

## APPENDIX A - 1

### PART ONE

This survey is meant for an academic research on advertisements. Your honest response is much appreciated. Thank you.

Name : \_\_\_\_\_

Occupation : \_\_\_\_\_

Race : \_\_\_\_\_

Age Group :      ☐      20-25                                      ☐ 31-35  
                         ☐      36-40                                      ☐ 41-45

Complexion :      ☐      Fair      ☐      Dark      ☐

Unsure

You are a reader of (tick one only) :

☐      Her World

☐      Female

☐      Both

☐      None

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**Definition**

**Collocates :** Words that can be associated together.

**Connotation -** Feelings or ideas suggested by a word.

**Melanin** - Dark pigmentation.

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**NB :** *All lexical items and sentences have been extracted from facial or slimming product advertisements.*

**A** Indicate whether the following words have **Positive Connotation (P)**, **Negative Connotation (N)** or **Neutral Connotation (U)** when used in *facial product advertisements*.

1	refreshing	[	]	30	moisturising	[	]
2	radiance	[	]	31	gentleness	[	]
3	protect	[	]	32	results	[	]
4	pores	[	]	33	pigmentation	[	]
5	loosens	[	]	34	age	[	]
6	lines	[	]	35	melanin	[	]
7	freckles	[	]	36	spots	[	]
8	flake	[	]	37	revealing	[	]
9	enhances	[	]	38	creases	[	]
10	elasticity	[	]	39	wrinkles	[	]
11	dead	[	]	40	smoother	[	]
12	blocked	[	]	41	damage	[	]
13	blackheads	[	]	42	repair	[	]
14	clarify	[	]	43	fair	[	]
15	improve	[	]	44	preserve	[	]
16	restore	[	]	45	spread	[	]
17	soothe	[	]	46	purifies	[	]
18	rejuvenates	[	]	47	evens	[	]
19	glowing	[	]	48	lighten	[	]
20	cleanses	[	]	49	reduces	[	]
21	replenishes	[	]	50	firming	[	]
22	fine	[	]	51	stop	[	]
23	premature	[	]	52	brightens	[	]
24	oily	[	]	53	fade	[	]
25	dries	[	]	54	nourishes	[	]
26	beauty	[	]	55	assure	[	]
27	new	[	]	56	sensation	[	]
28	dark	[	]	57	clogged	[	]
29	old	[	]	58	irritation	[	]

Indicate whether the following words have Positive Connotation (P), Negative Connotation (N) or Neutral Connotation (U) when used in *slimming product / centre advertisements*.

59	weight	[ ]	80	unsightly	[ ]
60	elasticity	[ ]	81	accelerate	[ ]
61	dieting	[ ]	82	enhances	[ ]
62	loss	[ ]	83	slimming	[ ]
63	results	[ ]	84	fat	[ ]
64	contours	[ ]	85	tummy	[ ]
65	body	[ ]	86	care	[ ]
66	reducing	[ ]	87	texture	[ ]
67	shape	[ ]	88	metabolism	[ ]
68	pounds	[ ]	89	treatment	[ ]
69	sponginess	[ ]	90	crash-diets	[ ]
70	cellulite	[ ]	91	power	[ ]
71	energy	[ ]	92	health	[ ]
72	optimal	[ ]	93	remarkable	[ ]
73	perfect	[ ]	94	figure	[ ]
74	vitality	[ ]	95	tightens	[ ]
75	flat	[ ]	96	regains	[ ]
76	bulging	[ ]	97	refreshes	[ ]
77	trim	[ ]	98	smoothes	[ ]
78	refines	[ ]	99	lipid-removal	[ ]
79	streamlines	[ ]	100	orange-peel	[ ]

Indicate whether the following adjective clusters have Positive Connotation (P), Negative Connotation (N) or Neutral Connotation (U) when used in *facial product or slimming product / centre advertisements*.

101	new confident	[ ]	114	light gel	[ ]
102	truly modern	[ ]	115	vital food	[ ]
103	fantastic post-natal	[ ]	116	firmer, toned	[ ]
104	slimmer more beautiful	[ ]	117	extra large	[ ]
105	body contouring	[ ]	118	soft, young-looking	[ ]
106	excess body	[ ]	119	visibly healthier	[ ]
107	reliable, long lasting	[ ]	120	clear, even	[ ]
108	new, fresh	[ ]	121	more radiant	[ ]
109	soft, supple	[ ]	122	premature fine	[ ]
110	visibly firmer	[ ]	123	rough, old	[ ]
111	moisturising antiage	[ ]	124	never ending	[ ]
112	exfoliating dead	[ ]	125	highly active	[ ]
113	moisture quenching	[ ]			

-----The End ----- Thank you -----

## APPENDIX A - 2

## PART TWO

This survey is meant for an academic research on advertisements. Your honest response is much appreciated. Thank you.

**Name :** \_\_\_\_\_

**Occupation :** \_\_\_\_\_

Race :

Age Group :            [         ]      20-25                                  [         ] 31-35

[ ] 36-40 [ ] 41-45

Complexion :        [        ]        Fair    [        ]        Dark   [        ]

Unsure

You are a reader of :

[ ] Her World

[ ] Female

[       ]      Both

[ ] None



### Definition

**Collocates :** Words that can be associated together.

**Connotation -** Feelings or ideas suggested by a word.

**Melanin** - Dark pigmentation.

**NB :** *All lexical items and sentences have been extracted from facial advertisements*

- A Indicate whether the following words are the collocates of Fair (F), Young (Y), Old (O), Dark (D). If they do not belong to any one of the previous collocate, indicate the words as Others (O).

1	refreshing	[ ]	33	loosens	[ ]
2	radiance	[ ]	34	lines	[ ]
3	pores	[ ]	35	freckles	[ ]
4	enhances	[ ]	36	elasticity	[ ]
5	dead	[ ]	37	blocked	[ ]
6	blackheads	[ ]	38	clarify	[ ]
7	improve	[ ]	39	restore	[ ]
8	soothe	[ ]	40	rejuvenates	[ ]
9	glowing	[ ]	41	cleanses	[ ]
10	replenishes	[ ]	42	fine	[ ]
11	premature	[ ]	43	oily	[ ]
12	dries	[ ]	44	beauty	[ ]
13	new	[ ]	45	dark	[ ]
14	old	[ ]	46	moisturising	[ ]
15	gentleness	[ ]	47	pigmentation	[ ]
16	age	[ ]	48	spots	[ ]
17	creases	[ ]	49	wrinkles	[ ]
18	smoother	[ ]	50	damage	[ ]
19	repair	[ ]	51	fair	[ ]
20	preserve	[ ]	52	purifies	[ ]
21	evens	[ ]	53	lighten	[ ]
22	reduces	[ ]	54	firming	[ ]
23	brightens	[ ]	55	fade	[ ]
24	nourishes	[ ]	56	assure	[ ]
25	sensation	[ ]	57	clogged	[ ]
26	irritation	[ ]	58	new fresh	[ ]
27	soft, supple	[ ]	59	visibly, firmer	[ ]
28	moisturising antia	[ ]	60	exfoliating dead	[ ]
29	moisture quenching	[ ]	61	soft, young-looking	[ ]
30	visibly healthier	[ ]	62	clear, even	[ ]
31	more radiant	[ ]	63	premature fine	[ ]
32	rough old	[ ]			

B NB All lexical items have been extracted from slimming advertisements.

Indicate whether the following words are collocates of Slim (S), Fat (F). If they do not belong to any one of the collocates, indicate the words as Others (O).

64	loss	[ ]	80	contours	[ ]
65	reducing	[ ]	81	shape	[ ]
66	pounds	[ ]	82	sponginess	[ ]
67	cellulite	[ ]	83	perfect	[ ]
68	vitality	[ ]	84	flat	[ ]
69	bulging	[ ]	85	trim	[ ]
70	refines	[ ]	86	streamlines	[ ]
71	unsightly	[ ]	87	enhances	[ ]
72	slimming	[ ]	88	fat	[ ]
73	tummy	[ ]	89	tightens	[ ]
74	regains	[ ]	90	refreshes	[ ]
75	smoothes	[ ]	91	new confident	[ ]
76	slimmer more beautiful	[ ]	92	body contouring	[ ]
77	excess body	[ ]	93	lipid-removal	[ ]
78	firmer, toned	[ ]	94	orange-peel	[ ]
79	extra large	[ ]			

C Please indicate to state whether you Agree (A), Disagree (D) or are Unsure (U)..

