

BEAUTY TIPS FROM WILHELMINA MODELS

Models have to look good all the time, but if you think they spend a lot of time and money doing it, you're wrong.

A peek into some of the models' bags at the Wilhelmina Agency in New York revealed baby powder and baby shampoo. And here are the beauty tips from these models.

One Wilhelmina model, who has appeared on the covers of leading fashion magazines, says baby powder is what gets her through those photographic sessions under hot studio lights and those on-location fur coat sessions in summer. "Every morning I follow my shower with a silky coating of baby powder to reduce clothing chafing and to help keep me dry and cool under whatever I am wearing," she says. "I put it on my feet, too," she adds, "to keep them dry and comfortable while I dash from appointment to appointment. It goes right along with me in my bag, and comes to the rescue sometimes as a translucent face powder, as well."

Another young Wilhelmina model on her way to fame, says that her best beauty secret is baby shampoo. "We have to have clean shiny hair all the time, and that means I have to wash my hair every day," she says. "This used to make my hair dull and unruly, but I discovered that it comes out manageable and shiny with baby shampoo because it's gentle and doesn't remove all the natural conditioners in my hair -- and I know it's safe," she concludes.

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Memo: To: Michael Fleishman  
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FYI

Cur Beauty & Health Institute script, "Beauty Tips From Wilhelmina Models",  
plugging Johnson's Baby Shampoo and Johnson's Baby Powder has thus far brought  
the following confirmations of usage:

<u>city &amp; state</u>	<u>station</u>	<u>time</u>	<u>date</u>	<u>program</u>
Greensboro, N.C.	WFMY-TV	Morning	3/30/81	Various Local
Cleveland, OH.	WHK	12:00 noon	3/30/81	Mary Boone News
Phoenix, Az.	KHEP AM-FM	3:15 a.m.-p.m.	3/31/81	Studio Bea
Niagara Falls, N.Y.	WJJL	9--10 a.m.	4/1/81	Dorathy Shank Show
Batavia, N.Y.		early April		Frankly Speaking
Bristol, VA.	WFNG	10--11 a.m.	3/30/81	Reba June Show
Findlay, OH.	WFIN	10:05 a.m.	4/2/81	Phone Club
GT. Barrington, MA.	WSBS		3/30/81	
Bath, N. Y.	WVIN FM & AM	10:35 a.m.	3/30/81	Radio Today
Murray, KY.	WNBS	varies		
Michigan City, IN.	WIMS	8:20 a.m.	3/31/81	Wake Up Time
Van Wert, OH.	WERT	9:25 a.m.	4/8/81	Happy Talk
Somerset, PA.	WVSC	10:40 a.m.	3/31/81	Crosstalk

<u>city &amp; State</u>	<u>station</u>	<u>time</u>	<u>date</u>	<u>program</u>
Somerset, PA.	WJSC	10:45	4/8/81	Crosstalk
Gulport, MS.	WGCM		3/30/81	
Ashland, OH.	WNCO	10:05 -- 11 a.m.	4/3/81	Cathy D
Cynthiana, KY.	WCYW AM-FM	10:45 a.m.	4/1/81	The BG Show
Linesville, PA.	WVCC-FM	12:20 p.m.	4/5/81	Notes of Interest
Levittown, PA.	WBCB	ROS		
St. Albans, VT.	WWSR	9:30 a.m.	3/31/81	Take 5
Shreveport, LA.	KSLA			
Honesdale, PA.	WDNH-AM	1:29 p.m.	3/30/81	
Valparaiso, IN.	WNWI			
Tillamook, OR.	KTIL 1590 KC			It's A Woman's World
Portage, PA.	WRML		ROS	Consumer Hints