



The future looks bright!

Primary brights of red, yellow, blue and green.
Sliced with white. Patterns and stripes
that are fun to look at. And to wear.
For you. For Spring. For the 80's. Jrs.
Downtown on Three, and Gateway.

hovland • swanson

LINCOLN • GRAND ISLAND • OMAHA

Lincoln Downtown: 10 to 5:30, Thurs. til 9, Sun. 1 to 5.
Gateway: 10 to 9, Sat. til 6, Sun. 1 to 5.



Photo by Mark Billingsley

Makeup spring palette draws colors brighter

By Lori Merryman

Makeup for 1980 focuses on brighter, splashier colors; to bring out a new sense of individuality, John Sullivan, Revlon Group One public relations manager, said.

This year's spring palette is the largest yet, Sullivan said. Women are all very individual today, so it is important that their makeup also is, Sullivan said.

"Revlon's color story for spring is based on Rio de Janeiro," Sullivan said. And even the name suggests a multitude of colors.

The makeup line for darker women is called "Red Your Way." It is a very bright assortment, composed mostly of reds, Sullivan said.

1980 include makeup designed for women in a hurry, Sullivan said. Charlie will be introducing color blend pencils for cheeks, eyes and lips.

The pencils are designed so the women can take the tips off and the reverse side will be an applicator.

"Fall colors this year are going to be more dramatic, Sullivan said, with more specific, tighter color groups.

One sample of this, from Revlon's color story for fall, is called Saturday Night Reds.

"For a long time makeup was aimed at younger women," Sullivan said. "Now the cosmetological markets are aiming at the women in the mid to late 20s," he added.

"This is because that woman is now the decision maker. We must create makeup for her," he said.

This ties in with the new sense of individuality strived for in the new color schemes, he said.

Also, 1980's makeup will further emphasize skin care. Sullivan said the products are now designed for "easy skin care."

One big step that has occurred in the past five years has been makeup labeling, Sullivan said. The ingredients are now all listed on the container, he said.

Jason's
for the '80s
Distinctively male.

JASON'S
1346 P Street