**Facial product advertisements convey the message that :**

95	a healthy complexion is desirable.	[ ]
96	a fair complexion is desirable.	[ ]
97	a dark complexion is undesirable.	[ ]
98	an aging complexion is undesirable.	[ ]
99	a youthful-looking complexion is desirable.	[ ]

**Slimming product advertisements convey the message that :**

- 100 being slim is a desirable quality. [      ]
- 101 being fat is an undesirable quality. [      ]
- 102 being slim is healthy. [      ]
- 103 Facial product advertisements liken beauty to a fair and youthful-looking complexion. [      ]
- 104 Slimming product advertisements liken beauty, confidence and sexiness to a slim figure. [      ]
- 105 In general, Asian society sees an ideal beauty as one who is slim, fair and who looks youthful. [      ]

Thank you for your cooperation.

END

## APPENDIX B -1

### RESULTS OF SURVEY TEST 1

#### QUESTION A

No	Lexical Items	Percentage		
		Neutral	Positive	Negative
1	refreshing	37	63	0
2	radiance	22	78	0
3	protect	86	14	0
4	pores	0	0	100
5	loosens	35	65	0
6	lines	0	0	100
7	freckles	0	0	100
8	flake	58	0	42
9	enhances	31	69	0
10	elasticity	43	57	0
11	dead	39	0	61
12	blocked	23	0	77
13	blackheads	0	0	100
14	clarify	42	58	0
15	improve	41	59	0
16	restore	43	57	0

17	soothe	12	88	0
18	rejuvenates	9	91	0
19	glowing	0	100	0
20	cleanses	45	55	0
21	replenishes	17	83	0
22	fine	43	0	57
23	premature	43	0	57
24	oily	5	0	95
25	dries	5	0	95
26	beauty	0	100	0
27	new	34	67	0
28	dark	0	0	100
29	old	0	0	100
30	moisturising	13	87	0
31	gentleness	0	100	0
32	results	86	14	0
33	pigmentation	34	0	67
34	age	0	0	100
35	melanin	55	0	45
36	spots	0	0	100
37	revealing	100	0	0
38	creases	0	0	100
39	wrinkles	0	0	100

40	smoother	0	100	0
41	damage	38	0	62
42	repair	23	67	0
43	fair	0	100	0
44	preserve	12	88	0
45	spread	100	0	0
46	purifies	3	97	0
47	evens	47	53	0
48	lighten	0	100	0
49	reduces	44	56	0
50	firming	0	100	0
51	stop	96	4	0
52	brightens	0	100	0
53	fade	32	68	0
54	nourishes	21	79	0
55	assures	42	58	0
56	sensation	48	52	0
57	clogged	0	0	100
58	irritation	0	0	100

# **QUESTION B**

No	Lexical Items	Percentage		
		Neutral	Positive	Negative
59	weight	58	33	9
60	elasticity (slimming)	68	32	0
61	dieting	86	0	14
62	loss	31	69	0
63	results	75	25	0
64	contours	0	100	0
65	body	100	0	0
66	reducing	4	96	0
67	shape	17	83	0
68	pounds	0	0	100
69	sponginess	0	0	100
70	cellulite	0	0	100
71	energy	100	0	0
72	optimal	100	0	0
73	perfect	25	75	0
74	vitality	0	100	0
75	flat	13	87	0
76	bulging	0	0	100

77	trim	0	100	0
78	refines	41	59	0
79	streamlines	48	52	0
80	unsightly	0	0	100
81	accelerate	66	34	0
82	enhances	47	53	0
83	slimming	0	100	0
84	fat	0	0	100
85	tummy	0	0	100
86	care	80	20	0
87	texture	100	0	0
88	metabolism	100	0	0
89	treatment	100	0	0
90	crash-diets	56	0	44
91	power	60	40	0
92	health	100	0	0
93	remarkable	53	47	0
94	figure	53	47	0
95	tightens	0	100	0
96	regains	3	97	0
97	refreshes	0	100	0
98	smoothes	0	100	0
99	lipid-removal	0	100	0



100	orange-peel	19	0	81
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### QUESTION C

No	Lexical Items	Percentage		
		Neutral	Positive	Negative
101	New confident	0	100	0
102	Truly modern	67	33	0
103	Fantastic post-natal	100	0	0
104	slimmer more beautiful	0	100	0
105	body contouring	13	87	0
106	excess body	4	0	96
107	reliable, long lasting	76	24	0
108	new, fresh	0	100	0
109	soft, supple	0	100	0
110	visibly firmer	0	100	0
111	moisturising antiage	0	100	0
112	exfoliating dead	24	76	0
113	moisture quenching	0	0	100
114	light gel	100	0	0
115	vital food	100	0	0
116	firmer, toned	0	100	0

117	extra large	43	0	57
118	soft, young-looking	0	100	0
119	visibly healthier	0	100	0
120	clear, even	0	100	0
121	more radiant	0	100	0
122	premature fine	0	0	100
123	rough, old	0	0	100
124	never ending	100	0	0
125	highly active	100	0	0

## APPENDIX B - 2

### RESULTS OF SURVEY 2

#### QUESTION A

No	Lexical Items	Percentage				
		Fair	Young	Old	Dark	Others
1	Refreshing	0	100	0	0	0
2	Radiance	0	100	0	0	0
3	Pores	0	0	10	0	90
4	enhances	0	0	0	0	100
5	dead	0	0	77	0	23
6	blackheads	0	0	12	0	88
7	improve	0	0	0	0	100
8	soothe	0	0	0	0	100
9	glowing	0	34	0	0	66
10	replenishes	0	79	0	0	21
11	premature	0	0	12	0	88
12	dries	0	0	0	0	100
13	new	0	84	0	0	16
14	old	0	0	100	0	0
15	gentleness	0	74	0	0	26
16	age	0	0	100	0	0
17	creases	0	0	100	0	0
18	smoother	0	88	0	0	12

19	repair	0	0	0	0	100
20	preserve	0	92	0	0	8
21	evens	59	0	0	0	41
22	reduces	0	0	0	0	100
23	brightens	100	0	0	0	0
24	nourishes	0	23	0	0	77
25	sensation	0	0	0	0	100
26	irritation	0	0	0	0	100
27	soft, supple	0	100	0	0	0
28	moisturising antiage	0	83	0	0	17
29	moisture quenching	0	0	17	0	83
30	visibly healthier	0	0	0	0	100
31	more radiant	0	100	0	0	0
32	rough old	0	0	100	0	0
33	loosens	0	0	0	0	100
34	lines	0	0	100	0	0
35	freckles	0	19	0	0	81
36	elasticity	0	67	0	0	33
37	blocked	0	0	0	0	100
38	clarify	32	0	0	0	68
39	restore	0	74	0	0	26
40	rejuvenates	0	100	0	0	0
41	cleanses	0	23	0	0	77

42	fine	0	0	0	0	100
43	oily	0	0	0	0	100
44	beauty	0	6	0	0	94
45	dark	0	0	0	100	0
46	moisturising	0	62	0	0	38
47	pigmentation	0	0	12	69	19
48	spots	0	0	17	0	83
49	wrinkles	0	0	0	100	0
50	damage	0	0	4	0	96
51	fair	100	0	0	0	0
52	purifies	0	0	23	0	67
53	lighten	100	0	0	0	0
54	firming	0	83	0	0	17
55	fade	61	0	0	0	39
56	assure	0	0	5	0	95
57	clogged	0	0	0	0	100
58	new fresh	0	88	0	0	12
59	visibly, firmer	0	92	0	0	8
60	exfoliating dead	0	0	4	0	96
61	soft, young-looking	0	100	0	0	0
62	clear, even	57	0	0	0	43
63	premature fine	0	0	36	0	64

## QUESTION B

No	Lexical Items	Percentage		
		Slim	Fat	Others
64	loss	100	0	0
65	reducing	100	0	0
66	pounds	0	100	0
67	cellulite	0	86	24
68	vitality	0	0	100
69	bulging	0	100	0
70	refines	62	0	38
71	unsightly	0	59	41
72	slimming	100	0	0
73	tummy	0	100	0
74	regains	0	0	100
75	smoothes	0	0	100
76	slimmer more beautiful	100	0	0
77	excess body	0	86	14
78	firmer, toned	73	0	27
79	extra large	0	63	37
80	contours	100	0	0
81	shape	83	0	17
82	sponginess	0	100	0
83	perfect	8	0	92

84	flat	100	0	0
85	trim	100	0	0
86	streamlines	100	0	0
87	enhances	25	0	75
88	fat	0	100	0
89	tightens	78	0	22
90	refreshes	0	0	100
91	new confident	37	0	63
92	body contouring	100	0	0
93	lipid-removal	100	0	0
94	orange-peel	93	0	7

