



ADVERTISING BEAUTY
IN BEAUTIFICATION
PRODUCTS: EVIDENCES
FROM 'FAIRNESS
CREAMS'

SUBMITTED TO
Mr. Muhammad Rehan Masoom
Assistant Professor
School of Business & Economics
BBA Program
United International University

SUBMITTED BY
Quishik Alam- ID#111141101
School of Business & Economics
United International University

DECLARATION

I, hereby, declare that this project report entitled “Influence of women image in advertising” was carried out by me for the degree of BBA under the guidance and supervision of Mr. Muhammad Rehan Masoom, the Assistant Professor of the BBA Program. The interpretations put forth are based on my reading and understanding of the original texts and they are not published anywhere in any form. The other books, articles and websites, which I have made use of are acknowledged at the respective place in the text. This research report is not submitted for any other degree or diploma in any other university.

ACKNOWLEDGEMENTS

I would like to express my special thanks of gratitude to my research guide Mr. Muhammad Rehan Masoom, Assistant Professor of the BBA Program for his valuable suggestions and guidance and for giving me the golden opportunity to do this wonderful research project on the topic: “Influence of women image in advertising” Without his help it would have been difficult for me to have reached this state of completion of my project report. Also, I would like to thanks my parents and friends who helped me a lot in the preparation of this project. I wish to acknowledge the help of those who have provided me information, guidance and other help during my research period.

Executive Summary

Customers' purchasing behavior refers to the choices they make and the actions they take when using and purchasing things. This paper investigates the effects of several factors on consumers' purchasing decisions. The key elements that affect consumer purchasing behavior include perceived economic situation, age, extrinsic cues like brand (advertising, and perceived price), and intrinsic cues like perceived quality, perceived worth, and perceived risk. The most significant factors that influence customers' purchasing intentions are included in the current study, including price, brand concentration, and brand recognition. This study explores some interesting topics, such as how customers are influenced, how they react to a product, how they became familiar with a product, why they ignore or don't buy a product, and how to develop strong customer relationships, using a variety of descriptive data collected from various sources. A number of significant recommendations were sent to the practitioners based on the findings.

Letter of Transmittal

November 5, 2022

Muhammad Rehan Massom
Assistant Professor
School of Business and Economics
United International University, Dhaka

Subject: Submission of Project Report, titled “Advertising Beauty in Beautification Products: Evidences from ‘Fairness Creams’”.

Dear Sir,

My name is Quishik Alam and I am writing to inform you that I have finished the report needed to fulfill the requirements of the INT 4399 course with the assistance of Almighty Allah and your direction. Please accept my sincere appreciation for the opportunity to become acquainted with the firm and the formal academic report. I found great benefit in both of these. My intention was for my work to be straightforward.

I am confident that this report will not only satisfy, but also above, your requirements and expectations. I would greatly appreciate it if you could read over the report and offer me your honest feedback and approval.

Quishik Alam ID: 111141101

School of Business & Economics
Major in Marketing
United International University

Contents

DECLARATION	1
ACKNOWLEDGEMENTS	2
Executive Summary.....	3
Letter of Transmittal	4
CHAPTER ONE	8
INTRODUCTION	8
Detrimental side of using fairness cream	9
Ingredients using manufacturing the fairness creams.....	9
Key Market Players in manufacturing cosmetics (fairness cream) items:.....	11
Selling Channel:.....	11
Product Type:.....	12
Excessive' mercury in 8 beauty creams	12
CHAPTER TWO	14
THEORETICAL FRAMEWORK	14
CHAPTER THREE	19
DEFINITION AND DESCRIPTION OF POSITIVE/NEGATIVE MARKETING.....	19
Positive advertising	20
Benefits being highlighted	20
Giving inspiration	20
Being diverse.....	21
Delivering satisfaction.....	21
Negative advertising	21
Concentrating on rivals:	22
Exposing dangers:	22
Demonstrating the results	22
Using shame	22
CHAPTER FOUR	23
COMPANIES MARKETING STRATEGY	23
Sun silk Shampoo and Conditioner	24

Media Advertising.....	27
Celebrity Associations.....	28
Consumer Influencing Process.....	29
LUX Beauty Soap	30
CHAPTER FIVE	31
ADVERTISING ‘BEAUTY’ IN BEUTIFYING PRODUCTS	31
Influence of female models on customers in Lux advertising	35
Use of female and male models in Lux advertising	37
Closeup tooth paste	38
Influence of female models on customers in Closeup toothpaste advertising	39
Use of female and male models in Closeup advertising	40
Fair & Lovely Skin Brightening Cream	41
Influence of female models on customers in Fair & Lovely Skin Brightening Cream advertising	43
Use of female and male models in Lux advertising	44
Vaseline.....	46
Influence of female models on customers in Vaseline advertising	48
Use of female and male models in Vaseline advertising	49
Lifebuoy.....	50
Influence of female models on customers in Lifebuoy advertising	51
Use of female and male models in Lifebuoy advertising	52
Dove	53
Influence of female models on customers in Dove advertising	54
Use of female and male models in Dove advertising	54
Parachute Coconut Oil	56
Influence of female models on customers in Parachute Coconut Oil	56
Use of female and male models in Parachute Coconut Oil advertising.....	57
Pond’s Skin Care Cream	58
Influence of female models on customers in Pond’s advertising.....	58
Use of female and male models in Pond’s advertising.....	59
Himalaya	60
Influence of female models on customers in Himalaya advertising.....	60

Use of female and male models in Himalaya advertising.....	61
CHAPTER SIX.....	63
CONCLUSION.....	63
Sources of Information	65

CHAPTER ONE

INTRODUCTION

Detrimental side of using fairness cream

Mercury, hydroquinone, and corticosteroids have all been found in skin whitening lotions. Multiple countries have made it illegal to use and sell these substances since they can produce both external and internal harmful effects. Women are more likely to try to whiten their complexion, poisoning their bodies in the process. A poll was conducted to see how well individuals, particularly women, are aware of the dangers that skin lightening and bleach creams pose due to the use of chemical substances such as mercury, steroids, and hydroquinone. Many harmful substances, such as steroid and mercury ipecac, were found in face whitening creams, according to the Pakistan Council for Scientific and Industrial Research (PCSIR), which could lead to skin disorders such as skin cancer and black spots. Hydroquinone is the only skin bleaching ingredient recognized by the FDA, although any skin bleaching product with a concentration of more than 2% may induce serious negative effects. The study's goal was to look at the use of skin whitening products and other steroidal drugs, as well as their awareness and misuse. Fairness creams do, in fact, include potentially hazardous steroids in order to achieve a fair complexion. Questionnaires were delivered to a total of 200 women. Almost 82 percent of women between the ages of 16 and 40 are unaware of the detrimental consequences of skin whitening, fairness, and bleach cosmetics, which are widely available across the country, and only 18 percent are aware of the dangers. We also went to various parlors and dermatologists for the same reason. Based on the information gathered, we believe the FDA should re-examine skin whitening and bleaching products containing banned amounts of mercury, high dose steroids, and hydroquinone above 2%, and steroidal drugs like Betnovate should only be prescribed after consultation with pharmacists and health professionals.

