

Go to the head of the class with spirited activewear

As fall approaches, it is time to start thinking about going back to school and buying new fall apparel. According to Joseph Kirchner, vice president and general manager of *adidas* USA, Textile Division, fleece will continue to be the hot seller through the fall, 1987, back-to-school season.

"Young people want apparel that is easy to wear and care for in natural fabrications. The fabric most conducive to this new trend is fleece, and its adaptability makes it a natural for the relaxed mood of the youth in this country."

adidas addresses this trend by offering exciting new themes, styles and colors in their fall '87 line. As the Official Outfitter for the 1988 U.S. Olympic Team, *adidas* introduces a special Olympic collection of fleece separates.

Designed with a dramatic red and blue color block design resembling the American flag in motion, the Flag collection includes a replica of the Official Winter Olympic medal presentation nylon warm-up, a poly/cotton over-jacket, a crew-neck pullover and crew-neck t-shirt.

"We chose the American flag because it is the one symbol that is truly American," explains Kirchner.

Along with the Flag collection, *adidas* is also offering Olympic-themed merchandise, like fleece sweatshirts featuring motifs from past Olympics, and an "Official Outfitter" fleece collection designed with the Olympic rings and *adidas* logo in primary brights on white.



AS THE OFFICIAL OUTFITTER of the 1988 U.S. Olympic Team, *adidas* introduces a special Olympic-inspired collection of fleece separates. Designed with a dramatic red and blue color block design resembling the American flag in motion, the Flag collection includes a cotton/poly over-jacket (left), a crew-neck pullover (right) and a crew-neck t-shirt.



GO BACK TO SCHOOL IN STYLE — Posner's hair conditioners and styling aids will help you maintain the latest hairstyles of the season, and guarantee you'll start your year off at the head of the class!

A clearer complexion made simple

Just when teens need to look and feel their very best, they appear. Right before an important class presentation or that special date to the high school dance, facial pimples show up unannounced and unwanted.

Acne, the result of a natural biological process, is known for its untimely flare-ups. And, once those pimples erupt it seems like forever before they go away — at least to the teens with the flare-ups.

Skin problems are very common among teenagers. Almost all teens experience blemishes at one time or another. The condition may vary from a single pimple a month to more than 100 pimples on a particular day.

For most teens, however, acne is usually not a serious condition. It is not contagious, and it need not produce lasting effects.

And while there is currently no cure for acne, the condition can be controlled through proper treatment with the right kind of acne products.

Contrary to popular belief, acne is *not* caused by chocolate or any particular foods. It is related to the onset of puberty, which triggers the production of hormones that stimulate the sebaceous glands, which are concentrated on the face, back and shoulders.

Two thousand of these tiny oil glands, connected to hair follicles and topped by a surface opening called a pore, can be crowded onto a square inch of facial territory, each with the potential to produce a pimple — given the right combination of enough sebum, dead skin cells clogging the pore, and bacteria.

Stressful situations — like that class presentation or special date — can aggravate the situation.

Although the condition cannot be prevented or cured, proper care can reduce the frequency of breakouts, shorten the life cycle of the pimples, heal blemishes and avoid scarring.

The skin care experts at Clearasil, the

makers of serious, effective, over-the-counter acne treatment products since

1950, suggest the following daily regimen to keep acne under control:

- **Wash** — Wash the face twice daily to remove dirt and excess oil. Ordinary mild soap is fine for normal and dry skin, but if you have oily or combination oily and dry skin, use a special soap such as Clearasil® Antibacterial Soap, which contains bentonite, an oil-absorbing ingredient.

- With a clean, soft washcloth, gently lather the skin surface. Do not scrub. Pressure can rupture existing pimples and spread bacteria, resulting in additional inflammation. That's why dermatologists warn against squeezing pimples.

- Pay particular attention to the forehead, nose, cheeks and chin, the areas most prone to oiliness.

- **Deep Clean** — For frequent acne flare-ups, apply a liquid cleanser, such as Clearasil® Medicated Astringent, to the face and neck with a cotton ball, and allow to dry.

- Choose a cleanser that contains salicylic acid, an active acne-fighting ingredient which unplugs follicles. Do not wash off, since the active ingredient needs time to penetrate deep down where the eye can't see.

- **Treat** — Acne treatment products, particularly those with benzoyl peroxide, such as Maximum Strength Clearasil® Cream (available in tinted and vanishing formulas) or Vanishing Lotion, can kill bacteria, help unplug pores, and dry and heal surface blemishes.

- There is no ingredient more effective for pimple fighting that's available without a prescription than benzoyl peroxide. It penetrates deep into the pores and releases oxygen, killing the bacteria that causes acne.

- According to the Clearasil skin care experts, by following this simple daily routine teenagers minimize the wait for a clearer complexion.

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