### QUESTION C

Question No.	Percentage		
	Agree	Disagree	Unsure
95	100	0	0
96	31	38	31
97	60	40	0
98	86	10	4
99	96	0	4
100	100	0	0
101	88	5	7
102	86	0	14

103	100	0	0
104	100	0	0
105	83	15	2



## **APPENDIX C**

### **1.1 List of words similar in meaning or having different forms**

#### **1.1.1 Facial Product Advertisements.**

- (1) skin, skin-type, fingertips, face, complexion, appearance, eyes
- (2) proven, effective, breakthrough, ability
- (3) formation, combination, combines, formulated
- (4) effects, effectiveness, answer, results, difference
- (5) rays, sun, sunscreen, water
- (6) technology, power, system, discovery, research
- (7) barrier, denied, prevent
- (8) process, way, system
- (9) today, beginning, day, night
- (10) needs (noun), needs (verb), want, requires
- (11) contains, consists
- (12) reveals, bring, works, provides, delivers
- (13) keeps, maintains
- (14) making, make
- (15) rub, spread, use, using
- (16) reduces, maximizes
- (17) beauty, beautiful
- (18) rejuvenation, rejuvenates
- (19) light, luminous
- (20) lighten, lighter

- (21) brighten, brighten
- (22) assures, ensures
- (23) firm, firmer, firming
- (24) young-looking, younger, youthful
- (25) age, ages, older
- (26) dries, hydrated
- (27) produce, secretion
- (28) soft, gentleness

#### **1.1.2 Slimming Advertisements**

- (1) programme, system, advice, guidance, plan, care, technique
- (2) crash-diets, drugs, supplements, diet
- (3) skin, hips, thigh, chin, abdomen, buttocks
- (4) technology, discovery
- (5) solution, results, improvement, difference
- (6) minutes, weeks
- (7) dream, love, wish
- (8) firms, firmer
- (9) trims, trim
- (10) slim, slimming
- (11) lost, get rid of, loss, reduce, elimination
- (12) shape up, shaping up, shape, figure
- (13) contours, contouring

## 2.1 Neutral connotative words in facial product advertisement.

No	Neutral Connotative word (s)	No. of occurrence
1	Major	1
2	Brown	1
3	Skin (+ similarities)	71
4	High	1
5	Proven (+ similarities)	5
6	Asian	1
7	Melanin	6
8	Natural	5
9	Dramatic	1
10	Advanced	1
11	Formation (+ similarities)	9
12	Lost	1
13	Unique	1
14	Luminous (+ similarities)	3
15	Effects (+ similarities)	12
16	Radical	1
17	Rays (+ similarities)	4
18	Emulsion	2
19	Area	4
20	Treatment	5
21	Technology (+ similarities)	6
22	Barrier (+ similarities)	9
23	Genius	1
24	Process (+ similarities)	6
25	Produce (+ similarities)	7
26	Today (+ similarities)	10
27	Balance	1
28	Range	2
29	Signs	5
30	Envy	1
31	Perfector	1
32	Enlightening	1
33	Ladies	1
34	Years	2
35	Opportunity	1
36	Plugs	1
37	Plants	1
38	Needs (+ similarities)	9
39	Care	4
40	Properties	2

41	Supply	1
42	Level	1
43	Types	1
44	Know-how	1
45	Protect	5
46	Season	1
47	Role	3
48	Texture	1
49	Contains (+ similarities)	5
50	Lies	4
51	Reveals (+ similarities)	10
52	Flake	1
53	Live	1
54	Grows	1
55	Pile	2
56	Keeps (+ similarities)	5
57	Making (+ similarities)	5
58	Look	4
59	Caused	2
60	Open	2
61	Rub (+ similarities)	11
62	Leaving	1
63	Maximizes (+ similarities)	6
64	Help	7
65	Offers	4
66	Stay	2
67	Give	3
68	Notice	3
69	Becomes	1
70	Feels	6
71	Exposed	1
72	Slows	3
73	Removes	4
74	More efficient	1
75	Reliable, long lasting	1
76	Most important	1
77	Long term	1
78	Specially-formulated	1
79	High performance	1
80	Deeper surface	1
81	Never ending	1
82	Truly modern	1
83	Optimum continuous	1

## 2.2 Table of positive connotative words in facial advertisements.

No	Connotation	No. of occurrence
1	Refreshing	3
2	Radiance	4
3	Replenishes	2
4	Smoother	1
5	New	2
6	Preserve	2
7	Soft, supple	1
8	Moisturising , antiage	1
9	More radiant	1
10	Elasticity	1
11	Restore	3
12	Rejuvenates	4
13	Moisturising	4
14	Firming	5
15	New, fresh	1
16	Visibly, firmer	1
17	Soft, young-looking	1
18	Young-looking	9
19	Evens	4
20	Brightens	6
21	Fair	4
22	Lighten	8
23	Fade	3
24	Clear, even	1
25	Fairer, fine	1
26	White	2
27	Enhances	1
28	Improve	1
29	Soothe	1
30	Glowing	1
31	Repair	1
32	Reduces	1
33	Nourishes	1
34	Sensation	1
35	Loosens	1
36	Clarify	1
37	Cleanses	1
38	Beauty	1
40	Purifies	1
41	Assures	1

### 2.3 Negative connotative words in facial advertisements.

No	Connotation	No. of occurrence
1	Lines	8
2	Wrinkles	8
3	Age (+similarities)	14
4	Freckles	2
5	Spots	2
6	Blackheads	1
7	Pores	1
8	Fat	1
9	Irritation	1
10	Pigmentation	1
11	Creases	1
12	Clogged	1
13	Blocked	1
14	Damage	1
15	Dries (+ similarities)	2
16	Fine	2
17	Darkening	3
18	Premature	1
19	Dead	4
20	Premature fine	2
21	Rough old	1
22	Moisture quenching	1
23	Oily	1
24	Old	1

### 3.1 Neutral connotative words in slimming advertisements

No	Connotation	No of occurrence
1	Body	7
2	Programme (+ similarities)	27
3	Crash-diets (+ similarities)	7
4	Skin (+ similarities)	23
5	Partner	1
6	Gel	3
7	Texture	1
8	Privacy	2
9	Trend	3
10	Metabolism	5
11	Areas	11

12	Solution (+similarities)	19
13	Devotion	1
14	Session	4
15	Minutes (+ similarities)	3
16	Day	3
17	Dream (+ similarities)	4
18	Exercise	1
19	Groups	1
20	Chemistry	1
21	Promise	4
22	Mechanism	1
23	Power	1
24	Experience	3
25	Plus	1
26	Agents	1
27	Accumulate	3
28	Energy	4
29	Health	1
30	Customer	1
31	Husband	1
32	Plans	1
33	Baby	1
34	Events	1
35	Life	4
36	Weight	9
37	Call	1
38	Lifestyle	1
39	Vital food	1
40	Truly modern	1
41	Optimal, easy-to-do	1
42	Natural body	1
43	Sensible nutritious	1
44	Strenuous	4
45	Selected	2
46	Dangerous	1
47	Unrivalled	1
48	Tailor-made	1
49	Visible	3
50	Each	1
51	Optimal	1
52	Full	1
53	Remarkable	1
54	Double	1
55	Elasticity	1
56	Latest	2

57	Concentrated	1
58	Active	2
59	Entire	1
60	Selected	1
61	Fast	1
62	Revelation	1
63	Double	1
64	Targetted	1
65	Natural body	1
66	Well-balanced	1
67	Hard exercise	1
68	Amazed	1
69	Benefits	3
70	Bears	1
71	Based	1
72	Develop	2
73	Absorbed	1
74	Decision	4
75	Suit	1
76	Deserve	1
77	Enjoy	1
78	Tell	1
79	Family	1
80	Light gel	1
81	Pure plant	1
82	Advanced	1
83	Experts	2
84	Nutritious	1

### 3.2 Positive connotative words in slimming advertisements.

No	Connotations	No of occurrence
1	Lost (+ similarities)	3
2	Firms (+ similarities)	4
3	Regain	2
4	Enhances	2
5	Slimming (+ similarities)	3
6	Shaping up (+ similarities)	6
7	Better toned	1
8	Contouring (+ similarities)	3
9	Trims (+ similarities)	4
10	Refines	1
11	Streamlines	1
12	Refreshes	2



