

**CHANEL**

# LE BLANC

PEARL PERFECTION. THE WHITENING REVELATION

INTENSIVE NIGHT WHITENING TREATMENT  
WHITENING CONCENTRATE CONTINUOUS ACTION TXC™

The best whitening combination for 24-hour perfection. During the day, LE BLANC Serum provides powerful and unprecedented deep continuous action. Upon application, the exclusive\* CHANEL TXC™ molecule neutralises dark spot formation, acting up to 12 hours. During the night, LE BLANC Night Treatment intensively repairs immediate and long-term darkening damages. You live a continuous whitening revelation for translucent, even and radiant skin.

\*Active ingredient developed using an exclusive CHANEL technology - international patent application

www.chanel.com

# Lashes look longer, fuller, healthier in just 2 weeks.\*

100% of women in a clinical study showed an improvement in their lashes.\*



Before



After two weeks



After four weeks

Photos taken after two and four weeks of continuous use. Results may vary.

\*Based on a US clinical study of 30 women over 2 weeks of continued use. ©2012 Elizabeth Arden, Inc.

## New

### PREVAGE® Clinical Lash + Brow Enhancing Serum

- Helps minimize breakage and helps lashes recover from environmental, chemical and physical damage.
- Prostaglandin free. Won't darken eyelids or change its pigmentation.
- Ophthalmologist safety tested, clinically and dermatologist tested.
- Fragrance, colorant and parabens free.
- Proven to work on upper lashes, lower lashes and improve the look of sparse or thinning brows.
- Exclusive triple peptide complex, supports lash's natural renewal cycle so they look lush, healthy and revitalized.
- Vitamins A, C and E, botanicals and lash conditioners fortify, help protect and revitalize eyelashes.



“ I recommend that my clients choose products with proven ingredients that are safe for the eyes – botanical extracts, vitamins and peptides that create an optimum environment for healthy hair growth. ”

Wendy W. Lee, MD,  
Bascom Palmer Eye Institute  
University of Miami/Willer School of Medicine



# Elizabeth Arden

NEW YORK

see the science at [elizabetharden.com.sg](http://elizabetharden.com.sg)



METRO PARAGON · DG ALBERT COMPLEX · ROBINSONS CENTERPOINT · ROBINSONS RAFFLES CITY · TAKASHIMAYA

BRILLIANT  
MINERALS  
BRIGHTER SKIN

**NEW!**  
AGE CONTROL  
EVEN TONE  
MOISTURIZER  
BROAD SPECTRUM  
SPF 20

96% of users saw more  
even-toned skin in just 14 days.\*  
AHAVA is the definitive  
Dead Sea Minerals beauty expert.  
This unique, anti-aging moisturizer  
contains AHAVA's proprietary  
Osmoter™, a balanced concentrate of  
Dead Sea Minerals, along  
with AHAVA's new, exclusive  
VF Brightening Accelerator™, formulated  
to slow the production of dark spots  
for visibly brighter skin. Also provides  
broad spectrum SPF 20 protection  
and fine line smoothing.  
Discover all Age Control products at  
[www.ahava.com.sg](http://www.ahava.com.sg)

\*Based on user trials performed over 4 weeks by an independent institution. Sample size 30 women.

Available at AHAVA Centrepoint 03-12,  
AHAVA Saffles City 02-17, and select  
Guardian pharmacies.

**AHAVA**  
ACTIVE DEADSEA MINERALS

APPENDIX 4

ADVERTISEMENT 4

LANCÔME  
PARIS

Scan to discover  
Betty Boop's secret  
to star eyes!

DAY TO NIGHT  
SHOW-STOPPING EYES.  
*Glamorous volume and curves, root to tip.*

NEW  
HYPNÔSE STAR  
WATERPROOF

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The advertisement features a close-up portrait of a woman with dramatic eye makeup. In the foreground, a tube of Hypnôse Star Waterproof mascara and its wand are displayed. A small Betty Boop figurine is positioned next to the mascara tube. A QR code is located in the lower-left corner, with text indicating it leads to Betty Boop's secret. The Lancôme logo and 'PARIS' are at the top. Product details and a small portrait of Betty Boop are at the bottom.

Be confident, close up.  
With hi-def clarity, you'll always  
dare to bare.

**New. CyberWhite HD**  
Advanced Spot-Correcting Essence

Our most advanced essence ever. Formulated with an ultra-high level of **90% active Baicalin**—the magically potent extract of the *Scutellaria* flower. So powerful, it helps dissolve the look of dark spots to the point of near invisibility. **No matter how close you get, your skin looks fair, flawless, crystal-clear.**

 Visit [www.facebook.com/EsteeLauderSG](http://www.facebook.com/EsteeLauderSG)



ESTÉE LAUDER

## Appendix 6

### Questionnaire Sheets

Name :

Age :

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#### A. Answer the following questions according to your opinion!

1. Are you interested in cosmetic products?
  - a. Yes
  - b. No
2. Do you use a certain cosmetic?
  - a. Yes
  - b. No
3. Does clear information about cosmetic advertisement influence your purchase decision?
  - a. Yes
  - b. No
4. Do you choose a certain product of the advertisement after looking and reading it in magazine?
  - a. Yes
  - b. No

#### B. Answer the following questions based advertisements attached!

1. Arrange these following cosmetic product sentences bellow according to your favorite

Advertisements	sentence	Sequence Numbers
Advertisement 1	The best whitening combination for 24-hour protection.	
Advertisement 4	Day to night show-stopping eyes.	
Advertisement 5	No matter how close you get, your skin looks fair, flawless, crystal-clear.	
Advertisement 2	Lashes look longer, fuller, healthier in just 2 weeks.	
Advertisement 3	96% of users saw more even-toned skin in just 14 days.	

2. Are those sentences in the cosmetic advertisement above interesting?
  - a. Yes
  - b. No
3. Do those sentences attached convince you to buy the cosmetic?
  - a. Yes
  - b. No
4. Do you think that the words in the advertisement attached give you valid information so that you trust it well?