Ingredients using manufacturing the fairness creams

Mercury, hydroquinone, and steroid are the most commonly utilized active chemicals in skin-lightening products. Despite the fact that these chemicals have been linked to negative side effects, they are nevertheless employed in the cosmetics industry. One such treatment is intense pulse light (IPL), which uses light pulses to target sunspots by heating and dissolving melanin, removing the discolored patches.

People in Asian countries are particularly sensitive of their appearance. This urge is tapped into through commercials for fairness creams in both print and visual media, which entice young people with promises of desired outcomes. In India, skin whitening products account for 61% of the dermatological market. Cosmetics are meant to be safe and healthful, yet there are toxicology reports available. Heavy metals are purposefully or unintentionally introduced to cosmetics, and most consumers are ignorant of their existence. Arsenic, lead, and mercury are among the most dangerous systemic toxicants, causing poisoning even at low doses. In this regard, a survey of college students and working women on the use of fairness creams was done, which found that fairness cream use is widespread. According to the data acquired, four of the most widely used brands of fairness creams in Kerala, India, were ICP-MS tested for arsenic, lead, and mercury. These were present in varied proportions in the four most regularly used brands of fairness creams, though not in excessive concentrations. According to the findings, it is critical to choose cosmetics with caution and to use them as little as possible.



Even in small concentrations, mercury, arsenic, lead, and other heavy metals are exceedingly hazardous. The presence of these three heavy metals in all four regularly used fairness creams investigated today, though well below the permissible limits, and must be treated as a precaution, because the long-term effects of such a low level over a long period of use are not yet fully recognized. To reduce the indiscriminate use of fairness creams, society's notions of beauty and the stereotype that black skin is inferior to pale skin must shift. Women should be more aware of this, as the fetus and breast-fed newborns may be affected.

Eventually, from the above discussion we may summarize some specific harmful ingredients most likely used in manufacturing fairness creams around the globe;

- a. Hydroquinone
- b. Kojic Acid
- c. Retinoic Acid
- d. Vitamin C and Ascorbic Acid
- e. Lactic Acid
- f. Arbutin
- g. Steroids
- h. Mercury
- i. Hexavalent Chromium
- j. Mercurous Chloride

Key Market Players in manufacturing cosmetics (fairness cream) items:

- Unilever Group
- Kohinoor Chemical Company (Bangladesh) Limited
- Square
- Keya
- Tasmia Cosmetics & Toiletries Ltd.
- Estee Lauder Inc
- Procter & Gamble
- Mousumi Industries Limited
- Rohto-Mentholatum
- Marico

Selling Channel:

- Premium skin care products
- Supermarket/hypermarket

- Specialty stores
- Department stores
- Beauty salons
- Pharma & drug stores
- Online sales channel

Product Type:

- Cream
- Lotions

Excessive' mercury in 8 beauty creams

On December 23, 2021, the Business Standard, a reputable online news outlet, released an article on eight beauty creams that are commonly utilized by women. Excessive mercury and hydroquinone were discovered in eight cosmetic items from Bangladesh, according to the Bangladesh Standards and Testing Institution (BSTI). These products might cause a variety of skin illnesses if used for a long time, according to the government agency, because they contain dangerous substances at least 200 times greater than the legal amount. The BSTI obtained 13 samples of beauty creams from marketplaces and put them to the test in their lab. Eight of them were determined to have greater levels of dangerous substances by the national testing institution, and their import, distribution, marketing, and sales in Bangladesh were subsequently prohibited. Goree Whitening Cream, Chandni Whitening Cream, New Face Whitening Cream, Due Cream, Golden Pearl Cream, Faiza Cream, Noor Cream, and White Pearl plus Whitening Cream are the eight brands available. Skincare products can include up to 1ppm mercury and 5ppm hydroquinone, according to the BSTI standard. These eight creams, on the other hand, have substantially higher mercury levels, ranging from 193 to 948 parts per million. The presence of hydroquinone in such restricted items ranges from 434ppm to 1980ppm. Customers were asked by the BSTI not to purchase those skin-whitening lotions any more. Mr. Reazul Haque, BSTI's Deputy Director, told The Business Standard that no import certificate had been issued for the products. "There is no way to pursue legal action against a specific individual or company because no one came to us for import approval. However, if somebody is caught

selling them, we will take action "the deputy director stated. People bring in those creams under personal-use declarations, while some consignments come through illegal means, according to a source at the BSTI who preferred anonymity.

Hydroquinone and mercury are de-pigmenting compounds used to lighten darker skin, according to local cosmetics makers. The chemicals are used to erase wrinkles, freckles, acne, and other imperfections from the skin. "At a concentration of 2-4 ppm, hydroquinone can be employed (parts per million). If any skincare product includes more than that, skin can be injured "Dr. Akram Ullah Sikdar, former chairman of the Bangabandhu Sheikh Mujib Medical University's Dermatology and Venereology Department, agreed.

"Because mercury is a heavy element, there is no way to use it to make skincare products," Dr Akram noted.

CHAPTER TWO

THEORETICAL FRAMEWORK

It goes without saying that an advertisement containing a good-looking woman's image gets a lot more attention than one without. That is the main reason why shady businessmen choose to promote with women's portraits. Even though they are more expensive, they require the customer's attention. The impact of women's image advertising will be investigated, as there are numerous pictures or portrayals of ladies in newspapers, magazines, television, posters, billboards, and product labels. People are persuaded by female-oriented advertisements because they want to see women on billboards. Similarly, despite the fact that most people's faith forbids the use of alluring women in product advertisements, they nonetheless watch television commercials. It is suggested that enticing women's images be utilized with caution because some societies and religions disregard their use of promoting it, notably among Muslims, whose bodies are burdened with the obligation of control. With the entire society transformed into a marketplace, globalization has greatly accelerated the transmission of media signals. The immediate result of entertainment-focused programming has been an increase in advertising alongside media content. The primary goal of advertising is profit maximization, with minority in society, including women, being depicted in a consumerist culture. Advertising is a commercially feasible language of appearances and images in which commodity relations infiltrate and arrange cultural meaning in a systematic manner. One area where these shifts are clearly obvious is in the print and television advertising media, which target consumers and hence influence their purchasing behavior. To survive, the consumer purchases diverse commodities to meet his or her basic needs. A well-received commercial that generates a lot of "buzz" can go down in media history. Due to the development in purchasing power and decision-making capacities of women, advertising for women has expanded, yet roles are conventional, such as housewives or sex objects with an ideal body image and pale complexion. Even in impartial portrayals, women are portrayed as inferior, particularly in terms of intellect. Gender relations have an impact on society's unequal power relations, which are reinforced by ads. Advertisements use female forms even though women are not the intended buyers, demonstrating a lack of social responsibility, particularly in the case of women. A variety of elements, including the prevalence of mass media, impact a society's cultural beliefs, habits, and behavior.

