

**APPENDIX 1. THE LANGUAGE USED IN COSMETICS
ADVERTISEMENTS IN *CLEO* MAGAZINE**

Advertisement 1

(Face Lifting Cream)

- (1) *My face feels firmer & slimmer in 10 minutes!*
- (2) *“Just 10 minutes, my pores are refined, visible wrinkles, aging lines are reduced and even my freckles are lightened.*
- (3) My skin is firm, fair and radiant with contracted facial contours.
- (4) Everyone says I look younger and better on screen!”

Advertisement 2

(Source Therapié)

- (1) Perfect skin!
- (2) *5 seconds for a velvety skin.*
- (3) *5 days for visibly regenerated skin.*
- (4) *5 seconds are all you need to feel the difference.*

Advertisement 3

- (1) **SMILE. The first lipstick with *spa ingredients*.**
- (2) *Your lips will love it!*
- (3) *40 delicious colors*
- (4) **Shiny, *silky* or intense finish**
- (5) Light texture
- (6) Pleasant application
- (7) Revitalizing trace minerals
- (8) Moisturizing and comfortable
- (9) SPF 12 Protection
- (10) Allergy tested
- (11) Fragrance-free

Advertisement 4

(Facial Treatment Cleanser)

- (1) ***“My skin is pampered with moisture each time I cleanse”***
- (2) “When my face is properly cleansed, my pores are cleaned out thoroughly.
- (3) The rich Pitera® foam keeps my skin supple and tender.
- (4) ***My skin feels so fresh – as if it is taking a deep breath.”***
- (5) SK-II Facial Treatment Cleanser is a luxurious cream cleanser that provides a fine, Pitera®-rich foam that cleanses the pores while keeping your skin moisturized.
- (6) ***Your skin is left velvety-smooth and crystal clear.***

Advertisement 5

(New SK-II Signs Eye Mask)

- (1) **The Miracle Behind *Crystal Clear Skin***
- (2) ***“My eyes sparkle with life after just one use!”***
- (3) “After a long day of filming, my eyes are the first to show how tired I am.
- (4) **Now, I have my Signs Eye Mask – it’s all I need for radiant, supple, younger-looking eyes!”** – Sammi Cheng
- (5) New SK-II Signs Eye Mask, containing the unique Eye Stress Eraser Complex with Pitera®, targets problems around the eye.
- (6) ***Dark circles are lightened, and the lines reduced after just one application.***

Advertisement 6

(1) ***Averine Skin Loving Eye Shadow***

(2) ***Make love to your skin***

(3) **Averine’s range of skin – loving cosmetics is especially formulated to nourish, replenish, and care for your skin.**

(4) Our Skin Caring Eye Shadows are enriched with extracts of ginseng, vitamins, and nourishing botanicals to firm, hydrate and protect while adding that sparkle of colour to your eyes.

(5) ***Treat your eyes to the tender loving care they deserve.***

(6) ***Make love to them today.***

Advertisement 7

(The Enchantress)

(1) *Colour grants you power*

Advertisement 8

(New Blanc Expert Neurowhite™)

(1) *Just 3 days. Reveal transparent and luminous skin.*

(2) *Proven efficiency even on 2.stubborn spots.*

(3) Ultimate whitening spot eraser:

- (4) Revolutionary discovery: cgrp**, a new neurological cause of dark spots due to emotional changes.
- (5) Produces by nerve endings, it triggers melanin production and increases the high pigmentation cells***
- (6) Breakthrough neurowhite system™ targets cgrp and has been scientifically proven to reduce the high pigmentation cells by up to 43%***
- **(7) *Faster visible results* on skin transparency, proven efficiency even on stubborn spots.***

Advertisement 9

(Prodigy Cleanser)

(1) *Prodigy: Global Anti-Ageing power*

(2) *The quest for timeless beauty ends with Prodigy.*

(3) *A major advancement in skin care that effectively combats ageing without invasive surgery.*

(4) *A true Prodigy with long-lasting results that will stop time in its tracks.*

The Prodigy Routine:

Cleanse (Step 1)

(5) The latest addition to the Prodigy range is a delicate pearl gel cleanser that morphs into airy-light foam.

