

Appendix B: Product Packaging (with Social Action Labels)

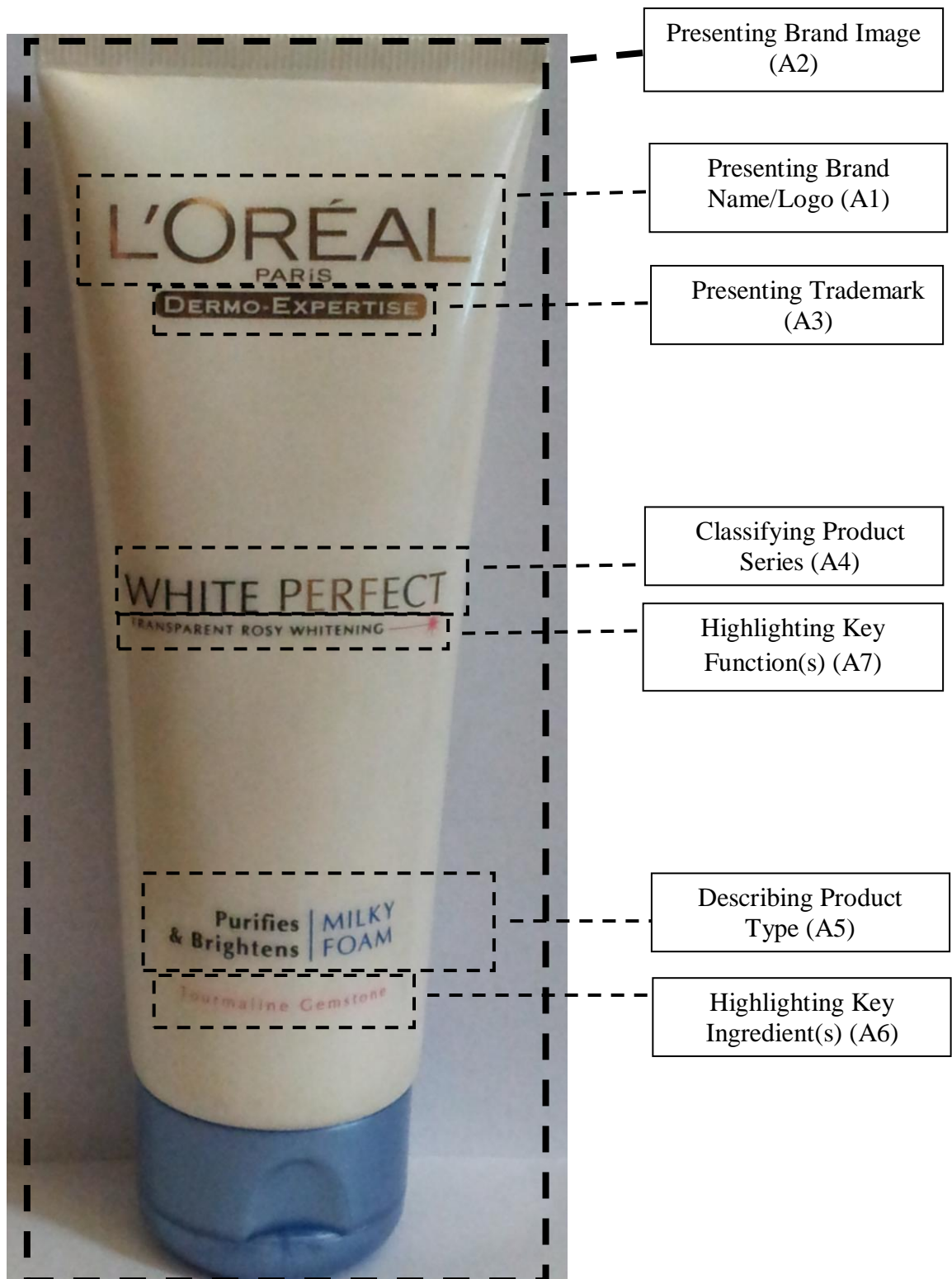


Figure 4.1.1 (a): *L'Oréal Paris White Perfect Purifies & Brightens*

Milky Foam (AC) (front)

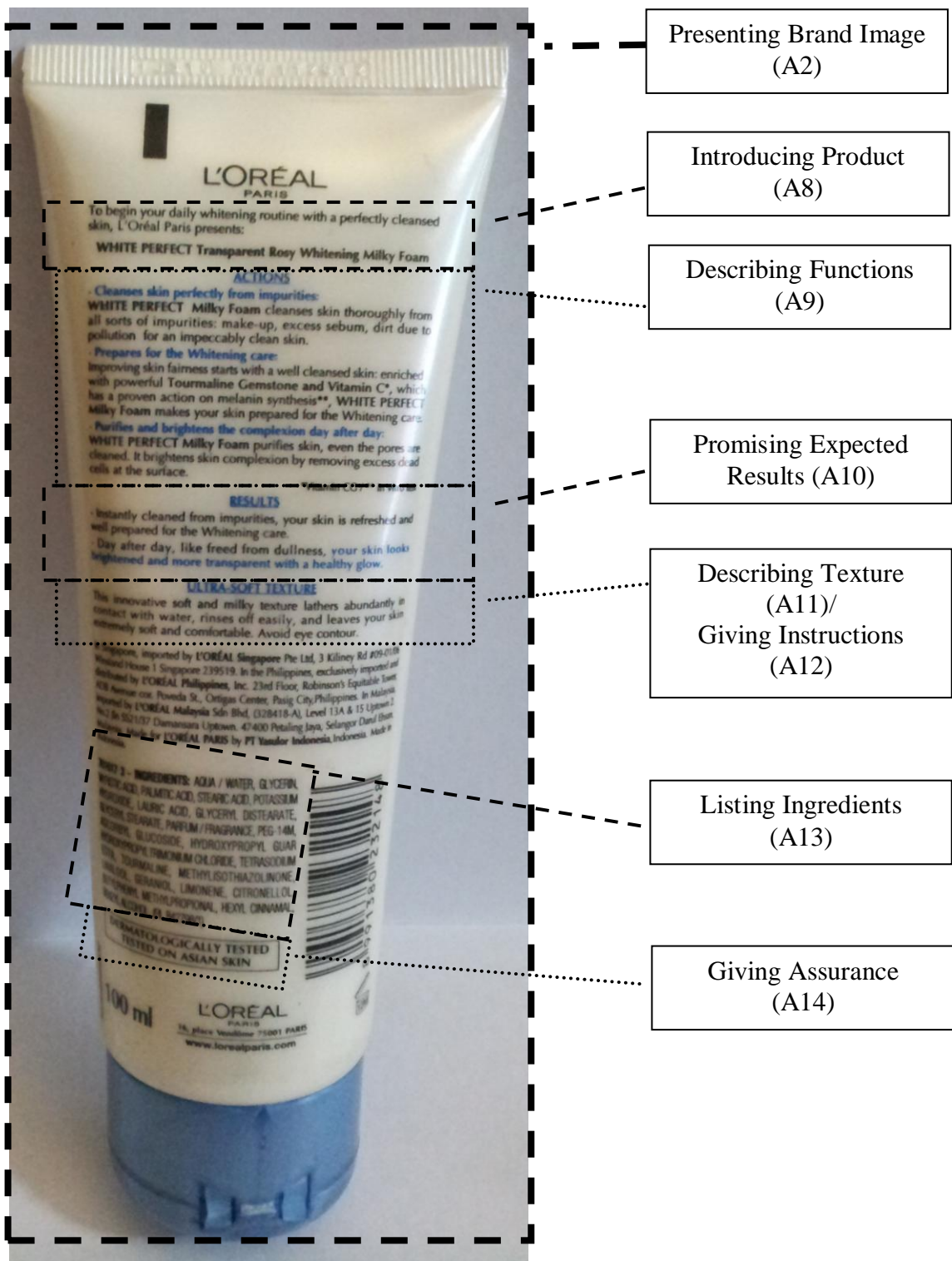


Figure 4.1.1 (b): *L'Oréal Paris White Perfect Purifies & Brightens Milky Foam (AC) (back)*

