

ADVERTISEMENT 2

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.

Pursu teles offer two and has exact of continuous can. Neath may very.

"Reset on a US object study of 30 venter over 2 weeks of contrasel use 60012 Student Arden, Inc.

New

PREVAGE* Clinical Lash + Brow Enhancing Serum

- Helps minimize breakage and helps lashes recover from environmental, chemical and physical damage.
- Prostoglandin free. Won't darken eyelids or change ins pigmentation.
- Ophthalmologist safety tested, clinically and demotologist tested.
- *Fragrance, colorant and paraben free.
- Proven to work on apper lashes, lower lashes and improve the look of sporse or thinning brows.
- Exclusive triple peptide complex, supports last's natural renewal cycle so they look lash, healthy and revitalized.
- Vitamins A, C and E, botanicals and last conditioners fartily, help protect and revisalize eyelothers.



100 I recommend that my clients choose products with proven ingredients that are sale for the eyes - boterical extracts, virantiss and peptides that create an aptimum environment for healthy hair growth. 9.9

Wendy W. Iso, MD, Boscom Paliner Eye Institute University of Migney/Willier School of Medicine



ElizabethArden

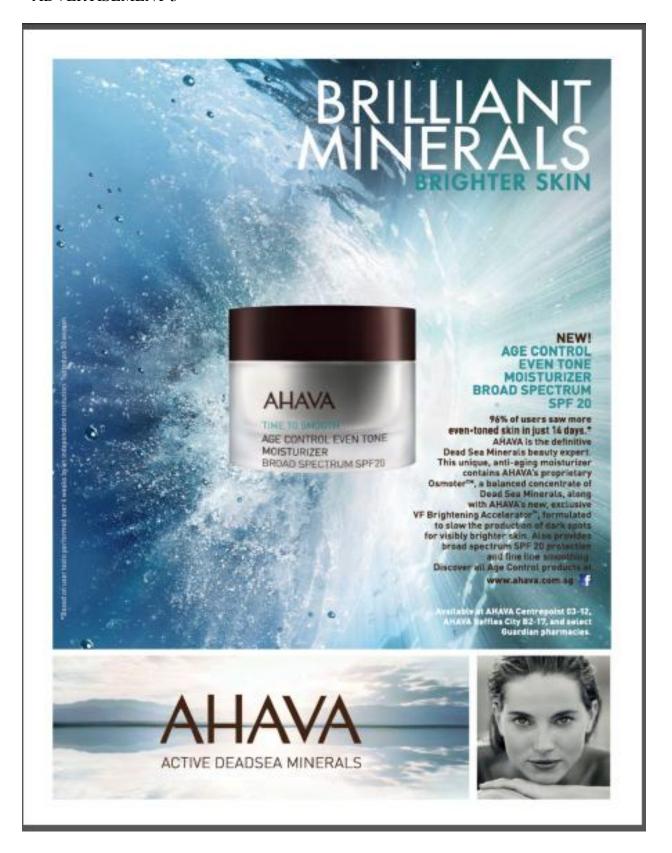
NEW YORK

see the science at alizabetharden.com sg

MÉTRO MRAGON : DG ALBERT COMPLEX : ROBINSONS CENTERPOINT : ROBINSONS RAFFLES CITY : TAKASHIMAYA

APPENDIX 3

ADVERTISEMENT 3



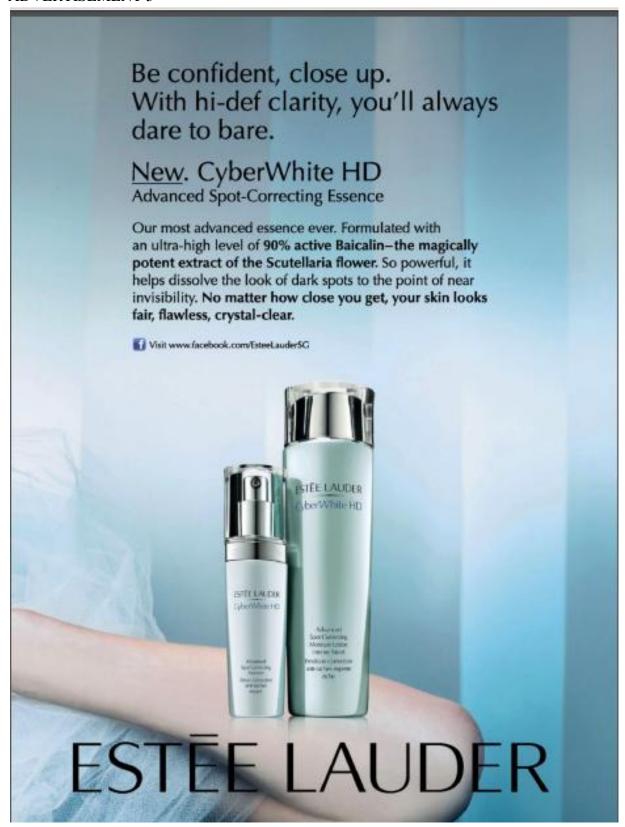
APPENDIX 4

ADVERTISEMENT 4



APPENDIX 5

ADVERTISEMENT 5



Appendix 6

Questionnaire Sheets							
Nam	Name:						
Age :							
A. A	Answer the following questions according to your opinion!						
1	. Are you interested in cosmetic products?						

2.	Do you use a certain cosme	etic?
	a. Yes	b. No

a. Yes

3. Does clear information about cosmetic advertisement influence your purchase decision?

b. No

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	e those	sentences	in the	cosmeti	e advert	isement	above	interesti	ng?
	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?

5.	Is the language of those ads attached exaggerated?				
	a. Yes	b. No			
6.	Do you think that the language advertisement attached is able to make you understand what cosmetic is about?				
	a. Yes	b. No			
7.	Is the style of language in that cosmetic ads attached communicative and easy to figure out?				
	a. Yes	b. No			
8.	Are you interested to buy the cosmetic products offered after watching the advertisement?				
	a. Yes	b. No			

b. No

a. Yes