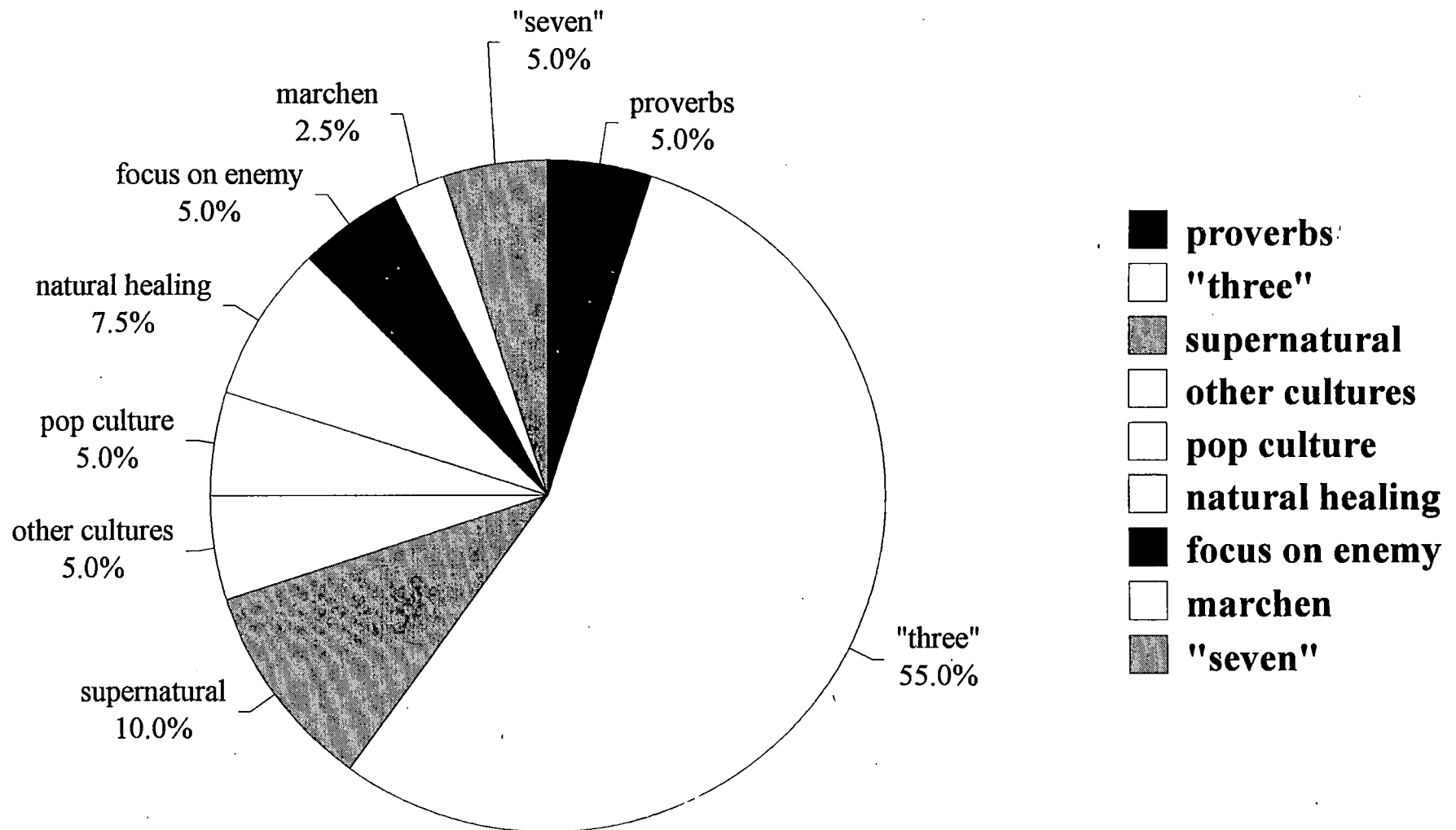


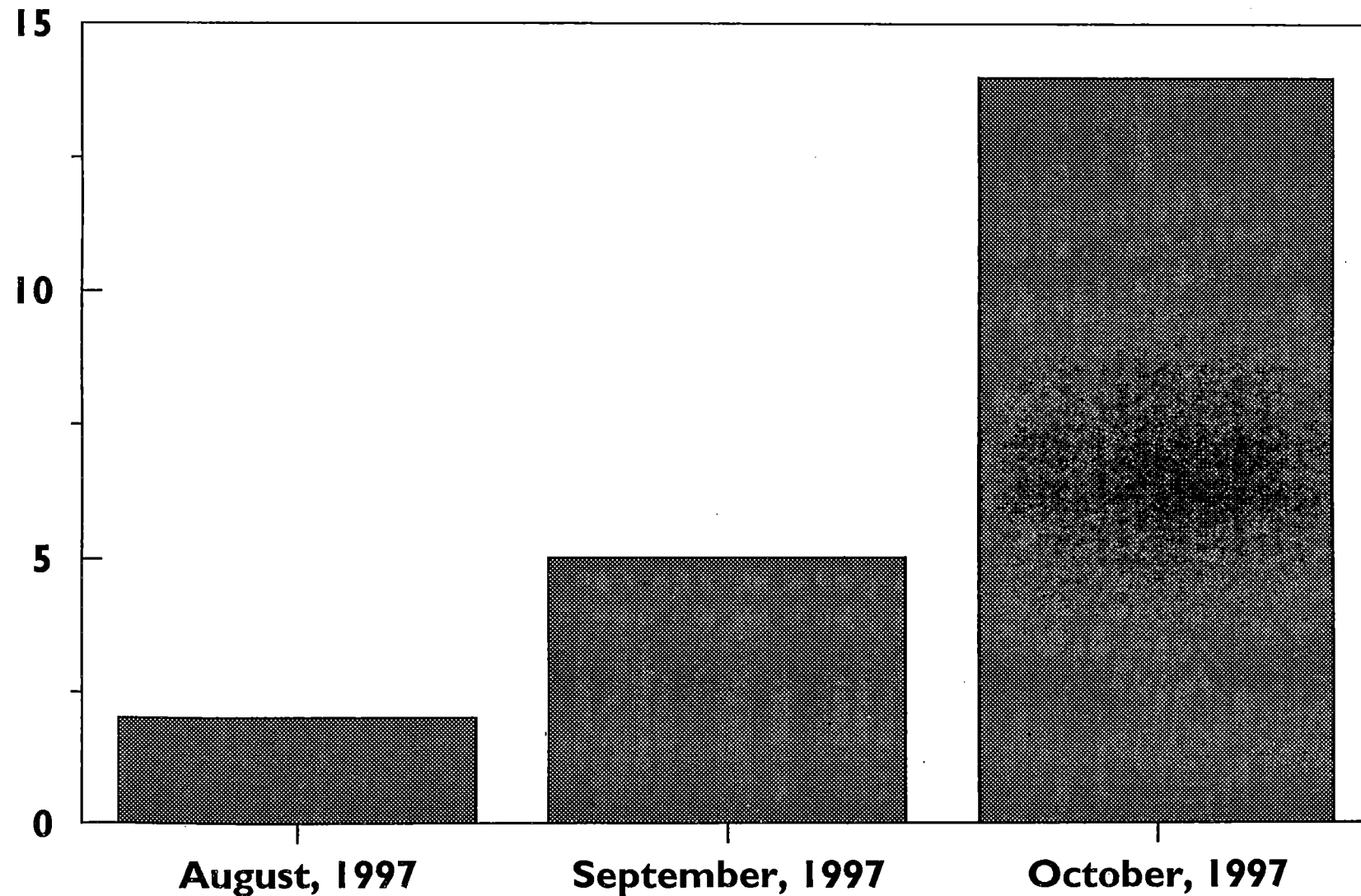
'The Folklore in Cosmetics Advertising'

by: Bethany Brown

The Folklore in Cosmetics Advertisements



Number of Articles From *Redbook*



1-4

Motifs in Cosmetics Advertisements

<u>Motif</u>	<u>Number of Times Found</u>
"the best"	2
easy	3
quick	3
"natural" is best	3
foreign is best	3
pop culture	2
age-defying	4
moisturizes	2
"make the best of what you have"	1
gentle, yet effective	1
lasts longer	2
simplicity	1
makes you sexy	3
modern beauty	1

Having collected twenty cosmetics advertisements from three issues of Redbook magazine, I have found numerous examples of folklore. I searched the August, September, and October 1997 issues of Redbook and had no problem finding folklore in cosmetics ads. In fact, I found nine different ways folklore was used. In addition, I counted fourteen motifs in the ads! Advertisers find very imaginative ways to integrate folklore into their sales tactics. It is interesting to see how well folklore works to sell these beauty products.

To begin, the most widespread type of folklore in the ads was definitely the use of the number three and multiples of three. Over half of the ads I gathered, twelve to be exact, contained some usage of three. Many of them are arranged in three sections or display three graphics. Often the ads have three parts of text. Oil of Olay's advertisement for their "Age Defying Series" contains all of these. There are three pictures of a woman at three different stages in life. There are three products displayed, and there are three sections of text at the bottom of the ad. In some, like the Aussie "3-Minute Miracle" ad, three is actually in the product name. Also, the Nair product is not a "2 in 1" lotion, but it is a "3 in 1" lotion. Similarly, the number seven is used in two of the ads I collected. The Cetaphil ad has seven circular graphics of things soap should remove. Advertisers often use these numbers to sell their products. Items are rarely arranged alone or in couples, but frequently in sets of three or seven.

Natural healing, holistic health, is another area of folklore that frequently appears in ads. It is now a part of world-wide popular culture. This concept is well-described in the relatively new product line called "the healing garden". The name says it all. One can remedy himself with things available in nature. This idea is also represented in ads that suggest foreign products are the best. Swiss Formula products, for example, have a mortar and pestle, a symbol of medicine, filled with what looks like various herbs and plants. These items certainly try to sell people on the idea that Mother Nature provides beauty.

Another type of folklore found in these ads is the use of proverbs. L'Oreal "Excellence Creme" has "The creme de la creme of haircolor" as the product's slogan. This is a recognizable proverbial phrase that means superior, unbeatable, the best of the best, and it is not an unusual way to advertise a product. If a product has a known phrase on the packaging, you might be more likely to purchase it rather than one that did not have such a phrase.

