

Project Report

Prospects and Promotions of Beautification Products in Bangladesh: A case study

Submitted To

Mr. Mohammad Rehan Masoom
Assistant Professor
School of Business and Economics

Submitted By

Minhajul Abedin Ovi
ID: 111-172-106
Major in Marketing
BBA Program



Date of Submission: 15 January 2023

Acknowledgements

All gratitude is due to Allah, who has bestowed upon me countless benefits, including excellent health, opportunities, strength, time, and preservice, without which it would have been impossible for me to complete the report task and do so by the deadline. I want to express my sincere gratitude to my project manager, Mr. Muhammad Rehan Masoom, Assistant Professor of the BBA Program, School of Business & Economics (SoBE), United International University, for all of his support, advice, and thoughtful actions toward me. In addition to this, I would also like to express my utter gratitude to every person who helped me to collect information relevant to the topic of my project. Finally, I would like to say that as a part to achieved the BBA Degree, it is a mandatory requirement to attend a project report to the supervisor. I am fortunate enough to get such a good supervisor for this purpose.

Letter of Transmittal

January 15, 2023

Mr. Muhammad Rehan Masoom
Assistant Professor
School of Business and Economics
United International University

Subject: Submission of the Project Report

Dear Sir,

I would like to submit my project report, "**Prospects and Promotions of Beautification Products in Bangladesh: A case study**" which was written as a requirement for accomplishment of degree from the department of Business Administration of United International University. I have tried to abide by each and every recommendation you have made while working on the report. Working on this new project has been a very enlightening experience. I did everything I could to make the report more educational and beneficial.

Therefore, I would like to transmit my project report for your kind consideration.

Sincerely,

Minhajul Abedin Ovi
ID: 111172106
School of Business & Economics

Executive Summary

In this project report, we explored the background, current state, and future of the beauty industry. We also discussed the role that famous people and influencers play in persuading consumers to buy a product. It goes without saying that using celebrities and influencers to boost sales is not only perfectly legal, but has been used by businesses of all sizes for decades. In this report's introductory chapter, I've attempted to cover such topics as the evolution of cosmetics, the role of celebrities in marketing their own lines of cosmetics, the influence of celebrity endorsements on the cosmetics industry, and so on. Afterward, in chapter two, there is a brief discussion on various cosmetics and beauty products, accompanied by an adequate number of images on the subject. Some well-known products are profiled there, and readers can see why and how celebrities are a draw for consumers. The report is completed at this point, as the Chapter three serves as its conclusion.

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CHAPTER ONE

INTRODUCTION

Background

Botanical or herbal goods are those manufactured from plants that are used to maintain or enhance health and personal care, according to the National Institutes of Health's Office of Dietary Supplements, USA. In this context, a certain customer segment that values health is satisfied by the herbal goods that are offered in Bangladesh. The desire for looks and materialism among consumers is rising, according to research, and aesthetic consciousness among people is an ongoing process (Vigneron & Johnson 1999). People who value beauty seek to fulfill their need to feel and appear attractive. The skin and beauty care sector have grown as a result all over the world. For instance, the global market for cosmetics and toiletries (C&T) was valued at US\$201 billion in 2003, up 4.8% from 2002 (at a fixed exchange rate). Hair care products continued to hold the top spot as the most lucrative sub-sector of the global cosmetics and toiletries market, with global sales totaling US\$42.4 billion in 2003. (Briney 2004). Consumers today are more conscious of what they are using on their bodies and more prepared to pay thanks to advanced advertising and communication about cosmetics items, their ingredients, and values.

A Quick History of the Beauty Industry and Products

Since the ancient Egyptians utilized kohl to create dramatic eyes about 4,000 BC, historians can trace our use of cosmetics and beauty goods back to them. The global beauty sector, which includes everything from hair and skin care to makeup, is currently estimated to be worth \$425 billion. Just like the lipsticks and nail polishes on display at your neighborhood cosmetics counter, the history of the beauty industry is as varied and vibrant.



