

# ARE YOU THERE?

## They'll Take Manhattan: Nine It Girls on Where They'll Wear Springs

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TEXT: Remo Bitzi  
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**D**r. Laszlo's creation is a cult favorite, but face soap in general has long had a dirty reputation in the beauty industry. Many consumers have been pushed by marketers into thinking that soap strips necessary oils and unfavorably alters the skin's pH level. Bar soap has also had a tough time competing with the overabundance of liquids, creams and foams that skin care companies offer.

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Like many other personal grooming products, face soap has gotten a makeover, shedding preservatives, chemicals and fragrance. And at a time when natural and organic are prized, bars seem to fit the bill. And besides Dr. Laszlo's bar, which is they are almost all less expensive than bottled cleansers. (The Neutrogena Original Formula Facial Cleansing Bar, a drugstore favorite for its clear appearance, is less than \$3.)