(6) *It works in 4 steps to purify skin and prepare it for the rest of the Prodigy regime.*

- (7) Purifies by removing dirt and make-up traces
- (8) Moisturizes and is non-drying
- (9) Protects cells by neutralizing the oxidizing reaction caused by impurities and soothes with Shea extract and Acqua Softyl
- (10) Exfoliates skin to stimulate cell renewal and eliminate dead cells.

Revive (Step 2)

(11) Prodigy lotion instantly awakens skin luminosity and stimulates its renewal.

Revitalize (Step 3)

(12) Prodigy Eyes firms, hydrates, smoothens fine lines, reduces dark circles and under-eye bags.

Intensive Treatment (Step 4)

(13) Prodigy Essence is a highly concentrated intensive treatment.

Daily Treatment (Step 5)

(14) Prodigy Cream is an anti-ageing concentrate that reverses the 5 mechanisms of ageing.

Advertisement 10

(Mild Cleansing Oil)

(1) Q: Can stubborn lipstick and mascara really come off easily?

(2) A: Yes, with FANCL's Mild Cleansing Oil, it's possible.

(3) It cleanses like oil yet feels like water.

Advertisement 11

(Skin Drink Eye)

(1) A fresh drink for bright eyes

Advertisement 12

(Dior Snow)

(1) Outshine the snow.

(2) S. N. O. W.® +Edelweiss complex

(3) Ultra – brightening

(4) White foundation

(5) New! DiorScience Innovation Center introduces *the only ultra-powerful whitening foundation of its kind combining:*

(6) Whitening S.N.O.W. Complex*:

(7) This unique patented bio-molecule *fights melanin to the very depth of cells.*

(8) Brightening EDELWEISS Complex*:

(9) *Coming from a high – altitude flower, this anti-oxidant complex combats protein glycation involved in the formation of a dull veil on skin’s surface.*

(10) Snow Light Complex Powder:

(11) Incorporating two types of *ultra-reflective pigments*, it helps soften skin irregularities and *bring out a smooth radiant finish.*

(12) The result : *a snowy white skin!*

Advertisement 13

(The Enchanteur Perfume)

(1) *Unfolds your natural magic*

(2) *When you’re near time stands still.*

(3) And there’s no one else here but me,

(4) Breathing in the sweet scent of you

Advertisement 14

(New RevitaLift White)

(1) *Whitening Spot and Wrinkle Corrector*

(2) *Breakthrough in anti-ageing.*

(3) Unique double action: anti-wrinkle + whitening

(4) *The first* anti-wrinkle essence that also fights brown spots.*

(5) *L’Oréal Paris skincare laboratories combines for the first time, 3 powerful ingredients to fight the signs of ageing!*

(6) *Nanosomes™ with Pro-Retinol A® penetrates into the epidermis to work at the heart of wrinkles.*

(7) Number, surface and length of wrinkles are reduced.

(8) Pro-Lastyl helps *fight* against the deterioration of elastin fibers.**

(9) Immediate firming effect: 99%**.

(10) Enriched with Melano-Block™, a powerful whitening ingredient, Revitalift White visibly reduces the number, size, and color of brown spots: 95%*.

(11) Dermo-Expertise.

(12) From Research to Beauty.

(13) Because You're Worth it.

Advertisement 15

(Shaping Facial Lift)

(1) *Shape* the face of your dreams

(2) *Wear* a smaller and slimmer face that you long to have.

(3) New Clarins Shaping Facial Lift *reshapes* facial contours to reveal beautiful features.

(4) With skin texture refined, your skin's natural beauty is enhanced, even without make-up.

(5) It's a fact.

