxzema copy problem - or some other fresh idea - remains to be seen. Most of our copy is loaded with logical statements. Getting back to the start of this memorandum, one simple central thought - in mass market language, with the possibility of consumers drawing broad new beauty inferences - could step up substantially the selling effectiveness of Noxzema Skin Cream copy. Moreover, it would have a rub-off value on all products, which would increase sharply Noxzema Chemical Company's profits.

P.S. Since it is the vogue to "lift" words or claims from other brands - related or unrelated - we might lift "mild" and "gentle" from Ivory (and other brands) and combine them with medicated so we avoid an impression of a harsh remedial product. An announcer with a less strident delivery might tie in with healthy skin for greater complexion beauty.

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NOXZEMA SKIN LOTION

February 28, 1964, jf/cs
1-MINUTE TV COMMERCIAL
AIRLINE STEWARDESSES

1. ON STEWARDESSES' HANDS AS SHE
HEATS BABY BOTTLE IN PLANE GALLEY.
ANNOR: (V.O.) These lovely hands
belong to ...
2. PULL BACK TO MCW STEWARDESSES.
SUPER: "STEWARDESSES LOUISE WILSON".
American Airlines Stewardess Louise Wilson.
3. STEWARDESSES TAKES BOTTLE FROM
STEAMING WATER, TIGHTENS CAP.
They're busy hands ...
4. WIPE TO MCW STEWARDESSES AS SHE
SHAKES BABY RATTLE FOR BABY. BABY
IS TAKING BOTTLE ON MOTHER'S LAP.
yet they're beautiful hands ...
5. CUT TO HCU HANDS AS STEWARDESSES
PUTS RATTLE IN BABY'S HAND.
always soft and smooth.
6. RIPPLE DISSOLVE TO BOTTLE OF
NOXZEMA LOTION ON DRESSING TABLE
TOP.
What's her secret? It's new Noxzema
Skin Lotion ...
7. LABELS "MEDICATED" AND
"ANTISEPTIC" MOVE OFF BOTTLE
TO FOREGROUND.
medicated and antiseptic ...
8. LABELS MOVE BACK ONTO BOTTLE
AS SUPER POPS ON: "HEALS REDNESS
DOWN WHERE REDNESS BEGINS".
to help heal redness down where redness
really begins!
9. DISS TO WOMAN'S HANDS AT
KITCHEN SINK. SHE IS RINSING
PARING KNIFE.
Here's how it works.
10. PUTS KNIFE ASIDE, TURNS OFF
WATER, THEN RUBS HANDS AS IF THEY
HURT.
when work or weather roughen your hands,
tiny cracks form.
11. WOMAN EXTENDS FINGERS AS IF
EXAMINING THEM. SUPER WORD "BACTERIA".
IT MOVES INTO HER HANDS AND DISAPPEARS.
Bacteria enter these cracks ...
12. HAND OF GREY WIPES OVER HANDS.
can cause inflammation and redness.
13. DISS TO SAME WOMAN'S HANDS
HOLDING UNCAPPED NOXZEMA BOTTLE OVER
DRESSING TABLE (SAME AS SCENE #6)
But Noxzema Lotion ...
14. POURS ONTO HAND AND RUBS IN.
unlike ordinary cosmetic lotions ...
medicates as it penetrates ...

15. SUPER OVER HANDS: "KILLS BACTERIA".

kills bacteria by the millions ...

16. WOMAN STOPS RUBBING, ADMIRES HANDS.

helps heal redness down where redness really begins!

17. RIFFLE DISSOLVE TO MCW STEWARDESS. SHE IS OFFERING COFFEE TO PASSENGER.

So ... for hands that always look as lovely as you do ...

18. CUT TO CU AS SHE HOLDS CUP WITH ONE HAND, POURS WITH OTHER.

soft ... white ... lovely ... no matter how busy they are ...

19. PAN UP TO WINDOW OF PLANE, AWAY FROM HANDS, HAT BOTTLE IN CENTER SCREEN. HOLD BACKGROUND IN SOFT FOCUS.

get new Hoxseas Skin Lotion today. It's medicated!

February 28, 1961 pb

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

ONE MINUTE
TV COMMERCIAL

1. OPEN ON LS AN ATTRACTIVE MAN AND WOMAN IN EVENING CLOTHES SEATED AT A TABLE AT A SUPPER CLUB. WE SEE A WINE STEWARD WHEEL A WINE CART TO THEIR TABLE.
 2. CUT CLOSER AS STEWARD UNCORKS CHAMPAGNE BOTTLE AND FILLS TWO GLASSES.
 3. CUT CLOSER TO FEATURE WOMAN WHO IS DRESSED IN BEAUTIFUL DIOR GOWN. SHE TAKES OFF ONE OF HER LONG WHITE GLOVES.
 4. SHE TAKES OFF OTHER GLOVE.
 5. AS SHE EXTENDS HER HANDS TO TAKE CHAMPAGNE GLASS OFFERED, FREEZE ACTION.
 6. ZOOM IN TO ECU HER HANDS.
 7. CHAMPAGNE GLASS BECOMES A CAN AND CAN OPENER IN HER HANDS.
 8. GO BACK TO MS MAN AND WOMAN. WOMAN NOW WEARS A HOUSEDRESS INSTEAD OF A BALL GOWN.
 9. FADE IN NOXZEMA LOTION BOTTLE OVER PREVIOUS SCENE.
 10. BG IS STILL SLIGHTLY VISIBLE. LABELS: "MEDICATED" AND "ANTISEPTIC" MOVE OFF BOTTLE CLOSER TO VIEWER.
 11. LOSE BG: BOTTLE MOVES LEFT SCREEN. SUPER: "HEALS REDNESS DOWN WHERE REDNESS BEGINS."
 12. DISS TO CU SAME WOMAN'S HANDS OVER KITCHEN SINK. SHE FINISHES PEELING LAST POTATO.
 13. RUBS HER HANDS AS IF THEY HURT.
 14. SHE EXTENDS FINGERS OF HANDS AS IF EXAMINING THEM. FREEZE ACTION. SUPER WORD: "BACTERIA" OVER HER HANDS MOVES INTO HER HANDS AND DISAPPEARS.
- PULL UP
- SOUND: POP OF CHAMPAGNE CORK. WALTZ MUSIC UP.
- ANNCR: (V.O.): It's her anniversary ..
- ... and how stunning she looks ...
- but then suddenly (SOUND STOPS)
- these red, rough hands
- put her right back in the kitchen!
- Don't let this happen to you!
- Discover new Noxzema Skin Lotion --
- medicated, antiseptic
- to help heal redness down where redness really begins. Here's how it works --
- When work or weather ...
- roughen your hands ...
- bacteria enter tiny cracks in your skin ...

15. WIPE BAND OF GREY TONE OVER HANDS.
16. DISS TO SAME WOMAN'S HANDS HOLDING UNCAPPED NOXZEMA BOTTLE OVER DRESSING TABLE.
17. SHE POURS ONTO HAND AND RUBS IN.
18. SUPER OVER HANDS: "KILLS BACTERIA"
19. CUT TO MS WOMAN AS SHE STOPS RUBBING ADMIRES HANDS.
20. DISS TO MCU MAN AND WOMAN DRESSED AS IN FRAME 3. MAN TAKES LOVELY WATCH OUT OF UNWRAPPED BOX ON TABLE.
21. GO TO ECU WOMAN'S HAND AS HE PUTS WATCH ON HER WRIST.
22. PULL BACK TO SHOW WOMAN TURN MAN'S CHIN WITH HER HAND AND KISS HIS CHEEK. MAT IN BOTTLE ALONGSIDE SCENE.

can cause inflammation and redness ...

But Noxzema Lotion ...

unlike ordinary cosmetic lotions, medicated as it penetrates ...

kills bacteria by the millions ...

helps heal redness down where redness begins!

So make sure your hands never put you back in the kitchen ...

make sure they always look as lovely as you do.

Get new Noxzema Skin Lotion today. It's medicated!

March 13, 1961 jf/cs 3

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

ONE MINUTE
TV COMMERCIAL

1. OPEN ON LS AN ATTRACTIVE MAN AND WOMAN IN EVENING CLOTHES SEATED AT A TABLE AT A SUPPER CLUB. WE SEE A WINE STEWARD WHEEL A WINE CART TO THEIR TABLE. PULL UP
2. CUT CLOSER AS STEWARD UNCORKS CHAMPAGNE BOTTLE AND FILLS TWO GLASSES. SOUND: POP OF CHAMPAGNE CORK. WALTZ MUSIC UP.
3. CUT CLOSER TO FEATURE WOMAN WHO IS DRESSED IN BEAUTIFUL DIGN GOWN. SHE TAKES OFF ONE OF HER LONG WHITE GLOVES. ANNOR: (V.O.): It's her anniversary ...
4. SHE TAKES OFF OTHER GLOVE. ... and how stunning she looks ...
5. AS SHE EXTENDS HER HANDS TO TAKE CHAMPAGNE GLASS OFFERED, FREEZE ACTION. but then suddenly (SOUND STOPS)
6. ZOOM IN TO SHOW HER HANDS. those red, rough hands
7. CHAMPAGNE GLASS BECOMES A CAN AND CAN OPENER IN HER HANDS. put her right back in the kitchen!
8. PULL BACK TO SHOW THAT WOMAN IS IN THE KITCHEN -- NOW IN A HOUSEHOLD. Don't let this happen to you!
9. FADE IN NOXZEMA LOTION BOTTLE OVER PREVIOUS SCENE. Discover new Noxzema Skin Lotion --
10. BG IS STILL SLIGHTLY VISIBLE. LABELS: "MEDICATED" AND "ANTISEPTIC" MOVE OFF BOTTLE CLOSER TO VIEWER. medicated, antiseptic
11. LOSS BG: BOTTLE MOVES LEFT SCREEN. SUPER: "HEALS REDNESS DOWN WHERE REDNESS BEGINS." to help heal redness down where redness really begins. Here's how it works --
12. DISC TO CU SAME WOMAN'S HANDS OVER KITCHEN SINK. SHE FINISHES PEELING LAST POTATO. When work or weather ...
13. RUBS HER HANDS AS IF THEY HURT. roughen your hands ...

14. SHE EXTENDS FINGERS OF HANDS AS IF EXAMINING THEM. FREEDLE ACTION. SUPER WORD: "BACTERIA" OVER HER HANDS MOVES INTO HER HANDS AND DISAPPEARS.

bacteria enter tiny cracks in your skin....

15. WIPE BAND OF GREY TONE OVER HANDS.

can cause inflammation and redness ...

16. DISS TO SAME WOMAN'S HANDS HOLDING UNCAAPPED NOXZEMA BOTTLE OVER DRESSING TABLE.

But Noxzema Lotion ...

17. SHE POURS ONTO HAND AND RUBS IN.

unlike ordinary cosmetic lotions, medicates as it penetrates ...

