

Appendix: *The Data of Persuasive Techniques*

Code	No. Page	The Head of the Ads	The Body of the Ads	Persuasive Techniques
1.10.20 16	10 (2016)	Skin Care, Evolved	JAFRA PRO addresses a full spectrum of aging concerns while <i>instantly</i> beautifying your skin. <b>A. LIFT</b> <b>Face Lift Broad Spectrum SPF 20</b> Lightweight sun protection fluid provides an immediate lifting effect and helps to diminish wrinkles with amino acids. <b>B. FIRM</b> <b>Night Recovery Concentrate</b> Boosts skin's resilience and suppleness with hibiscus, pepper fruit and plant stem cells. <b>C. REDUCE WRINKLES</b> <b>Dermal Line Filler</b> Restores epidermal lipids to <i>reduce</i> lines and wrinkles while creating an <i>instant</i> smoothing, blurring effect. <b>D. BRIGHTEN</b> <b>Even Tone</b> Pearlescent formula enriched with papaya and licorice <i>instantly</i> illuminates skin while minimizing discoloration over time. <b>E. REFRESH EYE AREA</b> <b>Eye Transformer</b> Dual treatment visibly improves firmness of upper and lower eye areas and <i>reduces</i> the appearance of dark circles.	Repetition
2.30.20 17	30 (2017)	Miracle Makeup	Skin-loving <i>Royal Jelly</i> packs a punch of bee-utiful benefits. <b>A. Royal Jelly Luxe Shine Lip Gloss</b> Antioxidants and an exclusive moisture complex leave lips plump, hydrated and lustrous. <b>B. Royal Jelly Luxury Lipstick</b> Pigment-dense formula enriched with <i>Royal Jelly</i> wraps lips in vivid color and ultimate nourishment. <b>C. NEW LOOK !</b> <b>Royal Jelly Radiance Foundation Broad Spectrum SPF 20</b> Provides lightweight, buildable coverage while treating skin to the revitalizing benefits of <i>Royal Jelly</i> .	Repetition
3.35.20 17	35 (2017)	Shape, Shade & Shine	Long-wear lip color creates dimension and definition. <b>A. Long Wear Lip Gloss</b> Conditioning gloss delivers all-day color with a sumptuous sheen. <b>B. Lip Tint/Lip Shine</b> Wear separately for a subtle look, or together for intense color and shine. <b>C. High Shine Moisture Gloss</b> Mirror-finish gloss immerses lips in colorful moisture. <b>D. Automatic Lip Liner</b> Waterproof pencil creates precise definition with unstoppable color. <b>E. Twist-Up Lip Crayon</b>	Repetition

			<p>Balm-lipstick hybrid drenches lips in color, moisture and shine.</p> <p><b>F. Always Color Stay-On Lipstick</b> Delivers stay-true, conditioning color with a glossy finish.</p> <p><b>G. Lip Definer</b> Smudge-proof formula primes lips for lasting lipstick or gloss application.</p>	
4.32.20 16	32 (2016)	Cushiony Color	<p>Indulge in vivid color and textures so luxe, you'll want to keep applying them.</p> <p><b>A. Full Coverage Lipstick</b> Creamy formula enriched with avocado butter provides rich color and a daily dose of vitamins.</p> <p><b>B. Moisture Rich Lipstick</b> Vitamin E supplies intense hydration and protects against oxidative stress.</p> <p><b>C. Long Wear Lip Gloss</b> Conditioning gloss delivers all-day color with a sumptuous sheen.</p> <p><b>D. Twist-Up Lip Crayon</b> Balm-lipstick hybrid drenches lips in color, moisture and shine.</p>	Using strong argument and clear text
5.36.20 16	36 (2016)	Color Coordinate	<p>Dream up endless looks with vibrant, versatile shadows.</p> <p><b>A. Powder Eyeshadow Trio Wet/Dry Formula</b> Create multiple eye looks with three colorcoordinated shadows. Apply dry for a sheer wash of color, or wet for maximum vibrancy.</p> <p><b>B. High Shine Powder Eyeshadow Singles</b> Contains micro-fine bits of pearl for brilliant, weightless shimmer.</p> <p><b>C. High Pigment Eyeshadow</b> Ideal for dramatic looks, this ultra-saturated loose pigment can be worn wet or dry.</p>	Using strong argument and clear text
6.90.20 17	90 (2017)	Clean & stylish	<p>Complete his collection with a fragrant deodorant.</p> <p><b>A. JAFRA Daily Aquatique for Men Deodorant Stick</b> Delivers all-day, waterproof protection.</p> <p><b>B. JAFRA Daily Skin Brightening Deodorant Roll-On</b> Gently corrects uneven skin tone.</p> <p><b>C. JAFRA Daily Sensitive Skin Deodorant Roll-On</b> Calms and soothes irritation-prone skin.</p> <p><b>D. JAFRA Daily Hair Minimizing Deodorant Roll-On</b> Reduces hair growth with continued use.</p> <p><b>E. JAFRA Daily Antiperspirant Deodorant Roll-On</b> Quick-dry formula fights wetness and odor.</p>	Using strong argument and clear text
7.7. 2016	7 (2016)	Protect and transform	<p>Customize your Royal Jelly ritual with powerful antioxidants.</p> <p><b>A. CLEANSE</b> <b>Royal Jelly Gentle Cleansing Milk</b> Nourishing formula prepares skin for maximum absorption of other Royal Jelly products. Use with Sonic Cleanser for optimal results.</p> <p><b>B. REVITALIZE</b> <b>Revitalizing Sonic Cleanser</b> Sonic brush gently and thoroughly cleanses skin, removing all traces of makeup and impurities.</p>	Using forceful text