Supernatural folklore is also contained in cosmetics advertisements. At least 10% of the twenty ads I collected referred to the supernatural realm. Many of them promised rather magical results. "In days, skin is softer, smoother. In weeks, fine lines, wrinkles, and age spots diminish," reads a Neutrogena "Healthy Skin" ad. An Elizabeth Arden ad for "Ceramide Advanced Time Complex Capsules" reads, "Instantly skin is smoother, retexturized." However, it is scientifically impossible to remove wrinkles with creams. Cosmetic surgery is the only way that can happen. Regardless, these magical claims really do sell the products.

The most surprising way I found the use of folklore in an ad was in the "Reel Retro" ads by Max Factor. The concept is to design products modeled after former hit movies. It is the repopularizing of a past popular culture. What an intriguing idea. These ads are a wonderful example of how cyclic American popular culture actually is. Our clothing trends reflect past years, and now cosmetic companies are trying the same thing!

Two final examples of folklore in these ads are marchen and focus on enemy. In the Silver Fox ad, people with gray hair are encouraged to "uncover your hidden treasure!" Hidden treasures are very much a part of fairy tales and childhood legends, and they interest everyone. Why not use the idea to sell hair color. The focus on enemy is found in many of the wrinkle cream ads. The sun and environment receive most of the blame. Our culture includes the tendency to find an enemy for every imperfect thing in our lives. Cosmetics advertisements are no different.

1-7

The motifs in beauty product ads are just as varied as the types of folklore within. The one that occurred most often was the age-defying motif. This is a concern to many women, so of course any product that "prevents or diminishes" wrinkles would be appealing.

Another popular theme in cosmetics ads is that the product described is the "best". I found this theme nine times. In some ads, the product is described as the best of its type. The Max Factor "Lip Silks" ad says it "hydrates better than the leading lip balm". Competition brands are often included in ads as a lesser comparison. The "best" motif is also used in three variations in my collection. First, foreign companies imply that they are the best. For example, by tacking on "Swiss Formula" to a hair treatment product, it seems more exciting. However, what is so much better about the hair of Swiss women as compared to the hair in other cultures? "Natural is best" is another "best" motif. Using the same example, Swiss Formula contains "natural botanicals". The treatment will "naturally" repair your hair without chemicals that we perceive as harsh and abrasive. The third "best" motif is "make the best of what you have". Silver Fox advertises that it will remove the bad colors in gray hair to bring out the best in it.

Another very popular motif is that products are easy to use. Often, this includes quickness. These ads are designed to appeal to women who do not have a great deal of time to spend on themselves. Maybelline "Volum' Express Mascara" is supposed to be the easiest, most effective way to get full lashes. Long lasting and hydrating are also descriptions that go along with this motif.

The last group of like motifs includes popular culture, simplicity, sexiness, and modern beauty. All of these things are a part of popular culture today, so products with ads focusing on this are popular also. Simplicity is the single motif in the Clinique ad in my collection. This entire cosmetics line focuses on understatement actually making the statement. Sexiness and modern beauty obviously go together because sexiness means being beautiful in one way or another. The Elizabeth Arden ad states the reason very well:

