President of L'Oreal is Jean

INTRODUCING:

NEW HAIR CARE!

There is always an effort to make the beautiful black woman more beautiful. Sometimes, products to help come from overseas. L'Oreal introduced the newest aid at a Cotton Club press party.



You'd need a place as sleak and as modern as the Concorde, as silky seductive as the voice of Donna Summers, and yet with roots that would remind the assembled crowd, perhaps subconsciously, of the perpetuality of the beauty of the black woman, constant, unchanging. What would be your

Just suppose you had developed a new line of hair care products

tailored made for smart, sophisticated, foxy black women, and you wanted

to unveil the results of your creative genius at just the right place - where

the memories of a glamorous past gently co-mingle with today's world of

disco and swiftly changing colored lights, the liberated woman and the age

Given this situation, some divine spark of inspiration must have led the L'Oreal people to select Harlem's Cotton Club, as the one place in all the

land to show off before the often jaded eyes of the press, the newest products of their handiwork — designed and dedicated to the beautification of the black woman.

The Cotton Club — and this goes back to the original item spawned out of the days of the "Roaring Twenties" and prohibition — has always paid homage to the beauty of black women, even when blacks could not come through the front doors as customers.

*the flesh and blood kind, started the Cotton Club so the elite from downtown, the jet set of the 20s and 30s, could chauffeur up to pulsating, swinging Harlem for some absolutely illegal booze.

They got a few laughs, jazz played by the masters, and always, always the striking black beauties who sang and danced and gave the Cotton Club its very special ambiance.

The latter day Cotton Club, after years and years, opened a few months ago in a building at least a dozen blocks from the original location, on the outer edges of 125th Street.

Go much further and you're in the Hudson River, but the somewhat out of the way location gives the club a degree of isolated safety that — to be honest about

Gorgeous models were on hand to display the latest in fashions, both hair, and clothing.

the whole thing — can't be found on every street in Harlem.

It was here that L'Oreal summoned the beauty writers, the fashion editors, the society columnists, the photographers to see what magic their hands had wrought in fashioning "Radiance," a new line of products for the hair of black women. And come they did drawn by the irresistible lure of a major beauty firm coming on strong with a new series of products.

L'Oreal is a multi - nationa

company headquartered just outside Paris, and in the 70 years it has been in the business of making hair products for the women of the world, it has developed a certain elegant touch.

The president of L'Oreal, Jean Caste, who seemed to have just stepped out of the doorway of a Bourdeaux chateau, silver of hair and heavy of accent, related how his scientists — 700 of them — spent years in developing the Radiance hair care products.

The products were formulate

with one ultimate consumer in mind — the black woman.

And a goodly crowd was there for

the introduction of black hair

And this was occasioned, according to the experts, by the fact that all hair is not the same and what works for a beauty of nordic extraction, won't necessarily work for a laid back black beauty from Atlanta.

But back to the presentation. The carpet was sinkable, the tables close enough to be intimate, the lights soft, and the models brought on stage to show Radiance at work — beautiful beyond all reason. The spotlight also fell on another black woman, Joyce Kuykendall, senior products manager, credited with originating the idea for the new line.

As the models did their thing, flipping from one side of the stage to the other, the audience—composed of not only the press but some of New York's real swingers—applauded in appreciation at the display of loveliness framed by beautiful hair.

The loudest applause of all was reserved for Ms. Radiance herself, Cynthia King, whose face will be appearing in newspapers and other media for the next year.

The ladies came away impressed. The men came away with their eyes all aglow. The L'Oreal people probably came away happy with the splash they had made. And the Cotton Club? Well the Cotton Club never looked better.

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