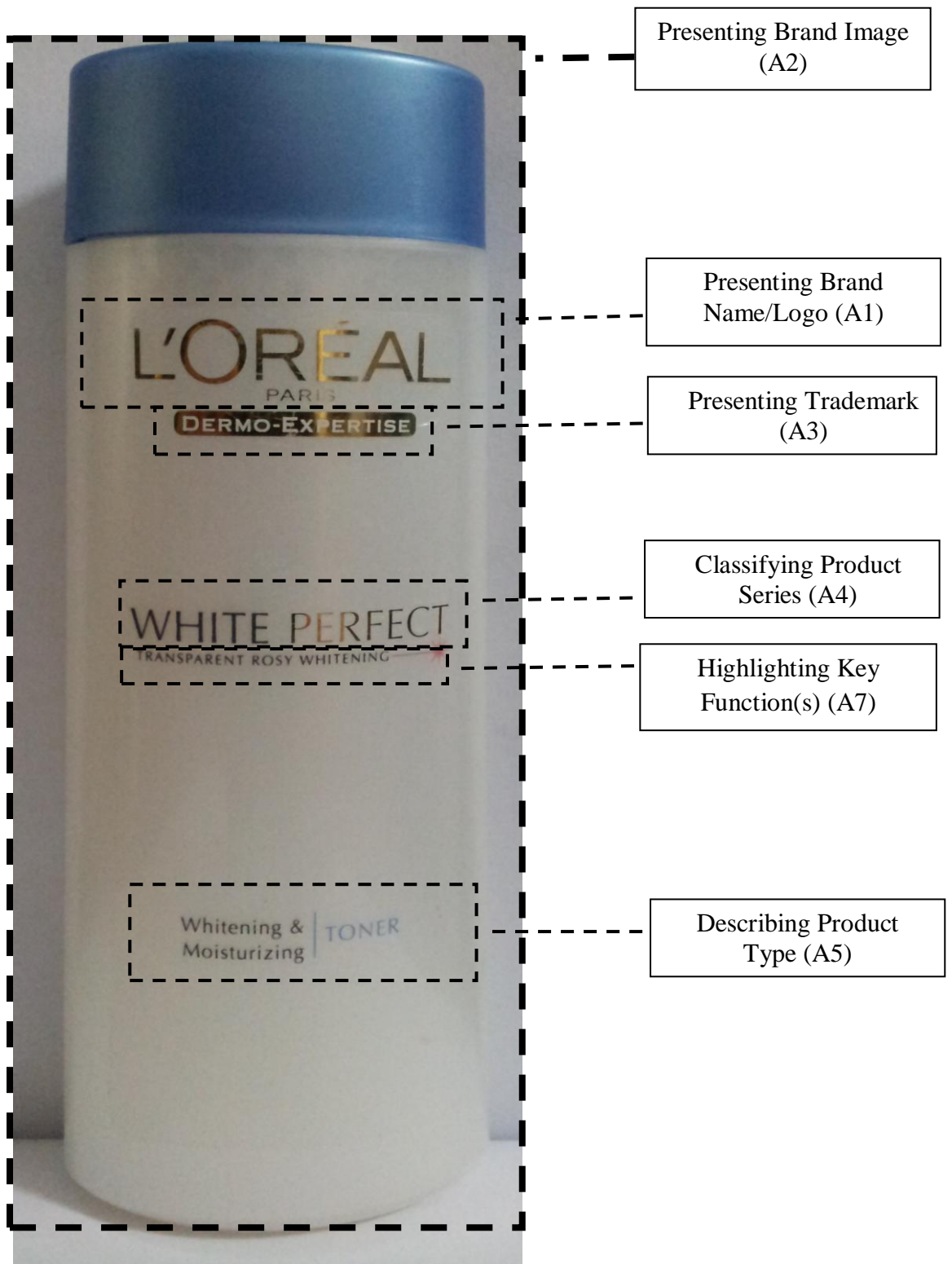
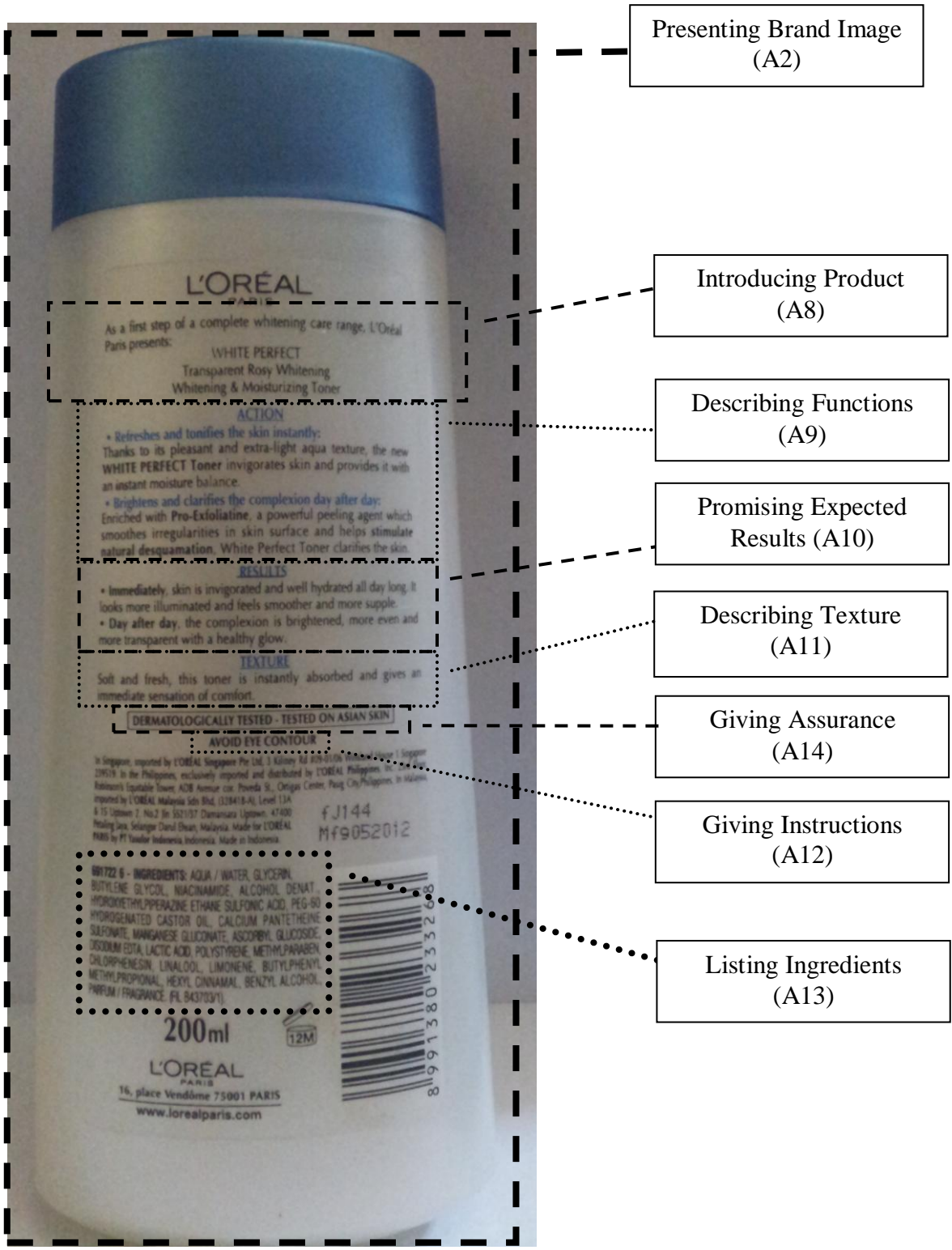


Figure 4.1.2 (a): *L'Oréal Paris White Perfect Whitening & Moisturizing*

Toner (AT) (front)



Presenting Brand Image (A2)

Introducing Product (A8)

Describing Functions (A9)

Promising Expected Results (A10)

Describing Texture (A11)

Giving Assurance (A14)

Giving Instructions (A12)

Listing Ingredients (A13)

Figure 4.1.2 (b): *L'Oréal Paris White Perfect Whitening & Moisturizing Toner (AT) (back)*

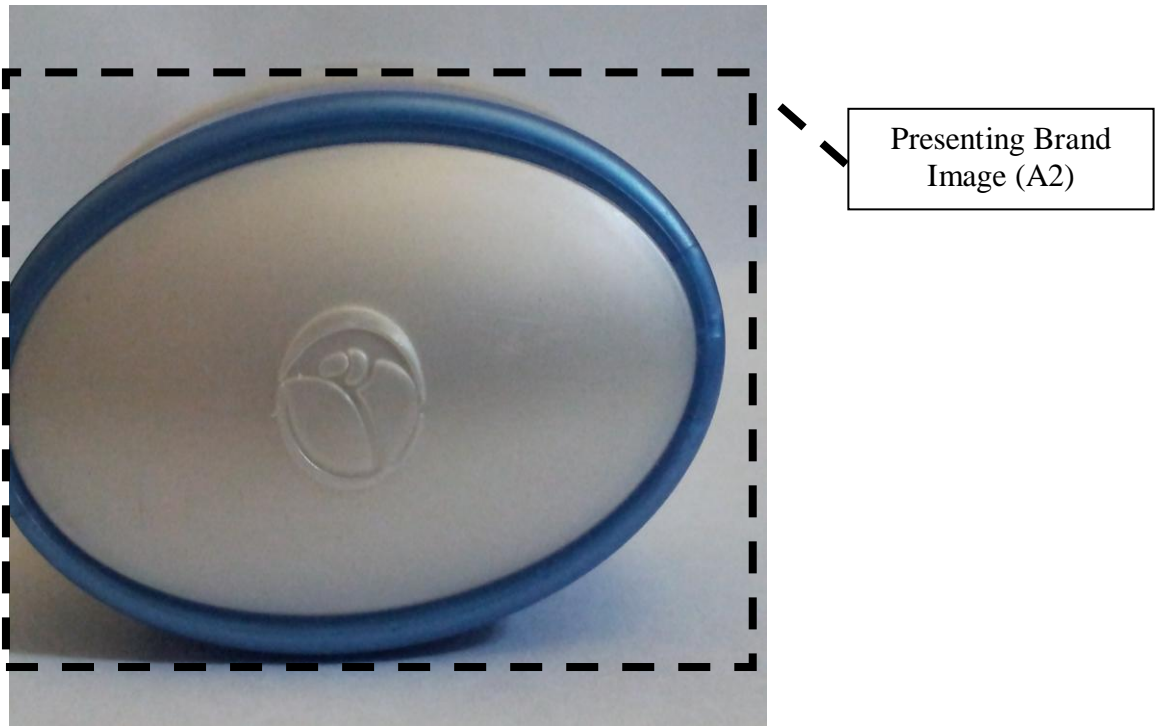


Figure 4.1.2 (c): *L'Oréal Paris White Perfect Whitening & Moisturizing*

Toner (AT) (top)