13	Smoothes	3
14	Tightens	4
15	Beauty	4
16	Vitality	1
17	New	2
18	Perfect	2
19	Ultra-soft	2
20	Silky-smooth	2
21	Moisturized	3
22	Flat	1
23	Fat-fighting	1
24	New confident	1
25	Slimmer, more beautiful	2
26	Firm, toned	2
27	Weight loss	2
28	Body firming	1
29	Trimmer, sexier	2
30	Lipid-removal	1
31	Body contouring	1
32	More beautiful	2

### 3.3 Negative connotations in slimming advertisements.

No	Connotations	No. of occurrence
1	Pounds	1
2	Inches	1
3	Sponginess	3
4	Fat	2
5	Cellulite	2
6	Tummy	3
7	Lipids	1
8	Orange-peel	1
9	Unsightly	1
10	Bulging	1
11	Excess body	1
12	Spongy appearance	1
13	Extra large	1

#### 4.1 Types of adjectives in facial product advertisements

Type of Adjective	Positive			Negative	
	No	%		No	%
Single	28	60.8		19	82.6
Cluster	18	39.2		4	17.4
Total	46	100		23	100

#### 4.2 Types of adjectives in slimming advertisements

Type of Adjective	Positive			Negative	
	No	%		No	%
Single	20	57.1		6	66.7
Cluster	15	42.9		3	33.3
Total	35	100		9	100

#### 4.3 Table of collocates of "youth".

No	Collocate	No. of occurrence
1	Refreshing	3
2	Radiance	4
3	Replenishes	2
4	Smoother	1
5	New	2
6	Preserve	2
7	Soft, supple	1
8	Moisturising , antiage	1
9	More radiant	1
10	Elasticity	1
11	Restore	3
12	Rejuvenates	4
13	Moisturising	4
14	Firming	5
15	New, fresh	1
16	Visibly, firmer	1
17	Soft, young-looking	1
18	Young-looking	9

#### 4.4 Table of collocates of “fair”

No	Collocates	No. of occurrence
1	Evens	4
2	Brightens	6
3	Fair	4
4	Lighten	8
5	Fade	3
6	Clear, even	1
7	Fairer, fine	1
8	White	2

#### 4.5 Table of other positive collocates in facial advertisements

No	Collocate	No of occurrence
1	Enhances	1
2	Improve	1
3	Soothe	1
4	Glowing	1
5	Repair	1
6	Reduces	1
7	Nourishes	1
8	Sensation	1
9	Loosens	1
10	Clarify	1
11	Cleanses	1
12	Beauty	1
13	Purifies	1
14	Assures	1

#### 5.1 Table of collocates of “old”

No	Collocate	No of occurrence
1	Lines	8
2	Wrinkles	8
3	Age (+similarities)	14
4	Creases	1
5	Dead	4
6	Rough old	1
7	Old	1

## 5.2 Table of collocates of “dark”

No	Collocate	No. of occurrence
1	Dark	2
2	Pigmentation	1

## 5.3 Table of other negative collocates in facial product advertisements

No	Collocates	No. of occurrence
1	Freckles	2
2	Spots	2
3	Blackheads	1
4	Pores	1
5	Fat	1
6	Irritation	1
7	Clogged	1
8	Blocked	1
9	Damage	1
10	Dries (+ similarities)	2
11	Fine	2
12	Premature	2
13	Premature fine	1
14	Moisture quenching	1
15	Oily	1

## 6.1 Table of collocates of “slim”

No	Collocate	No. of occurrence
1	Lost (+ similarities)	3
2	Firms (+ similarities)	7
3	Slimming (+ similarities)	3
4	Shaping up (+ similarities)	5
5	Better toned	1
6	Contouring (+ similarities)	4
7	Trims (+ similarities)	4
8	Refines	1
9	Streamlines	1
10	Tightens	4
11	Flat	1

12	Fat-fighting	1
13	Slimmer, more beautiful	2
14	Firm, toned	2
15	Weight loss	2
16	Body firming	1
17	Trimmer, sexier	2
18	Lipid-removal	1
19	Body contouring	1

## 6.2 Table of other positive collocates in slimming advertisements

No	Collocate	No. of occurrence
1	Regain	2
2	Refreshes	2
3	Smoothes	3
4	Tightens	4
5	Beauty	4
6	Vitality	1
7	New	2
8	Perfect	2
9	Ultra-soft	2
10	Silky-smooth	2
11	Moisturized	3
12	New confident	1
13	More beautiful	2

## 6.3 Table of collocates of “fat”

Refer to Table 3.3.

# At last! The Perfect Solution...



Protect by day, Rejuvenate at night.  
24 hours a day, 7 days a week.

#### Day Solution

Face the day knowing that Day Sunscreen SPF 15  
protects your face from environmental damage.

#### Night Solution

Sleep soundly knowing that Night Solution revives your skin while you sleep.

#### Daily Miracles

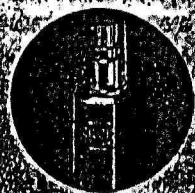
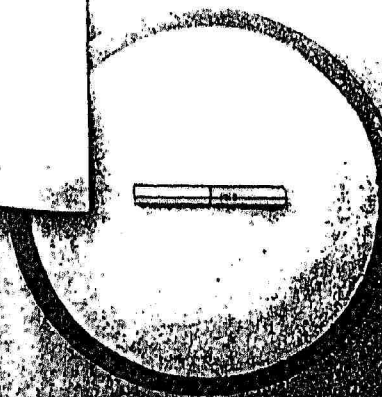
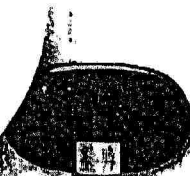
Adding TimeWise™ 3-in-1 Cleanser and Age-Fighting Moisturizer, it creates a Miracle Set. They  
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# A SKINCARE REVOLUTION AGAINST WRINKLES AND FINE LINES

## INTRODUCING LINE ERASER DAY

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—concentrate—

NEW

L'ORÉAL SKINCARE RESEARCH INTRODUCES AN EXTREMELY  
EFFECTIVE RETINOL CONCENTRATE THAT'S OPTIMISED FOR  
SERIOUS DAYTIME ANTI-WRINKLE ACTION.

### THE POWER OF RETINOL

Retinol, the purest form of Vitamin A works within the skin's  
surface to reduce fine lines and wrinkles caused by ageing,  
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### SPECTACULAR RESULTS

In just four weeks, you'll see a real difference.  
To achieve even more spectacular effects,  
use Line Eraser Day with Line Eraser Night  
for 24-hour anti-wrinkle action.

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Deep action

Dermatologist  
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"Why do I look older than my age?"

This is because you let the old skin and dead skin pile up on your face.

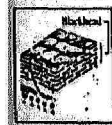
Good News To Ladies!

**Ginvera Marvel Gel**

Removes thick and rough old skin and dead skin, which keeps your skin fairer, finer and making you look 5 years younger!



(Diagram 1)  
Blackheads are caused by the pores being clogged by dead skin, which blocked the secretion of fat, resulting the formation of oil plugs. To remove blackheads radically you must use **Ginvera Marvel Gel** daily.



(Diagram 2)  
Do not let aging and dead skin have the opportunity to pile up on your face, making you look older.



(Diagram 3)  
Use **Ginvera Marvel Gel** daily to rub away blackheads, aging and dead skin, giving way to new and supple skin. Thus, your skin becomes fairer, making you look 5 years younger.

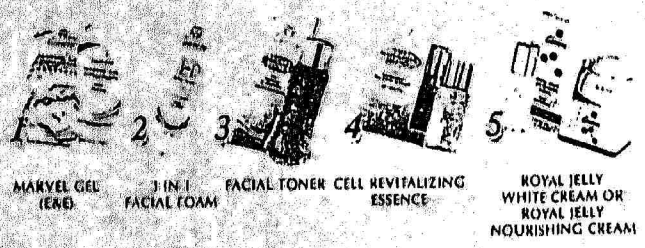
An established France Laboratory - DermScan has conducted a research & study on **Ginvera Marvel Gel**, it is evidence that:

- (1) This product brings instant results upon application.
- (2) Regular use of this product will accelerate skin metabolism.
- (3) This product is safe to use & will not harm the dermis.
- (4) Skin looks thinner (50%), cleaner (64%) and suppler (58%).

136

Guarantee efficacies in removing dead skin, blackheads and skin becomes finer and fairer!  
**Otherwise exchangeable!**  
This guarantee ends on 31-12-98.

5 steps to look 5 years younger!



