

Beauty products

Business



**ASSIGN
BUSTER**

Shilo Kumpf English 101, 12: 40-1: 40 Final Beauty Products Dry skin is no fun, try this lotion out and your skin will never be dry again. A lot of ads for beauty products will have girls in the Pictures that have flawless faces and their eyes are perfect there skin looks like it has never seen a pimple before. What I see a lot of is “ clinically proven”. “ Smoother firmer skin as well”. These are just a couple of sayings that I see a lot of in these ads. You see it for lotions and foundations as well.

Looking at Ads can be deceiving I think. As I flip through my People, Elle, and Lucky magazines I, am noticing certain things that catch my attention. The flashy pictures showing the product on Taylor Swift, Pink, and other celebrities. They use a lot of celebrities in these ads, making people think that it will work cause they see their favorite celebrity is using the product. I see a Origins ad and it says “ clinically proven to heal dry skin”, along with “ Keeping your skin hydrated for a full 48hrs”. In this picture it shows a lant of some sort and some water for the hydrating part. Then is goes into a short summary of what the product can do for your skin telling you that your skin could be dry because it’s lacking a molecule that their product carries. Do you think the product really works? Or are they just trying to get you to buy their product? Just because you see the flashy picture and the celebrity you think to yourself, yes it will work.

As I look in the magazines I come across more beauty products that have more celebrities telling you that one bottle help it all, moother face, no more lines covers evenly. Again you see that flawless face the perfect eyes and you think that their product works cause if Ellen or Taylor Swift uses it then it works. Covergirl, how many people actually use it? A lot of people probably

use it cause again they see the nice flawless face it gives you the perfect eyes you will have if you use their eyeliner, foundation and mascara together all together. On their foundation ad it shows Rihanna looking so good with her face glowing and the tag line under her says, " Take off that mask and let your skin breathe with clean makeup! " So of course people see that and think I would love to look like Rihanna's perfect face.

Why do ads make you think that you will look like a celebrity if you wear there makeup? Another Cover girl ad is a Taylor Swift one her light skin looks perfect they have the rite lighting on it the tag line says, " introducing a breath of fresh air flawless coverage with a light as air feel" They use the word " NEW" as well to atch the attention of many girls out there. Seeing the word new catches my attention I want to see the new product and use it of course. Also they use the word natural to make people think its good for you. I think in my opinion is they use photoshop to make these celebrities look good and make the people buy it. I could get on my Photoshop and make myself look flawless. Cause we all know that nobody is perfect in this world, just because you use cover girl or have a lot ofmoneyto make you look good your still like everybody else. (597ct)