18. SUPER OVER HANDS: "KILLS BACTERIA"

kills bacteria by the millions ...

19. CUT TO MS WOMAN AS SHE STOPS RUBBING ADMIRES HANDS.

helps heal redness down where redness begins!

20. DISS TO MCU MAN AND WOMAN DRESSED AS IN FRAME 3. MAN TAKES LOVELY WATCH OUT OF UNWRAPPED BOX ON TABLE.

So make sure your hands never put you back in the kitchen ...

21. GO TO MCU WOMANS HANDS AS HE PUTS WATCH ON HER WRIST.

make sure they always look as lovely as you do.

22. FULL BACK TO SHOW WOMAN TURN MAN'S CHIN WITH HER HAND AND KISS HIS CHEEK. MAT IN BOTTLE ALONGSIDE SCENE.

Get new Noxzema Skin Lotion today. It's medicated!

March 2, 1961 jf/cs 2

NOXEMA CHEMICAL COMPANY
NOXEMA SKIN LOTION

ONE MINUTE
TV COMMERCIAL

1. OPEN ON LS AN ATTRACTIVE MAN
AND WOMAN IN EVENING CLOTHES
SEATED AT A TABLE AT A SUPPER
CLUB. WE SEE A WINE STEWARD
WHEEL A WINE CART TO THEIR TABLE.

FULL UP

2. CUT CLOSER AS STEWARD UNCORKS
CHAMPAGNE BOTTLE AND FILLS TWO
GLASSES.

SOUND: POP OF CHAMPAGNE CORK. WALTZ
MUSIC UP.

3. CUT CLOSER TO FEATURE WOMAN
WHO IS DRESSED IN BEAUTIFUL DIGN
GOWN. SHE TAKES OFF ONE OF HER
LONG WHITE GLOVES.

ANNCR: (V.O.): It's her anniversary ...

4. SHE TAKES OFF OTHER GLOVE.

... and how stunning she looks ...

5. AS SHE EXTENDS HER HANDS TO
TAKE CHAMPAGNE GLASS OFFERED,
FREEZE ACTION.

but then suddenly (SOUND STOPS)

6. ZOOM IN TO ECU HER HANDS.

those red, rough hands

7. CHAMPAGNE GLASS BECOMES A
CAN AND CAN OPENER IN HER HANDS.

put her right back in the kitchen!

*wise
in
his
name*
8. PULL BACK TO SHOW THAT WOMAN
IS IN THE KITCHEN -- STILL IN
BALL GOWN.

Don't let this happen to you!

9. FADE IN NOXEMA LOTION BOTTLE
OVER PREVIOUS SCENE.

Discover new Noxema Skin Lotion --

10. BG IS STILL SLIGHTLY VISIBLE.
LABELS: "MEDICATED" AND "ANTISEPTIC"
MOVE OFF BOTTLE CLOSER TO VIEWER.

medicated, antiseptic

11. LOSE BG: BOTTLE MOVES LEFT SCREEN.
SUPER: "HEALS REDNESS DOWN WHERE
REDNESS BEGINS."

to help heal redness down where redness
really begins. Here's how it works --

12. GLAS TO CU SAME WOMAN'S HANDS
OVER KITCHEN SINK. SHE FINISHES
PEELING LAST POTATO.

when work or weather ...

13. RUBS HER HANDS AS IF THEY HURT.

roughen your hands ...

March 17, 1961 ds/os

COMPANY
NOXZEMA LOTION

1-MIN TV COMMERCIAL
SUNBURNED CHILD

1. OPEN ON DARK ROOM. WE SEE SILHOUETTE OF CHILD SITTING UP IN BED. (8-9 YR OLD GIRL)
 2. NIGHT TABLE LIGHT IS TURNED ON BY MOTHER. SHE HAS BOTTLE OF NOXZEMA LOTION IN HER HAND, SITS ON EDGE OF BED. GIRL PUSHES PAJAMA TOP OFF SHOULDER.
 3. HOLD 2-SHOT AS GIRL LOWERS PAJAMA TOP TO REVEAL SUNBURN. WHITE STRAP MARKS ARE CLEARLY VISIBLE. GIRL LEANS SLIGHTLY AWAY FROM MOTHER AS SHE SPEAKS.
 4. CUT TO CU MOTHER AS SHE UNCAPS BOTTLE, PUTS CAP ON NIGHT TABLE.
 5. PUSH IN TO ECU BOTTLE IN MOTHER'S HAND. FEATURE LABEL. FREEZE ACTION AS SHE STARTS TO TIP BOTTLE.
 6. HOLD ABOVE AND SUPER NEXT TO BOTTLE: "STOPS SUNBURN TORTURE FAST"
 7. ADD FOLLOWING TO ABOVE AND UNDERLINE: "WITHOUT PAINFUL RUBBING IN".
 8. TAKE SUPER OFF AND UNFREEZE ACTION AS MOTHER POURS LOTION INTO PALM OF HAND.
 9. PULL BACK TO INCLUDE CHILD WHO IS STILL APPREHENSIVE AS MOTHER STARTS TO SPREAD LOTION.
 10. CHILD SMILES BROADLY AS SHE ENJOYS THE COOLING, SOOTHING RELIEF.
 11. CUT TO CU LOWER PART OF GIRL'S BACK AS MOTHER CONTINUES SPREADING LOTION IN BROAD, EASY STROKES.
 12. SUPER: "HELPS SPEED HEALING."
- girl: (V.O.) Mommy, mommy! My sunburn hurts!
- MOTHER: (DIRECT) Oh, you did get a nasty burn ... but this will make it feel better.
- GIRL: (DIRECT) Will it hurt?
- MOTHER: (DIRECT) No ... it feels good ... and I don't have to rub it in.
- ANNCR: (V.O.) There's a smart mother! She's using new Noxzema Skin Lotion. It's the medicated lotion that ...
- stops sunburn torture fast ...
- without painful rubbing in!
- Look! Unlike thick, greasy "surface ointments" which hurt to spread ...
- Noxzema Lotion flows on smoothly ...
- brings relief instantly.
- And, remember ... Noxzema Lotion medicates as it penetrates.
- It's gentle antiseptic helps speed healing ... guards against infection ... as it soothes fiery heat.

13. WIPE TO GIRL IN BED.
MOTHER TUCKS HER IN.

14. MOTHER TURNS OUT LIGHT
AND LEAVES. GIRL, NOW BARELY
VISIBLE IN SOFT LIGHT, CLOSSES
EYES AND SMILES.

15. MATT IN BOTTLE NEXT TO GIRL'S
SMILING FACE OVER DARKENED BACKGROUND.

It's greasiness, too ... never
stains clothes or bed linens.

So stop sunburn torture fast ...
without painful rubbing in.

Get new Noxzema Skin Lotion today!

March 22, 1961 jf/ea

NOXZEMA SKIN LOTION
NOXZEMA CHEMICAL COMPANY

ONE MINUTE TV
(FAMILY SUNBURN)

1. OPEN ON HIS FAMILY GROUP (MOTHER, FATHER, LITTLE BOY AND GIRL) CLIMBING INTO STATION WAGON, CARRYING BEACH AND PICNIC EQUIPMENT, WEARING BEACH ATTIRE; THEY LAUGH AND TALK ANIMATEDLY.

2. HOLD AS CAR DRIVES OFF.

3. WIPE TO FAMILY SCENE ON BEACH, KIDS PLAYING IN SAND OR SURF.

4. REVERSE WIPE TO FAMILY AT HOME GETTING OUT OF CAR, LOOKING TIRED FROM DAY AT BEACH.

5. CUT TO GIRL AND MOTHER IN BATHROOM. GIRL HAS SHOULDER STRAP OF BATHING SUIT PULLED DOWN, PAINED EXPRESSION ON FACE. GIRL IS POINTING TO HER SHOULDER, MOTHER IS LOOKING AT IT.

6. MOVE IN FOR CU GIRL'S SHOULDER, SHOW WHITE STRIP WHERE SHOULDER STRAP WAS.

7. CUT TO MOTHER TAKING BOTTLE OF LOTION FROM MEDICINE CABINET. SHE UNCAPS BOTTLE, PUTS CAP DOWN ON SINK.

8. CUT TO CU BOTTLE IN MOTHER'S HAND.

9. FREEZE ACTION AS MOTHER STARTS TO TILT BOTTLE. SUPER: "STOPS SUNBURN TORTURE FAST"

10. ADD SUPER: "WITHOUT PAINFUL RUBBING IN"

11. UNFREEZE ACTION AS MOTHER POURS LOTION INTO PALM OF HAND.

12. PULL BACK TO TWO-SHOT OF MOTHER AND GIRL. GIRL STILL LOOKS PAINED, MOTHER SPREADS LOTION ON GIRL'S SHOULDERS AND BACK.

(MUSIC: HAPPY, RACING MUSIC)
ANNCE: (V.O.) There they go ... the whole family ...

off for a day at the beach ...

a day of fun in the sun!

and here they come ... home again ... tired but happy.

Until ...

(MUSIC END ABRUPTLY)

Oh, oh!

This little lady got too much sun.

But she's lucky to have such a smart mother ... who always keeps l...

Noxzema Skin Lotion on hand. It's the medicated lotion that ...

stops sunburn torture fast ...

without painful rubbing in.

Look! Unlike thick, greasy "surface" ointments which hurt to spread ...

Noxzema Lotion flows on smoothly ...

13. GIRL SMILES WITH RELIEF

brings relief instantly.

14. CUT TO CU GIRL'S BACK AS MOTHER
CONTINUES SPREADING LOTION. SUPER:
"MEDICATES AS IT PENETRATES"

What's more, its gentle antiseptic
medicates as it penetrates ...

15. CUT TO GIRL SMILING.

helps speed healing as it soothes fiery heat

16. DISS TO GIRL IN BED. MOTHER
IS TUCKING HER IN. BOTH SMILING.

It's greaseless, too ... never stains
clothes or bed linens.

17. MOVE IN TO CU GIRL SMILING,
CLOSING EYES AS IF ASLEEP.

So, stop sunburn torture fast ...
without painful rubbing in!

18. MOTHER'S HAND REACHES IN AND
CUTS OFF LAMP BESIDE SLEEPING GIRL.
LIGHT GOES OFF. NAT IN BOTTLE OVER
DARKENED BG.

Get new Nongema Skin Lotion today!

(MUSICAL STING FROM OPENING MUSIC)

NOXZEMA -- FIRST STEP TO BEAUTY

Before skin can be beautiful it must be healthy. That's why complete Noxzema care is your first step to beauty.

Your make-up does more for you when you start with a good complexion

Give your make-up a place to start

Give your beauty a place to begin (Noxzema gives your beauty a place to begin)

Natural Beauty is Skin Deep

KEEP IT UNDER YOUR MAKE-UP!