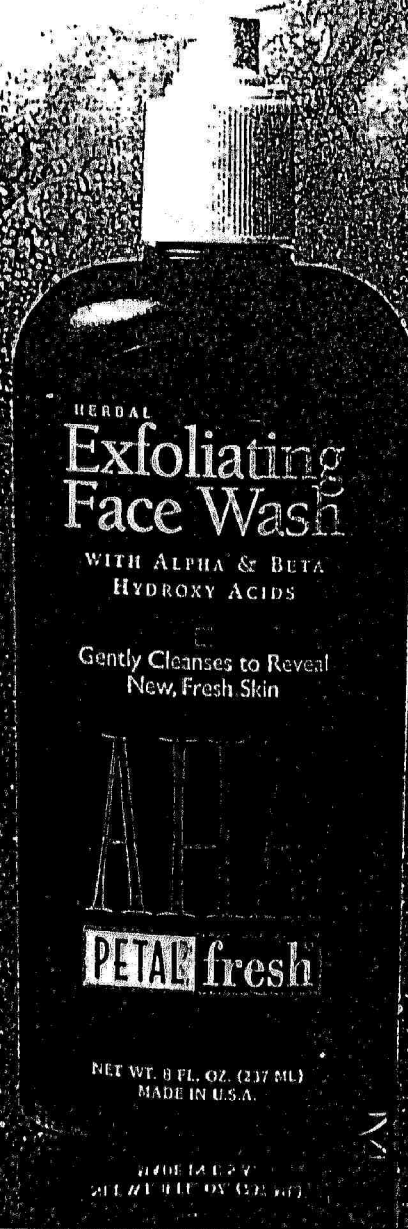
What makes Petal Fresh AHA Face Wash so unique for your skin?

The answer lies in BHT. Petal Fresh's AHA is derived from plant extracts like wild pansy, honeysuckle and rosewood which work together with AHA to gently cleanse your skin, revealing new, fresh skin, and reducing the appearance of lines and wrinkles.

And that's just what you need to achieve more effective results without irritating your skin. Petal Fresh's AHA is gentle, allowing your skin to absorb the AHA and BHT's natural exfoliating properties, and revealing the result: your skin becomes softer, smoother, and more radiant.

It will reduce the appearance of wrinkles and fine lines, and make your skin feel like a baby's.

For a full, fresh, and healthy skin, use Petal Fresh AHA Face Wash daily.



PETAL fresh

Available at Watson's Personal Care Store, Guardian Pharmacy, Apex Pharmacy, Unity NTUC Healthcare, Robinsons & other leading outlets.

# New. Retinol Treatment LSW for Lines, Spots, Wrinkles

Visibly reduces  
the appearance of  
fine expression  
lines, age spots  
and deeper  
surface wrinkles...  
without irritation.

Breakthrough Px  
technology  
combines the  
power of pure  
Vitamin A Retinol  
with a patented\*  
Thalasphere™  
delivery system  
and 15 key  
natural ingredients  
to maximize  
Retinol effectiveness,  
assure gentleness.

**The LSW Effect**  
Reduces the look  
of expression lines  
and deeper  
surface wrinkles  
by up to 45%.

Fades the appearance  
of age spots and  
evens skintone by  
up to 42%.

Strengthens skin's  
moisture barrier by  
up to 81%.

Improves skin  
smoothness by up to  
36%, softness  
up to 48%.

Use every night  
and your skin  
begins to look and  
act younger.

\* Patented in the U.S.  
and Europe

Exclusively available from  
17 April '98 at Robinsons  
and from 1 May '98 at Isetan Scotts,  
Tangs and Tangs Studio.



**Px Fast Acting** For the skin you want now.

# PRESCRIPTIVES





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a never ending  
water supply.  
It will never be  
thirsty again.

Your skin requires  
an optimum, continuous moisture  
balance. In order to  
constantly maintain this moisture  
level, Clarins uses two  
surprising plant extracts. Plants  
capable of regulating their  
own moisture level  
depending on their needs.

This made-to-measure, moisture  
quenching care helps

New  
Hydra-Balance  
Skin Care  
Made-to-measure  
moisture.



preserve the skin's youthful  
qualities, suppleness  
and radiance 24-hours a day.  
Essential skin care for  
all skin types.

Did you know...  
Clarins extensive know-how  
has always made it  
possible to discover new  
ingredients with  
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Contain Clarins Anti-Pollution  
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It helps lighten and even complexion and prevents the appearance of dark spots.
- **Blanc Pur Lotion**  
A soft and refreshing lotion that helps soothe signs of skin irritation and clarify and brighten the complexion.
- **Blanc Pur Masque**  
It purifies and refreshes skin for a clearer complexion.
- **Blanc Pur Emulsion Protectrice SPF 15**  
A high performance emulsion that protects the skin from the harmful effects of UV rays, even for the most sensitive skin.
- **Blanc Pur Protection Yeux SPF 8**  
A gel emulsion to brighten the eye area and protect against damaging rays and free radicals.

The CHANEL Blanc Pur range offers you a solution to restore your skin's natural glow for optimum luminosity and transparency.



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An amazing skincare discovery right at your fingertips  
A touch of genius to firm and smooth your face.

A decisive breakthrough from Yves Saint Laurent offers a visibly firmer and more radiant complexion. The innovative discovery of a Gluco-Amino-Phosphorus Complex, a combination of natural extracts and a yeast extract, which effectively rejuvenates the skin's firming process.

Your skin regains noticeable, youthful qualities. Haute Fermeté delivers its promises: your skin becomes more radiant, smoother and firmer. Fine lines and wrinkles are greatly diminished. Your complexion regains youthful vitality. Haute Fermeté is available in a cream or lotion texture. Haute Fermeté, definitely Yves Saint Laurent.

\*Yeast extract registered and endorsed by Pasteur Institute.



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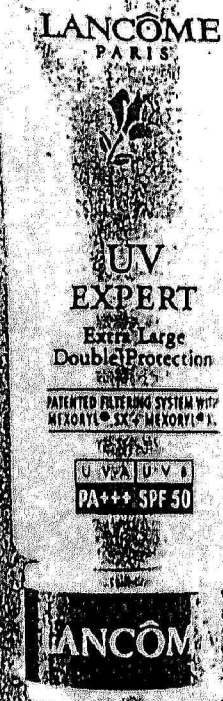
PATENTED FILTERING SYSTEM WITH  
MEXORYL® SX • MEXORYL® XL

Whatever the season, UV rays damage your skin. UVA has a major role in the appearance of brown spots, premature fine lines and wrinkles while UVB causes skin darkening.

**NEW TECHNOLOGY** Patented filtering system with new Mexoryl® XL and Mexoryl® SX. It ensures an extra large and more efficient protection against UVA and UVB. UV EXPERT combines high protection with a fine texture. It is non-greasy and spreads easily, leaving your skin soft and hydrated.

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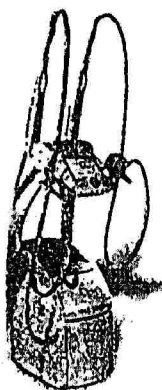


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Revolutionary **Ultra Svelt™ Fucus Patch**  
**Weight-Loss Plan** is available to anyone

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Patch Plus contains concentrated **Fucus** and a boost  
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**NEW!**  
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Guaranine**

no strenuous exercise

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no dangerous drugs

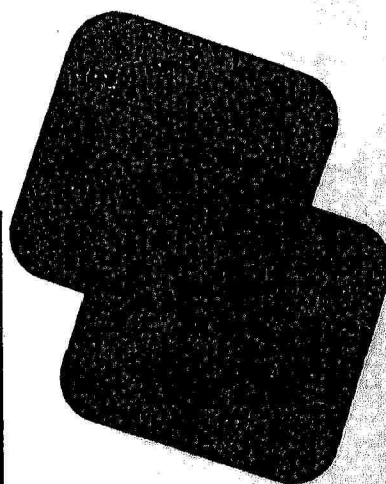
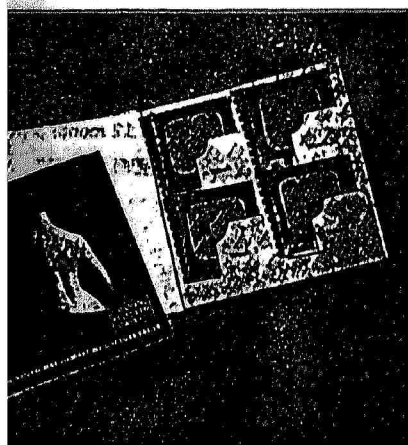
no vital food groups eliminated