Advertising plays a crucial influence in influencing and conveying social ideals, according to the media. The representation of women in advertising is a topic that has gotten a lot of attention

throughout the years. Advertising, it is claimed, contributes to the stereotyping of women and ethnic minorities. Advertisements reinforce the notion that women don't do important things, are dependent on men, lack originality, are largely viewed as sex objects by men, are focused with beauty and motherhood, and should be at home. Our ideals are reflected and shaped by advertisements. As a result, what is depicted must be a true and authentic portrayal of the female community. Advertisers should show women in a variety of roles rather than just being sensitive to them in order to influence purchasing decisions. According to the law, no commercial may depict women in a way that breaches the constitutional guarantees of equality of status and opportunity, as well as the dignity of a private person. Gender relations have an impact on society's unequal power relations, which are reinforced by ads. Advertisements use feminine forms even when women are not the intended consumers, demonstrating a lack of social responsibility, particularly in the case of women. Paff, Lakner, 1997: "Advertising could potentially be a very visible and presumably problematic tool of socialization." Indeed, we see it on television, the internet, buses, in our mailboxes, in publications, and even in the restrooms of our favorite restaurants and nightclubs. Advertisement can be defined as a method of delivering information to a customer that allows the buyer to compare and contrast the various products and services available on the market. It's unsettling to see that the prized catch is still a human, even when the picture of a wealthy woman is used. It's fine to go out and conquer the world, the ads appear to suggest, as long as you defer to someone at the end of a typical workplace day. Aside from the fact that advertisements are critical as a communication and persuasion tool for manufacturers, there are a number of disadvantages. Consumers are invariably prone to exploitation, especially in developing countries where mass poverty and illiteracy are prevalent. It is not an exception in India. Overcharging, black marketing, adulteration, profiteering, and a lack of proper services in railroads, telecommunications, water systems, and airlines are all regular occurrences in this country. The government has endeavored to protect consumers' interests through legislation from time to time, and the CPA 1986 is widely regarded as the most progressive consumer protection regulation. It's important to remember that commercials are a tool in the hands of sponsors to shape potential customers into users of their products or services. However, in order to achieve this purpose, communications must not provide misleading or inaccurate information. It shouldn't be immoral or obscene, and it shouldn't insult a competitor's product, hide information about probable adverse effects of the product, hurt the feelings of a

certain set of people, such as women, minorities, or various ethnic groups. Advertisers must be mindful that whatever they are advocating must be protected by the manufacturer through standard goods or services. The consumer is king in theory, but in practice, consumers have no choice but to purchase products and services. Powerful traders and makers have them at their mercy. "It isn't the buyer who is the king, but it is the enormous business who is the monarch within the economy," Prof. Galbraith says. Whatever happens is because wealthy and strong corporations desire it that way." Vol.3(5):7881, G.J.C.M.P. (September October, 2014) ISSN: 2319-7285 79 a) morally reprehensible Many advertisings offend people because they violate moral and ethical values. Some advertising are inappropriate for viewing with family; they undermine social norms, divert people's attention, and corrupt young brains. Another ethical dilemma is the overabundance of sexual pictures in marketing. Some advertisements depict women as simple objects, implying that a woman's appearance are separate from and more essential than her inner nature. Some advertising also show women as weaker sex, mindless, subservient, confused, childlike, in general in need of assistance, and so on. This leads women to believe that they are weak, stupid, and dependent because they want to be needed. Some advertising promote inaccurate views of women; these types of advertisements have an impact on society as a whole, influencing men's attitudes toward women, such as that girls are nothing more than sex objects, and so on. All of these things destroy girls' vanity, which is entirely unreasonable.

India's many glories, the status of girls has changed dramatically. The history of girls in India has been crucial, from equal status with males in history to the low times of the medieval period to the creation of equal rights by several liberals. Women have adorned elite services in India's ultramodern era. "Women are utilized as models in sexist commercials for a variety of products in India, ranging from tires to. Suckers for the ceiling. A clichéd sense of gender places emerges unequivocally in the casting of advertising as a result of this. Because the authoritarian 'Voice of God' in Narrative, primary places for males as protesters, specialists, and their bodily presence is formed explosively felt. Women, on the other hand, are cast as supporting roles or as feathered guests who must be accommodated. In pseudoscientific terms, induced for a long time to get X product. These pictures have nothing to do with the realities of Indian women or their continuous battles for economic and political independence."

Finally, a study experiment in the United Kingdom found that photographs of a pretty lady displayed on a large billboard along the side of the road significantly increased the number of accidents. As a result, the UK government demanded that all billboards depicting a fair lady be removed from the roadside.

CHAPTER THREE

DEFINITION AND DESCRIPTION OF POSITIVE/NEGATIVE MARKETING

Positive advertising

Positive advertising aims to alter consumer behavior by appealing to positive feelings or results. These commercials might make you feel grateful, at ease, or happy. The advantages of utilizing a specific product, using a specific service, or completing a specific action are frequently the emphasis of these commercials. They might concentrate on fostering a sense of support and comprehension among the target audience's members. Building enduring relationships with clients and cultivating brand loyalty are frequently the objectives.

Using positive advertising strategies may be the best option for you if you're interested in creating a strong community around your company, spreading positive messages, and inspiring feelings of happiness.

Marketers can highlight benefit method to demonstrate how their product or service can enhance the lives of their customers using this kind of positive advertising. They might define the benefits in detail, illustrate their USP, and provide examples of how they've assisted others in overcoming obstacles. A retailer of athletic apparel, for instance, might demonstrate how using their items will keep you and your family active and healthy this summer. These commercials are intended to show viewers how they might enhance their lives by making a purchase or carrying out a particular action.

Benefits being highlighted

Marketers can demonstrate how their product or service can enhance the lives of their customers using this kind of positive advertising. They might define the benefits in detail, illustrate their USP, and provide examples of how they've assisted others in overcoming obstacles. A retailer of athletic apparel, for instance, might demonstrate how using their items will keep you and your family active and healthy this summer. These commercials are intended to show viewers how they might enhance their lives by making a purchase or carrying out a particular action.

Giving inspiration

You may develop an aspirational brand image that people want to be a part of by using inspiring messages. When using this sort of advertising, marketers frequently begin by determining how they want their target demographic to be seen by others. For instance, a high-end fashion

designer can use commercials to highlight the respect, success, and beauty that their outfits can give any woman. Companies frequently collaborate with celebrities and social media influencers to create these types of marketing.

Being diverse

The goal of these kinds of marketing is to give the target audience the impression that they are a part of a particular group. In their marketing materials, they might emphasize the importance of emphasizing common beliefs, pastimes, or values. For instance, a well-known band might use a distinctive term to refer to their super fans in their ads and social interactions. This gives their followers an identity that they may use to connect with others who share their interests and feel included. Marketing professionals can boost their client lifetime value and brand loyalty by producing inclusive commercials.

Delivering satisfaction

This tactic is used in advertisements to highlight the immediate gratification consumers may get after making a purchase, using a service, or doing a desired action. For instance, a candy firm might produce advertising to demonstrate how consuming their chocolate can instantly lift your spirits. Customers that prefer positive reinforcement and rapid results may find this appealing.

Negative advertising

Negative advertising aims to alter consumer behavior by appealing to unfavorable feelings or outcomes. Before offering people a remedy to assist them in overcoming an issue, these adverts may elicit feelings like humiliation, fear, or despair. Additionally, they could criticize a rival or divulge shocking information. In order to influence the target audience to begin doing a new action or cease engaging in an unpleasant one, it is sometimes the purpose to disturb or upset the audience.

Using negative advertising techniques may help you reach your target audience if your objective is to demonstrate how your product or service is superior to competing products or services, persuade people to refrain from performing a particular action, or spread awareness about an awful circumstance. Here are some instances of deceptive advertising:

Concentrating on rivals:

To demonstrate why their goods or services are superior to those of their rivals, marketers may design advertising that particularly mention one of their rivals. In order to do this, they can either mention the rival company by name or suggest about which their rivals are using branding cues. To deter their target audience, these ads highlight the shortcomings or flaws of the competition.

