

Why French fragrances are special to women

For the discriminating women, a French fragrance is the most luxurious and highly-prized part of a wardrobe.

Perfumes produced in France are derived from natural ingredients—the processing of aromatic substances which nature puts at the disposal of perfumeries.

For this reason, they

are always light; never overpowering or offensive.

Different strengths
Perfumes are produced in many different strengths; the three most common being Parfum, Eau de Parfum and Eau de Toilette.

Parfum is the strongest and most powerful concentration and, therefore, the most

expensive. It is usually reserved for evening and "special occasions," and is most effective when applied to pulse points.

Eau de Toilette is the weakest of the three concentrations. It's favorite among women because it can be used liberally as an all-over splash, and is most-frequently chosen for daytime use.

The newest concentration is the mid-point fragrance, known either as Eau de Parfum or Parfum de Toilette. This strength provides a unique opportunity for a woman to apply her chosen scent more generously over larger areas of the body.

One-strength newcomer

A recent addition to

the Parfum de Toilette range is Fleur de Fleurs, a "nouvelle naturelle" fragrance from Nina Ricci France.

Fleur de Fleurs comes in one strength only; the fragrance is fresh, natural and light, yet it has a long-lasting aura. Fleur de Fleurs, unlike some other fragrances that may change during wear,

has virtually the same note at the beginning, middle and end.

The Fleur de Fleurs collection includes sprays, body cream, body lotion, dusting powder, bath oil and

soap; all of which are attractively packaged in feminine pink shades.

Questions or comments: Write to: Syndicated Marketing Bureau, Dept. 2, 22 Earl Street, Toronto, Ont., M4Y 1M3.

March 5

Midland and District Camera Club meeting, presentation by a club member, competitions: night photography and photo essay.

March 10

Teen dance in the Midland Civic Centre, 7:30 p.m. to 11:30 p.m. Music by the System. Admission \$2.50.

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