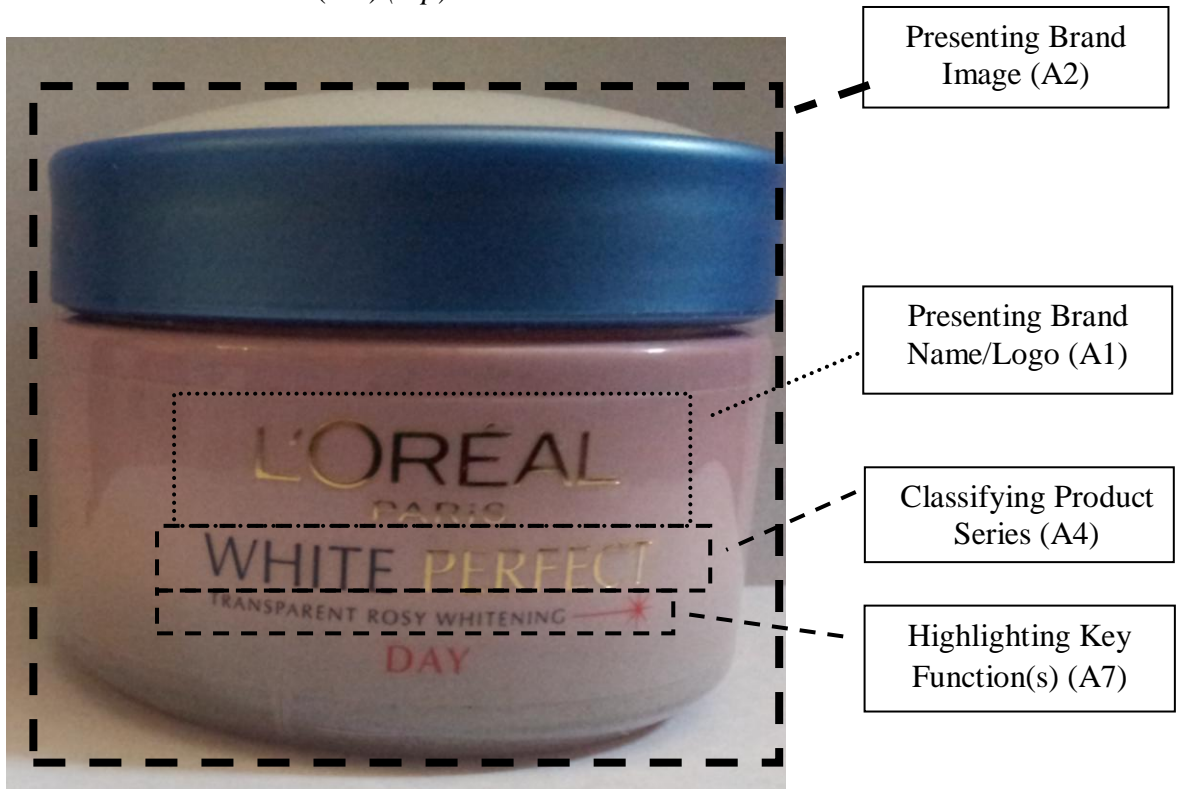


Figure 4.1.3 (a): *L'Oréal Paris White Perfect Fairness Control*

Moisturizing Watery Cream (AM1) (front)

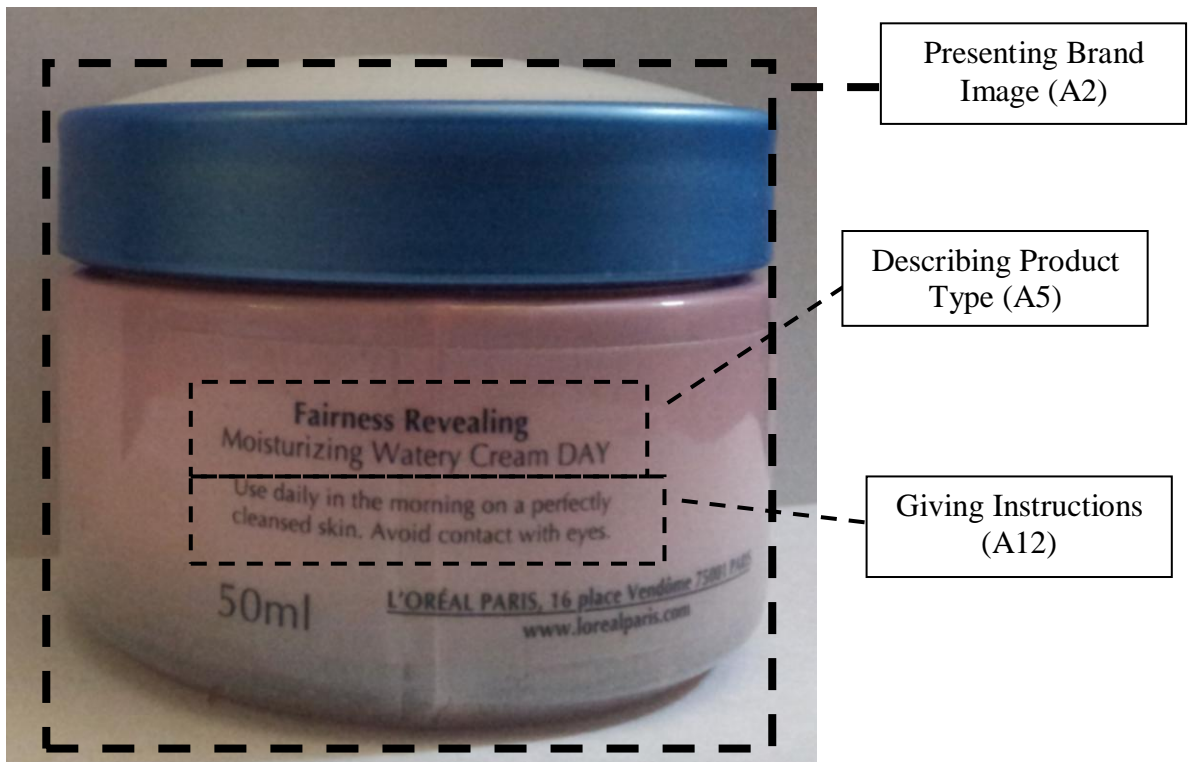


Figure 4.1.3 (b): *L'Oréal Paris White Perfect Fairness Control Moisturizing Watery Cream (AM1) (back)*

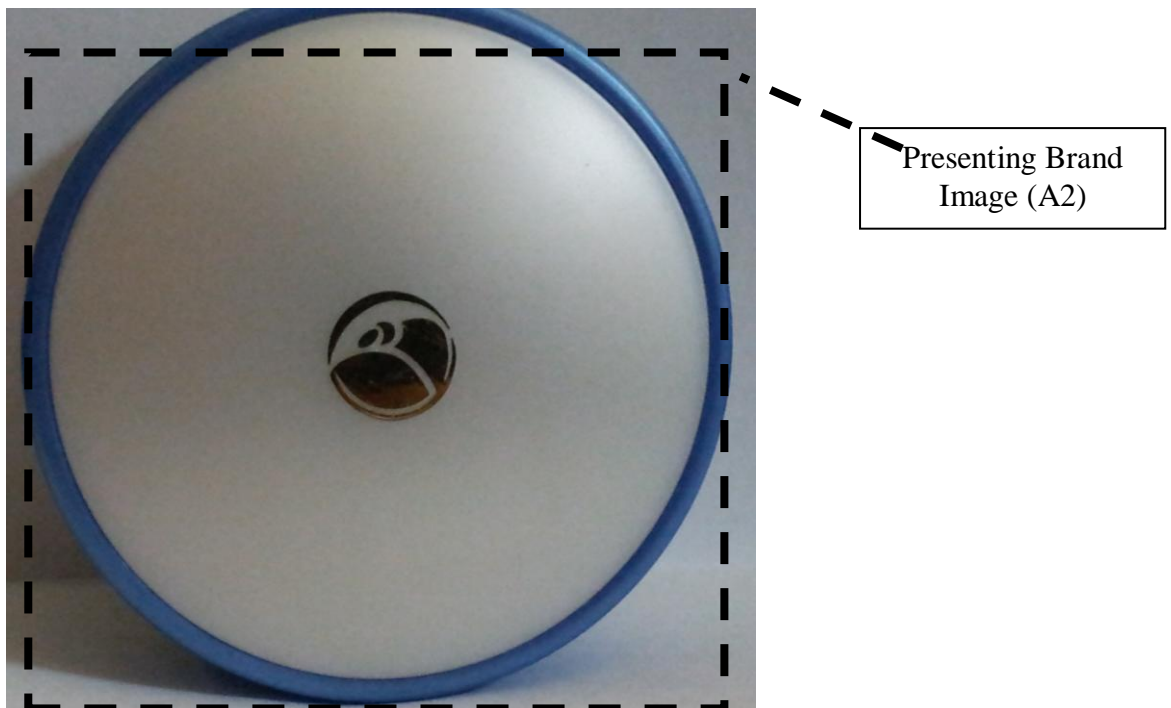


Figure 4.1.3 (c): *L'Oréal Paris White Perfect Fairness Control Moisturizing Watery Cream (AM1) (top)*

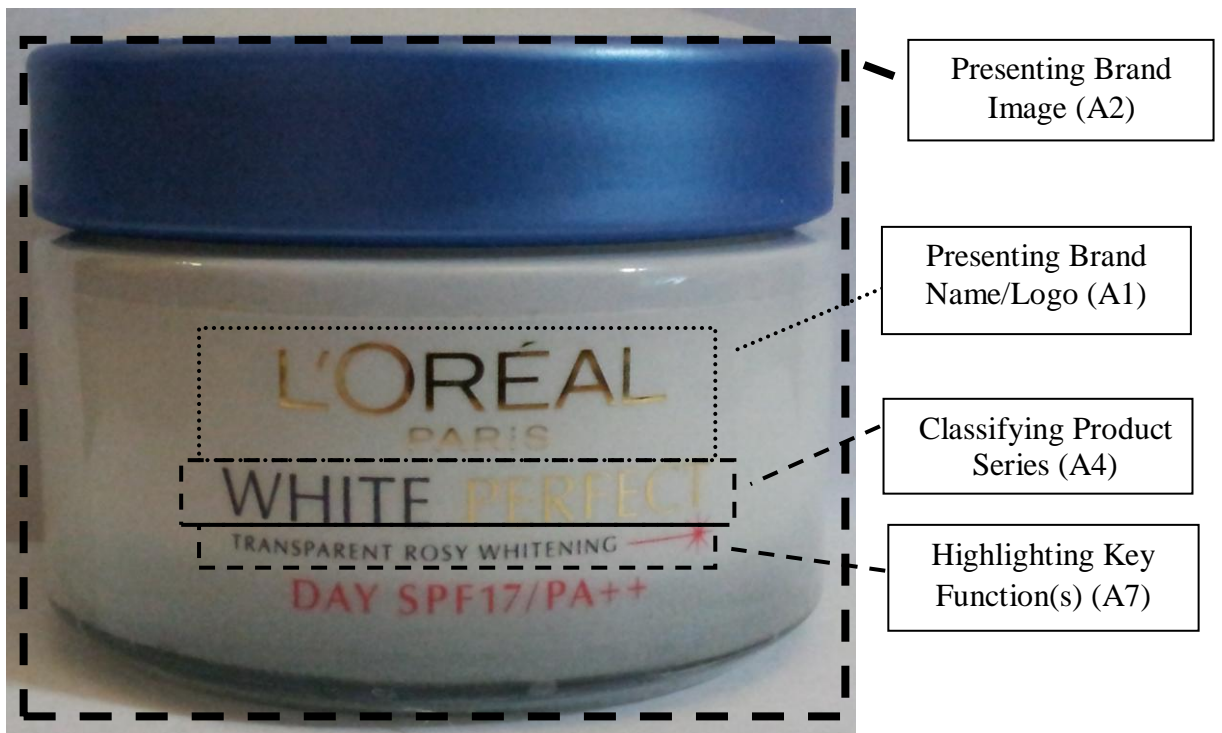


Figure 4.1.4 (a): *L'Oréal Paris White Perfect Fairness Control*
Moisturizing Cream (AM2) (front)

