

PLAINTIFF'S
EXHIBIT
WCD-356

Use Kora Konia with Talcum for baby's sake and yours



Most of baby's
restfulness is due to
skin troubles.
To keep skin comfort-
able at all times, under
all conditions, two ideal
powders were developed—
Mennen Borated Talcum
and Mennen Kora Konia.
Legions of happy babies attest
their efficiency. Nurses accept
them as a blessing. They mean
restful, more contented patients—
easier, shorter days and nights for you.

Mennen Borated Talcum

No matter how carefully you towel the
chubby body, the skin folds still hold
moisture. Even a drop of perspiration, urine
or bath water irritates the tender skin.
Mennen Borated Talcum is wonderfully
poreous and absorbent. It leaves the skin
completely dry—and safe.

Fraction is another danger. Clothes often
bind. Skin folds chafe. There is constant
rubbing where little arms and legs join
the body. Mennen Borated Talcum forms
a smooth, slippery film—an extra protec-
tive covering—over sensitive infant flesh.

Baby's skin is very subject to infection
and almost helpless to resist it. Tiny blen-
dishes easily become serious. So Mennen's
is made not only safe and pure, but won-

derfully antiseptic
as well.

Use Mennen Bo-
rated Talcum after the
bath and whenever
clothes are changed. In-
dispensable for general
toilet purposes.

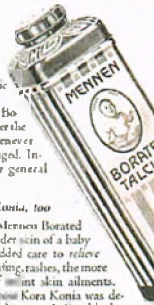
Use Kora Konia, too

In addition to Mennen Borated
Talcum, the tender skin of a baby
needs special, added care to relieve
the misery of itching, rashes, the more
serious types of infant skin ailments.

For this purpose Kora Konia was de-
veloped. It is almost unbelievable how
quickly it heals. Perspiration will not wash
it away. Rubbing does not remove it.
Kora Konia clings to the skin for hours
—a cool, velvety film that eases pain, ex-
cludes air and moisture and brings about
an almost miraculous return to normal
conditions.

After a few applications of Kora Konia even
the most obstinate skin irritations quickly abate
—eczema goes raw, scaly, itchy. Inflamed skin
quickly turns to healthy pink.

Kora Konia is a fine-tinted, antiseptic, itching
powder. It has amazing healing power. It heals
quickly. And while it heals, it keeps infections
out. So gentle as its cream it may be used freely
even on a new-born baby. Wonderful for bed
sores. Use it under tight clothing, shoes and
hosiery. Send for free pin-down sample.



The Mennen Company
161-17 Central Ave., Newark, N.J.

Enclosed you will find a coupon for a free sample of Mennen Borated Talcum. Please fill in your name and address and return the coupon to the Mennen Company.

Name _____

Address _____



Use
either
coupon
or both

The Mennen Company
161-17 Central Ave., Newark, N.J.

Enclosed you will find a coupon for a free sample of Kora Konia. Please fill in your name and address and return the coupon to the Mennen Company.

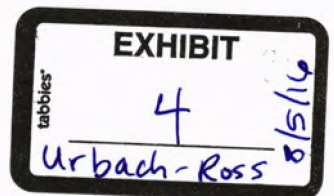
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17-1329

American Journal of Nursing, October, 1929
Trained Nurse and Hospital Review, October, 1928

PLAINTIFF'S
EXHIBIT
MEN-67



The Meaning of MENNEN

Since the village doctor and apothecary first recommended Mennen Borated Talcum for the babies of Grandmother's day, The Mennen Company has been known and recognized as specialists in developing products for the care of baby's skin.

The first Mennen product has grown to a whole family of related products, but the original standard of quality, the original ideal of purity, has never been sacrificed.

Today, as for the past three generations, the name Mennen means all that is safe, all that is trustworthy in baby powders and things for baby's skin.

Two powders every baby needs to protect and relieve the skin



MENNEN Borated Talcum is scientifically made to combat the three foes of baby's skin. It absorbs all irritating moisture—birth water, perspiration and urine. It forms a smooth, slippery film that protects against friction—against the rubbing of damp diapers, clothes and baby's own skin folds. In it are blended five mild antiseptic elements that counteract infection.

Use Mennen Borated Talcum for all ordinary toilet purposes—after every bath and change of diapers, before each nap and whenever baby frets.

Mennen Kora Konia

There are certain more serious types of infant skin irritations that require special treatment. No talcum, not even Mennen Borated Talcum, can meet their needs unaided.

This has been proved during 50 years of research

and experiment in the Mennen Laboratories. These vital requirements The Mennen Company has met by perfecting Kora Konia, to be used in addition to Mennen Borated Talcum.

One by one, the causes of infant skin troubles were analyzed. Then a remedy for each was found. It required seven years to perfect the final formula.

Kora Konia is a medicated, antiseptic dusting powder. It has remarkable healing power. And while it heals it keeps infection out. It is wonderfully adhesive. When dusted on, it stays on for hours. It should be applied locally wherever there is chafing, rash, sunburn or irritation of any sort, especially on those parts coming in contact with the diaper—in the creases of arms and legs and neck, wherever chafing is apt to occur.



Additional uses

Kora Konia is excellent for quick application to cuts and scratches. It reduces pain.

It is wonderful for bed sores and relieves even the most obstinate cases. Doctors, nurses and hospitals are using it with gratifying results.

The Mennen Company
161-A Central Ave., Newark, N.J.

I understand you sell Borated Talcum and Kora Konia. I am interested in getting some for my baby. Please send me a sample of each and a box of Borated Talcum. I will return the sample of Kora Konia.

Name

Address

City

State

Zip



Use
either
coupon
or both

The Mennen Company
161-B Central Ave., Newark, N.J.

I am interested in getting some of your Kora Konia for my baby. Please send me a sample of Kora Konia. I will return the sample of Borated Talcum.

Name

Address

City

State

Zip

17-1330

American Journal of Nursing, November
Nursing Notes and Hospital Review, November