It's healthy skin -- the secret of natural beauty!

NOXZEMA KNOWS THE SECRET OF NATURAL BEAUTY

NATURALLY YOUR MAKE-UP LOOKS BETTER ON NATURALLY BEAUTIFUL SKIN

You can feel beauty begin
when you have Noxzema skin!

You can feel beauty begin
when you Noxzema-clean your skin!

Nothing but Noxzema
cleans so clean
creams so deep

There's nothing like Noxzema
for refreshing tired skin!

The beauty is you (yours)
The blush is Noxzema's!

Cleans up your complexion
in the most refreshing way!

Enjoy that clean, fresh Noxzema feeling! She's got that clean, fresh Noxzema feeling!

FRESH!

✓ The Noxzema look is the natural look -- fresh! Fresh! Fresh!

✓ NATURAL BEAUTY BEGINS WITH NATURALLY BEAUTIFUL SKIN

NATURAL BEAUTY BEGINS WITH NOXZEMA!

Suddenly -- your face feels so fresh you know you're lovely.

It's that fresh Noxzema look -- the simple look and feel of beauty.

Look -- you're simply beautiful: even without make-up...especially without make-up.

Noxzema announces the end of the Over-Made-Up-Look.

Here's looking at you: here's the radiant glow of a naturally lovely skin.

Complexion beauty too fresh to mask with make-up.

Thank Nature for your face...thank Noxzema for your complexion.

A complexion that's too lovely for words -- too fresh for make-up.

Fresh from Noxzema: a living, breathing beauty that's all new -- and all you!

✓ The flawless feel of sheer, natural beauty.

✓ Now -- the fresh-air feel of a naturally lovely skin.

✓ Here's true beauty -- the vital, vivid freshness no make-up can match.

It's unmistakable -- the radiant beauty of a Noxzema-and-water complexion.

Look, no soap...ever. Nothing to steal the clear, fresh beauty that Nature and Noxzema gave you.

No soap, no make-up. There's nothing on your face except Noxzema -- and beauty.

It's that fresh Noxzema look: the clear complexion radiance...that's all new... and all you!

Only Noxzema gives you the fresh-air feel, the radiant look of true complexion health.

A Noxzema skin is a healthy skin is the only truly lovely skin.

Loveliest, easiest way to a spring-clean complexion...year-round.

Wonderful Noxzema spring-cleans your complexion over-night...year-round.

Simplest way to be simply beautiful: it just takes Noxzema and water and you!

Fresh new way to the clearest, loveliest, youngest skin ever.

Fresh new way to a complexion that's younger than make-up.

What's her secret: is it youth -- or Noxzema?

Now -- see the lovely difference deep-down beauty makes!

Now -- have new beauty you've never seen without make-up before! ?

By morning -- have the natural look of a healthy complexion

Be a natural beauty!

✓ Make the most of your complexion -- make it clean...make it ^{soft} moist...make it beautiful!

Are you overlooking a perfectly beautiful complexion?

Now -- city girls can have a country-fresh complexion!

Your complexion is the easiest feature to make lovelier overnight!

There's no reason why every woman can't have a beautiful complexion!

✓ Noxzema works while you sleep so you wake up flower-fresh.

Now -- your complexion can be the loveliest thing about you!

Start today beautifully with a million-dollar look!

Beauty comes naturally with Noxzema!

Now -- even ^a plain complexions can become ^{just} plain beautiful!

Noxzema works all night to keep your complexion beautiful all day!

Have a baby-soft, baby-fresh complexion!

Now it's easy to pretty-up those complexion shortcomings!

HAVE MANY MONTHS OF MAKE-UP AGGRAVATED YOUR NATURAL SKIN BEAUTY?

USING MORE AND MORE MAKE-UP BUT STILL UNHAPPY WITH RESULTS?

Then you're ready for Noxzema's COMPLETE COMPLEXION CLEAN-UP!

For a radiance that shines right through make-up.

For a radiance you can see right through make-up.

For that deep-down radiance... with or without make-up.

Gives your skin a chance to radiate.

Cares for your skin... as much as you do yourself.

Takes to your face like flowers to the rain.

Pampers your skin problems away.

Gives your skin the freshness of morning dew... all the day through.

Gives your skin that morning-dew freshness... all day long.

Acts like 2 hours extra sleep... your skin wakes up to
its cleanest, clearest beauty.

Acts like 2 hours extra sleep... awakens your skin to its true beauty.

Awakens the true beauty of your skin like 2 hours extra sleep.

Revitalizes your skin... emphasizes its clean, clear beauty.

Makes your skin the most beautiful clean there is.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

The most beautiful things happen when you use Noxzema.

Gives you a wake-up-and-glow complexion.

Purifies your skin toward perfection

Refreshes your skin like morning mist

ONLY NOXZEMA GIVES YOUR SKIN THE RADIANT LOOK OF HEALTH --

Noxzema fresh, Noxzema fair -- Noxzema lovely!

✓ IT'S WHAT'S UNDER YOUR MAKE-UP THAT COUNTS!

GIVE YOUR SKIN A COMPLEXION CLEAN-UP WITH NOXZEMA

Noxzema fresh -- Noxzema pure -- Noxzema clean!

NOXZEMA RADIANCE

HOW TO MAKE YOUR SKIN LOOK HEALTHIER, FRESHER, LOVELIER, IN 48 HOURS!

GIVE YOURSELF A COMPLETE COMPLEXION CLEAN-UP...

for NOXZEMA RADIANCE!

Only Noxzema can give your skin such 24-hour radiance -- from sun-rise
freshness to sunset loveliness!

Sun-rise fresh -- sunset lovely...

Only Noxzema gives your skin such radiance, 24 hours a day!

No soap, no greasy cream, no make-up can do it!

NOW! GET THAT TINGLING-CLEAN

NOXZEMA GLOW!

It's all new...it's all you because only Noxzema gives you a complete
complexion
clean-up!

...And it's all you! Your skin
glows - even without make-up!

No soap, no greasy cream, no make-up can do it!

ROSE-RADIANT

THAT'S YOU...NATURALLY, WITH NOXZEMA!

For more information, contact the Archives Center at archivescenter@si.edu or 202-633-3270

complexion

...And it's all you! Your skin
looks lovely even without make-up!

New medicated beauty care gives you

THAT TINGLING-CLEAN
COMPLEXION GLOW!

the fresh clean feel

Only Noxzema glows your skin from within with this complete
complexion
clean-up!

...And it's all you! Only Noxzema glows your
skin from within! It looks lovely even without
make-up!

For beauty that's
CLEARLY YOURS
get a complete complexion clean-up with Noxzema Skin Cream.

Noxzema Skin Cream gives you a complexion that's
BEAUTIFULLY YOURS

Noxzema Skin Cream gives you
A FRESH LOOK EVERYDAY

The barefaced truth is...
Beauty Begins with Noxzema Skin Cream

Yes, Noxzema Skin Cream gives you a complete complexion clean-up that...

Discover the
"Wake-up Lovely" Look
of a clean healthy skin.

Have you looked at yourself lately...?

...and found a flat "cosmetic complexion" where
once glowed your own healthy clean skin?
Well then, it's time to rediscover beauty that needs
no powder or paints. Time to try Noxzema Skin Cream.

Have you seen your real beauty lately...?

or have you long since lost your "schoolgirl
complexion" behind a dreary mask of greasy cosmetics.
Well here at last is...

No need to gild "Lili"
She looks more beautiful without make-up!
And so can you!

IT'S YOU - ALL YOU - AND HE LOVES IT!

You don't need paint to be
PRETTY AS A PICTURE

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

Look 'yourself' again - or daren't you?

Is make-up tarnishing your beauty?

Has your beauty become stale?

Imagine... your simply beautiful... without make-up!

The look that's you alone!

It's only YOU -- and you're never lonely!

LOVELY LOOKS MAKE-UP CAN'T MATCH!

with this complete complexion clean-up!

LOOK HOW LOVELY! NO MAKE-UP NEEDED

when you use this Complete Complexion Clean-up!

YOU WITHOUT MAKE-UP? YOU'RE A LOVELIER YOU

Every skin needs this Complete Complexion Clean-up!

YOUR FRESHNESS COMES THROUGH! NO MAKE-UP FOR YOU

when you use this Complete Complexion Clean-up!

LOOK LOVELIER ...WITHOUT MAKE-up

with this new Complete Complexion Clean-up!

LOOK LOVELIER - EVEN WITH NO MAKE-UP

when you use this Complete Complexion Clean-up!

WHO NEEDS MAKE-UP? NOT LOVELY YOU!

You use this Complete Complexion Clean-up

NOW! YOU NEED NO MAKE-UP TO BE BEAUTIFUL!

See what this Complete Complexion Clean-up
does for every skin

WHY HIDE YOUR BEAUTY WITH MAKE-UP?

This Complete Complexion Clean-up
gives you skin that needs no make-up.

✓ THE FRESH, CLEAN AMERICAN LOOK NO MAKE-UP CAN GIVE YOU...

Only this Complete Complexion Clean-up
gives you fresher skin

SKIN SO FRESH IT NEEDS NO MAKE-UP

COSMETICS...FOR LOVELY EYES AND LIPS...

CLEANLINESS... FOR LOVELY SKIN

Smart girls use this Complete Complexion Clean-up

MAKE UP IS FOR EYES AND LIPS...

CLEANLINESS FOR LOVELY SKIN

(But lovely skin needs cleanliness, freshness)

TODAY'S LOOK IS THE FRESH LOOK
you get with this Complete Complexion Clean-up!

THE NEW LOOK IS THE FRESH LOOK

THE SMART LOOK IS THE AMERICAN BEAUTY LOOK
that you get with this Complete Complexion Clean-up

THIS IS THE LOOK! CLEARLY AMERICAN
yours...with this Complete Complexion Clean-up

THIS IS THE LOOK! CLEARLY AMERICAN

✓ SO EASY TO HAVE THIS CLEAN FRESH LOOK
when you use the Complete Complexion Clean-up each day!

FRESHEN UP YOUR BEAUTY
WITH THAT CLEAN AMERICAN LOOK - all you need is this Complete Complexion Clean-up

SKIN SO FRESH...SO CLEAN... IT CAPTIVATES

WHAT MAKES A COMPLEXION CAPTIVATING?
This new Complete Complexion Clean-up!
It's three ways better for your skin!