			<p><b>C. NOURISH</b>  <b>Royal Jelly Smooth &amp; Firm Skin Nutrients</b>  JAFRA's patent-pending Dermaval Complex and an abundance of vitamins beautify skin from the inside out.</p> <p><b>D. REFINE</b>  <b>Vitamin Infusions Pore Minimizer Serum with Vitamin A</b>  Refines skin texture and interrupts free radical damage with the powerful antioxidant properties of vitamin A and lentil seed extract.</p> <p><b>E. FADE DARK SPOTS</b>  <b>Vitamin Infusions Spot Serum with Vitamin C</b>  Botanicals and vitamin C lighten dark spots and prevent future discolorations.</p> <p><b>F. HYDRATE</b>  <b>Vitamin Infusions Extra Hydration Serum with Vitamin E</b>  Highly-concentrated serum delivers deep hydration, locking in moisture for up to 24 hours with seaweed and vitamin E.</p> <p><b>G. PROTECT</b>  <b>Solar Protection Fluid Broad Spectrum SPF 50</b>  Vitamin C shields skin from sun damage and oxidative stress while promoting even pigmentation.</p>	
8.44.20 16	44 (2016)	Prime Performan ce	<p>Multitasking primers correct and perfect.</p> <p><b>A. Mattifying Primer</b>  Velvety formula absorbs excess oil, eliminating shine and minimizing pores.</p> <p><b>B. Makeup Primer</b>  Hydrating primer blurs pores and fine lines for a smooth, long-wear makeup application.</p> <p><b>C. Imperfection Corrector</b>  Apply shades separately for targeted color-correcting, or blend together to create a luminous, even tone.</p> <p><b>D. White Soufflé Highlighter</b>  Lightweight illuminating cream brightens eyes and dull areas while providing sheer coverage.</p> <p><b>E. Eyeshadow Perfecting Primer</b>  Corrects uneven skin tone and prepares eyelids for optimal shadow and liner application.</p> <p><b>F. Dark Imperfection Corrector</b>  Three easy-to-blend shades work together to create a perfect canvas for makeup.</p>	Using forceful text
9.48.20 16	48 (2016)	Sheer Perfection	<p>Smooth away pores and fine lines with silken powders.</p> <p><b>A. Two-In-One Powder Makeup</b>  Provides the coverage of a foundation with the silky, matte finish of a powder.</p> <p><b>B. Skin Balancing Pressed Powder</b>  Micro-fine powder absorbs excess oil and nourishes skin with vitamins E and C.</p> <p><b>C. Skin Perfecting Translucent</b>  Loose Powder Creates a flawless finish with a translucent veil of skin-conditioning powder.</p>	Using forceful text

