

# How To Be A Summer Beauty

by Barbara Novack

This summer, moisture is the key work for skin and hair care. Yes, hair! The sun's rays are not only damaging to the skin, but are equally drying to hair. So, if you are a lover of sun and surf (which also means salt water and chlorine) you're apt to have brittle hair...and it needs **MOISTURE!**

There are lots of ways to protect, and fun ways of doing it. The first step towards a healthy head of hair is proper cut, and that means getting it trimmed every 4-6 weeks. Summer months are when hair grows and grows—keeping it in shape is **IMPORTANT!**

Step number two is steady conditioning treatments, which don't have to be professionally done. One favorite is the hot-oil treatment. (You probably have all the necessary ingredients for this already.)

Rub about two tablespoons of oil onto hair and scalp: Baby Oil, Vitamin E Oil or Wheat Germ Oil will do just fine. Take a towel, soak it in hot water and ring out the excess. Wrap it around your head. Now, relax—or do what you have to do for about 45 minutes, then shampoo thoroughly.

Your hair will be baby soft and superbly conditioned. The hot-oil treatment needs only to be done twice a month, and it is not recommended for very oily hair. If your hair falls into this category, Pantene's Conditioning Treatment will give you better results. Incidentally, it also has a built-in sunscreen.

Another method of conditioning is a protein treatment (ready?) with Hellman's Mayonnaise. Put a generous amount on every inch of your hair, leave it for 15 minutes—wash and rinse thoroughly. You'll be surprised at the results. Your hair will be silky with bounce and a lot of sheen. Split ends will also disappear.

If you must be exposed to the sun's rays all summer long (as most sun-worshippers are) try to cover your head. A cotton turban or long scarf wrapped and wrapped will do the trick.

For those of you who prefer to be blonde, and want a natural highlighter—try beer! Take a can (any brand will do) and douse your hair with it. It contains protein, and also lightens a touch. But beware, it IS sticky.

One more thing on hair. Bring a plant-mister to the beach and periodically spray your hair with mineral water. The moisture acts as a shield. Also, spray your body with it. It feels particularly good on the bottoms of your feet.

Speaking of skin: that's usually a major summertime problem. Granted what one wouldn't do right now for a gloriously golden tan...but the consequences of what

happens later on should leave all believing that "suntan bronze" blush isn't so bad after all.

One thing to remember when it comes to skin and sun is take it easy. Let yourself tan slowly and apply a sunscreen before and after you go into the water. Don't forget to moisturize, even while in the sun. Your body needs it, especially around the eyes and neck. Bonne Bell's Good-Nature-All-Over-Moisturizer has a built in sunscreen.

The key point about moisturizers is this: they help your skin hold onto whatever moisture is already there. So splash it on, rub it on, soak in it when your skin is still damp (after shower, bath or swim). This way, the maximum amount of moisture is retained for smoother skin (and less scales).

When it comes to scaly skin, your best bet is a loofah. Just suds it (while in bath or shower) and use it as you would a washcloth. Not only does it strip the body of dead skin and scales, it revitalizes, improves circulation and stimulates the skin. Another way to rid yourself of dry skin and calloused areas is to use a pumice. It's especially good for the bottoms of feet and elbows. Don't forget to moisturize afterwards.

What goes inside your body shows on the outside! And this means your skin. A healthy balanced diet will give a natural glow to skin (it's also good for your hair). So—watch yourself!

Talking of food, some of the best facials come right from your refrigerator. The sour cream facial is an example. Take 1 tablespoon of sour cream and spread evenly on your face. (Think of doing this while you're giving yourself the hot-oil treatment). Leave it on your face until it becomes semi-dried, (about 15 minutes) and rinse with lukewarm water. It draws the excess oil from deep within your pores and leaves your skin with a balanced amount of moisture. It also stimulates and leaves your skin super smooth.

All of those tales about cucumber and teabags to reduce puffiness under the eyes are not such tales after all. It works and feels delightful, and is relaxing too, especially after a day at the beach. Just take two slices of cucumber, or two cold teabags, lie down, put your feet up and take a snooze for 10 minutes with the cucumber or teabags on your lids. You'll wake up feeling refreshed and ready for a great summer night.

Think about these suggestions and come up with some of your own. Not only will you feel and look healthy, you'll have a very busy summer!



Illustration: Lorraine Manzo

## Successful Interviewing: 'Be Enthusiastic!'

by Betsy Haak

"Be enthusiastic!" stressed Elias Buchwald in addressing a group of Ad Com seniors, on the "Art of Interviewing."

Mr. Buchwald, Vice-Chairman of Burson-Marsteller, the second largest public relations firm in the world, spoke frankly, making points which can be utilized by all graduating students.

"All the interviewees tend to blur" admitted Mr. Buchwald. It is for this reason that he recommends enthusiasm, as well as expressed interest in the job and company. "Research the company...keep up to date in the field." And most importantly, he added "Be optimistic, be positive—demonstrate uniqueness."

"Every company wants to hire the best, the most competent person for the job." Mr. Buchwald went on to say that although most interviewers are sympathetic to the fact that the interviewee is nervous, sometimes this cannot be afforded. If one applicant is good and presents him or herself well, he

or she will get the job over the person who is equally as talented, yet 'clams up.' Subsequently, Mr. Buchwald emphasized that "The degree is not a priority—it's the work, the abilities and the enthusiasm combined."

In reference to the actual interview, which averages half an hour, Mr. Buchwald stated "The smart beginner asks questions." Interviewees should plan on carrying the conversation, demonstrating sincere interest in performing the job. Be delicate when posing questions regarding salary and never ask about fringe benefits. Occasionally interviewees are given a writing test or problem solving situation. "We expect you to be able to write" exclaimed Mr. Buchwald.

"I'm impressed by an intelligent, perceptive letter accompanying a resume" he revealed. In favor of the resume because it presents all necessary background 'up front,' Mr. Buchwald advised "Use 'creativity' in present-

ing the facts, to bias them in your favor...but don't lie—if they catch you, you're dead!"

Dress tends to reflect one's attitude and understanding of the environment and position to an interviewer. Therefore, Mr. Buchwald advocates expressing some taste when choosing what is to be worn, but primarily that interviewees should regard clothes as equipment for the job.

Following the interview, it is urged that a note is written, thanking the interviewer for his or her time. Before this, though, it is suggested that one announces a call, i.e.: 'I will call your secretary on Monday at 10.' This not only makes one more convenient to hire, it reinforces the fact that the job is indeed wanted.

Mr. Buchwald reiterated "They want initiative, enthusiasm, motivation" in concluding his interesting account of the 'Art of Interviewing' as viewed from the other side of the desk.