7-8
1-8

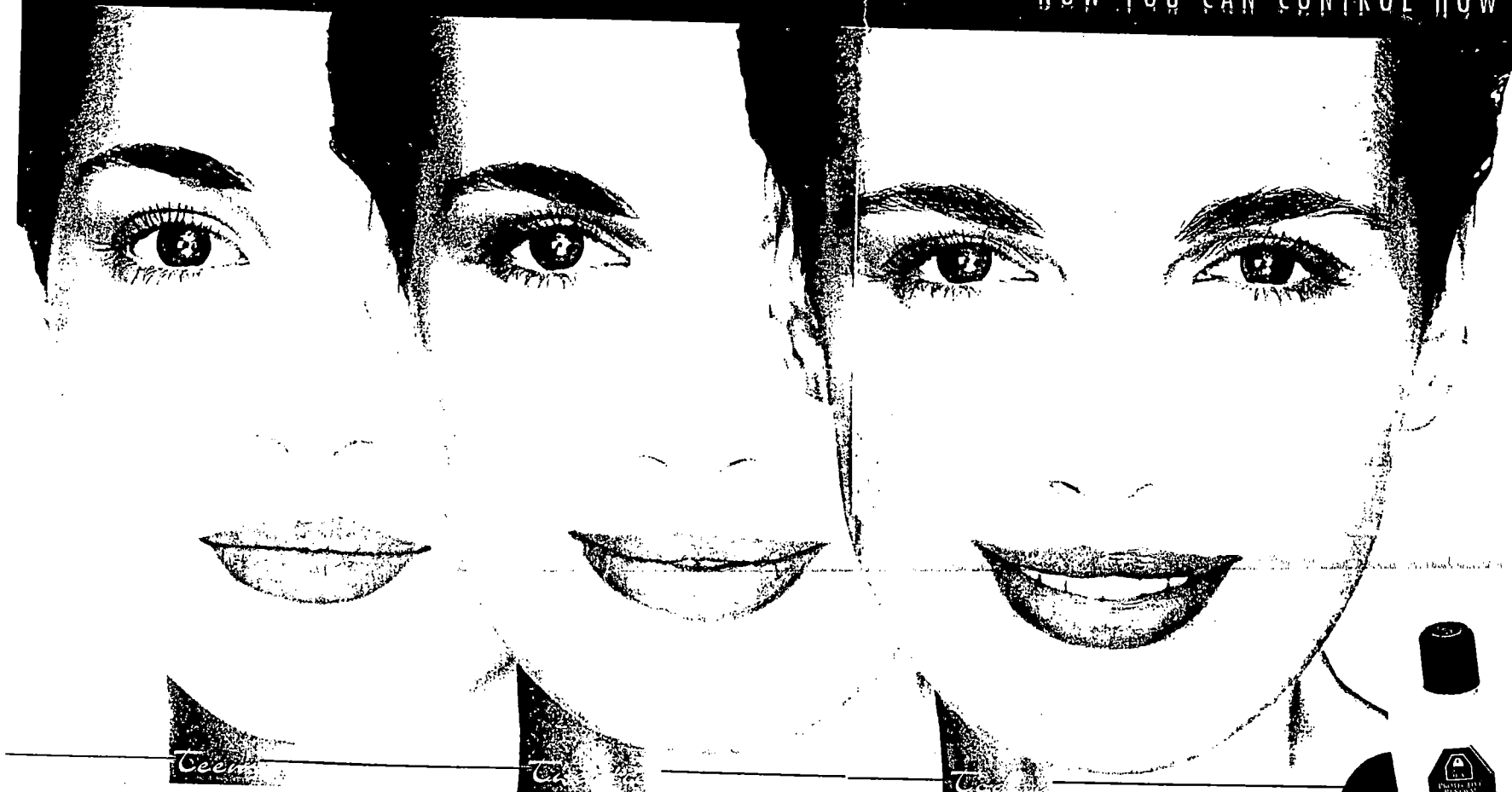
"The power of modern beauty." Everyone desires beauty. That is the essential reason women purchase cosmetics beauty aids.

Folklore is a very powerful tool in the advertising industry. Sometimes it is recognizable in ads, and other times it seems invisible. Both ways, folklore is very much a part of cosmetics advertising. Its prominence certainly proves that folklore sells beauty products!

1-9.
YOUR SKIN CHANGES OVER TIME.

NOW YOU CAN CONTROL HOW MUCH...

Redback 8/97



With The New Age Defying Series from Olay.

Now you can fight the signs of aging with an advanced new Series that cleanses, exfoliates, moisturizes and helps protect your skin.

With an advanced Beta Hydroxy Complex plus Olay moisture that accelerates your skin's natural renewal process to reveal fresher, smoother skin every day. As soon as you start using it, the Age Defying Series begins to diminish past signs of aging. And the SPF 15 lotion even helps prevent premature wrinkles in the future.

Making this new Age Defying Series our most advanced skincare ever.



OIL of OLAY
AGE DEFYING SERIES

1-9

POND'S INSTITUTE

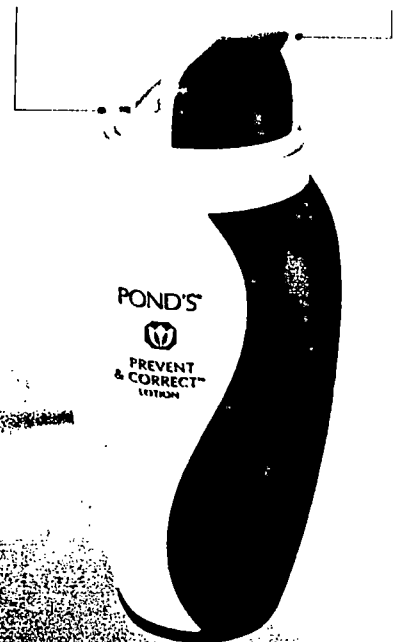
HELP BOTH
**PREVENT &
CORRECT**
THE APPEARANCE OF
WRINKLES AND OTHER
SIGNS OF AGING

**ONE BOTTLE,
TWO SEPARATE
MOISTURIZERS**
BOTH SIDES OF THE
AGE DEFYING STORY

WHY
KNEW?
**90% OF SIGNS
OF PREMATURE
AGING
ARE CAUSED BY
SUN AND
ENVIRONMENT**

PREVENT
LOTION WITH
SPF
EACH DAY

CORRECT
LOTION WITH
ALPHA HYDROXYS
EACH NIGHT



©1996 Chesebrough-Pond's USA, Co.

**POND'S
INSTITUTE**

ALSO AVAILABLE IN CREAM

Member of the POND'S Group
1000 Yonkers Avenue
Yonkers, NY 10701
www.pondsinstitute.com

Redbook 9/97

1-1
1-11

MAYBELLINE
GREAT WEARTM
BUDGE-PROOF LIPCOLOR



Lip-liberating color is here.
It glides on. Then locks on
triple-conditioned color. Feels great on
and stays on for hours.
Kiss-worthy conditioners and
Vitamin E help keep lips soft and supple.
In 36 luscious shades your lips
will love to wear all day.