(6) With Clarins, *life's more beautiful.*

**APPENDIX 2. THE TYPES OF FIGURE OF SPEECH APPEAR IN
COSMETICS ADVERTISEMENTS IN *CLEO* MAGAZINE**

Advertisement	Figure of Speech											
	Personif	Apost	Simi	Metap	Synec	Mety	Symb	Prdx	Alle	Hypb	U.S	V.I
1										✓✓		
2				✓						✓✓✓ ✓		
3	✓			✓		✓				✓		
4	✓✓			✓✓						✓✓		
5	✓✓			✓						✓✓✓		
6	✓✓✓ ✓✓					✓✓						
7	✓									✓		
8	✓✓✓									✓		
9	✓✓✓									✓✓✓ ✓		
10	✓		✓									
11	✓											
12	✓✓✓ ✓			✓✓		✓	✓			✓✓✓ ✓✓		
13	✓✓					✓				✓		
14	✓✓✓ ✓✓									✓✓		
15	✓✓✓									✓		
Total	33	-	1	7	-	5	1	-	-	27	-	-

APPENDIX 3. THE IDENTIFICATION OF FIGURATIVE MEANINGS OF FIGURE OF SPEECH SENTENCES APPEAR IN THE LANGUAGE USED IN COSMETICS ADVERTISEMENTS IN *CLEO* MAGAZINE

Advertisement	Figure of Speech Sentences	Type of Figure of Speech	Figurative Meaning
1	<p>(1)<i>My face feels firmer & slimmer in 10 minutes!</i></p> <p>(2)<i>“Just 10 minutes, my pores are refined, visible wrinkles, aging lines are reduced and even my freckles are lightened.</i></p>	<p>Hyperbole</p> <p>Hyperbole</p>	<p>The user can feel the result of using the product in an instant, because the product gives its immediate reaction since the user applies it on the skin.</p> <p>The product reacts immediately so that the user can feel its advantage in an instant, which is a tightened skin face.</p>
2	(2) <i>5 seconds for a velvety skin.</i>	<p>Hyperbole</p> <p>Hyperbole</p> <p>Metaphor</p>	The product has a fast reaction so that the user can feel its result, which is having a very pleasantly smooth and soft skin just like a baby’s skin, in an instant.

	<p>(3)<i>5 days for visibly regenerated skin.</i></p> <p>(4)<i>5 seconds are all you need to feel the difference.</i></p>	<p>Hyperbole</p> <p>Hyperbole</p>	<p>The product has a fast reaction so that the user can have healthy and fresh skin in a short term.</p> <p>The product can react immediately, so the user's skin face can become smoother, fresher, and healthier directly.</p>
3	<p>(1)SMILE. The first lipstick with <i>spa ingredients</i>.</p> <p>(2)<i>Your lips will love it!</i></p>	<p>Metonymy</p> <p>Personification</p>	<p>The product is a worthy product because it is made from the healthy and pleasant ingredients, which can moisten the users' lips while they are using it, so their lips will not become dry.</p> <p>The product is very safe and healthy for human's lips because it contains healthy and high quality ingredients that will not irritate and make the users' lips dry when they are using it.</p>

	<p>(3) 40 delicious colors</p> <p>(4) Shiny, silky or intense finish</p>	<p>Metaphor</p> <p>Hyperbole</p>	<p>There are rich, healthy, and pleasant substances contained in this product, so it is worth and safe to be consumed by people.</p> <p>The product, which is a lipstick, has a glossy colour that makes the user's lips look shiny after she applies it on her lips.</p>
<p>4</p>	<p>(1) "My skin is pampered with moisture each time I cleanse".</p> <p>(4) My skin feels so fresh – as if it is taking a deep breath."</p>	<p>Personification</p> <p>Personification</p>	<p>The user's skin face remains moist each time they cleanse their face using the product.</p> <p>After using the product the user's skin can be so fresh because it keeps the skin away from dust or dirty ingredients in the surroundings, especially in the air.</p>

	(6) <i>Your skin is left velvety-smooth and crystal clear.</i>	Hyperbole Hyperbole Metaphor Metaphor	The product can make the user's skin face become smooth, soft, tender, fresh, bright and shiny.
5	(1) <i>The Miracle Behind Crystal Clear Skin</i> (2) <i>"My eyes sparkle with life after just one use!"</i>	Metaphor Hyperbole Hyperbole Personification	The product can make the user become a center of attention or being admired by the others, especially men because the user has an attractive appearance, which is having fresh, clean, bright and shiny skin. The product can make the user's eyes feel so fresh and shiny directly because it has a fast reaction in reducing the problems appeared on the skin around the eyes area, which are dark circles and wrinkles.