Q. WHAT MAKES A COMPLEXION CAPTIVATING?
A. FRESH, SWEET CLEANLINESS

THE CLEANEST SKIN IS THE LOVELIEST SKIN
and it's yours, with this Complete Complexion Clean-up

THE BEAUTY LOOK IS THE FRESH CLEAN LOOK

THE NATURAL LOOK FOR AN ACTIVE LIFE
Get it with this Complete Complexion Clean-up

LOOK LIVELY...LOOK LOVELY
With this Complete Complexion Cleanup

THE LOVELIER YOU NEED TO BE ...
THE MORE YOU NEED THIS
COMPLETE COMPLEXION CLEAN-UP

A GIRL ON THE GO...WITH SKIN JUST SO
thanks to this Complete Complexion Clean-up

New Complexion Clean-up
FRESHENS YOUR SKIN AS IT KEEPS IT LOVELY

HAVE A HEAVENLY COMPLEXION
WITH THIS DOWN-TO-EARTH CARE

YOU'RE ONLY SURE SKIN'S LOVELY WHEN YOU'RE SURE IT'S CLEAN

NOW! SKIN SO CLEAN
HE WANTS TO TOUCH IT...

THE CLEANEST SKIN IS THE LOVELIEST SKIN

YOUR CLEANEST SKIN IS YOUR LOVELIEST SKIN
Prove it with this New Complexion Clean-up

LOVABLE, TOUCHABLE, NATURAL YOU
with this Complete Complexion Clean-up

MAKE-UP CAN'T MATCH A DEWY-FRESH COMPLEXION!

MAKE-UP CAN'T GIVE YOU THIS DEWY FRESH COMPLEXION!

BEAUTY ONLY YOU CAN HAVE!
This Complete Complexion Clean-up
lets your own skin shine through

BEAUTY THAT'S YOUR VERY OWN!
You need no make-up with this
Complete Complexion Clean-up

A LOVELY YOU THAT'S REALLY YOU!
Your skin without make-up...fresh, clean!

New Complete Complexion Clean-up is
BEAUTY BOOSTER FOR TIRED SKIN

NEW BEAUTY BOOSTER GIVES YOU
FRESHER, YOUNGER-LOOKING SKIN...

It's the Complete Complexion Clean-up...3 ways better etc.

YOUR LOVELY FACE SHINES THROUGH
with this Complete Complexion Clean-up!

ALL DAY ... EVERY DAY ... NEW LOVELINESS!
with this Complete Complexion Clean-up!

LOVELY IN THE MORNING -- LOVELIER AT NIGHT
with this Complete Complexion Clean-up!

LOOK FRESH IN THE MORNING... EVEN FRESHER AT NIGHT
New Complete Complexion Clean-up
3 ways better for your skin

HE'S LOOKING AT YOU -- THE LOVELIEST YOU
when you use this Complete Complexion Clean-up

SKIN THAT LOOKS LOVELY EVEN IN THE NOONDAY SUN
this Complete Complexion Clean-up does it!

YOUR SKIN LOOKS LOVELY EVEN IN GLARING SUN
when you use this Complete Complexion Clean-up

SKIN GOES NATIVE...SKIN GOES LOVELY
with this Complete Complexion Clean-up.

GO NATURAL -- GO LOVELY
with this Complete Complexion Clean-up.

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YOU shine through ...

with this Complete Complexion Clean-up

SUNLIGHT... OR CANDLELIGHT... NEVER TROUBLE YOU!

This Complete Complexion Clean-up
does such wonders for your skin

✓ THE LOVELIEST SKINS

Get Noxzema-cleansed every day

Creams may come...

and dreams may go...

but Noxzema Skin Cream's still first

in giving your skin the

natural look of loveliness.

Cleanses deepest...

tones up highest...

leaves your skin clean-feeling, fresh-looking,

naturally lovely.

As soaps and creams go...

NOXZEMA, YOUR "SOAP-CREAM CLEANSER"

IS STILL THE YOUNGEST WAY TO NATURAL SKIN BEAUTY

"I used to have problem skin...but when you get the "Noxzema-habit"...
YOU GET USED TO SKIN THAT STAYS FRESH 'N' LOVELY, NATURALLY."

The refreshing way Noxzema cleanses, your skin stays fresh, free of
imperfections, just naturally lovely...

Skin kept naturally healthy...keeps naturally beautiful.

Keep it healthy, keep it beautiful.

Keep it really cleansed with Noxzema.

YOUR SKIN GETS THAT "NATURAL LOOK" DAY BY DAY
...when you cleanse it regularly with Noxzema.

No make-up?...You have nothing to hide...

not with your fresh, clear Noxzema complexion!

SKIN SO LOVELY YOU CAN GO WITHOUT MAKE-UP...

when you go the Noxzema way of skin cleansing.

Skin so lovely you don't need make-up...
all you need is regular Noxzema cleansing!

NO NEED TO MAKE-UP FOR IMPERFECTIONS!

Your skin stays naturally perfect
when Noxzema is your cleansing cream.

From: Tom Nathan

March 7, 1961 msg

ALL OTHER THINGS BEING EQUAL, I WOULD
PREFER THE SKIN PREPARATION THAT:

1. Refreshes as it Beautifies - Picture of woman in sunny setting with flowers -
- ✓ 2. Gives your skin that Fresh Scrubbed look - Gal just emerging from swimming pool.
3. Lets your skin breathe again - Gal out in open meadow.
4. Keeps your complexion clean and fresh as a baby's - Mother and child cheek to cheek.
5. Wakes up the true beauty of your skin - Gal riding in convertible with top down.
6. Gives your complexion a "second childhood" - Gal with young children.
7. Makes your skin look good enough to eat - Could do all sorts of fun things with this one - Fancy bowls of fresh fruit, Indians dancing wildly around in war paint a hungry looking date.
8. Brings out the true smooth, supple feeling of your skin. Girl exclaiming! Eyebrows raised making like oooh!
9. Turns back the clock to a youthful complexion - Use a series of interesting and unique clocks in background.
10. Lets the true "you" glow-through - extra close shot.
11. Makes your skin feel fresher than you ever dreamed - Soft-toned "dream-like" shots of girl being wind-blown - splashing in water, etc.
12. Nourishes your skin, brings back your youthful blush - Candlelight shot.
13. Gives your skin alive looking freshness - Outdoor background trees, growing things.
14. Releases the deep-down beauty of your skin - Gal with bubbles rising all around her.
15. Lets your skin relax and enjoy life - Holding hands with date.
16. Gives you cool confidence in your complexion - any picture showing activity - (dancing, riding ferris wheel, going to work)
17. Refreshment your skin has thirsted for. Waterfall in background, mountain stream, ("Salem type" shots - coolness)
18. Revives the fresh, natural bloom of your skin - Open air shots - a light balmy breeze.
19. Brings out ALL your skin-deep beauty - Very glamorous, dressy shot.

Capture your skin's "First-bloom beauty"...

Keep it naturally fresh-'n'-lovely...

nature-cleanse it with Noxzema!

THE YOUNG FEEL OF CLEAR, FRESH SKIN -

YOU COME BY IT NATURALLY with NOXZEMA cleansing!

THE CHARM OF THE YOUNG "SCRUBBED LOOK"

IS NATURALLY YOURS WITH NOXZEMA!

Keep your skin as it was meant to be -- just naturally fresh 'n' lovely...

Keep cleansing it with Noxzema - the cool, smooth cleanser!

April 3, 1961 msg

Noxzema Skin Cream

Visual Theme: Each ad would show two big pics of same girl -- one in black and white, the other in color. Possibly the words "Plain Jane" could be in letters made of gingham checks -- the words "just plain beautiful" could be made of flowers or some other beauty symbol.

1. Noxzema's complete complexion clean-up

MAKES EVEN "PLAIN-JANE" SKIN

JUST PLAIN BEAUTIFUL!

Cleans like soap -- softens like cream -- helps clear blemishes

2.

~~New medicated beauty care makes even~~

~~"PLAIN-JANE" SKIN PLAIN BEAUTIFUL~~

Noxzema's complete complexion clean-up
cleans up dirt...cleans up dry skin...cleans up blemishes

~~Noxzema makes even a~~

Now even a "plain" skin
look just plain beaut.

April 3, 1961 mgg

Noxzema Skin Cream

Visual theme: Each ad would show pic of girl at window in the morning, dressed in beautiful robe or negligee. Sun streaming into window -- window and curtains unusual in some way -- lattices, casements, jalousies or whatever. Pic would always have the atmosphere of clean, early morning -- a fresh start to the day.

1. NOW -- A FRESH START TO BEAUTY EVERY DAY
...with Noxzema's complete complexion clean-up.

2. Give your natural beauty
A FRESH START EVERY DAY
with Noxzema complete complexion clean-up.

3. New medicated beauty care wakes up your skin...
GIVES COMPLEXION BEAUTY
A FRESH START EVERY DAY!

April 3, 1961 msg

Noxzema Skin Cream

Noxzema's Complete Complexion Clean-up
HELPS NEW COMPLEXION BEAUTY COME TO STAY!

When you get a complete complexion clean-up with Noxzema
NEW COMPLEXION BEAUTY COMES TO STAY!

Use C.C.C. every day
Helps new complexion come to stay!
Get a C.C.C. every day
See how! New Co. Beauty comes to stay!

April 3, 1961 mag

Maxxema Skin Cream

Visual theme: Each ad would show close-up of girl's face surrounded with greenery -- a sort of Salem campaign done in close-ups rather than long-shots.

1. Leave it to Maxxema to give you

A SPRING-FRESH COMPLEXION

ALL YEAR ROUND!

...Spring clean...spring soft...spring clear

2. SEE A SPRING-FRESH COMPLEXION

COME TO STAY

with Maxxema's complete complexion clean-up

Flower-fresh

April 3, 1961 mmg

Noxzema Skin Cream

Visual theme I: Always a close-up face of girl in close-up proximity to a kind of fruit --- either in the natural state, or attractively presented in a dish as if to be eaten.

Visual theme II: Close-up of girl's face in close proximity to flowers, also in large close-up - apple blossoms, camellias, etc.

1. Fresh...moist...flawless...

THIS IS HOW DELICIOUSLY BEAUTIFUL

YOUR COMPLEXION CAN BE...

with a complete complexion clean-up
by Noxzema every day!

2. THIS IS HOW DELICIOUSLY BEAUTIFUL
YOUR COMPLEXION CAN BE...

with Noxzema's special medicated beauty care
-- a complete complexion clean-up every day

3. Nature's own... tended nature's way...

THE MOST DELICIOUSLY BEAUTIFUL
COMPLEXION OF ALL!

Yours with Noxzema's complete complexion clean-up!

4. SEE YOUR COMPLEXION LOOK

THIS DELICIOUSLY BEAUTIFUL

with Noxzema's special medicated beauty care
-- a complete complexion clean-up every day!

5. Straight from nature...

THE MOST DELICIOUSLY BEAUTIFUL

April 3, 1961 mag

Noxzema Skin Cream

Visual theme: Main picture would always be end-result
beauty shot of girl's face in extreme
close-up -- man's hand against it. 2
smaller pictures would be "use-pics" of
girl feeling her own skin)

1. Noxzema gives you the leveliest complexion of all...
the complexion that passes

THE TOUCH TEST OF BEAUTY!