**Budge-
proof
COLOR**

**Triple-
conditioned
NOT DRY**

MAYBELLINE[®]

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

Cinnabar

Plum

Crimson

Marble

Walnut

Nutmeg

Copper

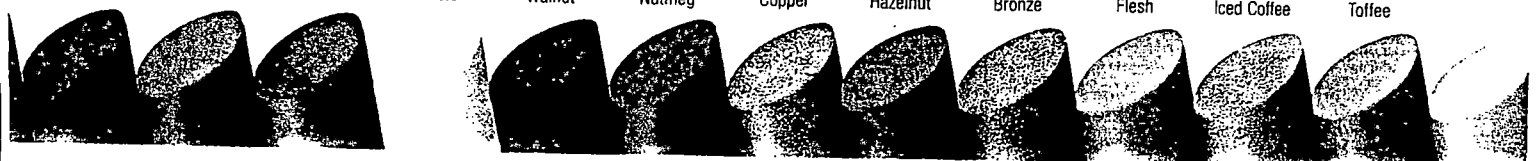
Hazelnut

Bronze

Flesh

Iced Coffee

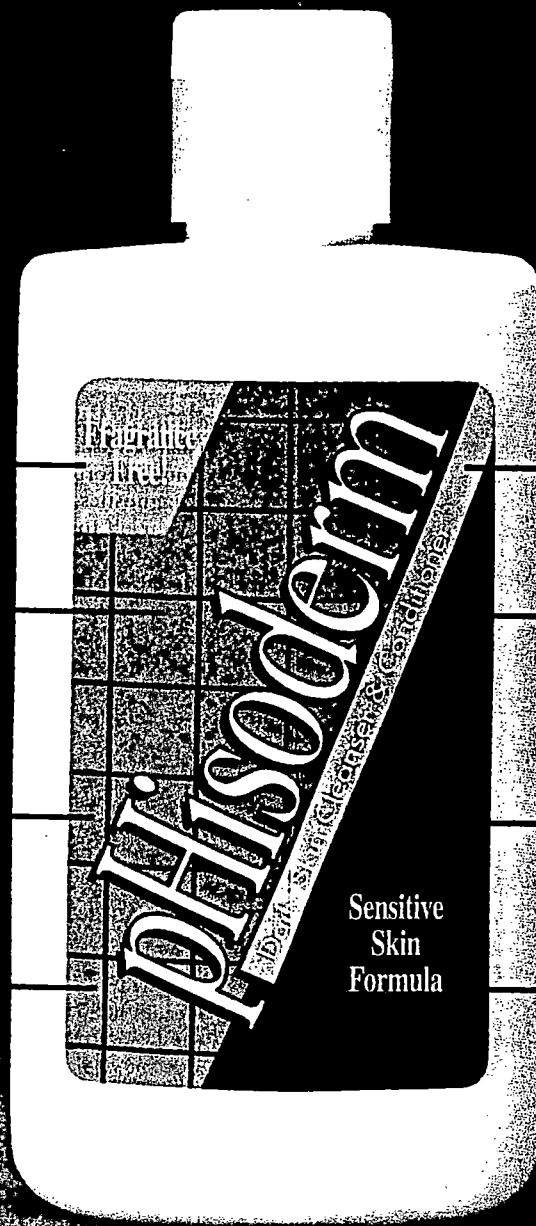
Toffee



1-12

Waiting For A Reason To Try pHisoderm?

Here Are 8 Good Ones!



*Hypoallergenic
Won't Clog Pores*

*Leaves No Residue
Like Other
Cleansers Can*

*Removes Dirt, Oil
and Makeup*

*pH Balanced
to Match Your
Own Skin's pH*

*Developed by
Dermatologists*

*100% Soap Free
Gentle Enough
for Everyday Use*

*Deep Cleans
Without Drying*

*Leaves Skin Healthy,
Smooth & Soft to
the Touch*

The Daily Prescription For *Healthy Skin*™

New York, N.Y. 10017

1-11-
1-13

66/6
7000/1002

Davidoff
Cool Water

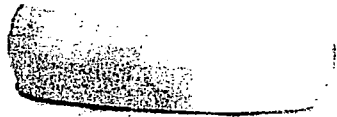


AVAILABLE AT FINE DEPARTMENT STORES.

Start your day with a little Vitamin Citré.

Redbook

9/97



Start your day the natural way with Citré Shine hair care. Created using the finest citrus and natural ingredients available, Citré Shine's unique formula gives your hair the shine and feel you've been searching for.

Citré Shine, nature's prescription for healthy, shiny hair.

Shampoos • Conditioners • Shine Treatments • Stylers

Another quality product from Advanced Research Laboratories ©1997

Time Stoppers

New advanced capsules combat the visible signs of aging.



Now, a significant reduction in the appearance of fine lines and wrinkles after just one week. Breakthrough Retinyl technology works with the power of Ceramides to bring dramatic results.

Instantly skin is smoother, retexturized for a wonderful feeling of softness you can't get from a cream or lotion.

Works naturally without fragrance or preservatives to soothe even sensitive skin.

Skin looks and feels younger. Now and in the future.