Image No. 01: A Celebrity Model of Ancient Periods

Early beauty and cosmetic regimens heavily depended on natural components, such as berries, bugs, and charcoal to generate a variety of colors. Many products were also multipurpose, foreshadowing modern cosmetics multitaskers. Early cosmetic procedures also made use of the local environment, obtaining natural substances for washes, pastes, and exfoliants from nearby sources. The history of the beauty industry has seen a consistent pattern of utilizing regional, natural components.

In the late 19th and early 20th centuries, the beauty business became a substantial and prosperous job option for women, particularly African-American women. These women created goods that were specifically made for hair of different textures. Madame CJ Walker and Marjorie Joyner, two successful African-American businesswomen, used their expertise to set a new standard for beauty in their communities.

The beauty industry rapidly expanded during the "roaring 20s." In New York, Elizabeth Arden opened her renowned salon and began doing "makeovers" on her clients. Greta Garbo popularized the sophisticated brow fashion and the need for eyebrow pencils and mascara, and Max Factor on the west coast created the first foundation for cinema stars. During the war, the cosmetics industry altered, placing a greater focus on creating sunscreen for the soldiers. Currently, the principles of sun protection may be found in a wide variety of beauty products and are a part of most face cosmetics.

In the 1960s, women were "wild" about mod, adopting the wide-eyed, matte look of supermodel Twiggy, whereas in the 1970s, women's aesthetic tastes tended toward a more natural look. Everything was larger in the 1980s, and more elaborate haircuts and treatments helped hairdressers rise to the top of the beauty industry. The "Super Model" era, which spanned the

1980s and the beginning of the 1990s, saw women from all over the world try to replicate the well-known looks of Linda, Cindy, and Naomi.

Grunge and hip-hop served as key sources of inspiration for aesthetic trends in the 1990s, which saw a return to a more natural appearance. At the end of the decade, deep, black lips, nails, and eyes were fashionable and in Vogue.

In the modern, roots-returning beauty industry, science-based products do double and triple duty. In addition to helping them look good, women want their hair care and cosmetics to benefit them. Beauty balms, correction creams, intense serums, and anti-aging treatments are made to draw attention to a woman's attractiveness, fix any flaws or faults, and make her glow from the inside out.

Cosmetics Product Promotion

The preoccupation with youth and beauty drives thousands of people to shops in search of a quick cure. The greatest anti-aging lotion for their skin may be found by older ladies as well as young folks trying on makeup to seem more aged. The beauty industry uses a range of persuasive techniques to advertise products. Brands routinely utilize celebrities to advertise their beauty goods. "If it's good enough for her, it's good enough for me." Many advertisements for cosmetics, skin care, and hair care products are based on this philosophy. Customers ultimately spend more money on goods that might not be suitable or beneficial for them. Celebrities may contribute to the growth of brand awareness by promoting items because customers may be persuaded to buy a product if they believe the celebrity uses it.

Customers are bombarded with commercials for cosmetics every day. Customers are promised that using a product would make them appear younger or that using foundation will make you

look younger. Cosmetics advertising usually seeks to convince customers of the product's value or even of how crucial it is to their welfare and self-esteem

Advertising's success hinges on persuading consumers that the product can make them look better. They could employ a variety of techniques to influence people into making purchases. A strong tool is association. Additionally, there are perks like discounts. When a product is connected to feelings, it targets emotional responses. Since so many individuals are aware that how they look can have a big impact on how they are viewed by others, advertising can capitalize on these worries by enticing the target market.

When cosmetics commercials claim that a particular product can make users seem younger. Advertising for cosmetics frequently has little to do with the product. The representation of a stunning woman frequently dwarfs the object. In the same way that advertisements for beauty promote both beauty and self-worth. Another significant factor for the rise in celebrity appearances in commercials for cosmetic goods is this. Celebrities are the epitome of beauty and are loved by millions. They symbolize our best selves. After viewing those advertisements for beauty products, consumers will start to worry about their appearance and begin to look for like products because they want to look as good as the celebrities.

People anticipate feeling good as well as looking good. Customers anticipate that using the items will improve their appearance compared to how they appeared before using them, and some even think they will make them more attractive like some of the models that appear in the product advertisements. Therefore, by focusing on younger generations and attracting a variety of consumers, advertisers employ these keywords to appeal to a wider range of consumers and broaden their marketing strategy.