To persuade people to choose their brand over a competitor's, a paper towel manufacturer, for instance, might use a television advertising to demonstrate how less effective their rival's products are at cleaning up messes. This strategy is frequently employed in political ads, which are written with the intention of making viewers detest or mistrust opposing politicians.

Exposing dangers:

In order to persuade their target audience, marketers might also emphasize the dangers of a particular course of action. For instance, a company that wishes to encourage safe driving habits can develop a marketing campaign that emphasizes the dangers of not using a seatbelt. The purpose of these kinds of advertisements is to persuade the target audience to purchase a certain product or to carry out a desired action in order to reduce the likelihood that something terrible would occur.

Demonstrating the results

Although this marketing tactic is similar to the one that emphasizes risks, it concentrates more on the negative outcomes that might occur if a person persists in taking a particular behavior. In this instance, the company wants its audience to understand that they're making a bad decision that could have negative consequences. This strategy might be used, for instance, by a health care institution to illustrate to its audience the long-term consequences of smoking. This kind of advertising aims to influence target audience members to alter their behavior.

Using shame

Making consumers feel guilty for taking or not taking a particular action is another tactic marketer may employ to alter consumer behavior. In order to make their target audience feel guilty about their eating or activity habits, a weight loss program, for instance, can use commercials. Then they can present their program or product as the way to relieve individuals of their guilt and improve their mood.

CHAPTER FOUR

COMPANIES MARKETING STRATEGY

Sun silk Shampoo and Conditioner

Unilever is a British hair care firm that manufactures Sun Silk. The company's name was first used in 1954 in the UK, and it is now sold in most nations worldwide. It is a Southeast Asian hair care company (Malaysia, Vietnam, Philippines, Indonesia, and Thailand)



In 1954, Sun Silk was introduced in the UK. Additionally, it was accessible in 45 different nations globally throughout the same year. Because Sun Silk only required one application, it washed fewer natural oils from the hair than other shampoos on the market at the time. In 1954, Sun Silk cream shampoo for dry hair was introduced.



Sun Silk Tonic shampoo, which contains the allantoin component that heals skin, was introduced in 1960. Sun Silk Liquid shampoo was re-released as Sun Silk Beauty in 1961 since the word "Liquid" in the name, which had previously been used to distinguish the product from powdered

shampoos, had lost all significance as the majority of shampoos were now available in liquid



form.

Sun Silk was introduced in 1962 as a line of shampoos for various hair types. In 1966, Sun Silk altered the product recipe and introduced new varieties.

In order to compete in the growing hair-spray market, Sun Silk hair spray was originally introduced in 1964. However, a new product formula was created in 1966. In new PVC bottles, Sun Silk shampoo was repackaged in 1969.



Three varieties of Sun Silk conditioner were introduced in 1971, one each for dry, regular, and greasy hair. Sun Silk introduced an aerosol-dispensed setting lotion in 1973. In 1974, Sun Silk

unveiled a shampoo bottle in a smaller size.



The entire Sun Silk line was relaunched in 1980 with new formulations and packaging to reclaim its market position and brand identity..



Sun Silk's style mousse debuted in 1985, and two years later, a conditioning mousse.

Sun Silk introduced a new line of shampoos and conditioners in 1993. In response to the market study, the "Elida Hair Institute" (a trademark of Seda/Sedal) created the goods.

Sun Silk began selling dark hair dyes for Asian hair types in 2001. It was introduced in Thailand,



Pakistan, and India.

Media Advertising

In 1955, Sun Silk launched its first television advertising campaign with a focus on particular hair "problems." The campaign in the UK emphasized having lustrous hair. The song "The Girl with the Sun in Her Hair," written by John Barry, was featured in a 1960s Sun Silk television commercial. It was so well-liked that it was later made into a pop record.



In 1969, Derek Nimmo appeared in radio advertisements for Sun Silk to promote the brand's new "Hairy Tales" herbal shampoo for problematic hair. Sun Silk's motto in early 1970s advertisements was "All you need is Sun Silk."

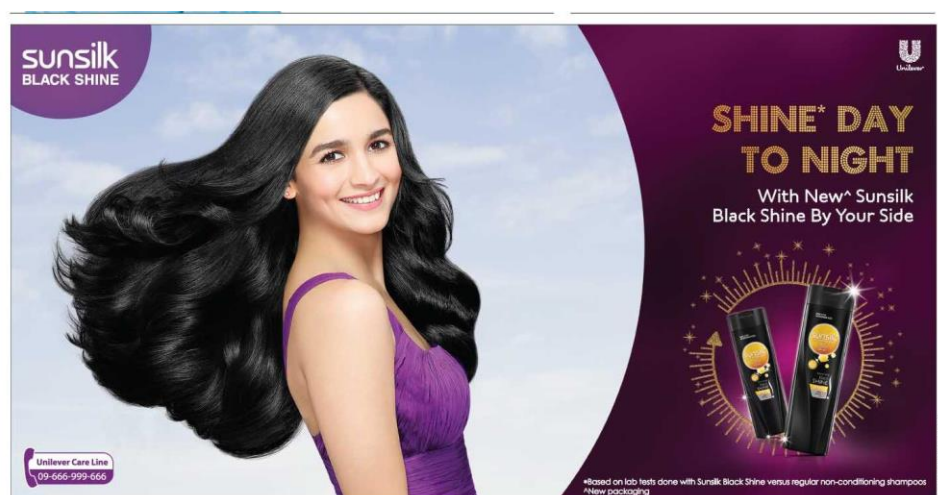
Celebrity Associations

Sun Silk's 2008 advertising campaign "Life Can't Wait" included Madonna, Krisdayanti, Maja Salvador, Natalia Oreiro, Heart Evangelista, Shakira, Marian Rivera, and Marilyn Monroe among others. The campaign was introduced with a Super Bowl XLII commercial. The campaign's motto, "Hair On = Life On," encouraged ladies to take proactive measures to better



control their lives.

Humaima Malick, an actress and model, represents Sun Silk in Pakistan. Yureni Noshika, an actress and former model, represents Sun Silk in Sri Lanka. In India, Sun Silk's brand ambassador is the actress Alia Bhatt. Delta Goodrem, a singer and actress, was named the "face of Sun Silk" in Australia in 2009. Since then, a number of Sun Silk commercials have included the singer and her songs..



After landing a sponsorship arrangement, the British girl group Girls Aloud started a campaign for Sun Silk in 2007. The brand was represented by members Nicola Roberts, Nadine Coyle, Cheryl Cole, Kimberly Walsh, and Sarah Harding, who also participated in the production of a television campaign. Additionally, Sun Silk supported their subsequent tour. Up until New Year's Eve 2021, the singers Isyana Sarasvati and Raisa Andriana will represent Sun Silk in Indonesia.

Up to New Year's Eve 2021, actress Kathryn Bernardo will represent Sun Silk in the Philippines.



Singers Dolla are now the brand ambassadors for Sun Silk in Malaysia as of January 1st, 2022, at the stroke of midnight MST.