Feels so clean...feels so soft...feels so clear

2. You don't just see it... you can feel it!

NOXZEMA GIVES YOU A COMPLEXION SO BEAUTIFUL

IT PASSES THE "TOUCH TEST" OF BEAUTY!

Feel how clean...feel how soft...feel how clear

3. Now -- yours from Noxzema

A complexion so freshly, smoothly beautiful

it passes the touch-test of beauty!

Feels soap-clean...feels cream-soft... feels blemish-free

4. Feel your complexion turning beautiful

...BEAUTIFUL ENOUGH TO PASS THE "TOUCH TEST!"

Feels so clean...feels so soft...feels so clear

5. Give your skin a complete complexion clean-up
with Noxzema -- and pass

THE "TOUCH-TEST" OF BEAUTY!

6.

CAN YOUR COMPLEXION PASS

THE "TOUCH TEST" OF BEAUTY?

Give your skin a complete complexion clean-up
with Noxzema -- and feel it turning beautiful!
Beautifully clean...beautifully soft...beautifully clear!

April 3, 1961 mmg

Noxzema Skin Cream

Visual theme: Each ad would always show extremely animated close-up face of girl, against background of activity that indicates fun and pleasure -- of the sort that presumably always accuser to beautiful girls -- boating, dancing, tennis, etc. Always an outdoor scene, but always in posh or luxurious settings.

1. Give yourself a complete complexion clean-up with Noxzema
-- and LIVE LIKE A BEAUTY!

New medicated beauty care
cleans up dirt...cleans up dry skin
...cleans up blemishes
makes your skin look lovely
even without make-up!

2. Turn your complexion care over to Noxzema
...and LIVE LIKE A BEAUTY!

New medicated beauty care
cleans up dirt...cleans up dry skin
...cleans up blemishes
makes your skin look lovely
even without make-up!

Horzema Skin Cream
Exploratory No.3

Subhead: ...as clean, as soft, as clear as
only Norzema can make it. Because
Norzema is 3 ways better for your skin.

3 use pictures: 1. Cleans like soap (copy) 2. Softens like cream (copy) 3. Helps clear blemishes (copy)

Alternate Headline: YOURS IN DAYS -- A FLOWER-FREE COMPLEXION

April 12, 1961 mmg

Noxzema Skin Cream
Exploratory No.4

Headline:

Imagine you with a complexion

FRESH AS ALL OUTDOORS!

Subhead:

Noxzema's complete complexion clean-up
makes it so easy! Cleans up dirt, cleans
up dry skin, cleans up blemishes. It's
3 ways better for your skin.

Copy:

(general copy block)

3 use pictures:

1. Cleans up dirt

(copy)

2. Cleans up dry skin

(copy)

3. Cleans up blemishes

(copy)

Jar and logo:

Medicated

Greaseless

the young way to clean your skin!

the young way to clean your skin beautifully -
the way Cover Girls do!

Clean away every trace of yesterday's dirt!

the young new way to clean your skin
to a Cover Girl Complexion!

I now you can cleanse your way to a C.G. Complexion!

Beneath that Cover Girl Complexion
there's a clean fresh face!

Her Cover Girl Complexion starts with
a clean, fresh face!

Gives you the clean fresh face of a
Cover Girl Complexion!

May 12, 1961 mag

Noxzema's "complete complexion care"

MAKES YOUR SKIN LOOK LOVELY

-- EVEN WITHOUT MAKE-UP!

Subhead: Cleans up dirt, cleans up dry skin,
cleans up surface blemishes! It's
medicated - does far more for your
skin than any single-purpose beauty cream.

Copy: (general copy block)

3 small specific copy paragraphs on

1. Cleans up dirt
2. Cleans up dry skin
3. Cleans up blemishes

Jar and Logo: THE BEAUTY OF NOXZEMA IS - IT'S BETTER FOR YOUR SKIN!

Noxzema's "complete complexion care"

CREAMS, CLEANS, CLEARS YOUR SKIN

TO FRESH NEW BEAUTY!

Subhead: Its 3 ways better for your skin!

ALTERNATE HEADLINES:

Noxzema's "complete complexion care"

CREAMS, CLEANS, CLEARS YOUR SKIN THE PRETTIEST

Noxzema's "complete Complexion care"

CREAMS, CLEANS, CLEARS YOUR SKIN TO NEW BEAUTY IN DAYS!

May 12, 1961 mgg

SEE IT IN YOUR MIRROR IN TWO WEEKS ...

A SKIN AS FRESH, AS CLEAN, AS CLEAR, AS ONLY NOXZEMA CAN MAKE IT!

Subhead: It's yours -- with the complete complexion care only Noxzema can give you. Cleans up dirt, cleans up dry skin, cleans up blemishes as no single purpose beauty cream can!

Copy: (general copy block)

3 small specific copy paragraphs on

1. Cleans up dirt
2. Cleans up dry skin
3. Cleans up blemishes

Jar and Logo: THE BEAUTY OF NOXZEMA IS - IT'S BETTER FOR YOUR SKIN!

May 12, 1961 mgg

SEE IT IN YOUR MIRROR IN TWO WEEKS ...

A SKIN AS FRESH, AS CLEAN, AS CLEAR, AS ONLY NOXZEMA CAN MAKE IT!

Subhead:

It's yours -- with the complete complexion care only Noxzema can give you. Cleans up dirt, cleans up dry skin, cleans up blemishes as no single purpose beauty cream can!

Copy:

(general copy block)

3 small specific copy paragraphs on

1. Cleans up dirt
2. Cleans up dry skin
3. Cleans up blemishes

Jar and Logo: THE BEAUTY OF NOXZEMA IS - IT'S BETTER FOR YOUR SKIN!

May 25, 1961 mgg

NOKERNA SKIN CREAM

1. This new beauty cream ...

MAKES YOUR SKIN LOOK LOVELY -- EVEN WITHOUT MAKE-UP!

Gives you "Complete Complexion Care"

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

2. With this new beauty cream ...

YOU'LL SEE A LOVELIER COMPLEXION IN YOUR MIRROR IN TWO WEEKS!

A skin as fresh, as clean, as clear, as only this cream can make it!

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

3. This new beauty cream ...

CREANS, CREANS, CREANS YOUR SKIN
TO FRESH NEW BEAUTY!

Gives you a "Complete Complexion Clean-up"

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

4. This new beauty cream gives you a

COMPLETE COMPLEXION CLEAN-UP

It's 5 ways better for your skin!

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

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5. This new beauty cream gives you a

COMPLETE COMPLEXION CLEAN-UP

Makes your skin look lovely - even without make-up!

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

6. This new beauty cream gives you a

FRESH-AIR COMPLEXION

Makes your skin look lovely - even without make-up!

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

7. This new beauty cream gives you a

FRESH-AIR COMPLEXION

You get a complete complexion clean-up!

Cleans up dirt, cleans up dry skin,
cleans up surface blemishes --
does far more for your skin than any
single-purpose beauty cream.

FOOTNOTE:

This new beauty cream...

IS USED BY THE WORLD'S MOST EXCITING WOMAN!

Keeps skin fresh and lovely, in spite of busy-day tension.

It melts away tired lines -- beautifies
as it deep cleanses! Leaves your skin
so clean, keeps it so soft and smooth
all day long.

July 27, 1961 jf/cc

1. OPEN ON 15 ATTRACTIVE TEENAGE MODEL ATTRACTIVELY DRESSED. SHE IS IN THE CENTER OF AN INTERESTING SET IN A PHOTOGRAPHER'S STUDIO. BEGIN SLOW PUSH-IN.

2. GO IN CLOSE AS SHE SMILES. SUPER: "JANE SMITH, LARCHMONT, N.Y."

3. RIPPLE DISS TO HOSPITAL TESTING ROOM.

4. CUT TO NOXZEMA LOTION BOTTLE ON HOSPITAL TESTING ROOM SHELF. MAN'S HAND COMES INTO FRAME, PICKS UP BOTTLE AND BRINGS IT UP TO CAMERA.

5. SUPER UP FROM LABEL: "MEDICATED, ANTISEPTIC." THEY RETURN TO LABEL.

6. WIPE ON TITLE TO THE RIGHT OF BOTTLE: "BLEMISHES GO AWAY -- STAY AWAY!"

7. PULL BACK TO REVEAL JANE NOW ON HOSPITAL EXAMINING TABLE.

8. MOVE IN AS TECHNICIAN EXAMINES HER FACE.

9. CUT TO CU OF CLIP BOARD PAGE ON TITLE: "5 OUT OF 10 CASES CLEARED"

10. HAND TURNS PAGE OF CLINICAL REPORT.

11. CUT TO CLOSE-UP OF REPORT. HAND CIRCLES PHRASE: "CLEARED UP BLEMISHES DID NOT RETURN"

12. DISS TO MCU OF JANE SMITH. SHE APPLIES NOXZEMA LOTION WITH FACECLOTH.

13. WIPE ON TITLE: "MEDICATES AS IT PENETRATES"

ANNOR: (V.O.): Just five weeks ago, this beautiful teenage model had a blemish problem that threatened to ruin her career.

She's Jane Smith of Larchmont, N.Y. and look at her lovely complexion now!

What's her secret?

A leading skin specialist told her about new Noxzema Skin Lotion --

the medicated, antiseptic lotion that

helps make blemishes go away -- stay away!

Three leading skin specialists tested Noxzema Lotion on Jane

and hundreds of other teenagers.

they found 5 out of 10 cases of surface blemishes cleared up

or remarkably improved.

What's more, cleared up blemishes did not return with regular Noxzema lotion care.

Here's what doctors told Jane and other teenagers to do. Morning and night - wash with Noxzema Lotion instead of soap. Its gentle antiseptic vanishes in -

medicates as it penetrates

14. WIFE ON TITLE: "KILLS BACTERIA"

to kill bacteria by the millions.

15. DISS TO ECO OF JANE SMITH.

Keeps on protecting all day with no tell-tale peeling or flaking.

16. RIPPLE DISS BACK TO SCENE AS IN FIRST FRAMES. WE SEE PHOTOGRAPHER TAKING JANE'S PICTURE.

So, if you want those blemishes to go away -- stay away.

17. GO IN AS SHE SMILES AND MAT IN BOTTLE ALONGSIDE HER LOVELY FACE.

start using Nexxema skin lotion regularly.