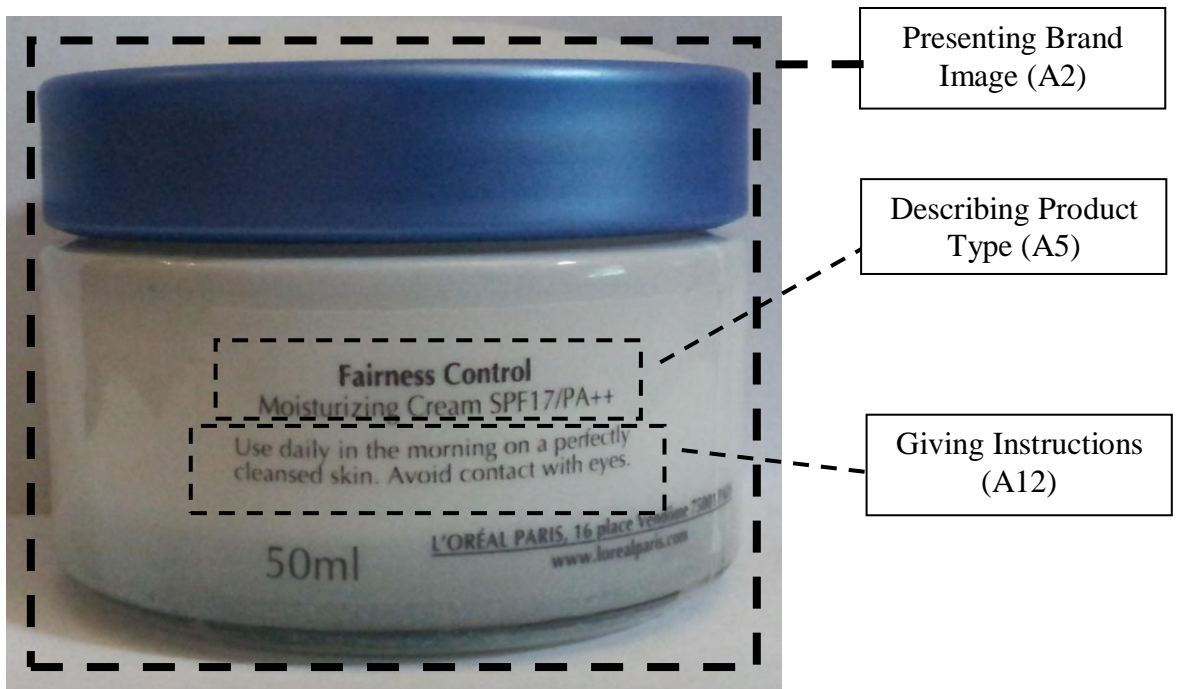


Figure 4.1.4 (b): *L'Oréal Paris White Perfect Fairness Control*
Moisturizing Cream (AM2) (back)

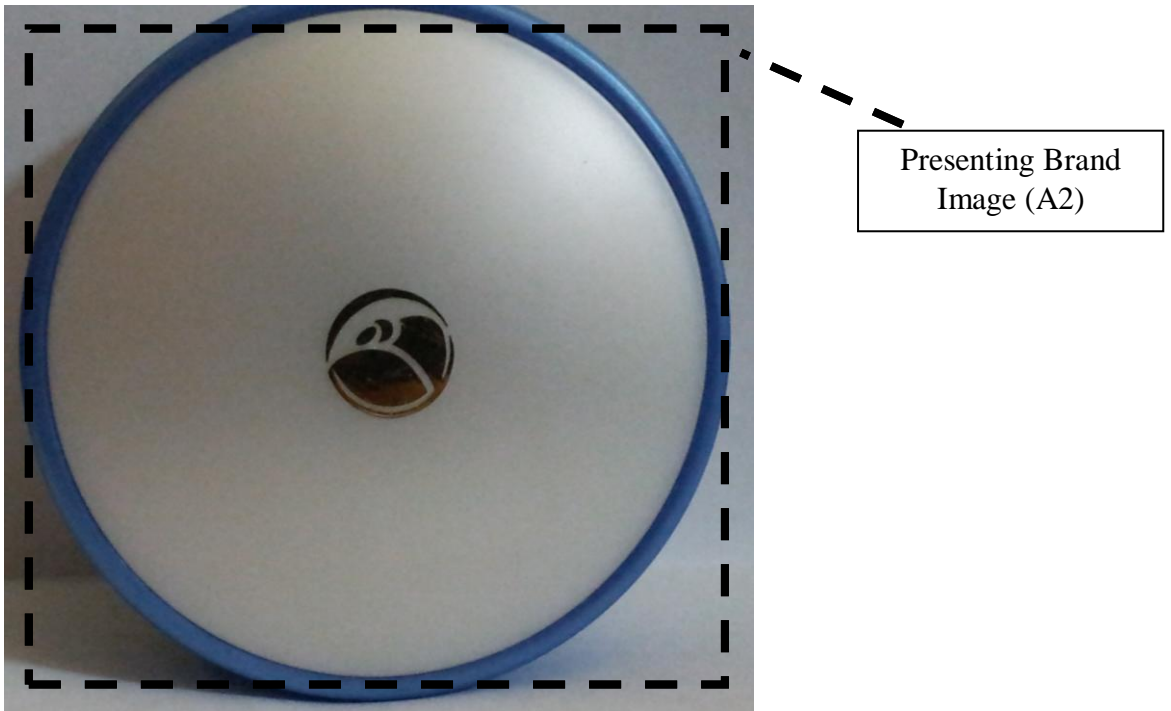


Figure 4.1.4 (c): *L'Oréal Paris White Perfect Fairness Control*
Moisturizing Cream (AM2) (top)

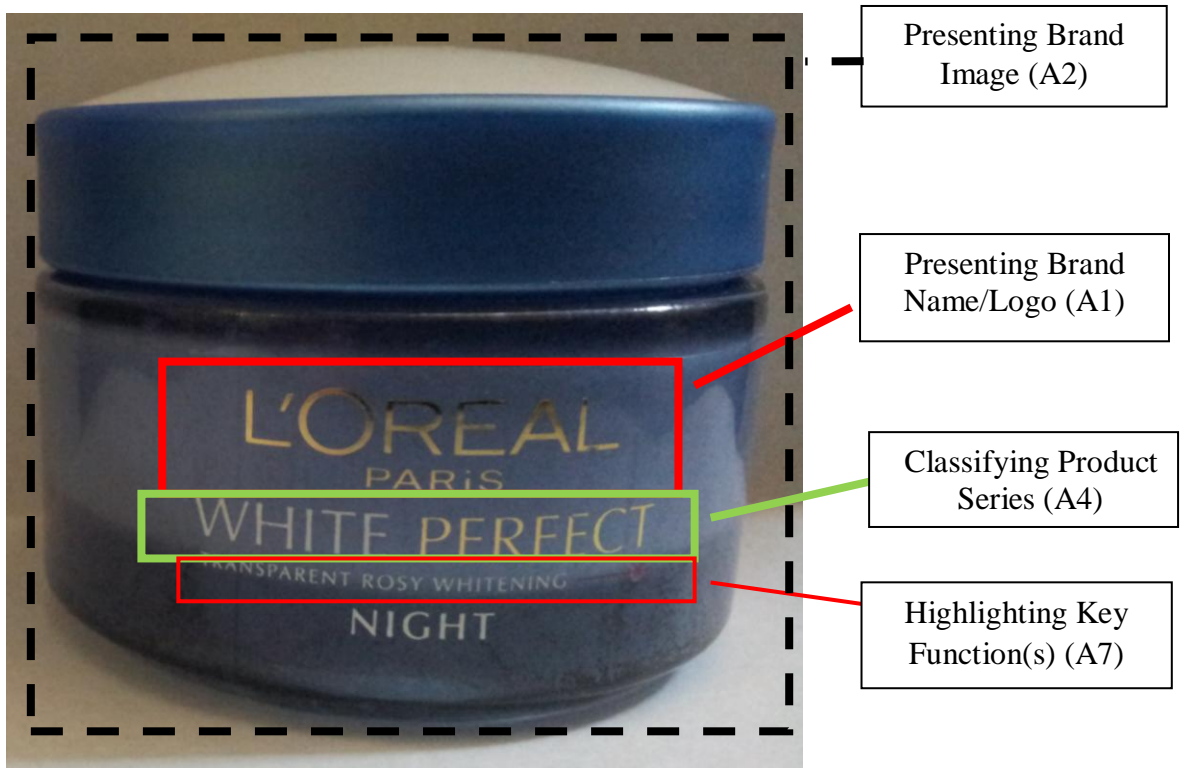


Figure 4.1.5 (a): *L'Oréal Paris White Perfect Fairness Revealing*
Soothing Cream (AM3) (front)

