

MADE IN SWEDEN

# Do you want to know a **SWEDISH SECRET® ?**

The women of Sweden have the enviable reputation of being among the most beautiful women in the world. Blond hair, blue eyes, faultless complexions. You know the image. You probably also know the burden of having to live up to such a reputation.

Now there is a new product from Sweden that promises to make the effort of matching reality to expectation a little easier, at least as far as maintaining a fresh and healthy complexion is concerned. The product is called Swedish Secret, a moisturizer for the skin that was introduced to the East Coast last September and is now being marketed nationally by Swedish Secret, Inc. of New York City.

The moisturizer contains gamma linolenic acid (GLA), an essential fatty acid that can penetrate deeply into the skin and allow skin cells to regenerate slowly. This ingredient gives Swedish Secret an "all-purpose" ability that allows the woman seeking a better complexion to throw away expensive and time-consuming skin regimens.

Swedish Secret is manufactured by Aco Läkemedel, Sweden's largest pharmaceutical company. It's American distributor, Swedish Secret, Inc., is headed by Barbro Ehnbohm, a native of Sweden who has been active in the American drug and toiletry industry for 18 years.



## The Radisson Hotels

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