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Mennen Antiseptic Baby Oil advertisement.

[s.l.]: [s.n.], 1925

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The New Technique

1. for cleansing babies at birth and for
2. keeping their skins comfortable and safe from germs thruout infancy.

Try this antiseptic oil FREE—it's wonderful for your own use, too

MANY of the largest maternity hospitals are now using Mennen Antiseptic Baby Oil to remove the Vernix Caseosa and to give the proper anointing and prophylaxis at birth. This oil is more germicidal than the ammoniated mercury ointments so often used in the birth technique, yet it is absolutely non-toxic and non-irritant.

Following the initial cleansing at birth, Mennen Antiseptic Baby Oil is used for the baby's complete daily oil bath. It is far superior to the commonly used mineral and vegetable oils, because it gives the baby a germicidal covering which protects him during the entire period of contact. Hospitals using this oil exclusively report an astonishing decrease of pustules, rashes, irritations and

infections—also that it gives their babies clearer, smoother skins and a decidedly better color.

Mennen Antiseptic Baby Oil prevents the development and spread of impetigo.

We want every nurse to know Mennen Antiseptic Baby Oil, for once she uses it on a baby in her maternity work, she is sure to recommend it. May we, therefore, send you a professional size bottle free? You will find it most useful for yourself, too. It is wonderful for the hands, is an excellent relief for sunburn and is ideal as a pre-shampoo treatment.

This oil will not discolor clothing, is not sticky and is pleasantly scented.

MENNEN
Antiseptic
BABY OIL

FREE THE MENNEN COMPANY, Dept. JN-8,
345 Central Ave., Newark, N. J.

Send me free professional size bottle of Mennen Antiseptic Baby Oil—the oil which soothes the skin and keeps it sterile during the entire period of contact.

Name

Address