What does douching with DEMURE\* have to do with your

A lot. Every husband wants his wife to be feminine... in every sense of the word. And Demure Liquid Douche lets you discover how completely feminine you can be.

Delicately scented Demure is the different douche perfected by a leading gynecologist. So Demure does much more than old-fashioned home remedies or medicinal-smelling powders. It gently cleanses and freshens.

Makes you feel very special. But more than that, Demure deodorizes. Deodorizes so thoroughly, so pleasantly, you know you're the woman your husband wants you to be.

Feminine...in every sense of the word.

NEW

Shouldn't you discover Demure...the liquid douche perfected by a leading gynecologist.