

# HAVE YOU EVER CONSIDERED COSMETIC SURGERY?

**Before you decide, you should read this article carefully. We have spent over \$100,000 for the right to bring you this information.**

**NOW AVAILABLE EXCLUSIVELY THROUGH THIS ANNOUNCEMENT.  
the original, revolutionary**

# Beverly Hills

# Youth Formula

**developed by one of America's most distinguished doctors.**

If time has erased some of the youth and beauty from your facial skin, it's only natural that you may have considered cosmetic surgery. But, before you make a final decision, you should carefully consider the following information.

Cosmetic surgery (what most people commonly call a "face lift") is, first of all, very very expensive. Fees of thousands of dollars are not uncommon. And, like any surgery, it is a traumatic experience for your body. Also, plastic surgery often leaves visible, tell-tale scars which announce to the world that you are waging a losing war against time.

## IS THERE AN EFFECTIVE ALTERNATIVE TO COSMETIC SURGERY?

We believe there is. It is a remarkable formula developed after years of painstaking research and double-blind testing at some of America's leading universities and medical facilities.

It is revolutionary. It is a breakthrough in the truest sense of the word.

And, until now, it has been the exclusive preserve of a fortunate few. Legendary Hollywood and Broadway stars. Affluent men and women who often traveled clear across the country and gladly payed enormous fees for personal consultation and the privilege to use it.

It is the original Beverly Hills Youth Formula.

This article will tell you a little about its remarkable history. It will explain to you why we believe the Beverly Hills Youth Formula may well be the alternative to plastic surgery that you have prayed for. And it will tell you how you can, at last, actually experience the benefits of this exclusive formula without a cent of financial risk on your part.

## CREATED BY A PROMINENT BEVERLY HILLS DOCTOR WHO WAS A PIONEER IN SKIN RENEWAL RESEARCH —

Our story starts over 50 years ago when a distinguished doctor founded the endocrinology clinic at Cedars-Sinai Hospital in Beverly Hills. During his career this brilliant doctor published over 50 articles in medical journals, taught at U.C.L.A. Medical Center, and made an international reputation for himself.

One of the doctor's life-long goals was the development of a formula that would help erase the ravages of time from facial skin.

It took him 10 years to perfect his formula, testing and experimenting at major hospitals, universities, private foundations and independent laboratories.

When the doctor was finally satisfied with the results of his sophisticated "double-blind" tests, he patented his product.

The Beverly Hills Youth Formula was born. And, to show you how far ahead of his time this brilliant doctor was, consider this:

Over 20 years ago the doctor's research first convinced him that a certain hormone should be a key ingredient in his Beverly Hills Youth Formula. It was not until 1980 that this hormone became generally appreciated by the scientific community, when a noted Harvard doctor stated that it is "THE MASTER RATE-CONTROLLING HORMONE FOR ALL CELLS AND TISSUES."

## WHY IT COST US OVER \$100,000 FOR THE RIGHT TO BRING YOU THIS FORMULA —

Over seven years ago we recognized the unique worth of the Beverly Hills Youth Formula. An agreement was reached with the doctor that would allow us to make it available to the general public. And here's where our story takes a strange turn

that would do justice to the plots of shows like Dynasty and Dallas. For the brilliant doctor who created the Beverly Hills Youth Formula had a change of heart. He decided he wanted to restrict the distribution of his formula to exclusive and expensive skin care clinics.

While we won't burden you with the details of the complicated litigation that ensued, we will tell you that the battle dragged on for years and cost us well over \$100,000 to pursue.

At the conclusion, an order was issued by the Los Angeles Superior Court which allowed us to make the Beverly Hills Youth Formula available to everyone who wanted a sensible, effective alternative to costly cosmetic surgery.

Out of a sense of professional ethics and a respect for the wishes of this distinguished doctor, we honored his request that his name and likeness not be utilized in our marketing efforts. And we agreed not to reveal the actual identities of the many famous celebrities who have written the doctor warm letters of thanks, praising his Beverly Hills Youth Formula.

It is very hard to answer why this prominent specialist wanted to limit distribution of his formula. Perhaps he wanted to keep it as the private "secret of youth" for rich and famous Hollywood celebrities.

This story is completely true. And the documentation that supports every detail of it is on file in the offices of our corporate attorneys.

## IS THE BEVERLY HILLS YOUTH FORMULA YOUR ALTERNATIVE TO COSMETIC SURGERY?

Remember, the Beverly Hills Youth Formula is not designed to replace plastic surgery — or to accomplish what plastic surgery does.

Plastic surgery is an actual operation. It's permanent, expensive, and it often leaves embarrassing, tell-tale scars.