July 28, 1961 jf/cs

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

ONE MINUTE
TV COMMERCIAL

1. OPEN ON 3 GIRLS DRESSED AS CHEERLEADERS PRACTICING AT STADIUM. THEY JUMP IN PG WE SEE BOB DIXON WEARING NECK MIKE.
2. DOLLY PAST DIXON TO MCU 3 GIRLS.
3. CAMERA MOVES IN CLOSER AND EXAMINES EACH GIRL IN TURN.
4. PULL BACK TO SHOW ALL 3.
5. GIRL TO THE RIGHT STEPS FORWARD.
6. FEATURE HER FACE AS SHE WALES TOWARD DIXON SMILING. SUPER HER NAME.
7. CAMER CENTERS ON DIXON AS HE HOLDS UP NOXZEMA BOTTLE ON CUE.
8. CUT ON ACTION TO CU BOTTLE IN HIS HAND.
9. WIPE ON TITLE TO THE RIGHT OF BOTTLE: "BLEMISHES GO AWAY -- STAY AWAY."
10. RIFFLE DISS TO LABORATORY EXAMINING ROOM. WE SEE SALLY BEING EXAMINED WITH MIRROR LIGHT ON HER FACE.
11. CUT TO CU OF CLIPBOARD FADE ON TITLE: "8 OUT OF 10 CASES CLEARED"
12. HAND TURNS PAGE OF CLINICAL REPORT.
13. CUT TO CLOSE-UP OF REPORT. HAND CIRCLES PHRASE: "CLEARED UP BLEMISHES DID NOT RETURN"
14. DISS TO MCU OF SALLY. SHE APPLIES NOXZEMA LOTION WITH FACECLOTH.

Pull up

DIXON (V.O.): Just 5 weeks ago ...

one of these girls had a serious blemish problem.

Can you tell which one?

It's this one!

(DIRECT): She's 16-year old Sally Jones of Nye, New York and look at her lovely complexion now!

What's her secret? A leading skin specialist told her about new Noxzema Skin Lotion --

the medicated, antiseptic lotion that

helps make blemishes go away -- stay away!

(V.O.): Three leading skin specialists tested Noxzema Lotion on Sally and hundreds of other teenagers.

They found 8 out of 10 cases of surface blemishes cleared up

or remarkably improved.

What's more, cleared up blemishes did not return with regular Noxzema lotion care.

Here's what the doctor told Sally to do. Morning and night - wash with Noxzema Lotion instead of soap. Its gentle antiseptic vanishes in -

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15. WIPE ON TITLE: "MEDICATES AS IT
PENETRATES"

medicates as it penetrates

16. LOSE SUPER. POP ON: "KILLS BACTERIA".

to kill bacteria by the millions!

17. DISSOLVE TO SALLY'S FACE WHICH
HAS BEEN RINSED WITH WATER. SHE PAT DRIES,
TOUCHES HER CHEEK WITH THE BACK OF HER
HAND AND SMILES.

Keeps on protecting all day, with no
telltale peeling or flaking.

18. DISSOLVE TO SALLY BACK ON FIELD
WITH DIXON AS IN OPENING. SUPER:
"BLEMISHES GO AWAY -- STAY AWAY!"

So if you want those blemishes to go
away -- stay away ...

19. GO IN ON HER LOVELY SMILING FACE,
NOX BOTTLE ALONGSIDE.

(V.O.): start using Noxzema skin
lotion regularly!

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

September 12, 1961 jf/cs
ONE MINUTE TV COMMERCIAL
AIRLINE STEWARDESS

1. CU STEWARDESS' HANDS AS SHE
HEATS BABY BOTTLE IN FLAME GALLEY.
2. PULL BACK TO MCU STEWARDESS.
SUPER: "STEWARDESS LOUISE WILSON".
3. STEWARDESS TAKES BOTTLE FROM
STEAMING WATER, TIGHTENS CAP.
4. WIPE TO MCU STEWARDESS AS SHE
SHAKES BABY RATTLE FOR BABY. BABY
IS TAKING BOTTLE ON MOTHER'S LAP.
5. CUT TO ECU HANDS AS STEWARDESS
PUTS RATTLE IN BABY'S HAND.
6. RIFFLE DISSOLVE TO BOTTLE OF
NOXZEMA LOTION IN LIMBO.
7. LABELS "MEDICATED" AND
"ANTISEPTIC" MOVE OFF BOTTLE
TO FOREGROUND.
8. LABELS MOVE BACK ONTO BOTTLE.
BOTTLE MOVES LEFT SCREEN AS SUPER
POPS ON: "HEALS REDNESS DOWN WHERE
REDNESS BEGINS".
9. DISS TO CU OF WOMAN'S HANDS
WASHING DISHES. HAND LIFTS DISH
OUT OF WATER AND SCENE FREEZES.
10. ANIMATE CIRCLE OF MAGNIFIED
SKIN ON HAND.
11. CIRCLE MOVES TO FULL-SCREEN.
WE SEE CROSS-SECTION OF SKIN WITH
CRACK. BLACK DOTS COME ON AS BAC-
TERIA AND FALL INTO CRACK. SUPER:
"MAGNIFIED 1000 TIMES".
12. INFLAMMATION LINES APPEAR.
LOSE SUPER.
13. NOXZEMA LOTION FLOWS OVER
SURFACE FROM LEFT TO RIGHT.
14. SUPER: "ANTISEPTIC"

ANNCR: (V.O.) These lovely hands belong to ...

Air France Stewardess Mimi Leger.

They're busy hands ...

yet they're beautiful hands ...

always soft and smooth.

What's her secret? It's new Noxzema Skin Lotion
...

medicated and antiseptic ...

to help heal redness down where redness really
begins! Here's why ...

When work or weather ...

roughen your hands ...

tiny cracks form. Bacteria enter these cracks

can cause inflammation and redness.

Unlike ordinary cosmetic lotion, Noxzema lotion

is antiseptic ...

15. LOTION AND SUPER GO INTO CRACK.
SUPER: "MEDICATES AS IT PENETRATES".

medicates as it penetrates ...

16. LOTION OBLITERATES BACTERIA
DOTS. LOSE INFLAMMATION LINES AND
SUPER: "KILLS BACTERIA"

to kill bacteria by the millions ...

17. SUPER: "HEALS REDNESS" AS
CRACK HEALS.

heals ugly redness ...

18. ADD SUPER: "DOWN WHERE
REDNESS BEGINS".

down where redness really begins.

19. RIPPLE DISS TO MCM STEWARDESS
AS SHE HANDS PASSENGERS COATS, HATS
AND PACKAGES AND BIDS THEM GOODBYE.

So ... for hands that always look as lovely
as you do ...

20. MOVE IN TO FEATURE HER LOVELY
HANDS.

soft and white ... no matter how busy they are

21. MAT IN NOXZEMA SKIN LOTION
BOTTLE ALONGSIDE SCENE.

get new Noxzema Skin Lotion today. It's
medicated!

September 13, 1961 jf/cs

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

ONE MINUTE TV COMMERCIAL

1. OPEN ON ECU OF LOVELY WOMAN'S HAND. ON WHITE DAMASK TABLE CLOTH.
ANNCR: (V.O.) This is the hand of a lovely model ...
2. ANOTHER LOVELY WOMAN'S HAND COMES INTO FRAME ALONGSIDE FIRST.
... and this is the hand of a hard-working housewife. Can you tell the difference?
3. FULL BACK SLOWLY TO REVEAL A LOVELY WOMAN SITTING AT A TERRACE TABLE AT A COUNTRY RESTAURANT. WE ALSO SEE HER 3 CHILDREN AT THE TABLE.
They're both the beautiful hands of Mary Smith -- model, housewife and mother of three!
4. SHE OPENS CIGARETTE CASE AND TAKES CIGARETTE.
How does she keep her hands looking so soft and lovely in spite of all the work she does?
5. GO IN CLOSER TO FEATURE HER HANDS.
How does she keep redness away?
6. DISS THROUGH TO NOXZEMA LOTION BOTTLE IN LIMBO.
She uses new Noxzema Skin Lotion
7. POP UP "MEDICATED" "ANTISEPTIC" FROM LABEL ON BOTTLE.
the medicated, antiseptic lotion that
8. PAN LEFT. SUPER RIGHT ALONGSIDE BOTTLE: "HEALS REDNESS DOWN WHERE REDNESS BEGINS!"
helps heal redness down where redness really begins.
9. DISS TO CU OF WOMAN'S HANDS WASHING DISHES. HAND LIFTS DISH OUT OF WATER AND SCENE FREEZES.
When work or weather ...
10. ANIMATE CIRCLE OF MAGNIFIED SKIN ON HAND.
roughen your hands ...
11. CIRCLE MOVES TO FULL-SCREEN. WE SEE CROSS-SECTION OF SKIN WITH CRACK. BLACK DOTS COME ON AS BACTERIA AND FALL INTO CRACK. SUPER: "MAGNIFIED 1000 TIMES".
tiny cracks form. Bacteria enter these cracks ..
12. INFLAMMATION LINES APPEAR. LOSE SUPER.
can cause inflammation and redness
13. NOXZEMA LOTION FLOWS OVER SURFACE FROM LEFT TO RIGHT.
Unlike ordinary cosmetic lotion, Noxzema lotion ...

-- Page Two --

- | | |
|---|--|
| 14. SUPER: "ANTISEPTIC" | is antiseptic ... |
| 15. LOTION AND SUPER GO INTO
CRACK. SUPER: "MEDICATES AS
IT PENETRATES". | medicates as it penetrates ... |
| 16. LOTION OBLITERATES BACTERIA
DOTS. LOSE INFLAMMATION LINES AND
SUPER: "KILLS BACTERIA" | to kill bacteria by the millions ... |
| 17. SUPER: "HEALS REDNESS" AS
CRACK HEALS. | heals ugly redness ... |
| 18. ADD SUPER: "DOWN WHERE
REDNESS BEGINS". | down where redness really begins. |
| 19. BACK TO LOVELY WOMAN AT
TABLE. MAN'S HAND COMES INTO
FRAME TO LIGHT HER CIGARETTE. | So for hands that are lovely to look at ... |
| 20. SHE TOUCHES MAN'S HAND AS
SHE RECEIVES LIGHT. | lovely to touch ... |
| 21. MAT IN BOTTLE ALONGSIDE SCENE. | get new Noxzema Skin Lotion today. It's
<u>medicated!</u> |