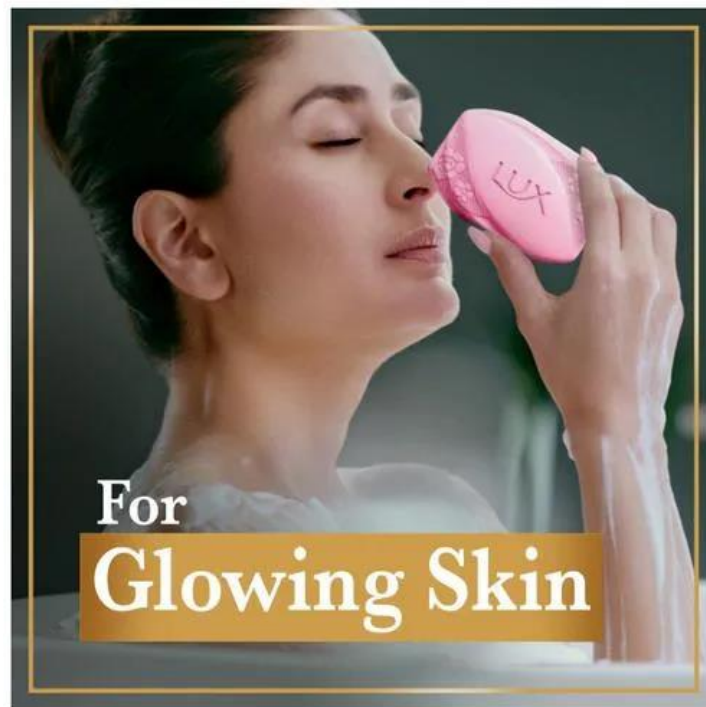
Through its content, blogs, and live chat room, Sun Silk India's Gang of Girls social networking platform provided users with access to a range of local and international professionals to address a variety of hair care issues. The website offers games and quizzes in addition to articles about fashion and hair care.

Consumer Influencing Process

Consumers now take their appearance more seriously, particularly their hair. Since the human body's hair is a highly significant part, they truly take every possible measure to prevent hair loss and maintain the luster of their hair from former days.

LUX Beauty Soap

LUX is a global brand developed by Unilever. Lux is marketed primarily in Brazil, India, Thailand and South Africa



CHAPTER FIVE

ADVERTISING ‘BEAUTY’ IN BEUTIFIYING PRODUCTS

The Lever Brothers brought Lux Soap to America in 1925. It was a white soap that was packed in pastel colors with the intention of being akin to the more expensive but nicer French soaps. When Lux Soap launched its nationwide advertising campaign in 1926, it also featured advertisements for kids and men. By mailing 425 actresses' cases of Lux Soap, the Thompson agency then launched a campaign in 1928 to secure endorsements from Hollywood actresses. As a result of the 414 endorsements it obtained, they asserted that 9 out of 10 Hollywood celebrities



use Lux Soap.

Advertisements from 1933 stated that 686 out of 694 more well-known actresses used Lux Soap. Lux Soap's Hollywood campaign would help it, along with its numerous other advertising initiatives, become the world's top seller of soap. The 1990s saw a drop in sales of Lux Soap as the emphasis of advertising turned from the usage of Hollywood starlets to a focus on regular women. The Dove soap became the focus for Lever Brothers.



Lux Soap followed Colonial Great Britain to Zimbabwe in Africa in the 1920s, but few Africans used lavatory soap until the middle of the 20th century. Lever Brothers started exploiting existing advertisements of worldwide superstars promoting their products to promote Lux in the

1940s. They promoted their product as a soap linked with glitz and intelligence.



Lever Brothers started to offer bars in colors other than white and to advertise with images of African people and catchphrases suggesting that only literate people used Lux Soap. Lux Soap advertisements once again focused on glamour in the 1960s and 1970s, but this time they did it with local singers and models rather than worldwide celebrities.



Safely and Beautifully Laundered with LUX

For washing those dainty, filmy, colourful things that are a delight to both sight and touch, Lux excels in efficiency and is as safe as pure water itself.

Colouring, and fabric too, of triple voile, satin and other silks are safe with Lux.

Harsh soaps break out the threads of almost any garment. Particles of the soap cling to the fabric and rot it. But mild, foamy Lux suds will make the garment clean and fresh—harmlessly.

Wash your Silk Underthings like this:

Wash one tablespoonful of Lux into a thick lather in a washbowl half full of hot water. Add cold water until suds are lukewarm. Press the suds repeatedly through soded spots. Rinse in three lukewarm waters. Squeeze water out—do not wring. Roll in a towel—when nearly dry, press with a warm iron—never a hot one.



LUX won't hurt anything that water alone won't injure

LEVER BROTHERS LIMITED
LONDON

Lux Print Ads- Early 20s

Influence of female models on customers in Lux advertising

The effect of the use of female model on advertising is very attractive to the customers as it is a beauty product. It is observed that use of women model for advertising of Lux increases sales and customer engagement. It has better outcome in promoting the Lux brand.



Women models in advertising impacts buyers to the extent of influencing customers' patronage of the product being advertised. Lux uses the best female models, celebrities, film stars for their brand promotion and advertising. It gives them the stopping effect to the customers.



Media provides more emphasis to the women models to have an increased amount of audience. Brand like Lux searches for reliability and creditability for the customers. Customers find it more authentic, trustworthy and reliable to get the opinion on the brand from a female model.



Use of female and male models in Lux advertising

Female models are used to showcase the Lux products. Lux is associated with beauty, perfume and luxury. It is the best way to describe these factors through a female model or celebrity. It gives more trustfulness to the customers.



Male models are used to support the female models in the advertisement. While female models are describing the brand through several outcomes male models give the positive feedback as a social approval.



Lux Beginnings

Closeup tooth paste

As the first gel toothpaste, Unilever introduced the American brand Close-up in 1967. Unilever markets the brand internationally, and Church & Dwight has had a license to sell it in the North American market since 2003.

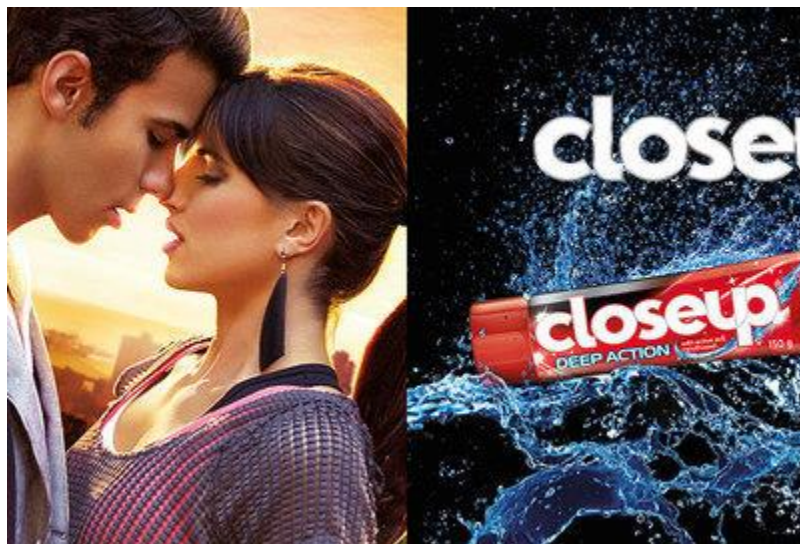
Additionally, the Philippines, Pakistan, Peru, Argentina, Indonesia, Vietnam, Sri Lanka, India, Iran, Brazil, Russia, Nigeria, Indonesia, and Bangladesh all sell Close-Up toothpaste. In terms of sales, it is among the top brands in India. With a lifestyle appeal, the company is positioned to target the youth market in its advertising campaigns. The Economic Times reported in August 2016 that Close-Up has the second-largest market share for toothpaste in India from January to June 2015 and from January to June 2016. Until early 2016, when a new brand called Oral-B suddenly appeared on the market by a European company called Procter and Gamble, close-Up toothpaste was well-known and was regarded as the No. 1 toothpaste brand in Nigeria. Since then, there has been competition between the two companies for market share in Nigeria, but Oral-B still

appears to be the biggest competitor as of 2022.