Ceramide Advanced Time Complex Capsules

Elizabeth Arden

FIRST NAME  IN BEAUTY

Lord & Taylor
Foley's

Introducing Max Factor LipSilks.

Hydrates better than the leading lip balm.

Shirley is wearing
Max Factor LipSilks #50 & #110
applied with the Max Factor
High Definition Upliner Brush.

Where color and hydration combine for soft lips—there are Max Factor LipSilks. Their unique glycerin formula actually draws moisture in, hydrating better than the leading lip balm. So lips look smooth as silk and maintain lasting color.

For maximum hydration apply a second layer generously.

MAX FACTOR



Redbook

9/97

#30

#40

#50

#60

#70

#110

#120

by Hollywood Chamber of Commerce.

Redbook 9/77

Improve Your Damaged Hair With
New, Improved Hair Repair



Now St. Ives Hair Repair Intensive Conditioning Treatment is even better! With new Pantolagen® 2, a scientifically advanced complex. Hair Repair is even richer in healing proteins, nutrients and Swiss botanicals.

You can actually feel it tingle as it goes to work repairing your damaged hair. This microscopic photograph shows how Hair Repair fuses broken hair back together in just two minutes.

Just a daily dose of this new, improved treatment repairs the damage sun, perms, coloring and blow-drying can do to your hair.



BEFORE



AFTER

*Come to St. Ives.
For healthier, shinier, more manageable hair.*

MANUFACTURERS COUPON EXPIRES 11/30/97

SAVE 75¢

when you buy any one St. Ives

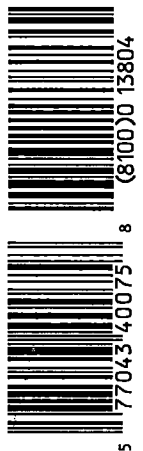
Swiss Formula® Hair Repair®
(except 1 oz. packets).



#13804

CONSUMER: Redeem only when purchasing product indicated. May not be reproduced. Void if transferred to any person, firm or group prior to store redemption. You pay any sales tax. Any other use constitutes fraud. Limit one coupon per purchase.

RETAILER: We will reimburse you for the face value of this coupon plus 8¢. Void where prohibited, taxed or restricted by law. Good only in U.S.A. Cash value 1/100¢. Mail coupons to: St. Ives, CMS Dept. #77043, One Fawcett Drive, Del Rio, TX 78840.



Redbook 10/97

Now,
the smoothest,
sexiest legs
are just
one step away!

Introducing
Nair
3in1 LOTION
HAIR
REMOVER

DEPILATES!

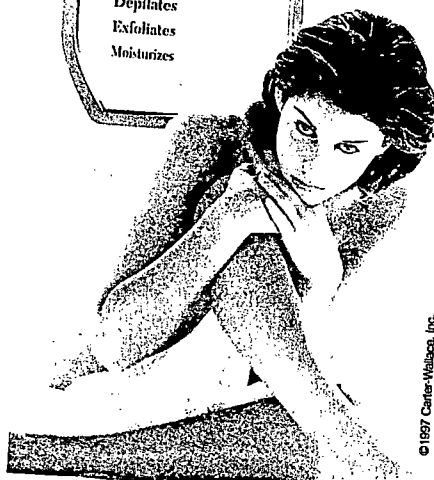
NAIR 3in1™ removes
unwanted hair to leave legs
smoother days longer than shaving.

EXFOLIATES!

NAIR 3in1™
removes dry, flaky
skin to leave legs
soft and smooth.

MOISTURIZES!

NAIR 3in1™
leaves skin
feeling
touchably
soft.



©1997 Carter-Wallace, Inc.

Total Care for Unwanted Hair.™
www.loveandsex.com

Redbook 10/97

1-19

CORNSILK®

STAYS MORNING-FRESH ALL DAY

No
Shining
by
12:00

No
Streaking
by
2:00

No
Fading
by
4:00



Unique "Shineless" formula
for normal and combination skin

- More than oil-free, oil absorbent, too
 - Light natural coverage
- Silky, flawless, healthy-looking finish
 - Evens out skin tone and texture
 - Hides imperfections
- Dermatologist-tested, Non-comedogenic
 - Natural ingredients

Reelbook 10/97

1-20

New! **St. Ives** **EXTRA RELIEF**
Collagen Elastin
BODY WASH AND LOTION-IN-ONE
 Relieve dry skin with this extra moisturizing treatment. Blended with collagen, elastin and botanical proteins to soothe and condition over-dry skin.
VALUE SIZE 13.5 fl.oz. (400 ml)

New! **St. Ives** **ANTIDRY**
Vanilla AND Vitamin E
BODY WASH AND LOTION-IN-ONE
 Nourish your skin with our natural rich antioxidant formula. This extra creamy cleanser leaves skin looking and feeling young and healthy.
VALUE SIZE 13.5 fl.oz. (400 ml)

New! **St. Ives**
Chocolate Crème
BODY WASH WITH COCOA BUTTER
 Luscious your skin with the moisturizing action from this heavenly blend of pure body lotions and softening cocoa butter.
VALUE SIZE 13.5 fl.oz. (400 ml)

New! **St. Ives**
Peach Sorbet
BODY WASH
 Refresh your skin with our delightfully fresh peach-scented cleanser. Makes every complexion and appearance radiant for soft, smooth skin.
VALUE SIZE 13.5 fl.oz. (400 ml)

Shower Your Body with Botanicals

Introducing new Swiss Formula® Body Wash, with natural botanicals. It's the soft way to start your day.