September 14, 1961 gp/cs

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

ONE MINUTE TV COMMERCIAL
AIRLINE STEWARDESS

1. CU STEWARDESS'S HANDS AS SHE HEATS
BABY BOTTLE IN PLANE GALLEY. ANNCR: (V.O.) These lovely hands belong to ...
2. PULL BACK TO MCU STEWARDESS. SUPER:
"AIR FRANCE STEWARDESS, NINI LEGER. Air France Stewardess Nini Leger.
3. STEWARDESS TAKES BOTTLE FROM STEAM-
ING WATER, TIGHTENS CAP. They're buny hands ...
4. WIFE TO MCU STEWARDESS AS SHE SHAKES
BABY RATTLE FOR BABY. BABY IS TAKING yet they're beautiful hands ...
BOTTLE ON MOTHER'S LAP.
5. CUT TO ECU HANDS AS STEWARDESS
PLACES HER FINGER IN BABY'S FIST. always so soft and smooth. Her secret?
6. RIFPLE DISSOLVE TO BOTTLE OF
NOXZEMA LOTION IN PLANE GALLEY. One she discovered in America. It's new Noxzema
Skin Lotion --
7. LABELS "MEDICATED" AND "ANTISEPTIC"
MOVE OFF BOTTLE TO FOREGROUND. medicated and antiseptic --
8. LABELS MOVE BACK ONTO BOTTLE.
BOTTLE MOVES LEFT SCREEN AS SUPER to help heal redness down where redness really
POPS ON: "HEALS REDNESS DOWN WHERE begins! Here's why ...
REDNESS BEGINS".
9. DISS TO CU OF WOMAN'S HANDS
WASHING DISHES. HAND LIFTS DISH OUT When work or weather ...
OF WATER AND SCENE FREEZES.
10. ANIMATE CIRCLE OF MAGNIFIED SKIN
ON HAND. roughen your hands ...
11. CIRCLE MOVES TO FULL-SCREEN. WE
SEE CROSS-SECTION OF SKIN WITH CRACK. tiny cracks form. Bacteria enter these cracks ...
BLACK DOTS COME ON AS BACTERIA AND FALL
INTO CRACK. SUPER: "MAGNIFIED 1000
TIMES".
12. INFLAMMATION LINES APPEAR. LOSE
SUPER. can cause inflammation and redness.
13. NOXZEMA LOTION FLOWS OVER SURFACE
FROM LEFT TO RIGHT. Unlike ordinary cosmetic lotion, Noxzema lotion .
14. SUPER: "ANTISEPTIC" is antiseptic ...

-- Page Two --

15. LOTION AND SUPER GO INTO CRACK.
SUPER: "MEDICATES AS IT PENETRATES".

medicates as it penetrates ...

16. LOTION OBLITERATES BACTERIA DOTS.
LOSE INFLAMMATION LINES AND SUPER:
"KILLS BACTERIA"

to kill bacteria by the millions ...

17. SUPER: "HEALS REDNESS" AS CRACK
HEALS.

heals ugly redness ...

18. ADD SUPER: "DOWN WHERE REDNESS
BEGINNS"

down where redness really begins.

19. RIPPLE DISS BACK TO MCU OF
STEWARDESS WITH SERVING CART SHOWING
SEVERAL FILLED CHAMPAGNE GLASSES ON
IT. SHE IS JUST FINISHING POURING
CHAMPAGNE INTO LAST GLASS.

So, no matter how busy your hands are,

20. DISSOLVE IN TO FEATURE HER LOVELY
HANDS AS SHE PICKS UP AND OFFERS A
GLASS TO OFF SCREEN PASSENGER.

they can be soft, white and beautiful, too, ...

21. HAT IN NOXZEMA SKIN LOTION
BOTTLE ALONGSIDE SCENE.

with new Noxzema Skin Lotion.

22. PUSH IN FAST TO CLOSER SHOT OF
BOTTLE.

Get new Noxzema Skin Lotion today. It's
medicated!

December 19, 1961 fm/cs

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION
ONE MINUTE TV COMMERCIAL

1. OPEN ON MCU SHOT OVER SHOULDER OF YOUNG GIRL LOOKING IN MIRROR, AT VANITY TABLE. SHE IS APPLYING ROUGE. AT SOUND OF ANNCR.'S VOICE, SHE PAUSES AND LOOKS FUZZLED.

2. GIRL RESUMES MAKING UP HER FACE.

3. MATCH DISS TO SAME GIRL, IN NEGLEGE, REMOVING MAKE-UP

4. DISS TO SAME GIRL STANDING ON TERRACE WITH BOY FRIEND. MOVE IN CLOSE TO GIRL, LOOKING RADIANT AND LOVELY.

5. MOVE IN FOR CU GIRL'S FACE AS SHE SMILES, HOLDS MAN'S HAND AGAINST HER FACE.

6. CUT TO SAME YOUNG WOMAN IN FRONT OF BATHROOM MIRROR. SHE OPENS MEDICINE CHEST.

7. PAN TO SHOT OVER GIRL'S SHOULDER, INTO MEDICINE CABINET. GIRL'S HANDS PICKS UP BAR OF SOAP AND PUTS IT BACK.

8. SHE PICKS UP BOTTLE OF ANONYMOUS LIQUID, THEN PUTS IT BACK.

9. SHE PICKS UP BOTTLE OF NOXZEMA LOTION, CLOSES DOOR OF MEDICINE CABINET AND WE SEE HER REFLECTION IN MIRROR, SMILING.

10. PAN TO PROFILE SHOT OF GIRL HOLDING UP BOTTLE. IN SYNC, SUPER: "MEDICATED", "ANTISEPTIC"

11. FAST DIAGONAL WIPE ON SUPER: "CLEARS SKIN OF DIRT THAT "HIDES" FROM OTHER CLEANSERS". GIRL'S HAND REMOVES CAP.

12. CUT TO SEE ACTION OF GIRL AT WASH BASIN POURING LOTION IN HAND.

ANNCR: (V.O.) Ever wonder what genuine, natural beauty is?

Is it something you put on in the morning ...
and take off at night?

(ROMANTIC MUSIC)
No. Natural beauty is much more than that.

It's the clean, pure, fresh look ...

that comes from genuine, natural daily beauty care.

(MUSIC OUT)
Soap alone won't do it ...

neither will ordinary cosmetic lotions.

(HAPPY MUSIC CHORDS)
But new Noxzema Skin Lotion will!

It's medicated and antiseptic ...

to clear your skin of dirt that "hides" from other leading cleansers!

Noxzema Lotion cleanses better because ...

13. DISS TO GIRL AS SHE WASHES FACE WITH LOTION. SHE IS FRAME LEFT. SEE PLENTY OF LOTIONS AS SHE SCRUBS VIGOROUSLY.

It removes embedded dirt and make-up ...

14. FREEZE FRAME ON GIRL. WIPE ON SUPER: "MEDICATES AS IT PENETRATES"

medicates as it penetrates below the skin's surface ...

15. SUPER OFF RESUME ACTION. CENTER GIRL IN FRAME.

to kill blemish-bacteria by the millions.

16. DISSOLVE. GIRL RINSES LOTION OFF WITH WATER. BOTTLE VISIBLE. SHE LIFTS WATER TO FACE WITH HANDS.

And it's greaseless, washes off with water ...

17. DISS TO GIRL DRYING FACE WITH TOWEL.

but unlike soap, leaves skin soft and smooth.

18. CUT TO BOTTLE ON WASHSTAND AS IN FRAME #16. IT IS SCREEN LEFT. SUPER RIGHT: "CLEANSER" POPS ON IN SYNC.

Use it as a cleanser...

19. ADD SUPER: "NIGHT LOTION" POPS ON IN SYNC.

a night lotion ...

20. ADD SUPER: "MAKE-UP BASE" POPS ON IN SYNC.

a make-up base.

21. DISS TO OUTDOOR SCENE, SUNNY. GIRL IS WALKING WITH BOY FRIEND.

(MUSIC SNEAKS IN UNDER)

Its gentle antiseptic keeps on purifying your complexion all day, all night.

22. COUPLE WALKS TOWARD CAMERA. BEGIN TO LOVE MAN.

So keep the clean, pure, fresh look of natural beauty ...

23. CU OF GIRL.

with natural, daily Noxzema care ...

24. ECU BOTTLE IS MATTED IN BESIDE FACE.

Get new Noxzema Skin Lotion today!

December 19, 1961 fm/cn

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION
ONE MINUTE TV COMMERCIAL

1. OPEN ON MCU SHOT OVER SHOULDER OF YOUNG GIRL LOOKING IN MIRROR, AT VANITY TABLE. SHE IS APPLYING ROUGE. AT SOUND OF ANNOR.'S VOICE, SHE PAUSES AND LOOKS FUZZLED.

2. GIRL RESUMES MAKING UP HER FACE.

3. MATCH DISS TO SAME GIRL, IN NEGLEESSE, REMOVING MAKE-UP

4. DISS TO SAME GIRL STANDING ON TERRACE WITH BOY FRIEND. MOVE IN CLOSE TO GIRL, LOOKING RADIANT AND LOVELY.

5. MOVE IN FOR CU GIRL'S FACE AS SHE SMILES, HOLDS MAN'S HAND AGAINST HER FACE.

6. CUT TO SAME YOUNG WOMAN IN FRONT OF BATHROOM MIRROR. SHE OPENS MEDICINE CHEST.

7. PAN TO SHOT OVER GIRL'S SHOULDER, INTO MEDICINE CABINET. GIRL'S HANDS PICKS UP BAR OF SOAP AND PUTS IT BACK.

8. SHE PICKS UP BOTTLE OF ANONYMOUS LIQUID, THEN PUTS IT BACK.

9. SHE PICKS UP BOTTLE OF NOXZEMA LOTION, CLOSSES DOOR OF MEDICINE CABINET AND WE SEE HER REFLECTION IN MIRROR, SMILING.

10. PAN TO PROFILE SHOT OF GIRL HOLDING UP BOTTLE. IN SYNC, SUPER: "MEDICATED", "ANTISEPTIC"

11. FAST DIAGONAL WIPE ON SUPER: "CLEARS SKIN OF DIRT THAT "HIDES" FROM OTHER CLEANSERS". GIRL'S HAND REMOVES CAP.

12. CUT TO SEE ACTION OF GIRL AT WASH BASIN POURING LOTION IN HAND.

ANNOR: (V.O.) Ever wonder what genuine, natural beauty is?

Is it something you put on in the morning ...
and take off at night?

(ROMANTIC MUSIC)
No. Natural beauty is much more than that.

It's the clean, pure, fresh look ...

that comes from genuine, natural daily beauty care.

(MUSIC OUT)
Soap alone won't do it ...

neither will ordinary cosmetic lotions.

(HAPPY MUSIC CHORDS)
But new Noxzema Skin Lotion will!

It's medicated and antiseptic ...

to clear your skin of dirt that "hides" from other leading cleansers!

Noxzema Lotion cleanses better because ...