Influence of female models on customers in Closeup toothpaste advertising

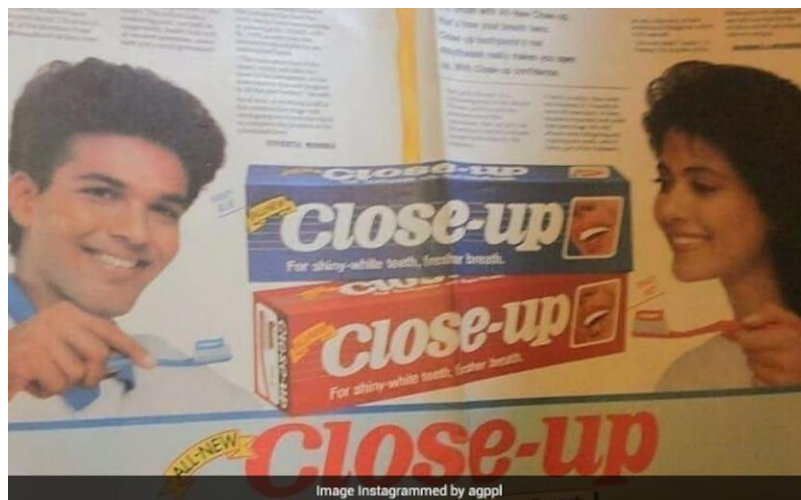
Closeup toothpaste position with different aspects. It stands mostly for love and affection as a fresh and clean air between people. The women model influences the customers as there is an attraction towards female models as there is love and affection are connected with the brand association.



Closeup indicates the customers to come closer to people with a good and healthy teeth and mouth breath. The fresh and clean air from the mouth implies a welcoming environment. The female models play an important role as a representation of attraction towards affection.



Customers feel motivated to use closeup as they find it pleasing to find affection with a clean and fresh air with their partner represented as a female model. Customers find it exciting to use closeup thinking the brand is filled with love and affection that they can find from their partners.



Use of female and male models in Closeup advertising

Both male and female models play a vital role in close advertising. The brand focuses on the pleasing and fresh relationship between customers. They attract the young customers to show the love and affection to one another.



The male model and female model act as a loving partner who are happy to have a clean relationship with fresh air to facilitate to come closer. It is important for both of the models to deliver this message to the customers to have a positive vibe.



Fair & Lovely Skin Brightening Cream

Indian culture has long been preoccupied with having fair skin. This has helped fuel the Indian cosmetics industry's enormous demand for fairness creams and related whitening goods. New product introductions have always relied heavily on television commercials to reach the general

public.



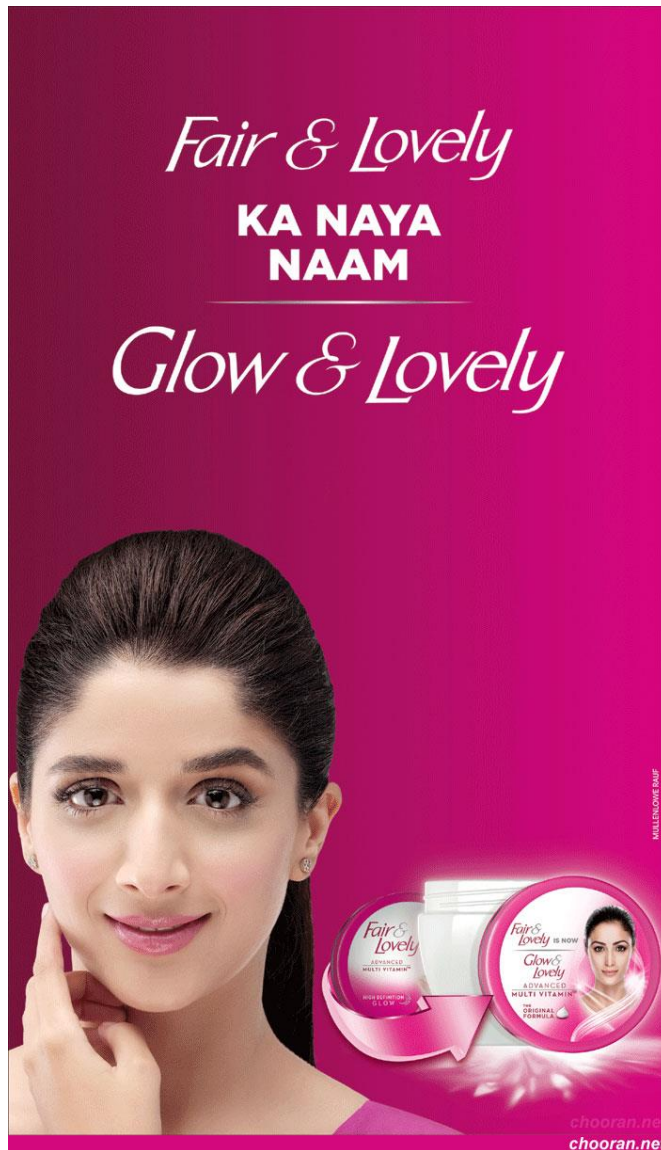
The most effective approach to communicate any message to the public, whether it be an ideology or a product, according to research conducted over the years, has been through television advertisements. With the example of "Fair and Lovely" fairness creams, this study aims to investigate how whitening creams are promoted through television advertising and their effects on female consumers. Data was gathered via a survey and questionnaire, and Fair and Lovely advertising were examined for content both before and after the Advertising Standards Council of India (ASCI) published its final standards for advertisements for skin-lightening and



After examining survey and content analysis data, it was shown that female Fair and Lovely users are significantly influenced by television advertising. Additionally, it was discovered that the ethos of these advertising has significantly changed after ASCI's new criteria went into effect in 2014.

Influence of female models on customers in Fair & Lovely Skin Brightening Cream advertising

Fair & Lovely is a product developed targeting the female customers. This beauty product influences the female customers to use it to have a fairer skin. Fair & Lovely is one of the most well-known brands in the sector of beauty cream which is used to whitening the skin. Female customers are highly influenced by the female models who convince the customers in different ways.



Female models attract the female customers by introducing the problems in their life because of their dark skin. By having brighter skin with Fair & Lovely, all their confidences come back and the face all their problems with success. This motivates the customer to go for Fair and Lovely consumption.

Use of female and male models in Lux advertising

Male model is used as a negative role in advertising Fair & Lovely. It is shown that men have an adverse perception on dark skinned women and it is the responsibility of the women to use beauty product to have brighter skin to get accepted by the society.



Female model describes the brand as an influential factor to increase confidence, acceptance and success. Male models use as an indicator and standard measurement of the society. Their perception is delivered to show the condition of the social acceptance.



