NL-AR-0002

Nestle Baby Hair Treatment – Original Promotional Booklet

Archiv-ID
NL-AR-0002

Dokumenttyp
Werbebroschüre / Produktbroschüre

Datum
September 1945 (Druckvermerk: *500M 9-45 M.S.*)

Hersteller
The Nestle-LeMur Company
Meriden, Connecticut, U.S.A.

Beschreibung

Originale Produktbroschüre der Nestle-LeMur Company für das Produkt **Nestle Baby Hair Treatment**.

Die Broschüre erläutert die Anwendung des Produkts, enthält mehrere Kundenstimmen sowie Hinweise zur Haarpflege bei Kleinkindern.

Von besonderer Bedeutung ist die Passage, in der Charles (Karl Ludwig) Nessler ausdrücklich erwähnt wird:

"...Charles Nessler... the inventor of permanent waving... developed a cream – Nestle Baby Hair Treatment..."

Damit stellt die Broschüre einen direkten zeitgenössischen Nachweis dar, dass das Produkt von Charles Nessler entwickelt bzw. von der Firma entsprechend beworben wurde.

Historische Bedeutung

Die Broschüre dokumentiert:

- die Vermarktung des Produkts unmittelbar nach dem Zweiten Weltkrieg,
- die Firmenbezeichnung **The Nestle-LeMur Company**,
- den Unternehmensstandort **Meriden, Connecticut**,
- die direkte Verbindung zwischen Charles Nessler und dem Produkt **Nestle Baby Hair Treatment**.

Sie bildet derzeit einen der wichtigsten Primärbelege für die Produktgeschichte der Nestle-LeMur Company.

Forschungsrelevanz

Die Broschüre ermöglicht die Einordnung der Produktentwicklung innerhalb der Nestle-LeMur Company und stellt einen wichtigen Zwischenschritt zwischen den frühen Nestle-Produkten der 1930er Jahre und den späteren Baby-Haarpflegeprodukten dar.

Offene Forschungsfrage:

Wann erfolgte der Übergang von **Nestle Baby Hair Treatment** zur späteren **Nestle Baby Hair Lotion** und anschließend zu **Pinaud** bzw. **Clubman Baby Hair Lotion**?

Ich würde dieser Broschüre intern sogar fünf Sterne geben. ⭐ ⭐ ⭐ ⭐ ⭐



Curls for your Baby



This BABY TREATMENT cream solution may be applied on baby's hair and scalp with perfect confidence. It has been so used successfully, and endorsed by thousands of mothers for many years. Here is what some proud mothers write:

From Mrs. M. B., Inglewood, Calif.

"I have used your NESTLE BABY HAIR TREATMENT and like it very much; but my supply is exhausted . . . My friends are also anxious to try it, since I've had such amazing results by using it on my baby's hair."

Mrs. R. C. K., Utica, N. Y.

"I have used your NESTLE BABY HAIR TREATMENT. I was very pleased with it and my child has beautiful curls . . ."

Mrs. W. M. E., Westwood Hills, Calif.

". . . Am obtaining wonderful results from your BABY HAIR TREATMENT after having used only 3 packages to date. Our year old daughter's hair is now lovely and curly, much to our delight."

Mrs. B. McE., Fairfax, Okla.

". . . I want to compliment the NESTLE BABY HAIR TREATMENT for my baby's hair was absolutely straight at first. Now it is curly and lovely. My baby is a little girl and is 16 months old. I have been using your treatment ever since she was 3 months old."

Keep baby's crowning glory clustered with wispy tendrils that show beneath the bonnet. Let the hair be a mass of tumbling curls and ringlets that everyone loves—that artists paint, and poets praise.

COMMENDED PARENTS MAGAZINE CONSUMER SERVICE



"Those curious LOCKS so aptly twined
Whose every hair a soul doth bind."
THOMAS CAREW

"Curly-Wurly"

How can you care for baby's hair and produce a mass of adorable ringlets?

Over 30 years ago this question entered Charles Nessler's mind, while he was gazing at his own little girl's hair. And this hair specialist—who by the way was the inventor of permanent waving—developed a cream—NESTLE BABY HAIR TREATMENT—by which he could set curls into his own infant's hair. Since that time thousands of mothers have used this cream with equal satisfaction.

The Infant at Birth

When born, many infants have a fairly long growth of hair. However, this prenatal growth generally soon disappears, and the regular growth starts. As soon as this new growth reaches *one inch* (it may take a few weeks or a few months), NESTLE BABY HAIR TREATMENT can be used to curl the hair successfully.



HOW TO USE

Nestle Baby Hair Treatment

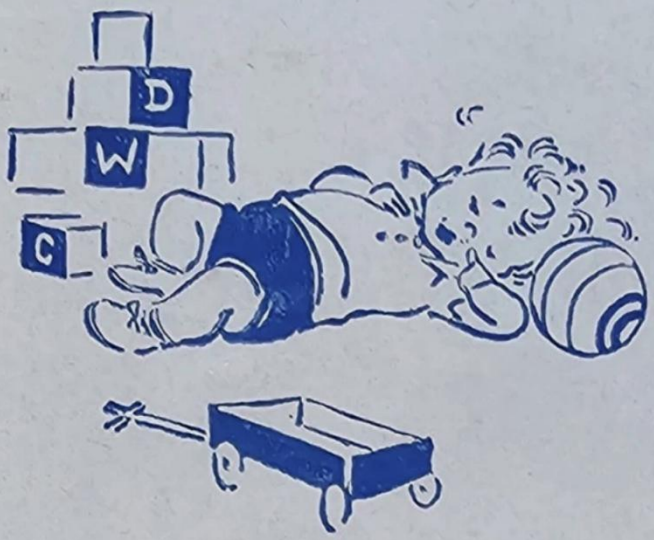
Dissolve a quarter of the contents in a half pint of warm water. Any half pint jar or bottle may be used. When not in use, be sure to keep the solution well covered, air-tight, and in a cool place. Also be sure to see that cap is tightly screwed on before storing away.

Every day, preferably *after* baby's bath, apply the solution to the dried hair in a light, circular "up" motion with a piece of cotton. Dab off excess solution with dry cotton or a soft towel. When the hair grows long enough, divide into tiny strands and gently twirl into curls on your finger. Allow the hair to dry thoroughly before combing. This daily treatment keeps the hair in soft, lustrous and glossy curls.

Hair Care

Excessive brushing or combing of infants' hair is undesirable and should be avoided. We also advise *against* frequent shampooing of the hair during the period when the NESTLE BABY HAIR TREATMENT is being used. However, if occasionally it is found desirable to shampoo the hair, we suggest that you wash it with a liquid shampoo—preferably one made from Castile soap.

Castile soap shampoo can easily be prepared at home, by grating the cake of soap, and dissolving it in just enough hot water to make a clear solution. Lather it first in your hands—then apply it to the hair, starting from the nape of the neck and working it in, gently, forward. Rinse thoroughly but gently with a cloth that has been saturated with clear, tepid water. Always use *lukewarm* water (never hot) on baby's head.



*"Sleeping and Watching"**

"Sleep on, Baby, on the floor,
Tired of all the playing,
Sleep with smile the sweeter for,
That you dropped away in.
On your curls' full roundness stand
Golden lights serenely . . .
One cheek pushed out by the hand,
Folds the dimple inly."

*Elizabeth Barrett Browning

THE NESTLE-LEMUR CO., Meriden, Connecticut
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Printed in U.S.A.