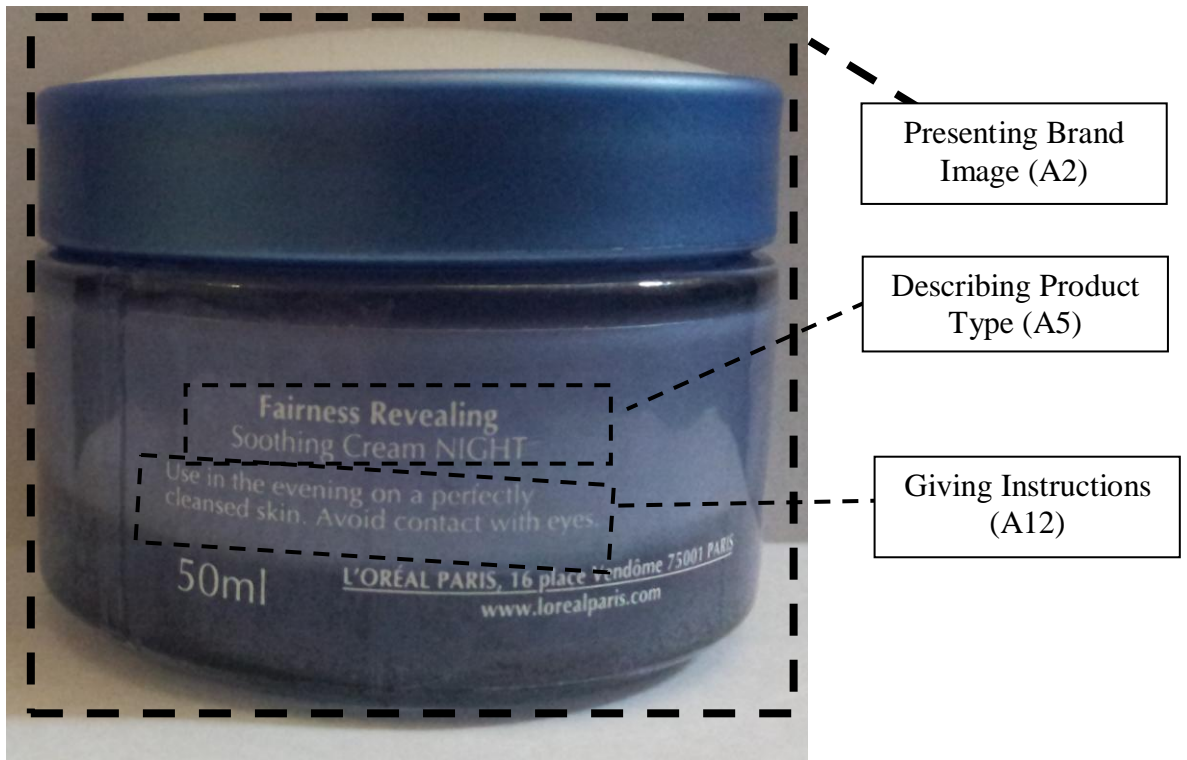


Figure 4.1.5 (b): *L'Oréal Paris White Perfect Fairness Revealing Soothing Cream (AM3) (back)*

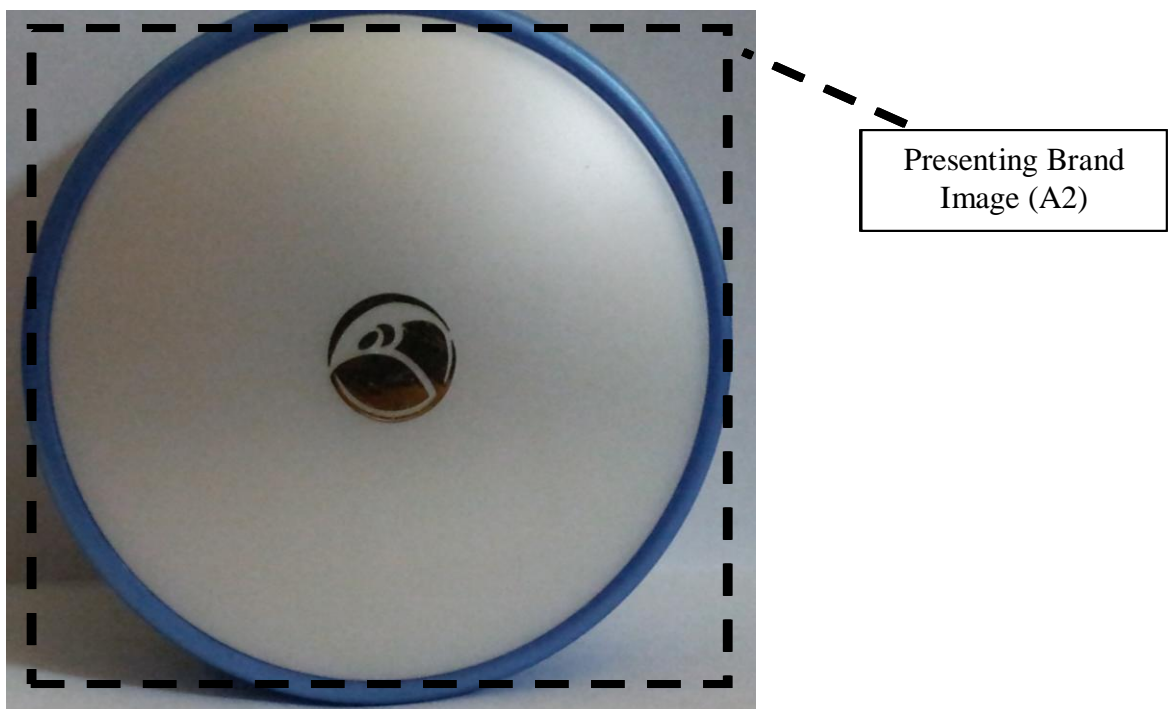


Figure 4.1.5 (c): *L'Oréal Paris White Perfect Fairness Revealing Soothing Cream (AM3) (top)*

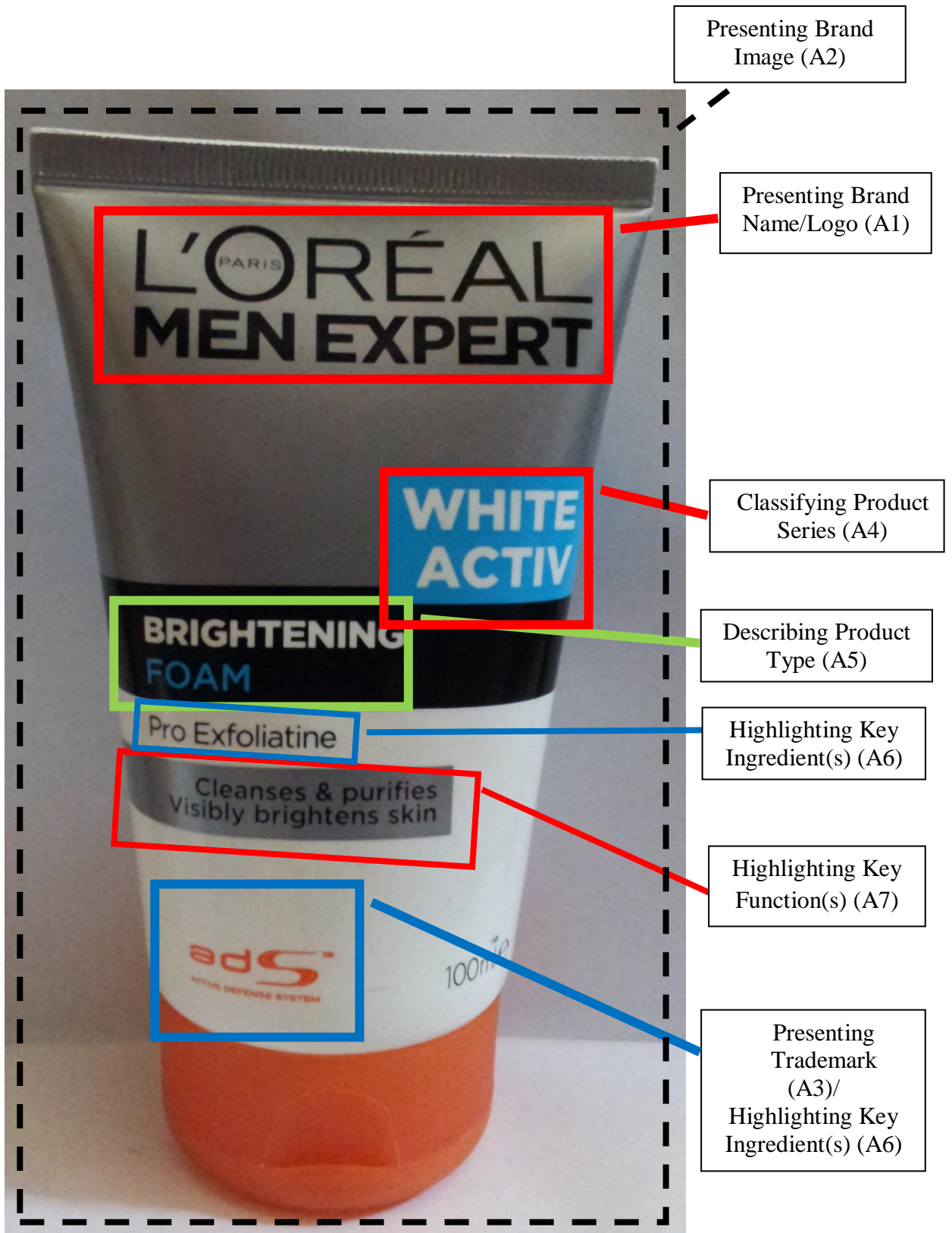


Figure 4.1.6 (a): *L'Oréal Men Expert White Activ Brightening Foam* (BC1) (front)