10.4.2016	4 (2016)	Enhance your ritual	<p>JAFRA's revolutionary RoyalActive Peptide* harnesses the power of Royal Jelly to deliver the ultimate, revitalizing skin care experience.</p> <p><b>A. REJUVENATE</b>  <b>Royal Jelly Global Longevity Balm</b>  Activates and prolongs skin's resistance to premature aging and environmental stress with JAFRA's powerful, exclusive RoyalActive Peptide.</p> <p><b>B. REJUVENATE EYES</b>  <b>Royal Jelly Global Longevity Eye Crème</b>  Soothes puffiness and reduces the appearance of dark under-eye circles with rejuvenating Royal Jelly.</p> <p><b>C. REJUVENATE</b>  <b>Royal Jelly Global Longevity Crème</b>  The vitality-activating power of Global Longevity Balm, now in the form of a luxe, hydrating night crème. Recommended for nighttime use.</p>	Using personal tone
11.66.2016	66 (2016)	Both live in you	Set your other side free with Double Nature.	Using personal tone
12.92.2016	92 (2016)	Wrap them in love	<p>Tender Moments' mild, sweet-scented formulas respect the fragile balance of baby's skin.</p> <p><b>A. Fresh Baby Cologne</b>  Alcohol- and irritant-free fragrance with notes of summer lily, peony and white carnation.</p> <p><b>B. Cleansing Baby Hair and Body Wash</b>  Two-in-one, pH-balanced formula gently cleanses with a soft, floral scent.</p> <p><b>C. Softening Baby Massage Cream</b>  Shea butter, avocado oil and vitamin E soften skin and guard against irritation.</p> <p><b>D. Delicate Baby Bottom Balm</b>  Soothes and protects delicate skin with aloe vera, oat extract and provitamin B5.</p> <p><b>E. Baby Sunscreen Broad Spectrum SPF 50</b>  Water-resistant lotion enriched with vitamin E shields skin from the sun's harmful rays.</p>	Using personal tone
13.69.2016	69 (2016)	Conquer new territory	Keep his adrenaline flowing with intense aromatics.	Metaphor
14.2.2017	6 (b)	Regal Nourishment	<p>Reveal your skin's beauty with a daily dose of vitamins and antioxidants, adapted to your needs.</p> <p><b>A. REFINE</b>  <b>Vitamin Infusions Pore Minimizer Serum with Vitamin A</b>  Vitamin A and lentil seed extract refine the appearance of skin texture.</p> <p><b>B. FADE DARK SPOTS</b>  <b>Vitamin Infusions Spot Serum with Vitamin C</b>  Botanicals and vitamin C minimize the appearance of dark spots and help to prevent future discoloration.</p> <p><b>C. HYDRATE</b>  <b>Vitamin Infusions Extra Hydration Serum with Vitamin E</b>  Supplies intense moisture for up to 24 hours with seaweed and</p>	Metaphor

			<p>vitamin E.</p> <p><b>D. PROTECT</b>  <b>Solar Protection Fluid Broad Spectrum SPF 50</b>  Vitamin C shields skin from environmental damage while promoting even tone.</p> <p><b>E. NOURISH</b>  <b>Royal Jelly Smooth &amp; Firm Skin Nutrients</b>  A proprietary blend of targeted nutrients helps to beautify skin from the inside out.</p>	
15.39.2 017	39 (b)	Earn your wings	<p>Master your favorite liner looks, from graphic to subtle.</p> <p><b>A. Inkwell Eyeliner</b>  Combines ease of use with quick dry time and incredible precision.</p> <p><b>B. Liquid Eyeliner</b>  Ultra fine-tip brush hugs the lash line for seamless definition.</p> <p><b>C. Automatic Eyeliner</b>  Self-sharpening pencil provides precise, waterproof definition.</p> <p><b>D. Eye Pencil</b>  Classic, long-wear formula delivers vivid color that won't run or fade.</p> <p><b>E. Cream Eyeliner</b>  Versatile formula delivers rich pigment that glides on and wears all day.</p> <p><b>G. Felt Tip Eyeliner</b>  Flexible tip deposits bold, smudge-proof pigment that lasts up to 16 hours</p> <p><b>F. Kajal Eyeliner</b>  Creates smoldering intensity with a smudgy blendable texture.</p>	Metaphor
16.40.2 017	40 (b)	Brow Boss	<p>Become an expert arch-shaper.</p> <p><b>A. Brow Pencil</b>  Powder-like formula shapes brows to perfection with a natural finish.</p> <p><b>B. Brow Pomade</b>  Long-wear formula and included brush let you shade and define with precision.</p> <p><b>C. Brow Define &amp; Lift Duo</b>  Dual-ended pencil defines brows and highlights brow bones to produce a lifting effect.</p> <p><b>D. Brow Lift</b>  Matte pencil highlights arches for an instant, virtual lift.</p>	Metaphor