

Amami Lemon Juice Rinsing Powder completes the perfect Shampoo

IN considering the ways in which women care for their hair we have discovered three distinct types, to one of which you belong.

Which?

First—Those who *just wash their hair*. Anything will serve, soap or any shampoo that is to hand—and then they wonder and complain that their hair is never nice, is difficult to manage, is altogether impossible!

Second—Those who put themselves in the expensive hands of the Coiffeur. A method satisfactory in results undoubtedly, but most extravagant of time and money.

And third—the quickly increasing numbers who know precisely the treatment their hair needs and consistently give it that treatment easily and inexpensively at home.

Many thousands of girls are glad to thank Amami Shampoos for showing them this third and most sensible method of hair-treatment. They have discovered that the gentle thorough cleansing of an Amami Shampoo is the most important and efficacious health-and-beauty aid they can possibly procure for their hair, and week by week they give it what it most requires. The 47 mild vegetable ingredients of every Amami Shampoo are blended to cleanse the hair and scalp most thoroughly, and to stimulate the hair roots. Its happy results are seen everywhere in the radiantly lovely hair of the most attractive girls of every community.



No 1 for Dark Hair

No 5 for Fair Hair

Bring out the *natural* waves in your hair with Amami.

The fact that Amami encourages a natural wave is the clearest proof of the beneficial efficacy of this complete hair treatment. Try Amami for your next shampoo. It will leave your hair cleaner, fresher, and more delicately fragrant than you have ever known it before.

7^d
Per Satchet

You can buy AMAMI from leading Chemists and Hair-dressers everywhere.

AMAMI

(AH-MAH-ME)

Shampoos

Made by PRICHARD & CONSTANCE (WHOLESALE), LIMITED, LONDON, W.C.1