

the new
"Haven"
expressed the
conclusion of -

Foundation

the redoubt of

to find
the
foundations
of
the
conscience
of
the
world

Puzzle solved.

The 1st liquid foundation* that precisely matches your skin.

(-lepat) ver 6

17/PA++



true
match

SUPER BLENDABLE

۵۴۵۵

MATCHES YOUR SKIN TEXTURE
A SUPER-BLENDABLE TEXTURE THAT SPREADS
SMOOTHLY ONTO YOUR SKIN, COVERING EVENLY
IMPERFECTIONS FOR A NATURAL FINISH.

MATCHES YOUR SKIN TONE

"A CREATION OF 10 SHADES THAT PERFECTLY MATCH

8H HYDRATION

FRESH UPON APPLICATION, YOUR SKIN IS ENHANCED WITH NATURAL RADIANCE.

YOUR COMPLEXION IS FLAWLESS, IT IS AS CLOSE TO

YOUR SKIN AS A MAKE-UP CAN QUIT.

BECAUSE YOU'RE WORTH IT.

as a consumer

Adm. g.



Good Lord

10

5

L'ORÉAL

*From L'Oréal Paris. ©www.lorealparis.com

Appendix C

Advertorial 2007 (Foundation)

Me & my true match

It's the feeling a guy perfect for you.

Whether I'm on or off the camera, I need to look my natural and flawless best every time, everywhere. That's why True Match G3 Golden Beige is my ideal choice. It's so easy to blend and perfectly matches my golden-honey complexion naturally. I love it!"

Maye Kain

The truth is, Asian skin tones come in a vast array of tones. From fair to tanned, also differs in undertones of cool (pink-based) to warm (yellow-based). Finding a foundation that perfectly matches and blends flawlessly can be a puzzling and challenging task.

Puzzle solved! True Match from L'Oréal Paris is super-blendable and matches your skin's texture and tone perfectly. In an extensive range of 10 skin-true shades, it's THE foundation that is as close to your skin as make-up can get. Drop by at any L'Oréal Paris counter to consult our expert Beauty Advisor and find your True Match today!

SPF 17/PA++
10 skin-true shades

true match

super-blendable

MATCHES YOUR SKIN TONE

With Opti-Match Technology™, a palette of 10 shades that match Asian skin tones perfectly.

MATCHES YOUR SKIN TEXTURE

A super-blendable texture that spreads smoothly onto skin, covering imperfections evenly for a natural* and flawless finish.

8-HOUR HYDRATION

Fresh upon application, your skin's natural radiance is enhanced. Also with SPF 17/PA++, to protect your skin from harmful UV rays.

*Peel to find your True Match

Find your True Match in 2 easy steps:

Say goodbye to imperfect matches. Find a True Match that gives you perfect blendability.

STEP 1: Find your natural skin colour which shade matches your skin best.

STEP 2: Find your base colour closest to your skin.

COOL (Pink)
NEUTRAL (Nude)
WARM (Gold/Yellow)

10 shades
10 shades
10 shades

10 shades
10 shades
10 shades

*If so available in two-way pump.

BECAUSE YOU'RE WORTH IT.

L'ORÉAL

L'ORÉAL PARIS

the brand

New *its new*

VOLUME SHOCKING

[WATERPROOF] *grants some deep moisture*

TWO-STEP VOLUME CONSTRUCTION MASCARA

its like building something

provided

STEP 1: High-definition base coat defines and prepares lashes for extremely spectacular volume building.

building up the lashes

provided

STEP 2: Revolutionary reservoir comb + Expansium™ top coat for explosive volume.

4 years of research. 16 patents. Scientifically proven results.

challenging the customer to dare to push the limits of volume

DARE TO PUSH THE LIMITS OF VOLUME.

UP TO 12X MORE VOLUME FOR YOUR LASHES

100% WATERPROOF!

promising

BECAUSE YOU'RE WORTH IT

L'ORÉAL PARIS

slogan

www.lorealparis.com

Appendix E

L' O R É A L
PARIS

Now up to 70% longer,
lashes as black as carbon!

NEW MASCARA

DOUBLE EXTENSION
CARBON BLACK
WATERPROOF

Step 1
Ultra lengthening and
conditioning base coat.
With 2x more Ceramide II,
fibres act like extensions to
lengthen lashes.

Step 2
Intense Carbon Black pigment
with 100% pure black color.
Coats the lashes for a stunning,
ultra black result.

BECAUSE YOU'RE WORTH IT.

DOUBLE EXTENSION
WATERPROOF
Mascara Formula. Resistant to Tears & Smudges. 8
Hours of Wear. Available in 3 Shades: Black, Brown, & Grey.