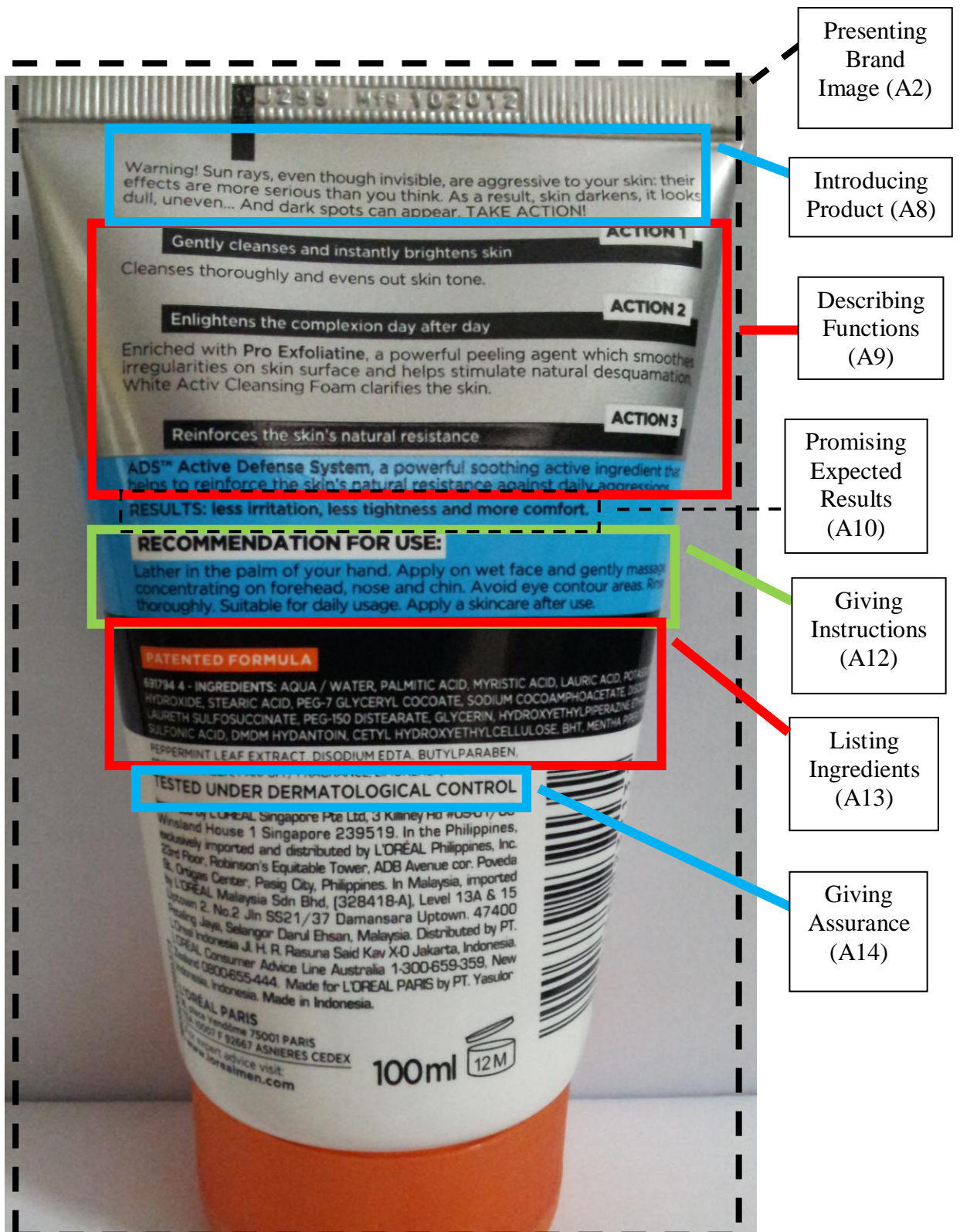


Figure 4.1.6 (b): *L'Oréal Men Expert White Activ Brightening Foam (BC1) (back)*



Figure 4.1.7 (a): *L'Oréal Men Expert White Activ Bright + Oil Control*

White Foam (BC2) (front)

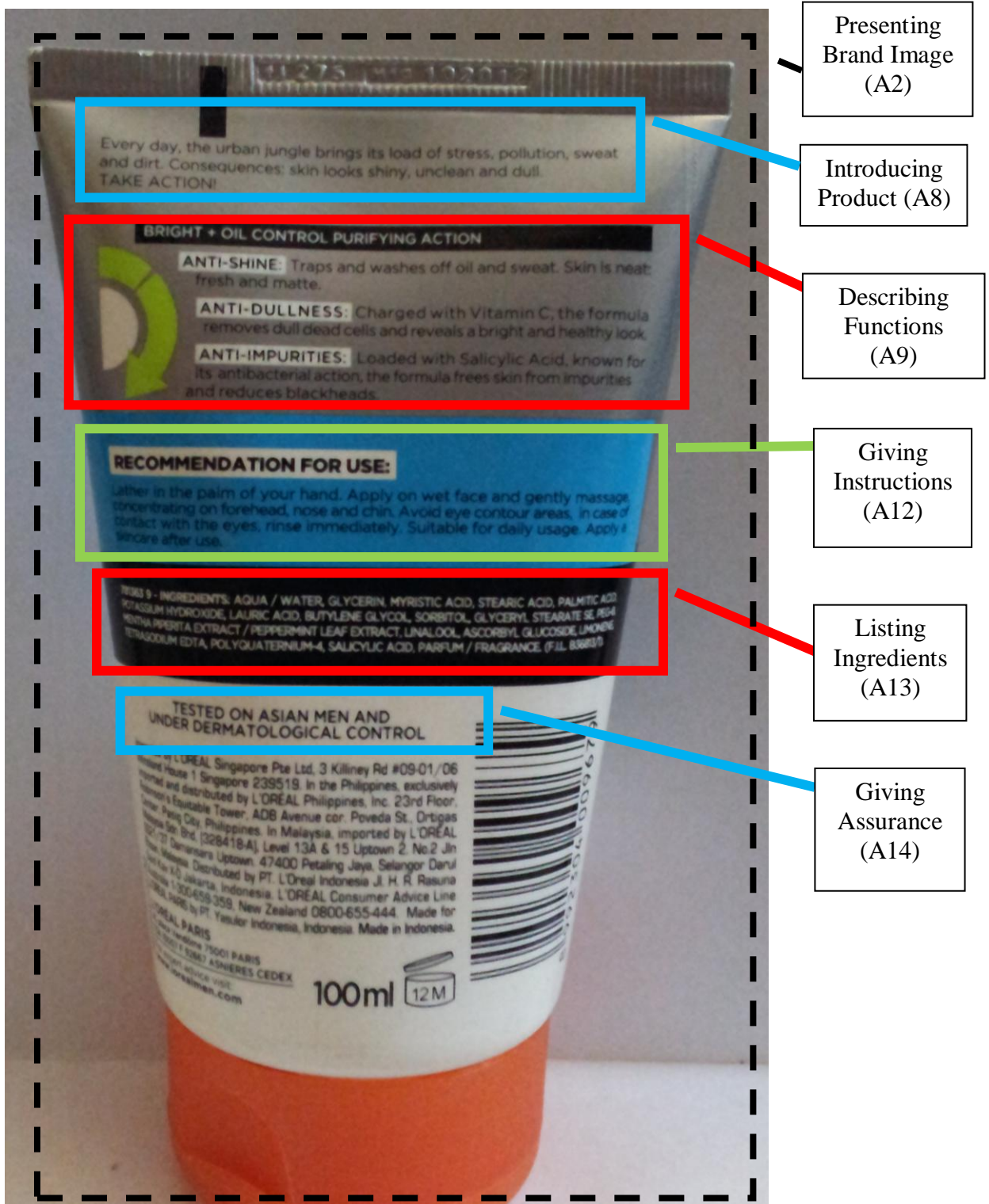


Figure 4.1.7 (b): *L'Oréal Men Expert White Activ Bright + Oil Control*

White Foam (BC2) (back)

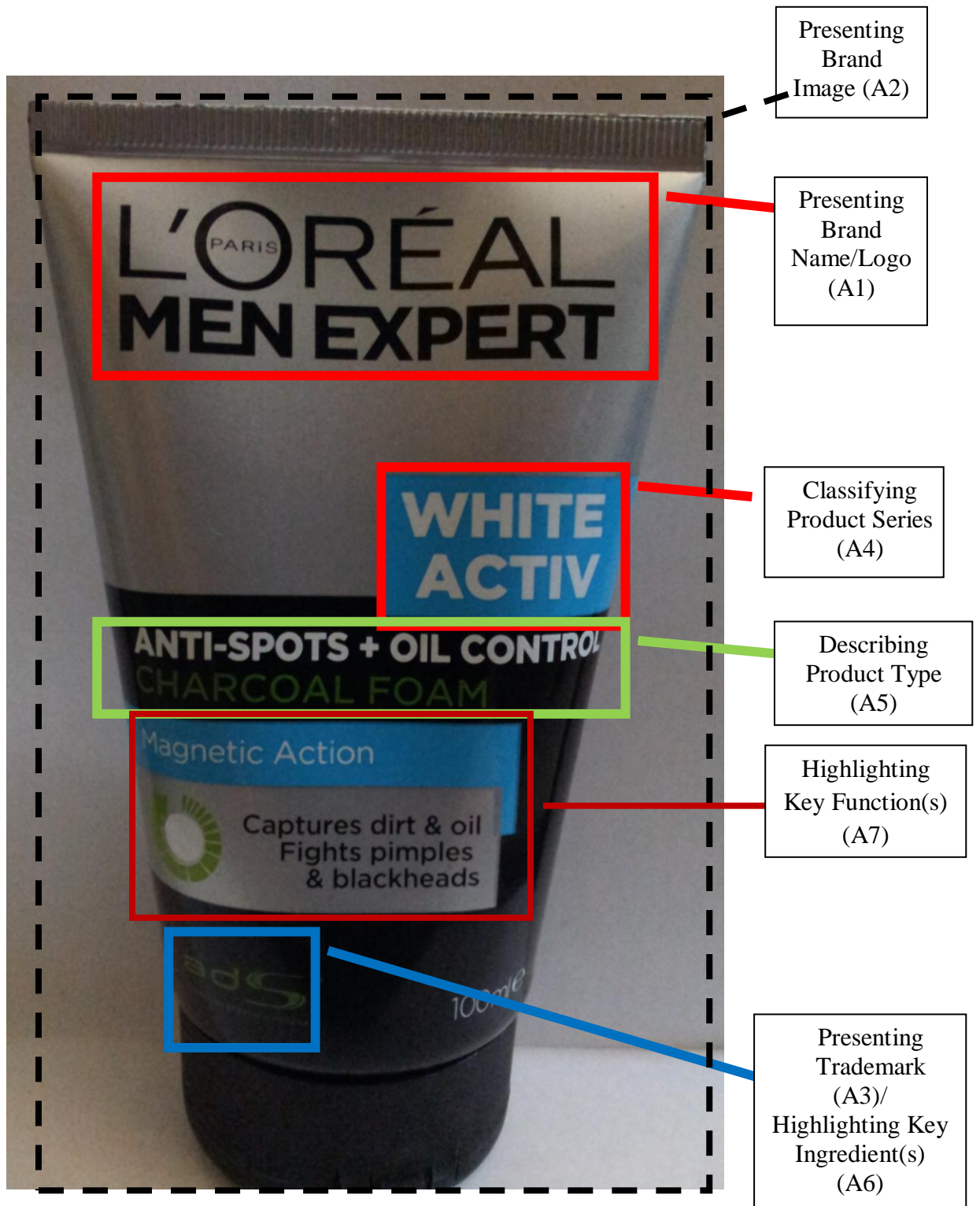


Figure 4.1.8 (a): *L'Oréal Men Expert White Activ Anti-Spots + Oil Control Charcoal Foam (BC3) (front).*

