



SEVERELY DEPRESSED woman waits her turn in the beauty salon at California's Camarillo State Hospital. On admission, each is given a beauty treatment. Few hospitals are equipped for more than admission treatment.

ogist Dr. Eric Riss phrases it, "If a woman is satisfied, without going to extremes or worrying excessively about it, that she has magnified her beauty with the artifices of fashion and beauty care to the limits her natural endowments allow, she'll feel more comfortable not just about her looks, but about her self. And this holds true no matter how she compares with MM." The eminent psychiatrist Dr. Paul Schilder has said: "I am of the opinion that the desire to be seen, to be looked at, is as basic as the desire to see." Certainly, if this desire to be seen, and, naturally, seen in the best light, is absent, something is wrong.

Beauty Before Analysis

Often, psychiatrists and psychologists will prescribe beauty treatments for a female patient before therapy or analysis begins, in the hope that the beauticians can help the woman re-establish some of the self-respect her neurosis has nibbled away. Says the head of one of Manhattan's leading beauty salons: "We've had many clients come here under great nervous tension to receive beauty treatments recommended by their psychiatrists. Usually the results are very gratifying. You can almost see their self-assurance grow with each succeeding treatment." She tells of one woman, the wife of a prominent architect, who was on the verge of a nervous breakdown because the last of her children had married and she felt old and useless. She had always been a rather colorless person who had never had the self-confidence to try to be attractive. "For a while," the beauty specialist relates, "it seemed like a hopeless case. But then, as her appearance began to improve appreciably with a loss of weight, a new hair style, a posture change and a more creative use of cosmetics, she caught the feeling of being attractive. It made all the difference in the world. Her mood changed from one of weary dejection to one of vigorous freshness."

When a woman looks her best and knows it, the realization infuses a feeling of self-assurance that communicates itself automatically to the people she meets and makes them more favorably impressed with her. This in turn increases her own feeling of self-esteem. This was strikingly illustrated recently when a beauty consultant for a famous cosmetics firm visited New York City's Fountain House, a unique institution that helps former mental patients surmount the obstacles in the way of becoming active members of the community again. When the consultant arrived for her lecture and beauty-care demonstration, the twenty women who had gathered there to hear her all seemed depressed and uneasy. Most of them had had little suc-