	<p>(3)Averine’s range of skin – loving cosmetics is especially formulated to nourish, replenish, and <i>care</i> for your skin.</p>		<p>user’s skin face, especially the skin around the eyes, because it will not make the skin damage and dry after using the product.</p>
	<p>(5)<i>Treat your eyes to the tender loving care they deserve.</i></p>	<p>Personification</p>	<p>The product is very safe to be used by people, since it will always protect the healthiness of the user’s skin face as well as make it healthy when she is using it.</p>
	<p>(6)<i>Make love to them today.</i></p>	<p>Personification Metonymy</p>	<p>This product, which contains rich, pleasant, and healthy ingredients, will protect the user’s skin, which is the skin around the eyes area, and make it always healthy.</p> <p>The product is worth to have and use it presently, because it contains a high quality and healthy ingredients, so it is safe to be used in their skin, especially the skin around the eyes.</p>

7	(1) <i>Colour grants you power</i>	Hyperbole Personification	By using this product, the user can obtain people's awareness of her existence, because it reveals the user's beauty, and makes her looks confident and attractive.
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<p>8</p>	<p>(1)Just 3 days. Reveal transparent and luminous skin.</p> <p>(2)Proven efficiency even on stubborn spots.</p> <p>(7)Faster visible results* on skin transparency, proven efficiency even on stubborn spots.</p>	<p>Personification Hyperbole</p> <p>Personification</p> <p>Personification</p>	<p>The product can make the user's skin becomes radiant, fair and bright just in a short term.</p> <p>The product is very effective in reducing and removing the spots on the skin face, even on the tricky ones, in order to make the skin looks brighter and luminous.</p> <p>The product is very effective in reducing and eliminating the spots on the skin face, even on the tricky ones, in order to make the skin looks brighter and luminous.</p>
<p>9</p>	<p>(1)Prodigy: Global Anti-Ageing power</p>	<p>Hyperbole</p>	<p>The product can make the user looks younger, because it reduces the effects of human's ageing</p>

	<p>(2)The quest for <i>timeless beauty</i> ends with Prodigy.</p> <p>(3)A major advancement in skin care that effectively <i>combats</i> ageing without invasive surgery.</p> <p>(4)A true Prodigy with long-lasting results that will <i>stop time in its tracks</i>.</p> <p>(6)It <i>works</i> in 4 steps to purify skin and prepare it for the rest of the Prodigy regime.</p>	<p>Hyperbole</p> <p>Personification</p> <p>Hyperbole</p> <p>Personification</p>	<p>process, which are wrinkles, under-eye bags, and dark circles.</p> <p>This product is a qualified product that can renew and regenerated the user’s skin, so the user will look fresh and younger.</p> <p>The product is effectively used in minimizing the effects of ageing naturally by reducing the wrinkles, the spots, and under eye-bags of the user’s face.</p> <p>The product can make the user’s skin always healthy by renewing its cells regularly, so the user will always look young.</p> <p>The functions of the product that are to renew the dirty skin into the healthy skin and to give freshness</p>
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	(3) <i>It cleanses like oil yet feels like water.</i>	Simile	This cleanser product is very comfortable to be used, because it will not irritate the skin face and make it becomes dry after using it.
11	(2) <i>A fresh drink for bright eyes</i>	Personification	The product is efficiency in reducing the wrinkles and lightening dark circles that appeared on the skin around the eyes area, because it is made from healthy and pleasant substances. Since the skin around the eyes area becomes firm and the dark circles were removed, the user's eyes will be automatically look shiny, clean, and beautiful.
12	(1) <i>Outshine the snow</i>	Hyperbole Metaphor Symbol	The user's skin face will become smooth, soft, bright and shiny after using this product.

	<p>(3) <i>Ultra</i> – brightening</p>	Hyperbole	The product, which is a foundation, is very effectively in whitening and brightening the skin.
	<p>(5) New! DiorScience Innovation Center introduces <i>the only ultra-powerful</i> whitening foundation of its kind combining</p>	Hyperbole Hyperbole	The product, which is a foundation, is worth to have, because it is very effective and fast in exposing the whiteness and brightness of the skin.
	<p>(7) This unique patented bio-molecule <i> fights melanin to the very depth of cells</i></p>	Personification	The product is effectively in brightening the skin, and always protects its brightness.
	<p>(9) Coming from a high–altitude flower, this anti-oxidant complex <i>combats</i> protein glycation involved in the formation of a <i>dull veil</i> on skin’s surface</p>	Personification Personification Metonymy	The product, which is made from qualified and healthy ingredients, is very effectively in whitening the skin and protecting its brightness.