13. DISS TO GIRL AS SHE WASHES FACE WITH LOTION. SHE IS FRAME LEFT. SEE PLENTY OF LOTIONS AS SHE SCRUBS VIGOROUSLY. it removes embedded dirt and make-up ...
14. FREEZE FRAME ON GIRL. WIFE ON SUPER: "MEDICATES AS IT PENETRATES" medicates as it penetrates below the skin's surface ...
15. SUPER OFF RESUME ACTION. CENTER GIRL IN FRAME. to kill blemish-bacteria by the millions.
16. DISSOLVE. GIRL RINSES LOTION OFF WITH WATER. BOTTLE VISIBLE. SHE LIFTS WATER TO FACE WITH HANDS. And it's greaseless, washes off with water ..
17. DISS TO GIRL DRYING FACE WITH TOWEL. but unlike soap, leaves skin soft and smooth.
18. CUT TO BOTTLE ON WASHSTAND AS IN FRAME #16. IT IS SCREEN LEFT. SUPER RIGHT: "CLEANSER" POPS ON IN SYNC. Use it as a cleanser...
19. ADD SUPER: "NIGHT LOTION" POPS ON IN SYNC. a night lotion ...
20. ADD SUPER: "MAKE-UP BASE" POPS ON IN SYNC. a make-up base.
21. DISS TO OUTDOOR SCENE, SUNNY. GIRL IS WALKING WITH BOY FRIEND. (MUSIC BREAKS IN UNDER)
Its gentle antiseptic keeps on purifying your complexion all day, all night.
22. COUPLE WALKS TOWARD CAMERA. BEGIN TO LOSE MAN. So keep the clean, pure, fresh look of natural beauty ...
23. CU OF GIRL. with natural, daily Noxzema care ...
24. ECU BOTTLE IS MATTED IN BESIDE FACE. Get new Noxzema Skin Lotion today!

- Page Two -

15. SHE DRIES FACE WITH TOWEL AND TAKES OFF SHOWER CAP.

... but unlike soap, leaves skin soft and smooth.

16. GO TO UNCAPPED BOTTLE ON COUNTER. SUNLIGHT STREAMS IN THROUGH WINDOW AND FALLS ON BOTTLE.

Use it as a cleanser ...

17. BLACKOUT LIGHTS AND PUT SPOT-LIGHT ON BOTTLE.

a night lotion ...

18. WOMAN'S HAND PUTS MAKE-UP CASE NEXT TO BOTTLE.

a make-up base. Its gentle antiseptic keeps on purifying your skin all day, all night.

19. CUT BACK TO WOMAN STANDING IN SAME SPOT AS FRAME #1. IT IS EVENING AND SHE IS DRESSED ACCORDINGLY.

So if you want a close-up complexion that's -

20. BACK OF MAN'S HEAD MOVES INTO FRAME AND WOMAN WALKS UP TO HIM.

close-up clean, close-up clear

21. HE KISSES HER CHEEK UNDER HER EAR.

close-up beautiful ...

22. MAN MOVES OUT OF FRAME. HAT IN BOTTLE ALONGSIDE WOMAN'S SMILING FACE.

get new Noxzema Skin Lotion today.

23. WOMAN MOVES OUT OF FRAME. SUPER IN HER PLACE: "IT'S MEDICATED!"

It's medicated!

December 19, 1961 jf/cs

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

ONE MINUTE
TV COMMERCIAL

1. OPEN ON A LS OF A LOVELY WOMAN
STANDING ON A BECK OF A HOTEL OR
CLUB ON THE OCEAN. IT IS MIDDAY AND
THE SEA BREEZE GENTLY BLOWS HER HAIR
AND DRESS.
(MUSIC UNDER) ANNOR (V.O.): Some women only
look lovely from a distance.
2. DRAMATIC ZOOM IN TO CU HER SMILING
FACE.
But not this one! She's got a close-up
complexion --
3. AS SHE TURNS HER HEAD TO A RIGHT
PROFILE SHOT, WIPE ON: "CLOSE-UP CLEAN"
close-up clean ...
4. SHE TURNS LEFT AND SUPER WIPES ON:
"CLOSE-UP CLEAR"
close-up clear ...
5. SHE TURNS TO CAMERA AS SUPER GOES
ON: "CLOSE-UP BEAUTIFUL"
close-up beautiful!
6. DISE THROUGH TO WOODEN LOUVRES OF
A MEDICINE CABINET.
It's the complexion you get with
7. WOMAN'S HAND OPENS DOOR AND TAKES
OUT NOXZEMA BOTTLE.
new Noxzema Skin Lotion --
8. SHE BRINGS BOTTLE UP TO FULL SCREEN.
POP ON SUPERS: "MEDICATED, ANTISEPTIC".
the medicated, antiseptic lotion that
9. AS HER HAND REMOVES CAP OF BOTTLE,
SUPER TO THE RIGHT: "CLEARS YOUR SKIN
OF DIRT THAT "HIDES" FROM OTHER CLEANERS"
clears your skin of dirt that "hides" from other
leading cleaners!
10. CUT TO CU HER HANDS AS SHE POURS
LOTION.
Noxzema Lotion works in your skin -- not just
on it
11. PULL BACK TO REVEAL HS OF WOMAN
WEARING SHOWER CAP. SHE IS IN SHOWER,
AND WE SEE LOTS OF LOTION AS SHE APPLIES
TO FACE.
to remove embedded dirt and make-up.
12. FREEZE AND SUPER: "MEDICATES AS IT
PENETRATES"
Its gentle antiseptic medicates as it penetrates
13. RESUME ACTION.
to kill blemish-bacteria by the millions.
14. SHE TURNS ON SHOWER AND WE SEE
LOTION WASH OFF.
And it's greaseless, washes off with water ...

15. SHE DRIES FACE WITH TOWEL AND TAKES OFF SHOWER CAP.

...but unlike soap, leaves skin soft and smooth.

16. GO TO UNCAPPED BOTTLE ON COUNTER. SUNLIGHT STREAMS IN THROUGH WINDOW AND FALLS ON BOTTLE.

Use it as a cleanser...

17. BLACKOUT LIGHTS AND PUT SPOT-LIGHT ON BOTTLE.

a night lotion...

18. WOMAN'S HAND PUTS MAKE-UP CASE NEXT TO BOTTLE.

a make-up base. Its gentle antiseptic keeps on purifying your skin all day, all night.

19. CUT BACK TO WOMAN STANDING IN SAME SPOT AS FRAME #1. IT IS EVENING AND SHE IS DRESSED ACCORDINGLY.

So if you want a complexion that stays lovely

20. BACK OF MAN'S HEAD MOVES INTO FRAME AND WOMAN WALKS UP TO HIM.

the closer, Closer,

21. HE KISSES HER CHEEK UNDER HER EAR.

CLOSER you get...

22. MAN MOVES OUT OF FRAME. MAY IN BOTTLE ALONGSIDE WOMAN'S SMILING FACE.

get new Noxzema Skin Lotion today.

23. WOMAN MOVES OUT OF FRAME. SUPER IN HER PLACE: "IT'S MEDICATED!"

It's medicated!

December 21, 1961 jf/es

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN LOTION

TV COMMERCIAL
ONE MINUTE

1. OPEN ON CU WOMAN'S HAND HOLDING UP A SOAPY GLASS IN LIMBO. ANNCR (V.O.): Washing ...
2. CUT TO WOMAN'S HAND HOLDING UP A WHISK BROOM. cleaning ...
3. CUT TO WOMAN'S HAND HOLDING UP AN IRON. ironing ...
4. CUT TO WOMAN'S HAND HOLDING UP A SPATULA. cooking. Her hands do housework 7 days a week!
5. PUT ALL FOUR HANDS ON SCREEN AT ONCE IN A ROW. SUPER OVER ALL: No wonder her hands are housework-red.
"HOUSEWORK-RED"
6. FREEZE SCENE ABOVE. DISS THROUGH TO NOXZEMA LOTION BOTTLE IN LIMBO. They need new Noxzema Skin Lotion --
7. POP UP "MEDICATED, ANTISEPTIC" FROM LABEL. the medicated, antiseptic lotion that makes
8. PAN RIGHT FOR SUPER: "HOUSEWORK-RED TO HOSTESS-WHITE" hands go from "housework-red" to "hostess-white!" Here's how it works!
9. DISS TO CU OF WOMAN'S HANDS WASHING DISHES. HAND LIFTS DISH OUT OF WATER AND SCENE FREEZES. When work or weather ...
10. ANIMATE CIRCLE OF MAGNIFIED SKIN ON HAND. roughen your hands ...
11. CIRCLE MOVES TO FULL-SCREEN. WE SEE CROSS-SECTION OF SKIN WITH CRACK. BLACK DOTS COME ON AS BACTERIA AND FALL INTO CRACK. SUPER: "MAGNIFIED 1000 TIMES." tiny cracks form. Bacteria enter these cracks ...
12. INFLAMMATION LINES APPEAR. LOSE SUPER. can cause redness.
13. NOXZEMA LOTION FLOWS OVER SURFACE FROM LEFT TO RIGHT. Unlike ordinary cosmetic lotions, Noxzema Lotion .
14. SUPER: "ANTISEPTIC". is antiseptic ...
15. LOTION OBLITERATES BACTERIA DOTS. LOSE INFLAMMATION LINES AND SUPER: kills bacteria by the millions ...
"KILLS BACTERIA"

16. SUPER: "HEALS REDNESS" AS CRACK HEALS. helps heal redness ...
17. ADD SUPER: "DOWN WHERE REDNESS BEGINS" down where redness really begins.
18. CUT BACK TO FRAME #1. So if you do housework 7 days a week
19. MATCH DISSOLVE TO LOVELY WOMAN'S HAND WITH BRACELET AND RING HOLDING SAME GLASS NOW SPARKLING WITH WINE. and want your hands to look soft, lovely
SUPER: "HOSTESS-WHITE" "hostess-white"
20. MAT IN BOTTLE ALONGSIDE SCENE. get new Nexsema Skin Lotion today.
LOSE SUPER
21. JUMP IN CLOSER ON BOTTLE. It's medicated!

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN CREAM

NOXZEMA SITUATIONS

House party in Manhattan

Rodeo in Phoenix

Horse show in Virginia

Dog field trials in South Carolina

Tail-gate party at Yale Bowl

Apres-ski "hootenany" at Aspen

Afternoon at a beach house-party at Malibu or Florida or Fire Island

Night swimming party at pool or beach

Sailing regatta at club in Long Island

Sand-skiing in desert

Disneyland

Surfing party

Charter flight group off to Paris

Ski party at night by the light of torches

Hootenany or party on a Mississippi river boat

Preparing a float for a parade

Dry your face with
your towel - not your cleanser

new "Wash + wear" moisturizers

- ① wash with it
- ② wear it under makeup.

helps even the
busiest hands
look beautiful!

✓
moisturizing
Heri Color

Herbi { Heri Color
Hand Care

Hand Care Concentrate

increases skin's moisture
content up to
3x!

- the glow you see is like the
glow you feel

New from Noxzema -- for new kind of beauty! The first
"WASH-AND-WEAR" MOISTURIZER!

New from Noxzema -- for a new kind of beauty!

THE FIRST "WASH-AND-~~WEAR~~" MOISTURIZER!

Wash with it!

Wear it!

REFRESHES YOUR BEAUTY 2 WONDERFUL WAYS!

NEW "WASH-AND-WEAR" MOSITURIZER
REFRESHES YOUR BEAUTY 2 WONDERFUL WAYS!