no change to your natural body chemistry

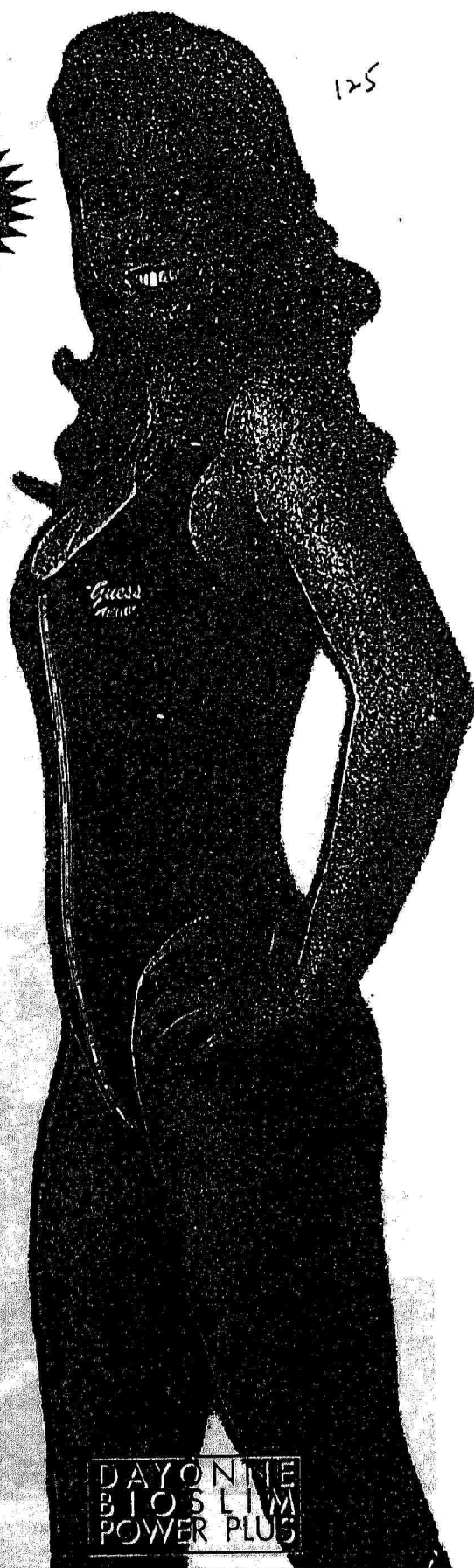
no pie-in-the-sky promises



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ACTUAL SIZE



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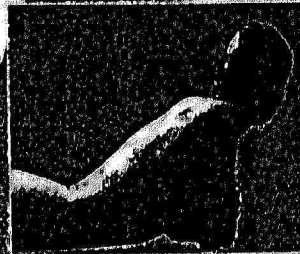
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**ide-to-Measure"**  
**y Care for firm,**  
**ed skin.**

**Y LIFT:**  
**ets "sponginess"**

actions in one product:  
 : helps reduce sponginess  
 ours : refines and streamlines  
 les: the light gel texture cools  
 e refreshes  
 othes : for, ultra-soft skin:



**"TONIC" OIL:**  
**100% pure plant extracts.**

Helps improve skin's elasticity,  
 firms and moisturizes.  
 The perfect partner during a  
 weight loss programme.

**New**  
**BODY FIRMING CREAM:**  
**Firms, smoothes and tones.**

Selected astringent plant extracts  
 work together to lighten and tone.  
 Nourishes your skin leaving  
 it feeling silky, smooth  
 and moisturized.

DERMATOLOGICAL TESTED AND RECOMMENDED

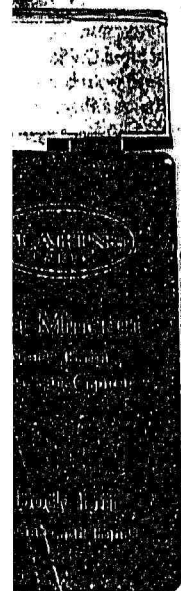
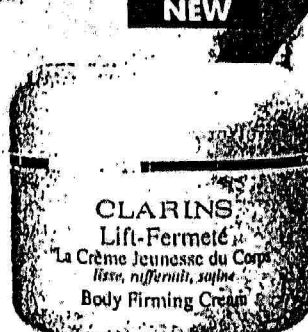
**Additional Body Care,**  
**at no extra cost.**

Get an additional retail-size body  
 care product of your choice\* with  
 our compliments. Just purchase  
 any 5 body treatment products  
 from now until May and fill in the  
 Clarins Loyalty Programme card  
 for your redemption. Promotion  
 ends 31st May, while stocks last.

\*redemption only

**CLARINS**  
**PARIS**

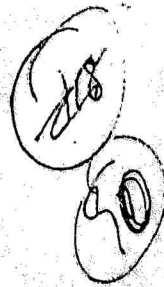
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**"My husband is amazed that I managed to regain my figure in just weeks."**

Having a baby was one of the greatest events in my life. But my only wish was to get slim and trim again - fast! With Expressions' Natural Weight and Inch Loss Programme and a well-balanced diet, I lost weight and inches and regained my figure in just weeks. I never thought I'd make it back to my modelling career this quickly! You too can experience the fantastic post-natal results that I did at Expressions. Give them a call now!



bte Abdullah  
55kg  
3 in 7 wks  
/ Presenter

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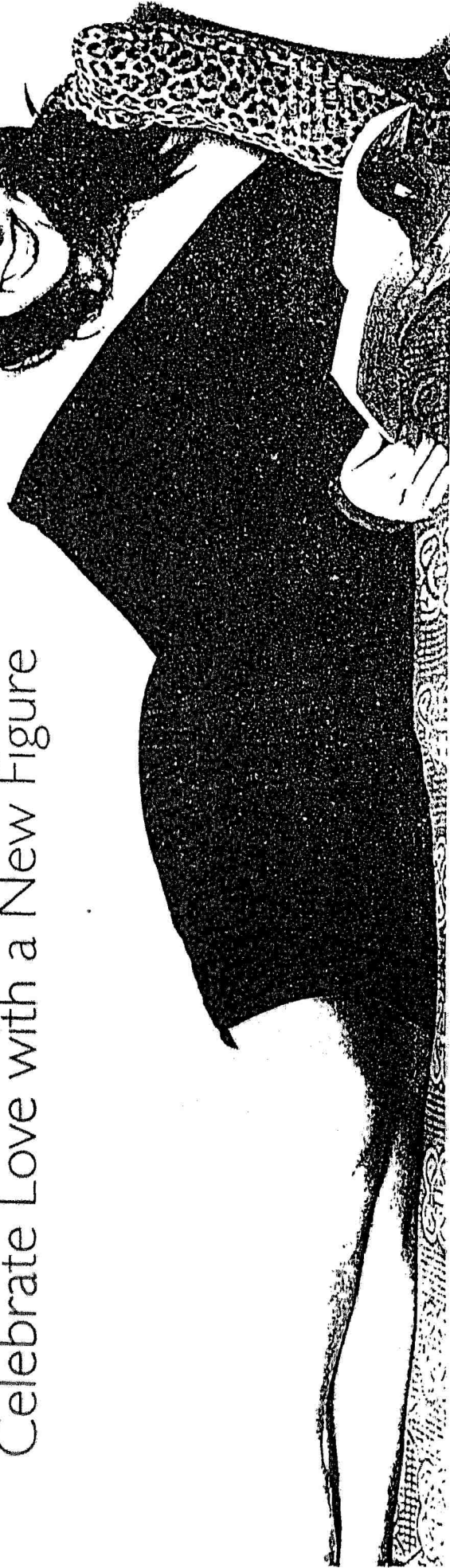
Free Consultation Hours: Mon-Fri 10.30am to 8.30pm

Sat 9.30am to 6.30pm, Sun 9.30am to 4.30pm

Visit our Internet Web Site at <http://www.expressions-intl-spa.com>

# EXPRESSIONS

Celebrate Love with a New Figure



Every woman's dream is to stay in shape and glow with health and vitality. At Expressions, we are dedicated to giving our customers just what they want. Now, you don't have to dream about shaping up (with a nutritious plan). Sweep him off his feet this Valentine's Day once you've discovered the secrets of Wellness.

**Best Seller  
Special**

Feel Good Look Good Deal

Shape-Up Programme only **\$699**  
(\$719.97 after GST)  
Flexi-payment scheme available

Select 20 from the following Shape-Up treats:

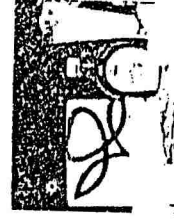
- Fat Burning
- Toning and Firming
- Anti-Cellulite



A 20-min session is equivalent to 360 sit-ups, press-ups and leg lifts


Sign up now and get up to 8 Shape-Up sessions **FREE**  
Plus top up \$200 to get a "detox kit".

