

NEW PINK LIQUID **VEL** WITH ACTIVATED G

Keeps on cutting grease— even as water cools down!



From start to finish...new **VEL** never gives up...even as water cools down!

Even when you get to pots and pans—and the water has cooled down—new Vel's remarkable ingredient, Activated G, still keeps right on cutting toughest grease. Yet for all its wonderful new efficiency, new pink liquid Vel is . . .
still guaranteed milder to hands than the leading baby soap!



Prefer a powder?
New VEL POWDER
is mild—mild—mild
and it gets you out
of the kitchen fast!