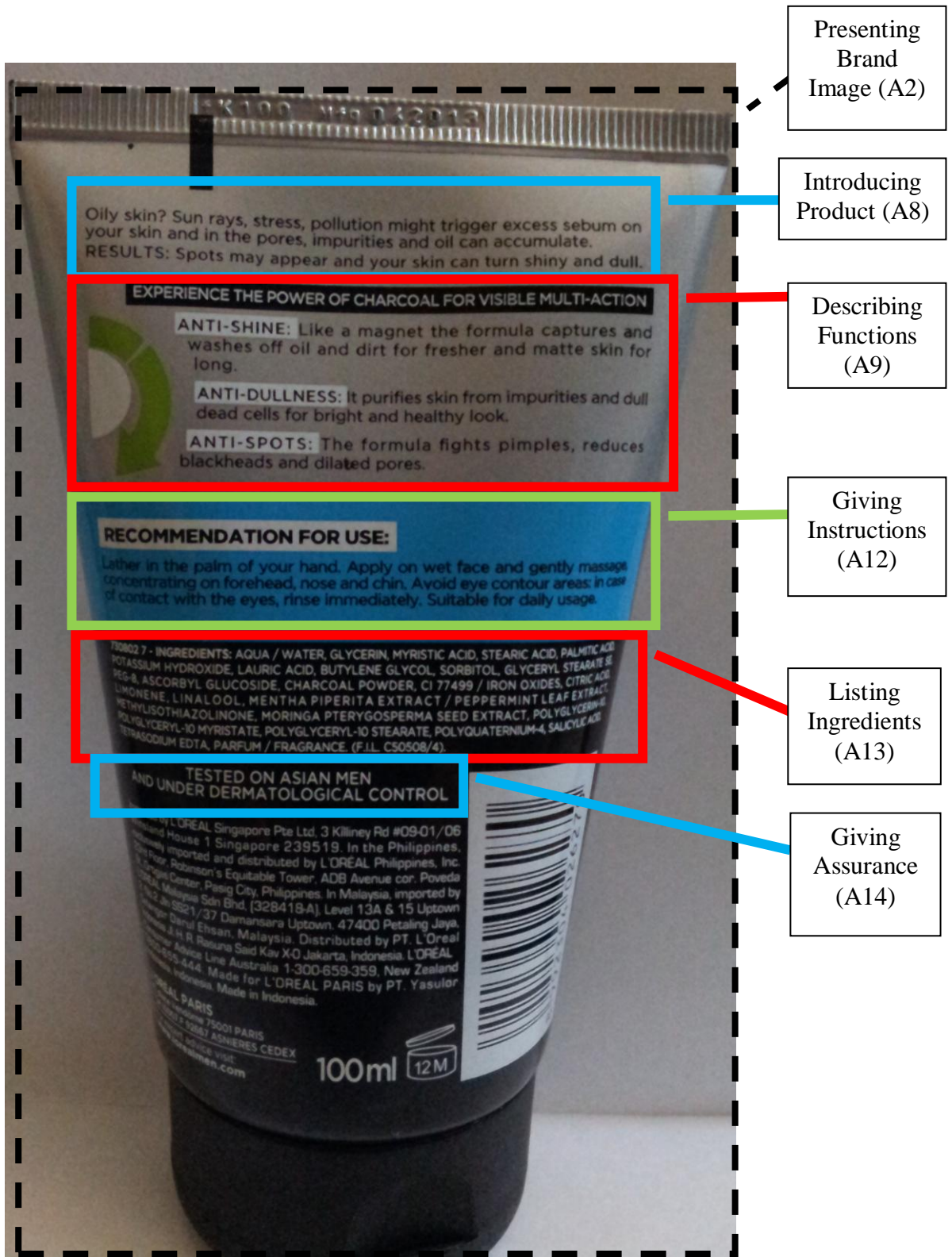


Figure 4.1.8 (b): *L'Oréal Men Expert White Activ Anti-Spots + Oil Control*

Charcoal Foam (BC3) (back)

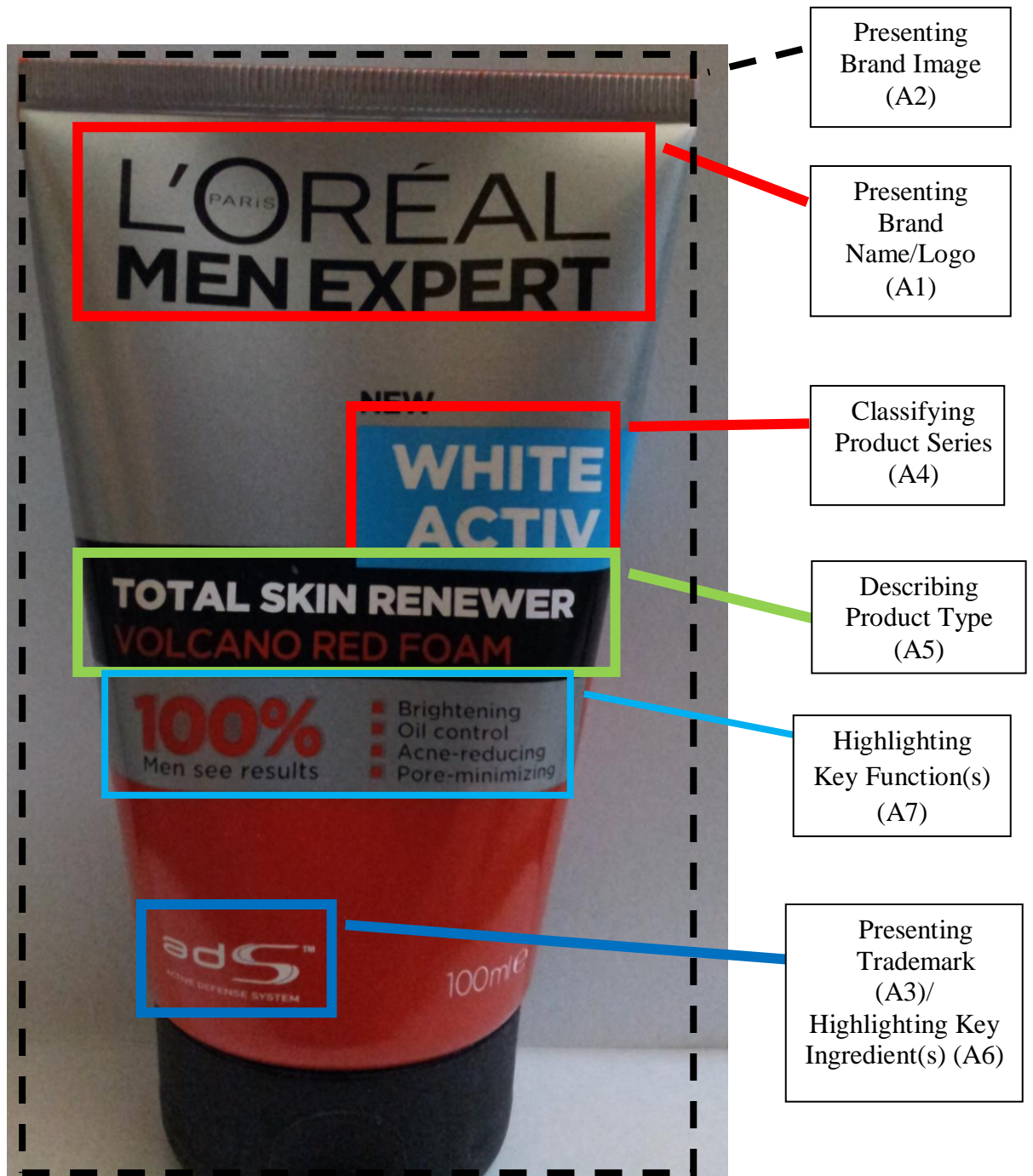


Figure 4.1.9 (a): *L'Oréal Men Expert White Activ Total Skin Renewer*

Volcano Red Foam (BC4) (front)