	<p>(11) Incorporating two types of <i>ultra-reflective</i> pigments, it helps soften skin irregularities and <i>bring out</i> a smooth radiant finish</p> <p>(13) The result : a <i>snowy white skin!</i></p>	<p>Hyperbole Personification</p> <p>Metaphor</p>	<p>The healthy ingredients contained in this product are effective to make the user's skin face becomes healthy, smoothly, and looks shiny.</p> <p>The user can have white, bright, and clear skin after using this product.</p>
<p>13</p>	<p>(1) <i>Unfolds your natural magic</i></p> <p>(2) When you're near, <i>time stands still</i></p>	<p>Personification Metonymy</p> <p>Personification Hyperbole</p>	<p>The product can present the user's natural beauty and gain her most favorable characteristic of appearance, which is an attractive and pleasant appearance.</p> <p>The product reveals the user's natural beauty and make her becomes the center of attention or being</p>

			admired by the others, especially men, because she has n attractive appearance, so that men are very enjoy staying near with her a whole time.
14	<p>(1)Whitening Spot and Wrinkle <i>Corrector</i></p> <p>(2)Breakthrough in <i>anti-ageing</i></p> <p>(4)The first* anti-wrinkle essence that also <i>fights</i> brown spots</p>	<p>Personification</p> <p>Hyperbole</p> <p>Personification</p>	<p>The product is functioned to reduce and remove the spot and the wrinkles appeared on the skin face.</p> <p>The product can reduce the aging signs appeared on the human’s skin, especially the skin face, which are wrinkles, under-eye bags, and dark circles, so the user will always look young.</p> <p>The product is not only effective in reducing the wrinkles, but also removing the spots on the skin face.</p>

	<p>(5)L’Oréal Paris skincare laboratories combines for the first time, 3 powerful ingredients to <i>fight</i> the signs of ageing!</p> <p>(6)Nanosomes™ with Pro-Retinol A® penetrates into the epidermis to work at <i>the heart of wrinkles</i></p> <p>(8)Pro-Lastyl helps <i>fight</i> against the deterioration of elastin fibers**</p> <p>(13)“<i>Because You’re Worth it</i>”</p>	<p>Personification</p> <p>Personification</p> <p>Personification</p> <p>Hyperbole</p>	<p>The product contains high-quality and qualified ingredients, which are efficiency in eliminating the wrinkles, under-eye bags, and the spots appeared on skin face.</p> <p>The product is very efficient in removing the wrinkles that appeared on the skin face.</p> <p>The product contains a functional substance that is very effective in removing all wrinkles on the skin face, even the worst one.</p> <p>Performance is very important for everyone, especially women, and having a healthy skin also means having an excellent performance, because it can show their beauty, self-confidence, and attractive appearance. In order to get a healthy skin,</p>
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			they need a special treatment that contained high-quality and qualified ingredients. Of course, this special treatment is this product.
15	<p>(1) <i>Shape</i> the face of your dreams</p> <p>(2) <i>Wear</i> a smaller and slimmer face that you long to have</p> <p>(3) New Clarins Shaping Facial Lift <i>reshapes</i> facial contours to reveal beautiful features</p> <p>(5) <i>It's a fact. With Clarins, life's more beautiful</i></p>	<p>Personification</p> <p>Personification</p> <p>Personification</p> <p>Hyperbole</p>	<p>The product can make the user's face looks proportional, which is firm and slim.</p> <p>The user can have a firm, skinny, and slim face by using this product.</p> <p>This product can help the user having a firmer and slimmer face, so the user will look younger, beautiful and attractive.</p> <p>Basically, women always demanded to look beautiful and attractive because it can make them become more confident. Thus, Clarins' products are</p>

			the right products for women, because it can present the user's natural beauty and the user's attractiveness, so the user will have a full of self-confidence personality.
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