Extra! Free Babor Lipstick



Lose up to 3kg in 3 days

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**Faster Slimming Begins Today**  
**Tomorrow A Thinner,**  
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Photographed in the world's highest mountain range: the Himalayas.

Sign a tailor-made program to suit your body shape, lifestyle and metabolism. Expect no diets, hard exercise regimes, harmful drugs or dietary supplements. The Marie France Bodyline weight loss/figure control system, was developed in Switzerland and is one of the most effective programs in Asia. Expert advice, guidance and a sensible nutrition plan ensures that pounds and inches that come off, stay off. Call Marie France today for slimming to last.

**Marie France Bodyline™**  
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1. Apply.
2. See the difference.
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The first body treatment to include extracts of Geranium and Cangzhu Root to help stimulate the body's two key lipid-removal mechanisms. Other selected botanicals\* accelerate the elimination of these excess lipids while promoting firmer skin. The skin's "spongy" appearance is visibly minimized, body contours are better toned and shaped.

Body Lift Contour Control is a truly modern, advanced treatment. It not only benefits from the latest discoveries in the power of plant extracts, it also bears witness to more than 40 years of unrivalled success in body contouring treatments.

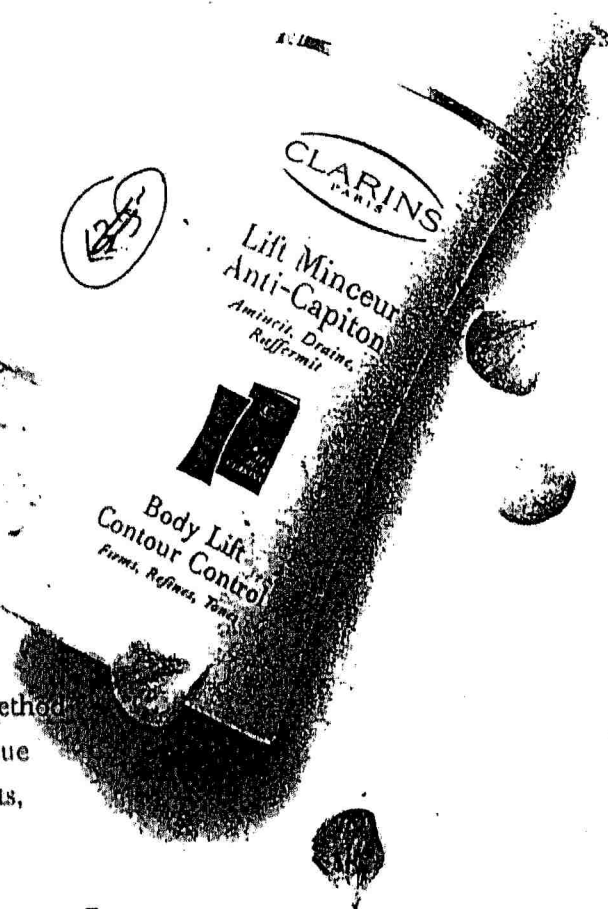
Did you know...Based on years of experience in our beauty instituts, Clarins developed the "Self-Massage Body Contouring Method". This optional, easy-to-do technique will help you achieve faster results, a real Clarins "plus".

Hypoallergenic, dermatologist tested.

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It's a fact.  
With Clarins,  
life's more  
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New  
Body Lift  
Contour Control  
Double, targeted  
action against  
cellulite\*



**CLARINS**  
PARIS

[www.clarins.com](http://www.clarins.com)

# Proud to be an older woman

*Fortysomething women who buy cosmetics are finally being shown role models of their own age. About time too, says TWIGGY.*

**W**HEN you reach your 50s you feel that you've earned your wrinkles. You're proud of them. Given this fact, I was thrilled to hear that film star Catherine Deneuve — a 57-year-old grandmother — was recently appointed the new face of L'Oréal. Stipulating a "no airbrushing" clause in her contract, Deneuve looks poised to storm the advertising world, using her timeless beauty to promote a range of hair products for older women.

For me, a woman in my early 50s, Deneuve's appointment is a hugely welcome move. Like many of my peers I have always felt that the use of teenage models to advertise anti-ageing products seems rather ridiculous.

Research has shown that the main consumers for the cosmetics industry are women over the age of 40, who are happy to pay through the nose for expensive moisturisers. Yet while the cosmetics firms obviously recognise the spending power of my age group, they have often patronised us by using girls to promote anti-wrinkle cream. This suggests that the industry sees women as gullible — as though we honestly believe an A-level student needs to slather on heavy night cream to escape laughter lines and crow's feet.

Not that I have anything against young models. I think it's great when they're used to sell products that appeal to young women, just as I was during the 1960s. The point is that products should be modelled by the kind of women who actually use them. When advertising images feature only incredibly young, thin women it has a real impact on the way women view themselves.

As a model who became known for being slim, I'm often drawn into the debate on anorexia and the media. Although I've never had a problem with food, I recognise that magazine images have an effect on women and can prompt excessive behaviour such as eating disorders.

In this respect I think that constantly using young women in

advertising is almost — perhaps equally — as damaging as using very thin models. This is supported by the recent surge in plastic surgery, which has seen some people go to extreme lengths to look younger than they are.

A few weeks ago I was with my husband at a function and notice a couple of women who had had so much surgery that they looked like goldfish. Their lips were pumped up, their skin peeled and their eyes so surgically enhanced that they looked as though they were popping out. Their noses, too, had been worked on, and were absolutely tiny — so narrowed-down they'd almost disappeared. The effect was frightening. In pursuing the cult of youth, these women had obviously lost all perspective.

Not that I don't respect a person's right to plastic surgery — some procedures have very subtle effects and a great impact on self-confidence. It worries me, though, that some women seem prepared to damage themselves.

The biggest new trend in cosmetic surgery is Botox, which involves injecting one of nature's most potent poisons, botulism, into wrinkled skin. This toxin smoothes away furrows by immobilising the muscles that create them. All well and good. The only problem is that nobody really knows what the long-term side effects of the treatment are. I personally think that there's something scary about injecting poison into your face.

Recently, I filmed an episode of *Absolutely Fabulous* that poked fun at the Botox trend. In it, Joanna Lumley's character, Patsy Stone, has her entire face Botoxed and ends up with her features completely frozen. The episode is hilarious, and what makes it so funny is that it's almost true to life. We've all seen women who have had so much surgery that they look as though they've been ironed before standing in a wind tunnel.

The invisibility of older women in advertising is particularly strange when you consider the achievements of us baby boomers. More so than at any time in history,

older women are living wonderful, independent lives. Most of my friends are having a great time — they're financially stable, their children have moved away and they're ready to enjoy an active social life, with or without an other half.

Women in their 50s are younger in their outlook now than they've ever been and they have a charisma that radiates as a result. It seems crazy that they should have been airbrushed out of so many campaigns before now.

One of the most notable examples of ageism in the beauty industry was Isabella Rossellini's replacement as the face of Lancôme at the age of 41. I found this outrageous. Rossellini is an ageless beauty and a remarkable woman; typically, she turned the rejection into an opportunity.

Last year, she launched her own range of cosmetics, which has been an almost instant success. One of her first decisions at the helm was to produce advertising that reflected the full range of women who might use her products — a young girl with braces, a black woman and a beautiful model in her 60s. She also, naturally, was proud to model her own products, just as I was when I launched my own Twiggy skincare range this year.

Happily, the days when a beauty such as Rossellini could be considered too old to model seem to be nearing a close. Deneuve's appointment is the biggest signal so far of a sea change in the cosmetics industry. With Lumley topping *Vogue's* survey of the most stylish women in the world last year (beating young icons such as Britney Spears) advertising executives are being forced to wake up to the power and glamour of older women. Recent campaigns have seen fortysomethings Madonna and Melanie Griffith plugging cosmetics to great effect, and Deneuve will no doubt emulate their success. After years of being sold anti-wrinkle creams by teenagers, older models are finally stealing the limelight. It's about bloody time. — The Times

## Commercials can show a slice of real life

**B**ELIEVE it or not, sometimes society's flaws and foibles can only be seen clearly when these are unwittingly projected on the television screen in the form of commercials.

Although that's giving television ads too much credit, it is the truth nonetheless as many of these commercials purport to show a slice of real life.

The Petronas television commercial — the one which portrayed a Joe Average type going in for a refuel on his small motorcycle and being sneered at by snooty big-bike junkies — is a good case in point.