L' O R É A L
PARIS

*the mascara solves
the eyelash
problem*

"My mascara takes seduction to new lengths."
Linda Evangelista, Beauty Icon

L' O R É A L
PARIS

www.lorealparis.com

Appendix F

L'ORÉAL PARIS

**MIND-BLOWING VOLUME
WITH LASH-BY-LASH
SEPARATION.
DARE TO DO THE IMPOSSIBLE.**

**NEW
VOLUME SHOCKING
EXACT BRUSH
WATERPROOF
2-STEP DEFINED VOLUME MASCARA**

STEP 2:
Exact Brush 2 conditioning formula, enriched with Expansium.
Exact lash definition, sculpted with precision without the clumps.

STEP 1:
Volumising base coat, enriched with Pro-Vitamin B5.
Stronger, more voluminous lashes.

BECAUSE YOU'RE WORTH IT.

L'ORÉAL PARIS

Everyday hair is wearing New Volume Shocking Exact Brush Mascara in Black.
with lash inserts for consistency.

© L'Oréal Paris and Exact Brush
Product of L'Oréal Paris

Appendix G

4 ADVERTORIAL

DARE TO DO THE IMPOSSIBLE

2 SIMPLE STEPS TO MIND-BLOWING VOLUME AND LASH-BY-LASH SEPARATION

Think it's impossible to have maximum volume and unparalleled lash-by-lash separation at the same time? With New Volume Shocking Exact Brush, you can!

L'Oréal Paris brings you the latest breakthrough in lash make-up with New Volume Shocking Exact Brush. The mascara with 2 complementary brushes to help you achieve the impossible for your lashes. It's a high definition volume brush with flawlessly separated and sculpted lashes you want and get it if you dare!

NEW
VOLUME SHOCKING
EXACT BRUSH
WATERPROOF
2-STEP DEFINED VOLUME MASCARA

STEP 2:

Exact Brush + conditioning formula, enriched with Expansium.
Exact lash definition, sculpted with precision without the clumps.

STEP 1:

Volumising base coat, enriched with Pro-Vitamin B5.
Stronger, more voluminous lashes.

VOLUME SHOCKING

**EXTREME VOLUME:
12 TIMES MORE VOLUME**

- Strand-by-strand lash make-up
- Extreme volume with plumped up effect

Step 1: Restructuring Base Coat
Step 2: Mascara Top Coat with a Volumising Comb

Go extreme with up to 12 times more lash volume!
Dare to shock!

NEW
VOLUME SHOCKING
EXACT BRUSH

**DRAMATIC VOLUME &
LASH-BY-LASH SEPARATION**

- Evers out lashes one by one
- More defined lashes

Step 1: Lash-By-Lash Separation Base Coat
Step 2: Mascara Top Coat with a Volume Defining Brush

Breathtaking volume and high-definition lashes.
Now, it's possible to have both without clumping!

**TIPS FOR
HOT LASHES**
by Monica Lee

How do I get volume and evenly defined lashes at the same time?

Get breathtaking results with New Volume Shocking Exact Brush by applying the white Lash-Defining Base coat to your lashes as closely to the lid as possible. Ensure every lash is coated from root to tip with the white base coat. Then, raise your top eyelid with your finger and press the black top coat to the underside of your lashes carefully drawing out the colour. This will give you an even coat of extra volume and definition.

BECAUSE YOU'RE WORTH IT

L'OREAL
PARIS

Appendix H

November 2007 (Lipstick)

Color for Me Naturals

Natural nude colors made for you!