Vaseline



The multinational corporation Unilever owns the Vaseline brand of petroleum jelly-based products in the United States. Plain petroleum jelly and a variety of skin creams, soaps, lotions, cleansers, and deodorants are available as products.

The term "Vaseline" is frequently used as a shorthand for petroleum jelly; in Portugal, it is known as "Vaselina," while in Brazil and several Spanish-speaking nations, it is known as



"Vasenol."

Robert Chesebrough, a chemist who had previously purified kerosene from sperm whale oil, visited the oil fields in Titusville, Pennsylvania in 1859 to investigate the potential use of this novel fuel. There he discovered that the pumps on oil rigs need periodic removal of a substance known as rod wax. The drug had been used by the oil workers to treat burns and cuts. Chesebrough brought samples of the rod wax back to Brooklyn where he separated the petroleum jelly that could be used and started producing a medicine he dubbed Vaseline.

Chesebrough used the name Vaseline for the first time in his 1872 U.S. Patent (U.S. Patent 127,568). Vaseline is a novel and practical petroleum-based substance that I, Robert

Chesebrough,

created.



According to the manufacturer, the term "Vaseline" is a combination of the words "oil" and "water" in Greek and German.

The Chesbrough Manufacturing Company produced Vaseline up until 1987, when Unilever bought the business.

Influence of female models on customers in Vaseline advertising

Vaseline is used by both men, women and even kids as a beauty product. It contains vitamins, minerals, and conditioning moisturizers. Women models influence the customer to protect the beauty of the customer by consuming these necessary elements.



Attractive models describe the customers with the benefits of the product with visual representation. Customer are more attracted by the female models as their appearance influence the customers to buy this brand.

Use of female and male models in Vaseline advertising

Female models are used to showcase the essential factors that Vaseline offer to the women skin. Customers appreciate more when female models describe the female products as it is considered as a suggestion of an expert.



Men models describe the strength of the Vaseline as this product reflects that harsh condition that men have to face on their skin. It is important to distinguish the men and women product as the problems face by men and women related to skin and face are different to be considered.

Lifebuoy



Influence of female models on customers in Lifebuoy advertising

Lifebuoy soap is associated with health protection and safety. A female model is used to represent a life guard as symbol of protection. It also represents care for the customers with a feeling of motherhood.



Customers are influenced by the female models while advertising Lifebuoy as the female model has an impact on the customer as a protector from harm. Female model showcases the care for the customers as the brand cares for the health of the customers. The model plays as a safe guard.



Use of female and male models in Lifebuoy advertising

The influence of female model is stronger than the male model in Lifebuoy advertising. Female models play the main role as a protector from diseases and unhealthy situations. Customers can make a connection with the idea of care and protection with the female model.

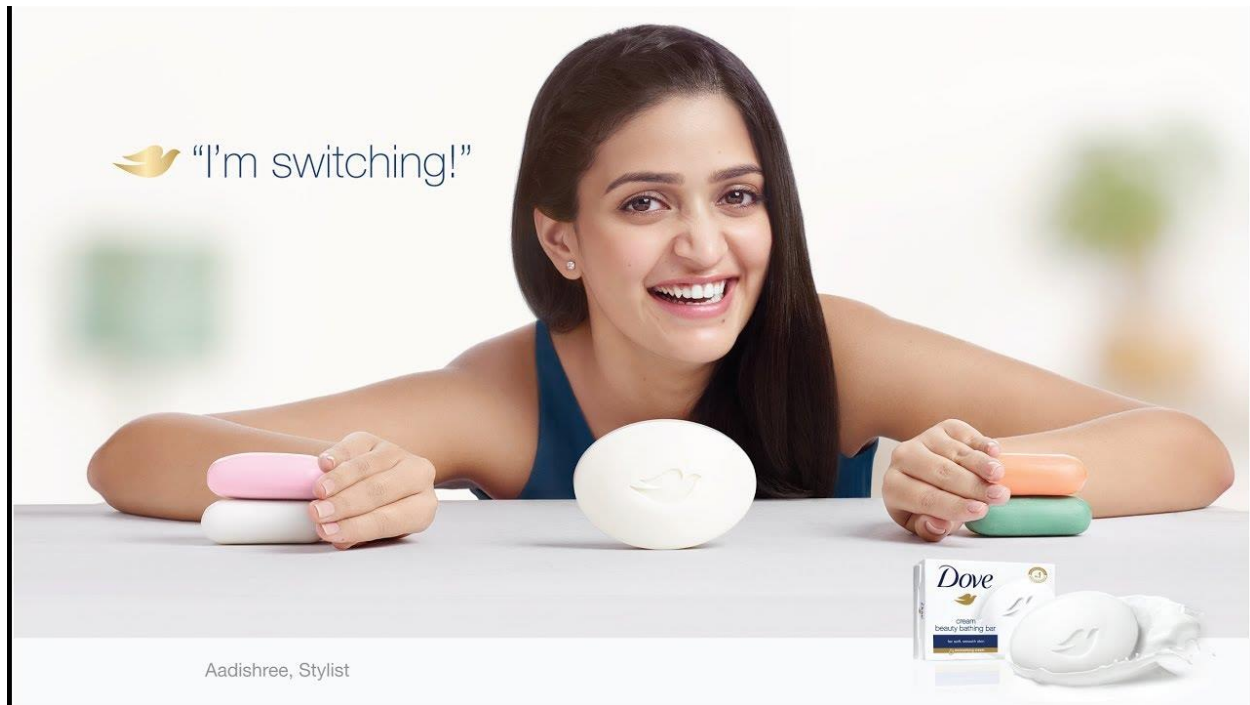


The male models are there to use as a dependent on the female model as a victim of diseases or unhealthy situation. They support the female model who represent the brand and male models get the outcome and benefit consuming the brand.



Dove

Whether it's daily styling or sun exposure, our hair can go through daily wear and tear – but kindness is the solution. Our Daily Moisture Shampoo delicately cares for your hair, cleansing each strand to keep them soft and protected every day.



Formulated with our Bio-Restore Complex, over time this moisturizing shampoo and conditioner system nourishes dry hair from within. It hydrates and protects so that your hair stays more damage resistant* – without feeling weighed down.

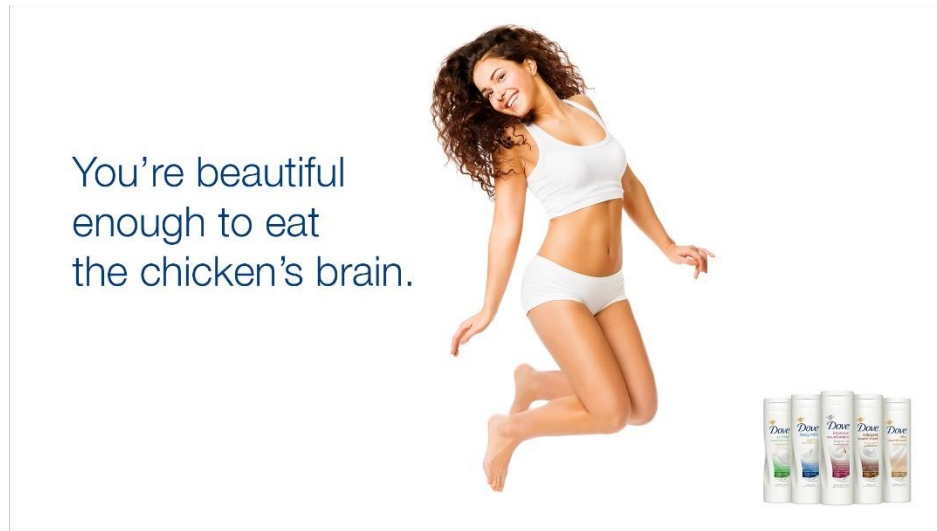
Plus, with two-way care, this nourishing system continues to nourish your hair every time you use it. Manageable, soft, smooth and beautifully strong – our Daily Moisture Shampoo and Conditioner system leaves hair 10x more resilient to daily damage from grooming and brushing**. It's the daily treat your hair deserves.

