



**The MQ Perm.
You can feel how
beautiful it looks.**

Some perms rob hair of precious moisture. But the Moisture Quotient™ Perm replenishes and restores the natural moisture your hair was born with. So hair stays soft and bouncy. Lush and healthy. As beautiful to touch as it is to see.

The MQ Perm is custom-formulated to fit your hair's moisture needs. We analyze your hair type, then adjust the perm accordingly.

The resulting moisture-balance helps hair stay softer, more manageable — even after repeated shampoos. So you can enjoy stronger, longer-lasting curls.

Call today and make an appointment for an MQ Custom Salon Perm. It's the perm that leaves your hair feeling as beautiful as it looks.



Riccio's Beauty Salon's present the new dimension complete scientific moisture quotient system perm — By Helene Curtis.

For this introduction we are offering a gift certificate for the value of \$10.00 redeemable toward a MQ perm from Reg. Price \$50.00 Plus a one dollar (\$1.00) off of any purchase of MQ Products: Shampoo — Rinse — Hair Spray and corrective conditioner.

Coupon valid till Jan. 31, 1981.

At Riccio's Beauty Salon we are the leaders for offering the best for your money. Experienced hair stylists with a long training are ready to help you for any consultation regarding your hair.

Phone today for your next appointment.

Visa and Mastercharge are welcome — for your convenience.



Riccio's Beauty Salon

Tel: 459-8433 — 459-4820

\$10

MOISTURE QUOTIENT
MQ PERM

\$10



A scientific, yet simple hair care program.
Un programme de soins capillaires scientifique et simple à la fois.

REDEEMABLE ONLY AT RICCIO'S BEAUTY SALON
THIS OFFER EXPIRES JAN. 31, 1981



CLIP AND SAVE

SUPER FASHION SALE!

20% OFF

BLOUSES and SKIRTS!

Take your pick from classic to frilly feminine blouses to match up with skirts in plaids or solids in the shapes, colors, including the new pastels and fabrics of this season. Sizes: 5-13.



LIMITED TIME ONLY



smart set

FESTIVE FAVORITES

see our
great selection
of
GIFTS FOR CHRISTMAS
all attractively boxed



Chateau Gai

