

Nature

[Linguistics](#), [English](#)



Nature The print ad that will be discussed in this paper is the “ Jergens Naturals Hydrate Moisturizer” (Jergens Naturals). The central message of the print advertisement is that since one’s skin is natural and not synthetic, one should not use a moisturizer that is not natural. The audience that the advertisement targets are women, as shown by the figure of the body of a woman on the left side of the advertisement. The assumptions that this product wish to convey to its market is that a natural product is better than a synthetic product. It also assumes that the best way to hydrate one’s skin is through a moisturizer made out of natural products. The product claims that its ingredients are 92 percent natural. The image that the advertisement uses to promote its assumptions is the picture of various plants and herbs that are coming out of its bottle. The word “ Naturals” attached to the product name itself gives an illusion that the product is all natural. It also uses the figure “ 92% natural ingredients” as part of its packaging design. To call something “ natural” means “ not altered, treated, or disguised as well as in a state regarded as primitive, uncivilized, or unregenerate” (Joltes , par 7). Joltes goes on further to say that “ natural” products are perceived to be “ unprocessed and comes from unrefined ores, minerals, plant materials, or other " natural" sources” (par 7). “ Natural” products are believed to be safe and pure (Joltes , par 14). “ Unnatural” products are the exact opposites of “ natural” products. These are products which are processed and may contain chemicals.

Works Cited

Jergens Naturals. " Jergens Naturals." n. d. admonkey. files. wordpress. com. Web. 30 April 2012 .

Joltes, Richard E. "The "natural" lie." 2003. criticalenquiry. org. Web. 30 April 2012 .