*Breakage data using shampoo + conditioner vs. non-conditioner shampoo

**10x less breakage when combing vs. non-conditioning shampoo

Influence of female models on customers in Dove advertising

Dove soap is a female beauty product associated with health care and beauty protection. Women models are the one who are the most appropriate for the brand. Dove soap offers soft skin to the customers who are looking for natural and highly expected beauty.



Female models formulate the image of Dove by describing the benefits and outcomes using it. Customers find it reliable when they listen the opinion of the female models in the advertising. It helps the customers to relate with their own life.

Use of female and male models in Dove advertising

Dove advertising is more about female models rather than male modes. Female models appreciate the benefits of using Dove and also appreciate others who are using it. There is a reliability, creditability and trustworthiness using the female models.



Male models do not have much role in Dove advertising rather than supporting the storyline. They are also present in some of the advertisement to appreciate the use of Dove of their close people around them.



Parachute Coconut Oil



Among Bangladesh's top 3 FMCG multinational corporations, Marico Bangladesh Limited is a well-known name in the beauty and wellness industries. With a wide range of goods in several categories, such as hair nutrition, edible oil, and male grooming, the company touches the lives of 1 out of every 2 Bangladeshis through a powerful distribution network that covers more than 790,000 outlets throughout the nation. In October 2013, its main brand Parachute, which had been operating in Bangladesh for 12 years successfully, reached the end of its adventure. Since 2009, the brand has consistently ranked among the top 10 most trusted, and Nielsen and Bangladesh Brand Forum both named it the "Best Brand" in 2011. The company has improved its brand portfolio over time, most notably by growing its VAHO (Value Added Hair Oil) division. A number of well-known brands, including Parachute Beliphool Lite, Parachute Advanced, and Parachute Cooling Hair Oil, are now part of the VAHO segment. Nihar Marico Bangladesh Limited also controls the powdered hair dye industry under the Hair Code brand.

Influence of female models on customers in Parachute Coconut Oil advertising

Parachute Coconut Oil is a very well familiar beauty brand for women customers. This brand establishes the idea of healthy hair associated with coconut oil. The female models with long and silky hair attract the female customers the most.

Women customers are very concerned about their hair as it is considered as one of the most important elements of beauty. With attractive hair of the female models used in the advertisement attract the male and mostly the female customers.

Use of female and male models in Parachute Coconut Oil advertising

The female models are used to describe the aspects of the product. It shows the product benefit and outcome to the customers. The beauty reflected by the product is visible by the female model.



The male models adore the outcome as a partner in most of the advertising. It attracts the female customers as the outcome attracts the male models. Even though it is mainly a female product, male models are also highly important for the advertising to establish a fundamental understanding of the product.



Pond's Skin Care Cream



Influence of female models on customers in Pond's advertising

Pond's offers wide range of products from men, women and children for their skin care. Pond's delivers protection from sunlight, aging, and pimples. It is also used as facewash for cleanliness.

The female models are more used as female customers are more concerned about their skin care to relate with their daily life. Pond's uses technology for future skin protection as anti-aging for the customers. Female models are the best for the representation for the customer in advertising.

ONE OF THE MOST EXCITING WOMEN IN THE WORLD: **LONDON**



Enid Boulting, glamorous, chic . . . and on-the-go every minute. The mother of 3 lively boys, she is also a talented dress designer, a serious painter and a noted hostess for her famous film-producer husband . . . "I often have frantic days but my face never shows it." She uses Pond's Cold Cream to deep-cleanse—to moisturize and ease away tension lines . . . "My skin stays beautifully soft and smooth."

*She's busy yet she's beautiful...
she uses Pond's*

- Pond's Cold Cream beautifies as it cleanses, moisturizes *below* the surface
- Replaces the inner moisture modern living drains away
- Goes on moisturizing long after you tissue it off—keeps your skin dewy-soft all day

WITH POND'S COLD CREAM YOU NEED NEVER BE TOO BUSY TO BE BEAUTIFUL



Use Pond's to deep-cleanse at night—to moisturize *under* your skin all day

alamy

Image ID: RPYCDK
www.alamy.com

Use of female and male models in Pond's advertising

Ponds have products for women, men and children for their skin care. Female models are used to show the benefits of the product to the customer so that customers can best relate with the product associated with their own skin related issues.



Men products are represented by the men models who describe the brand with the benefits of using the product. Showing men as model confirms the customers that this product is for men to use.

Himalaya



Influence of female models on customers in Himalaya advertising

Himalaya is a beauty healthcare product mostly for female customers. Himalaya represents products with natural ingredients that is most preferable for the female customers. This herbal product uses female models to show the beauty associated with nature.



In advertising of the brand, female models attract the customers as they consider the brand is natural and herbal. Female model can deliver more truth to the customers and they can relate the model with their product consumption behavior.

Use of female and male models in Himalaya advertising

Himalaya offers products for all the people from men to women from kids to elder people. The female models are used to deliver a reliable and soft message with their association with nature. As an herbal product, it is important to the customers to have someone reliable to deliver the message who seem to have expertise on this product.



Men models are used to show the usefulness of the product on beautification of male customers. It represents the masculine part of the product offerings. Men models play an important part as it provides message with the beauty issues of the men.

CHAPTER SIX

CONCLUSION

Women image tends the consumers from different age and aspects to attract. Similarly, men image of celebrity and models are also used in marketing products so that the consumers may influenced by the influencer to purchase the product. Around the world, consumers live in a world of imagine to be like his hero. Everyone loved to intimate his model or hero. The brands use this perception to grab and establish a market base by using the models or celebrity. By telecasting the same advertisement, the viewers used to use that product with a trust that he would also be like the hero he watched on the advertisement. Eventually, they either be cheated or beneficial by terms. But, the companies might be benefited by selling the products and thus, increase the selling value by using the face value of the popular models. Like, Lux has a trend that, it has tried to involved the top models with a high remuneration to grab the consumers more and more. And, it is needless to say that, they are truly successful. For marketing the products, the brands spend millions of dollars and by this way, they become more successful in terms of ancient period. The models, heroes and heroines have a huge face value among the fans. When they involved in any product advertisement, their fans also get into this and tends to use that product with blind mind. Here, the brands become successful.

Sources of Information

- <https://www.unilever.com/planet-and-society/responsible-business/advertising-and-marketing/>
- [https://en.wikipedia.org/wiki/Lux_\(soap\)](https://en.wikipedia.org/wiki/Lux_(soap))
- <https://www.dove.com/us/en/hair-care/shampoo/daily-moisture-shampoo.html#>