Our new Collagen Elastin Wash and Lotion-In-One combines mild cleansers with rich moisturizers, plus collagen and elastin, the natural proteins in young-looking skin. It replenishes your body's natural moisture and leaves your skin feeling soft, smooth and supple all day long.

Also available in three other botanical formulas: Vanilla & Vitamin E, Peach Sorbet and Chocolate Crème.



*Come to St. Ives
 for Young-Looking Skin*

Visit St. Ives on-line at <http://www.stives.com>

Western Kentucky University
 Western Kentucky University
 Western Kentucky University

© 1997 St. Ives Laboratories, Inc.

Redbook 10/97



NEW MAYBELLINE VOLUM' EXPRESS™ MASCARA

Some mascaras make you work for big, thick lashes.

Some just make a mess. Now Maybelline makes all that history with Volum' Express.

In a clean sweep, the Express Brush™ and exclusive Tri-Volume Formula dial up lashes to high-voltage volume. Instant lash gratification is here!



Short Bristles

Long Bristles

Multi-level bristles
MAXIMIZE VOLUME
without the mess.

Get high voltage
VOLUME
instantly!

MAYBELLINE®

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

Redbook 10/97



Ignore
your haircolor
and it will
go
away.



New Color Soft™ gives color-treated hair the attention it needs. Color Soft helps maintain moisture and shine and keeps your color looking better longer. For a free sample, call toll-free 1(888)390-6866.

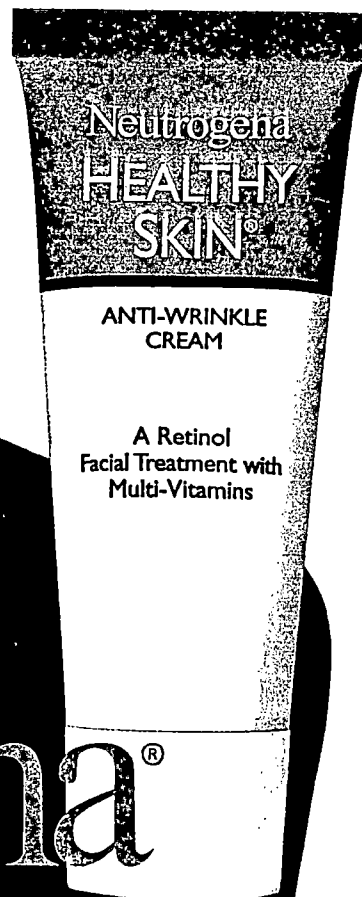
Color Soft. Use it or lose it.

©1997 L'Oréal. ™Trademark of The L'Oréal Corporation

1-24
YEARS AGO NO ONE KNEW THAT MOST WRINKLES ARE CAUSED BY SUN DAMAGE. Redbook 10/97

VISIBLY REDUCE THE SIGNS OF SUN DAMAGE.

- In days, skin is softer, smoother. In weeks, fine lines, wrinkles and age spots diminish.
- Contains Retinol, the purest form of Vitamin A. Works deep within the skin's surface where wrinkles develop.
- Contains Pro-Vitamin B5, Vitamin E and special moisturizers for softer, smoother skin.



Neutrogena®

DERMATOLOGIST RECOMMENDED

discover the many ways to well-being...

Redbook 10/37

1-25



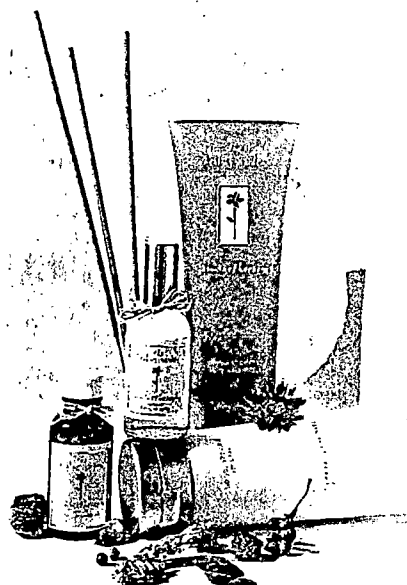
relaxing lavender therapy
with natural extracts of
lavender flowers, chamomile and valerian



energizing tangerine
with natural extracts of
tea tree, ginseng, mandarin and balm mint



enlightening green tea therapy
with natural extracts of
asian sandalwood, peony petals and everlasting



sensual jasmine therapy
with natural extracts of
ylang ylang, passion flower and neroli

the healing garden

holistic fragrances for the mind, body and spirit

pressure point lotion and gel, aroma oils, body soaks, lotions and cleansers, cologne sprays, candles, room sprays, potpourri

for a store near you, please call: 1-800-400-1114 or visit us at our website: www.HealingGarden.com

