BY WESTINA MATTHEWS

"Added, I am a double negative

"Added, I am a double negative

A- (Black Female).

Yet multiplied, I can become a very strong positive, A+ (Black Female). TO SMALL TO COMPLIE

Westina Matthews is a free lance writer in New York City

DAWN/DECEMBER 1986

2

Dark & Lovely
Introduces The Special Treatment
Relaxed Hair Always Needed...



It's called Pre-Care, a unique combination of special ingredients that prepare your hair for superb relaxing results.

Pre-Care, when applied before relaxing, also helps protect your hair from becoming dry, brittle, damaged and "over-processed." And, helps repair

split ends. Your hair will feel softer, silkier, and more manageable than ever before.

First, No-Lye. Then,

Color Signal Shampoo. And now...Pre-Care Pre Relaxer Treatment.

Dark & Lovely always makes relaxing a beautiful experience. That's why Dark & Lovely is America's #1 No-Lye Relaxer.

Come try Pre-Care, a new dimension in relaxing, available exclusively in Dark & Lovely Relaxers. Because relaxed hair needs special

The pleasure will be all yours.

apply, the pleasure of DARKY

WARNING: Follow directions carefully to avoid skin and scalp irritation, hair breakage and eye injury.