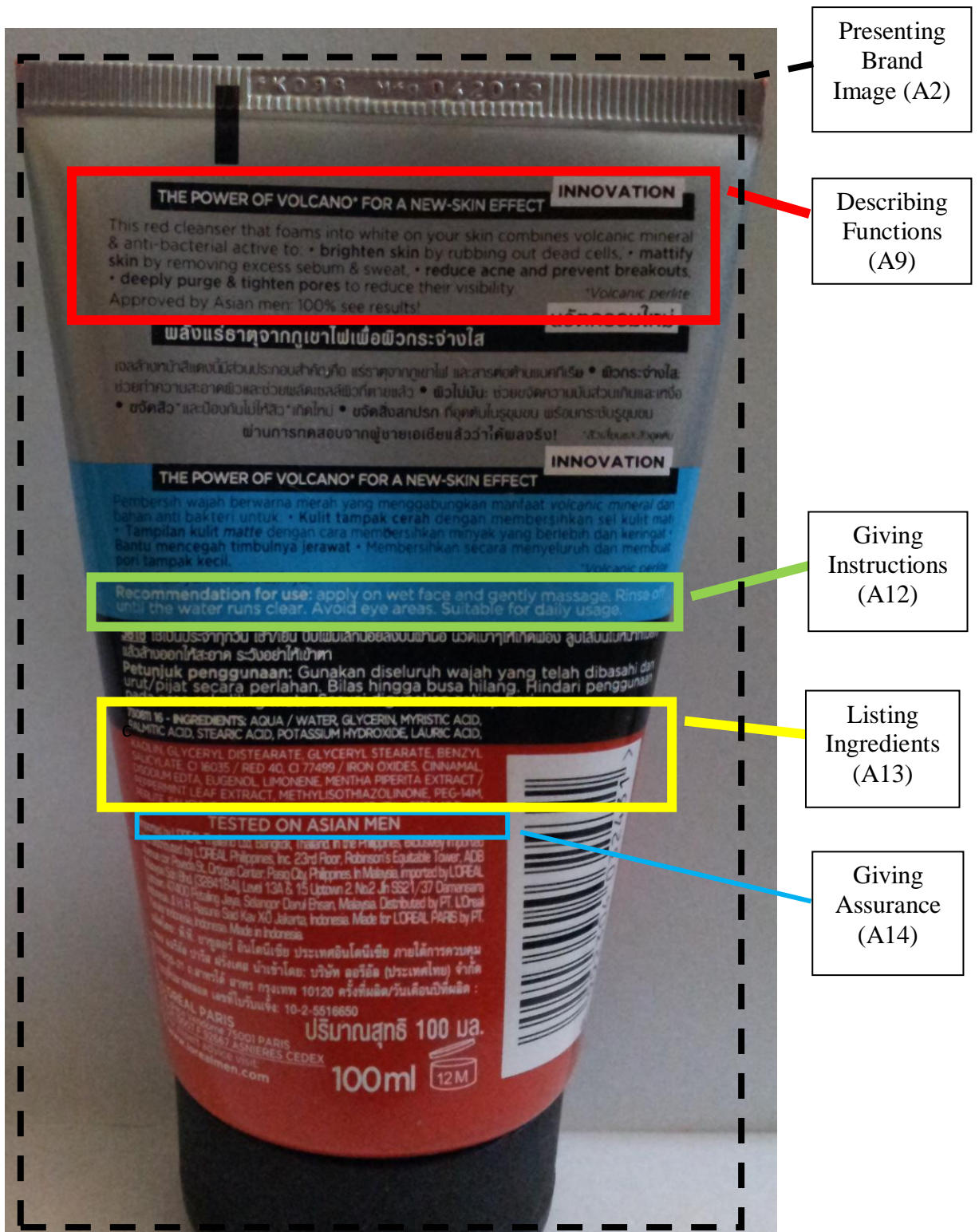


Figure 4.1.9 (b): *L'Oréal Men Expert White Activ Total Skin Renewer*

Volcano Red Foam (BC4) (back)



Figure 4.1.10 (a): *L'Oréal Men Expert White Activ Bright + Oil Control*

Powered Water (BT) (front)

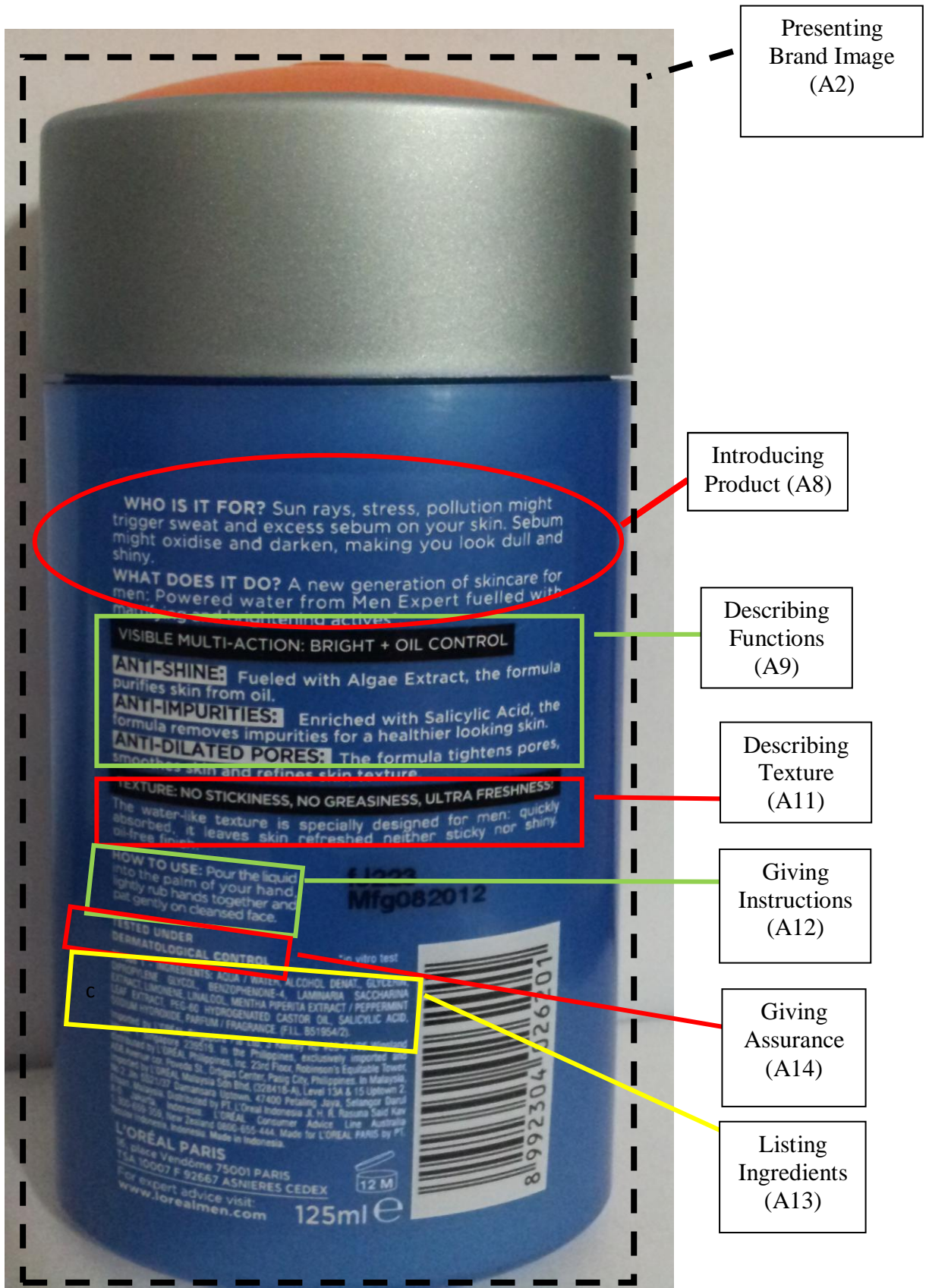


Figure 4.1.10 (b): *L'Oréal Men Expert White Activ Bright + Oil Control*

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*)

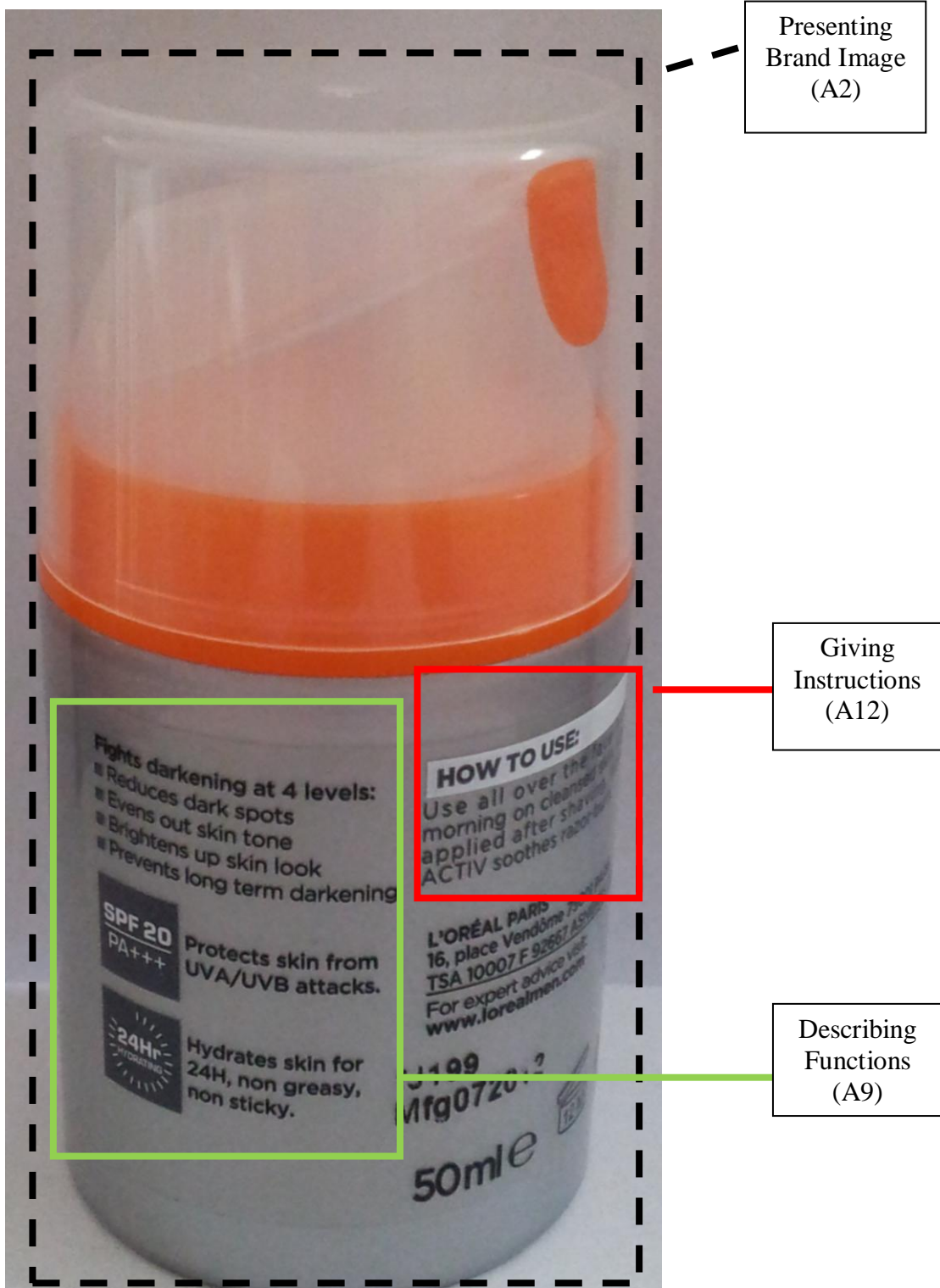


Figure 4.1.12 (b): *L'Oréal Men Expert White Activ Power 4 Whitening*
Moisturiser (BM2) (*back*)