The unfriendly types come in the form of an overweight biker and a sneering strong party airhead, amongst others.

Although the ad somewhat simplistically redeemed itself (with most television viewers anyway) by having the small guy giving the lot the finger, figuratively, with his gone-with-the-wind strut, what is disturbing about the whole affair is the fact that this mass of unkind people DO exist in our society.

Transpose these people into the real world, and they'd be the ill-bred seen in restaurants, looking lumpy and giving others unfriendly looks. Most unfortunately this behaviour is something very common amongst some Malaysians, unpunished as they are in the art of social interaction.

Social grace and common courtesy dictate that one should, at the very

least, smile acknowledgingly at others when looking at others in a social context. Starting a sin and starting in an unfriendly manner is completely unforgivable.

That particular Petronas ad proves that TV commercials can be more than mere dispensing of aesthetics or the heightening of the imaginative and emotional appeal of products.

Individually, television advertising does reflect society and commercials do impart (new) as well as reflect (existing) values in a society," says Joe Hasham, of Joe Hasham & Associates Productions Sdn Bhd.

"These are representational ads. We don't live in a perfect world and these television commercials reflect how unclean and uncultured we have become."

"Sometimes we don't like what we see — because it is too real. But this kind of advertisements can act as a wake-up call," he adds.

Hasham should know, having been involved in film and theatre in Australia since 1968 and having set up Joe Hasham & Associates here in 1984.

Hasham himself is the man behind the "Fair & Lovely" advertisement on television, which itself implied society's hypocrisy somewhat. You only get noticed if you are white, the ad seemed to suggest.

The "Fair & Lovely" ad shows a boy who ignores the girl at the ticket sales counter on his daily trek to work until she appears fairer and corresponding-ly radiant after using the skin-whiten-



**HASHAM ...** These advertisements can act as a wake-up call

ing solution.

But being such an industry veteran, he instinctively neutralised any chance of the ad being perceived as suggesting racism by saying: "Black is beautiful. There is no doubt about it."

He then adds, in earnest, "but research has shown that there are a lot of women out there who prefer to

have fairer skin."

Sales of skin-whitening products, whether we like it or not, attest to his statement.

Hasham says that this advertisement is an example of aspirational advertising, the type that makes the viewers say, "I'd like to wear make-up so that..." or "I'd like to drive such and such a vehicle because..."

Hasham says that a good television commercial must affect the consumer in some way and ultimately convince the consumer to purchase the product.

Whatever the quality of television advertisements or the sentiments they raise in viewers, on the whole, they are pretty harmless as they never offend any groups or segments of society.

Hasham attributes this to the fact that we have numerous regulations and governing bodies for the advertising industry which are good watchdogs.

The agency and clients are becoming very aware of sensibilities of the viewers. They know it is bad business to offend anybody, so they are very conscious of the manner in which their product is perceived," explains Hasham.

So, what does all this mean?

In an ideal world, a television commercial should please everyone all the time. But since this world of ours is far from perfect, advertisements, like the life they portray to viewers on the small screen, are not perfect either. —

By Francis Dass



**ASPIRATIONAL ADVERTISING ...** Two scenes from Hasham's Fair & Lovely ad



# LIFE & TIMES



## ALL ABOUT feeling good

**W**HAT constitutes beauty? A pretty face, a way figure? Many people seem to think so. At least, that's what most media and cultural messages assume: that being beautiful and sexy will boost a woman's self-confidence.

But, surprise, surprise. Women themselves beg to differ. A survey conducted by Avon Products Inc revealed that women place more importance on inner beauty than external appearances.

The Avon Global Women's Survey conducted last year spoke to more than 30,000 women in 31 countries.

"Despite cultural messages to the contrary, women from many countries are telling us that their self-esteem comes from a sense of inner beauty, not external appearances," says Lynn Emmolo, Avon's senior vice-president, global marketing.

Indeed, respondents say that having self-confidence (58 per cent) and feeling valued and respected (56 per cent) are the most important factors for feeling good about themselves.

Being beautiful and sexy are not all that important to women. Just 11 per cent of the respondents say that being perceived as beautiful is important. Only seven per cent say that being considered sexy is significant.

By contrast, 43 per cent report that they prefer to be seen as confident; natural (38 per cent); healthy and happy (34 per cent); or intelligent (33 per cent).

Interestingly, this perspective carries over into how women use beauty products. For example, respondents report that they use fragrance primarily to feel clean and fresh (69 per cent); confident (60 per cent); feminine (48 per cent); or to express personal style (43 per cent).

By contrast, only 16 per cent say they use fragrance to please others, and just 14 per cent use fragrance to feel sexy.

The survey, done via a self-administered questionnaire, also shows that women the world over share a surprising unity of opinion about their most important life challenges and aspirations.

Women everywhere want greater security and control regarding family, financial and work circumstances, regardless of national, cultural or economic differences.

Fully 73 per cent of those queried say that balancing work and family is their greatest challenge, followed by achieving financial independence (58 per cent) and having a greater role in business (37 per cent).

Moreover, women globally give almost equal weight to the interplay of family, financial and work concerns in their lives. Respondents rate a good family life, financial security and physical health as essential building blocks for personal happiness.

Says Emmolo: "The world's women share a remarkable unity of opinion as to what constitutes a productive, fulfilling life. As we approach the millennium, it appears that women are contending around the same quality of life

Vanity begone. An Avon survey of women in 31 countries says there's more to life than just looking beautiful. They have even redefined beauty. PANG YIN FONG reports.

Issues. Clearly, women's aspirations are advancing in a more global, integrated context."

The survey also indicates that women around the world feel more strongly about certain quality of life issues than their counterparts in North America.

For example, 71 per cent of women in the Middle East and 51 per cent in Continental Europe report that having financial independence is their biggest challenge, compared with 34 per cent of women in North America.

In addition, women in the Middle East (61 per cent), Africa (55 per cent), Eastern Europe (46 per cent) and Latin America (44 per cent) say that having a greater role in business is a significant challenge.

And in Eastern Europe, women appear to be finding their voices with regard to making the glass ceiling a relic of the past.

Fully 43 per cent and 46 per cent of Eastern European women want greater influence in government and business, respectively. This is compared with 22 per cent and 36 per cent of women in North America.

Similarly, 56 per cent of women in Eastern Europe want more progress in breaking down the barriers of previously male-dominated jobs.

"Women everywhere want opportunities to make a difference," says Emmolo. "The world is getting smaller, and women everywhere are feeling the same currents of change that women in North America have been addressing for decades."

Of the 30,375 women queried in the survey, 606 were from Malaysia. The respondents, majority of whom were aged between 25 and 49, came from various backgrounds.

According to a few women interviewed by this writer, the survey results correctly reflect their own concerns in life.

Says Juliana Voon, 42, a spa membership manager: "I'm also facing the same sort of challenges as the women involved in this survey. In fact, as a single parent, financial independence is very important to me."

Magazine writer Patricia Anthony, 29, on the other hand, feels that being single, she encounters no problem in terms of balancing her work and family.

"Good health and financial independence are more important to me at this stage. If I were married, perhaps I would face the challenge of juggling career demands with that of raising a family."

Client services executive Eileen Yap, 25, also feels that as a single woman, her priority is in achieving financial independence.

"Generally, I agree with the results of this survey. For instance, it's important to me that I be confident, healthy,

natural and happy. If a person is confident, she can wear a simple T-shirt and a pair of jeans and yet exude self-confidence.

Self-esteem does not come from wearing expensive clothes or looking beautiful and sexy."

Being a leading direct seller of beauty and related products, Avon also wanted to find out about women's beauty regimens.

The survey revealed, for example, that women globally spend on average of up to 30 minutes per day on their skin care and makeup routines. This amount of time feels right for 58 per cent of respondents.

But another 32 per cent said that they would like to spend at least one hour per day on their beauty routines. A woman's beauty regimen is an important part of her life, but this time compromise suggests the increased demands placed on women's lives.

Another interesting revelation from this first-ever Avon survey is that women and their products—their confidence, their self-esteem, their beauty—without included lipstick (67 per cent), moisturiser (49 per cent), cleanser (38 per cent) and perfume (37 per cent).

The products least important to the world's women were nail enamel (10 per cent) and blush and rouge (seven per cent).

The survey results indicate that despite regional and cultural differences, women share many common views. Yet, there are still many differing opinions among women in different cultures.

The results are compiled into two sections: How women around the world are unified as well as different in their opinions, and a detailed compilation of the survey data.

The survey is part of Avon's efforts to learn more about women's needs, goals and aspirations.

Beauty through the eyes of women. Page 6