Appendix B: Product Packaging (with Social Action Labels)

Figure 4.1.1 (a): L’Oréal Paris White Perfect Purifies & Brightens
Milky Foam (AC) (front)
Figure 4.1.1 (b): L’Oréal Paris White Perfect Purifies & Brightens
Milky Foam (AC) (back)
Figure 4.1.2 (a): L’Oréal Paris White Perfect Whitening & Moisturizing

Toner (AT) (front)
Figure 4.1.2 (b): L’Oréal Paris White Perfect Whitening & Moisturizing Toner (AT) (back)
Figure 4.1.2 (c): L’Oréal Paris White Perfect Whitening & Moisturizing Toner (AT) (top)

Figure 4.1.3 (a): L’Oréal Paris White Perfect Fairness Control Moisturizing Watery Cream (AM1) (front)
Figure 4.1.3 (b): *L’Oréal Paris White Perfect Fairness Control* Moisturizing Watery Cream (AM1) *(back)*

Figure 4.1.3 (c): *L’Oréal Paris White Perfect Fairness Control* Moisturizing Watery Cream (AM1) *(top)*
Figure 4.1.4 (a): *L’Oréal Paris White Perfect Fairness Control* Moisturizing Cream (AM2) *(front)*

Figure 4.1.4 (b): *L’Oréal Paris White Perfect Fairness Control* Moisturizing Cream (AM2) *(back)*
Figure 4.1.4 (c): L’Oréal Paris White Perfect Fairness Control

Moisturizing Cream (AM2) (top)

Figure 4.1.5 (a): L’Oréal Paris White Perfect Fairness Revealing

Soothing Cream (AM3) (front)
Figure 4.1.5 (b): L’Oréal Paris White Perfect Fairness Revealing Soothing Cream (AM3) (back)

Figure 4.1.5 (c): L’Oréal Paris White Perfect Fairness Revealing Soothing Cream (AM3) (top)
Figure 4.1.6 (a): L’Oréal Men Expert White Activ Brightening Foam (BC1) (front)
Figure 4.1.6 (b): L’Oréal Men Expert White Activ Brightening Foam (BC1) (back)
Figure 4.1.7 (a): *L’Oréal Men Expert White Activ Bright + Oil Control*

White Foam (BC2) (*front*)
Figure 4.1.7 (b): L’Oréal Men Expert White Activ Bright + Oil Control

White Foam (BC2) (back)
Figure 4.1.8 (a): *L’Oréal Men Expert White Activ Anti-Spots + Oil Control*

Charcoal Foam (BC3) (*front*).
Oily skin? Sun rays, stress, pollution might trigger excess sebum on your skin and in the pores. Impurities and oil can accumulate. RESULTS: Spots may appear and your skin can turn shiny and dull.

EXPERIENCE THE POWER OF CHARCOAL FOR VISIBLE MULTI-ACTION

ANTI-SHINE: Like a magnet the formula captures and washes off oil and dirt for fresher and matte skin for long.

ANTI-DULLNESS: It purifies skin from impurities and dull dead cells for bright and healthy look.

ANTI-SPOTS: The formula fights pimples, reduces blackheads and dilated pores.

RECOMMENDATION FOR USE:
Lather in the palm of your hand. Apply on wet face and gently massage concentrating on forehead, nose and chin. Avoid eye contour areas in case of contact with the eyes, rinse immediately. Suitable for daily usage.

TESTED ON ASIAN MEN AND UNDER DERMATOLOGICAL CONTROL

Figure 4.1.8 (b): L’Oréal Men Expert White Activ Anti-Spots + Oil Control
Charcoal Foam (BC3) (back)
Figure 4.1.9 (a): L’Oréal Men Expert White Activ Total Skin Renewer
Volcano Red Foam (BC4) (front)
Figure 4.1.9 (b): L’Oréal Men Expert White Activ Total Skin Renewer

Volcano Red Foam (BC4) (back)
Figure 4.1.10 (a): L’Oréal Men Expert White Activ Bright + Oil Control

Powered Water (BT) (front)
Figure 4.1.10 (b): L’Oréal Men Expert White Activ Bright + Oil Control
Powered Water (BT) (back)
Figure 4.1.10 (c): L’Oréal Men Expert White Activ Bright + Oil Control

Powered Water (BT) (top)
Figure 4.1.11 (a): L’Oréal Men Expert White Activ Bright + Oil Control

Moisturiser (BM1) (front)
Figure 4.1.11 (b): L’Oréal Men Expert White Activ Bright + Oil Control

Moisturiser (BM1) (back)
Figure 4.1.12 (a): L’Oréal Men Expert White Activ Power 4 Whitening Moisturiser (BM2) (front)
Figure 4.1.12 (b): L’Oréal Men Expert White Activ Power 4 Whitening Moisturiser (BM2) (back)