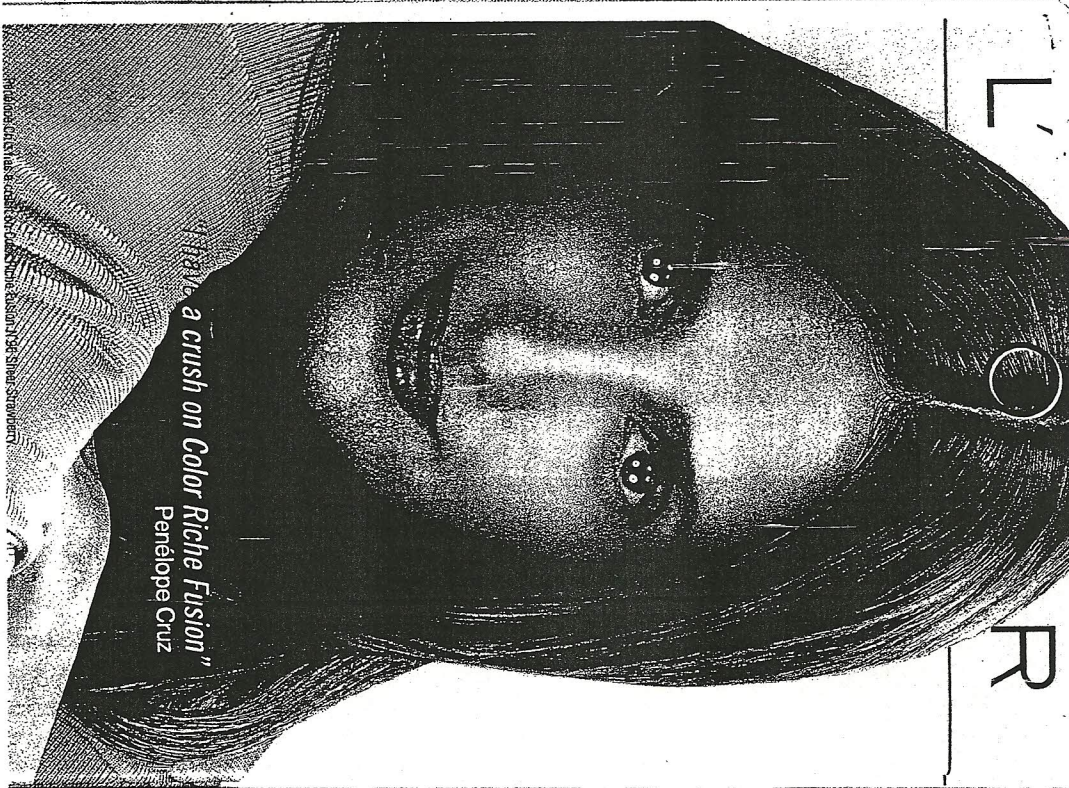
Model

Color for Me Naturals
Made for Me Naturals
Limited Edition

Find your Color Riche
Made for Me Naturals
at www.colorforme.com

616 Porcelain Skin
619 Rose Skin
613 Golden Fair Skin
617 Golden Tan Skin
618 Golden Tan Skin

Appendix I



"I have a crush on Color Riche Fusion"
 Penélope Cruz

É A L
 PARIS

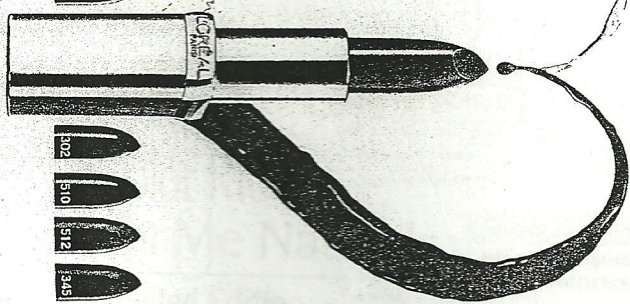
Incredible fusion!
 For the 1st time*, moisture
 and lustrous colors melt into your lips.

NEW
Color Riche
 FUSION
 MOST EMULSION LIPSTICK
 MELTING TEXTURE & LUSTROUS COLOR

A UNIQUE COLOR EMULSION™ TECHNOLOGY
 FOR A PERFECTLY BALANCED MIX:
 GLIDING NOURISHING OILS
 SOFT MELTING NATURAL WAXES
 + TRUE COLOR PIGMENTS

BECAUSE YOU'RE WORTH IT.

515 111 453 123 156 96 511
 AVAILABLE IN 12 LUSTROUS SHADES.



L'ORÉAL

* From L'Oréal Paris www.lorealparis.com

Go Nude, Go Natural


Ever had to look through rows and rows of lip color before finding the perfect shade to suit your skintone? Look no further with NEW Limited Edition Made for Me Naturals collection by ColorRiche from L'Oréal Paris. It's the only lipstick tailor-made to suit Asian skintones!

Whatever your skintone, you can be sure that there's a shade that's perfect for you. Enhance your natural elegance by matching your skintone and style to your perfect natural shade of lip color, today. Natural nude colors made for you!



Beach with her Nude shade. Daruk Michelle Yeoh in 612 Velvet, Gong Li in 613 Satin, Michele Reis in 616 Pashmina and Aishwarya Rai in 615 Tea Rose.

Looking for an easier way to pick your Color Riche Nude shade? Just match your skintone to that of well-known stars like Michelle Reis, Gong Li, Datuk Michelle Yeoh and Aishwarya Rai, and you'd have found your perfect Nude shade. So simple, so perfectly made for you.

porcelain color  adverb. 616 / 618

Porcelain Skintone.

with a light touch of warm peach.

~~616 Psidium 618 Cinnamon~~
adjective

Rose Skintone

with the perfect harmony

613 Satin 614 Orchid

Golden Fair Skintone

with a dash of coral glow

Color Riche (Rich)
e for Me Naturals

Golden Tan Skintone

611 Rosebud 615 Tea Rose

Limited Edition

the slogan
1st lip color tailor-made to match Asian skintone

BECAUSE YOU'RE WORTH IT.

Ι' ΟΡΘΕ ΛΙ

ADVERTORIAL

Have a crush on the New Color Riche Fusion

L'Oréal Paris brings you Color Riche Fusion - a remarkable fusion of moisture and lustrous colors that melt into your lips.