The Beverly Hills Youth Formula is suggested as an alternative to costly plastic surgery. And if it can help erase time from your face, and make you look 10 to 15 years younger and fresher, we're sure you'll agree it's a sensible solution.

How well does the Beverly Hills Youth Formula work? Well, the photographs on this page are actual un-retouched photos that were taken as part of the doctor's research studies.

They present close-up "before" and "after" studies of the extremely wrinkled skin of a 65-year-old woman who was one of the doctor's many test subjects. As you glance at these photos you can see for yourself the remarkable change in skin development and structure after the use of the Beverly Hills Youth Formula.

## IF THE BEVERLY HILLS YOUTH FORMULA CAN DO THIS FOR SEVERE WRINKLES, THINK OF WHAT IT CAN DO FOR YOU!

Of all the many testimonials we could tell you about, one of the most dramatic is the following. It concerns one of America's most famous and beloved stars of Broadway and Hollywood. Her face was, quite literally, her fortune. She knew she had to erase the effects of time. So she consulted personally with the doctor and used his Beverly Hills Youth Formula. Her husband wrote this to the doctor:

"I'm sure that you would be completely gratified were you to see her today. It is really a little on the miracle side. The rough spots are much, much less noticeable and all roughness has disappeared. As for overall skin texture, this too is somewhat on the miracle side."

## ACCEPT THIS INVITATION TO EXPERIENCE THE BEVERLY HILLS YOUTH FORMULA. THERE IS NOT ONE CENT OF RISK FOR YOU —

Of course, the ultimate question is this — "Can the revolutionary Beverly Hills Youth Formula help

## Helps Erase Time From Your Face



## Here's Photographic Proof!

These unretouched photos prove what the Beverly Hills Youth Formula can accomplish. Here you see the extremely wrinkled skin of a 65-year-old woman, one of the many test subjects. You can clearly see the incredible improvement. Note the remarkable change in skin development and structure. If the Beverly Hills Youth Formula can do this for severe wrinkles, think of what it can do for you!

you erase time from your face?

If so, then you will have made an important discovery. One that will be of great benefit to you over the years ahead.

And if not, then just return the unused portion (or the empty bottle) within 30 days, and we'll promptly refund every cent of your purchase price.

To be perfectly frank, there are other topical skin preparations on the market that make some rather elaborate claims. And we've done a little research on them.

You may have read the ads for products that are marketed by such talented and beautiful women as Tova Borgnine, Vikki LaMotta, and Elke Sommers. BUT — even though the beauty of these women is undeniable, we doubt that any of them have the extensive medical credentials of the prominent doctor who created the original Beverly Hills Youth Formula. If they do have such medical background, they have only to let us know and we'll retract our doubts — in print — at our expense.

Also, a team of our consumer experts recently comparison-shopped the better Beverly Hills depart-

ment stores. The results? At \$19.95 for the full two-ounce size, the exclusive Beverly Hills Youth Formula is actually a far better value than such commercial preparations as Estee Lauder's Night Repair (\$35.00 for under an ounce) or Stendhal's Soin Bio-Reconfort (\$75.00 for 2 oz.).

Yes, amazing as it seems, the exclusive doctor-developed Beverly Hills Youth Formula is actually an extremely economical way for you to investigate a personal alternative to expensive cosmetic surgery. The Beverly Hills Youth Formula is hypo-allergenic, with no fragrance or artificial colors added. Ideal for all skin types.

So order the original Beverly Hills Youth Formula today — and see if it will help erase time from your face, just as it has done for so many of Hollywood's top celebrities.

### FREE GIFT!

All requests which are mailed within the next 10-days will receive an amazing FREE gift valued at \$19.95! To qualify for this special offer you must order within the next 10-days!

**— RISK-FREE ORDER FORM —**

**The Beverly Hills Youth Formula**

**IMPORTANT!**  
Visa & MasterCard Orders Are Shipped Immediately!  
**CALL TOLL-FREE**  
**1-800-522-1500 Extension 280**  
24 Hours A Day, 7-Days A Week!

**Yes,** I want to see if the original Beverly Hills Youth Formula can help erase the effects of time from my face. Please rush me the container size I've indicated below. I include my check or money order — or my charge card instructions. If I'm unhappy for any reason, I may return the unused portion (or the empty bottle) within 30 days for a prompt, unquestioned refund of my entire purchase price.

Please print  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 MasterCard     Visa  
Card #: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

PLEASE RUSH ME THE FOLLOWING (check one):  
 2 oz. size Beverly Hills Youth Formula. \$19.95\*, plus \$3 postage & handling. Total \$22.95  
 SAVE OVER \$40! Send me the 8 oz. size for only \$34.95\* PLUS \$3 postage & handling. Total \$37.95  
\* Calif. residents add 6.5% state sales tax.

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