



Just naturally lovely!

The sheen, the texture, the colour of your hair are criticised now as never before. The simple hair styles of to-day are responsible. They flatter beautiful hair... They betray hair that is out of condition.

For there is no hair loveliness but the loveliness of perfect hair-health.

Amami cultivates the natural beauty of the hair. Cleanses it thoroughly, but so gently and refreshingly. Stimulates the scalp and hair roots with the tonic-action of its wisely blended ingredients. And leaves the hair with the sheen of healthy vitality... and with the delicate fragrance of flowers.



Amami No 1

With Henna.—For Dark and Medium-Dark Hair. Contains just enough Egyptian Henna to make the hair glint adorably—but does not tint.

Amami No 5

With Camomile.—Suitable for all shades of Fair Hair, containing just sufficient Camomile to keep the hair gloriously fair. Keeps the hair wavy and fluffy.

9d

PER SACHET Complete with the special Lemon Juice Rinsing Powder essential to the perfect shampoo.

FRIDAY NIGHT IS AMAMI NIGHT