A UNIQUE COLOR EMULSION™ TECHNOLOGY:
FOR A PERFECTLY BALANCED MIX:

GLIDING NOURISHING OILS

SOFT MELTING NATURAL WAXES + TRUE COLOR PIGMENTS

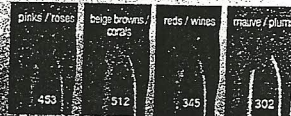
Just one smooth glide reveals a brilliant shade of color. With Color Riche Fusion, you'll feel beautiful inside and out, and radiate with a mesmerizing glow - just like a woman having a crush.

NEW
Color Riche
FUSION

These celebrities have discovered their crush on the New Color Riche Fusion, what about you?
The New Color Riche Fusion has a different shade in each and every one of the color families to suit any skin tone. So be Ravishing in Red, Pretty in Pink, Beautiful in Brown or Mysterious in Mauve - it's your choice. Color Riche your life today!



If you have porcelain fair skin like Michele's, here are the suitable shades for you:



Michele Reis has a crush on Color Riche Fusion N° 453 Cherry Crystal.



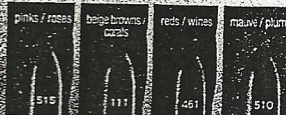
For fair to medium skin like Penélope's, try these colors:



Penélope Cruz has a crush on Color Riche Fusion N° 96 Sheer Strawberry.



Glide on these gorgeous shades that complement Maya's medium to tan skin:



Maya Rudolph has a crush on Color Riche Fusion N° 510 Flamingo Paradise.



If you have tan skin like Aishwarya's, get luscious looking lips with these colors:



Aishwarya Rai has a crush on Color Riche Fusion N° 111 Brownstone.

BECAUSE YOU'RE WORTH IT.
L'ORÉAL
PARIS

Appendix L

L' O R É A L PARIS

COLORAPPEAL
Star Secrets
Limited Edition

The 1st make-up look
that enhances the character
of your eyes.

Because You're Worth It.

COLORAPPEAL
L'ORÉAL PARIS

ColorAppeal Quad Palette - Pink Dazzle

Michelle Yeoh

"Color Appeal's pinks and violet deliciously
highlight my eyes with passion."
Datuk Michelle Yeoh

*eyes with
passion*

L'ORÉAL PARIS

@ www.lorealparis.com

Appendix M

DAZZLE WITH STAR-STUDDED LOOKS

COLORAPPEAL Star Secrets

Limited Edition

5 beautiful stars, 5 distinctive palettes. Following the success of Color Riche Star Secrets, L'Oréal Paris brings you the Limited Edition Quad Eye Shadow palettes, each created to enhance the beauty of the 5 gorgeous stars' eyes. The colors are carefully chosen to represent the stars' unique personal styles. Encased in sleek individual cases emblazoned with their signatures in gold, just select the style of your choice, and dazzle with star-studded looks!

Because You're Worth It.

Your guide towards the perfect Quad Eye Shadow application.

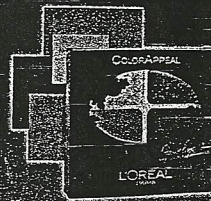


- ① Highlight (lightest shade)
- ② Contour (darkest shade)
- ③ Base color 1 (medium shade)
- ④ Base color 2 (medium shade)

L'ORÉAL
PARIS



Penélope Cruz



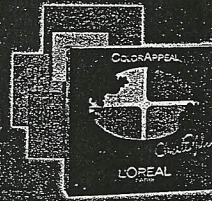
Color Appeal Star Secrets
Palette: Honey Brown

Penélope Cruz



Datuk Michelle Yeoh

Captivate with Michelle's passionate charm



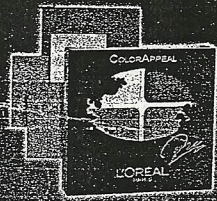
Color Appeal Star Secrets
Palette: Pink Dazzle

Datuk Michelle Yeoh



Ayako Kawahara

Steal Ayako's mesmerizing gaze



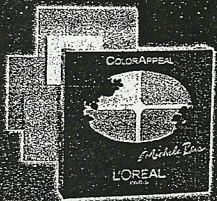
Color Appeal Star Secrets
Palette: Golden Green

Ayako Kawahara



Michele Reis

Radiate with Michele's magical aura



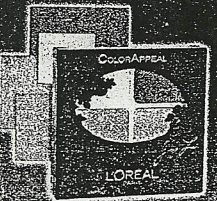
Color Appeal Star Secrets
Palette: Baby Blue

Michele Reis



Gong Li

Allure with Gong Li's mysterious persona



Color Appeal Star Secrets
Palette: Soft Lavender

Gong Li

male customer wants to buy it.