1-26

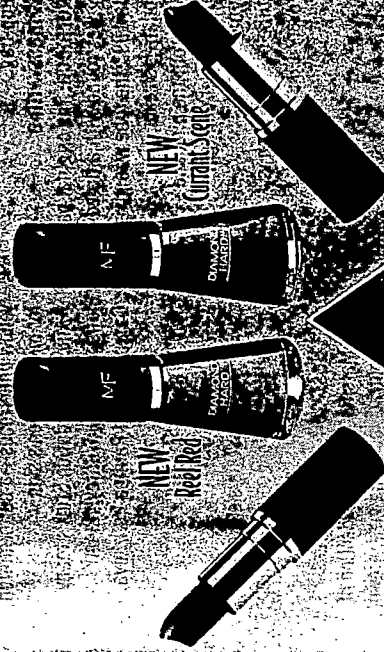
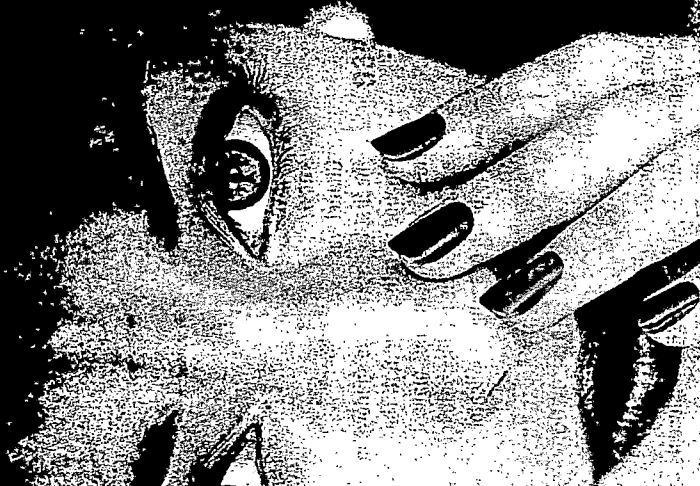
New Lip and Nail Shades in
UV Fusion & Prima Donna.



1997

REEL RETRO

Colors Inspired by
**"BREAKFAST
AT TIFFANY'S"**
New Lip and Nail Shades in
Reel Red & Currant Scene.



"BREAKFAST AT TIFFANY'S" is available on videocassette from Paramount Home Video.
TM & Copyright © 1997 by Paramount Pictures. All Rights Reserved.

Max Factor Star permission granted by Hollywood Chamber of Commerce. ©1997 Max Factor & Co.

CONDITIONING THAT REALLY RUNS DEEP.



Get **MANAGEABILITY** and **SHINE** back in your hair without any fussy treatments. Just use

AUSSIE 3 MINUTE MIRACLE®. We invented it over 15 years ago to **PENETRATE** deep into the **DAMAGED HAIR** shaft, **RECONSTRUCTING** inside and out. So give us 3 minutes, and we'll make a **BELIEVER** out of you. After all, we couldn't have **SOLD 45,000,000 BOTTLES** if this stuff didn't work.



*We never skimp on ingredients
The Aussie family™*

© Copyright Redmond Products, Inc. 1997

Visit us at our new web site
at www.aussiehair.com

L' O R É

Redbook 10/97

A

L[®]
PARIS



Nastassja Kinski is wearing Excellence 6R Light Auburn.

EXCELLENCE[®]

The
Crème
de la Crème
of Haircolor.



doesn't drip

Excellence is a moisture-rich
creme that envelops every
strand. There's never any mess.

protects
hair's strength

Excellence. The first creme
haircolor.* This breakthrough
formula protects as it colors.

for superior
gray coverage

Excellence penetrates each strand.
So even the most resistant gray
is covered from roots to ends...
with rich healthy color.



Available In
35 Rich Shades.

EXCELLENCE[®]
Crème

L'ORÉAL
PARIS

Readbook 10/197

Color

sophisticated choices

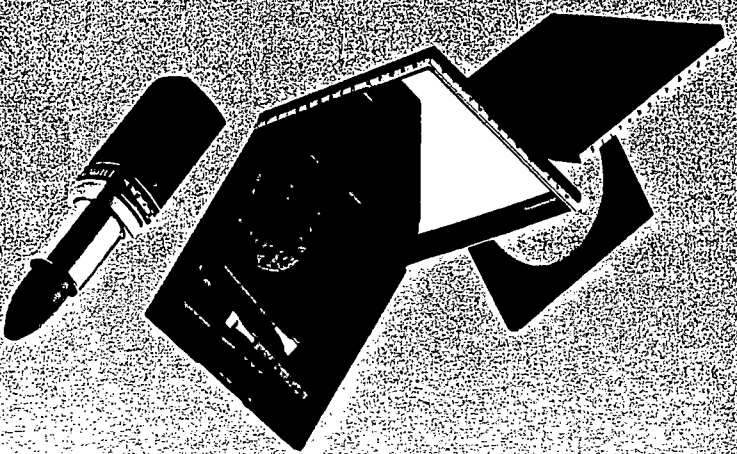
Style

sleek signature compacts

Impact

a luxe new look

The Power of
Modern Beauty



Elizabeth Arden

Burdines Macy's
The Bon Marche

Readbook 10/197
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