Celebrity Branding

Celebrity branding, often known as celebrity endorsement, is a type of advertising campaign or marketing technique that makes advantage of a celebrity's notoriety or social standing to advertise a good, service, or issue. Celebrity endorsers are used by marketers in the belief that the positive perception of the endorser would spread to the perception of the product or brand. Celebrities are used by non-profit groups as well since they frequently appear in the media, which reaches a larger audience and helps with fundraising.

Influential Celebrity

Celebrities' ability to reach a broad audience of potential customers makes celebrity branding and celebrity endorsement of a company's product particularly effective. The number of people who have at least once seen or heard the brand's intended message is referred to as reach. If a business is thinking about using celebrity branding to sell its goods, it typically wants to reach as many potential customers as possible rather than focusing on a smaller group of customers more regularly. The number of followers a celebrity has on social media platforms like Facebook, Instagram, Twitter, and Snapchat is one indicator of their reach. With only one post, an A-list celebrity may potentially reach millions of viewers. As an illustration, Ariana Grande had 115 million Instagram followers in 2017, Selena Gomez had 130 million, and Cristiano Ronaldo had 116 million.

Impact on Brand

A lot of emphasis is put on the significance of selecting a dependable, trustworthy celebrity to endorsing or sponsoring a company's product, while also balancing the celebrity's attractiveness, power, and similarity of the celebrity's public image with the company's overall current, or intended brand image.

The phrase "the set of beliefs held about a particular brand" can be used to define brand image. A brand with a stronger positive brand image and attitudes is more likely to accomplish heightened development within their relevant market, according to Keller & Aaker's 1992 research. Therefore, it is crucial to pick a celebrity who will positively contribute to the current or intended image and attitudes of the business if you want your celebrity branding to be successful.

CHAPTER TWO

DISCUSSION

Beauty products

Beauty products include skincare, personal care, fragrance, haircare, and color (cosmetic) goods, as well as all of its components, substances, related implements and tools, and tools and accessories to be used in conjunction with them.

Skincare product

Skin care includes a variety of procedures that maintain the integrity of the skin, improve its appearance, and treat skin diseases. They might involve good nutrition, avoiding too much sun, and using emollients in the right amounts. Cosmetics, botulinum, exfoliation, fillers, laser resurfacing, microdermabrasion, peels, retinol therapy, and ultrasonic skin treatment are some techniques used to improve look. In many situations, taking care of the skin is a daily practice. Examples include treating skin that is either too dry or too moist, preventing dermatitis, and treating skin injuries.

Radiation treatments, some drugs, and wound healing all need skin care.

Vaseline Petroleum Jelly:

How the consumers being attracted

This product usually uses on the winter season in Bangladesh. Typically, the celebrities or models tend to dressed up such cloths during the advertisement for the products promotion that suits much with the product color. Similarly, the image stated below collected from the YouTube from an advertisement of Vaseline Petroleum Jelly is clearly indicated the color matches between the Jelly and the cloths she wears. The reason of using same color dress with the

product is to draw the attention of consumers easily, it's an assume. There might be other reasons to do so.



Image No. 02: A Celebrity Model of Vaseline Healing Project Promotion

Pond's Face Wash

How the consumers being attracted

Pond's is an American brand of beauty and health care products, currently owned by Unilever. Pond's Face Wash is a product of Unilever Bangladesh Ltd. This product is a gender-neutral product. And also, the young spirits use face wash more than the other ages. So, in the product promotion, the agency tries to present the product in front of the consumer through the young ones. So that, the target clients might be get in touch and feel that this product is for them. If we notice on the dresses of the models, we may find that the models wear the dress which matches

with the pond's tube color. For that, it looks so good that, consumers love the add and eventually tends to purchase the product and use it.



Image No. 03: Some Young Celebrities for a TVC of Pond's Face Wash

Himalaya Neem Face Wash

How the consumers being attracted

Himalaya Neem Face Wash is a product especially for women. Consumers use face wash to clean up the face and so to looks fresh. The color of tube and face wash color are greenish. The model also wears her dress likewise greenish to looks good with the face wash in her hand. It attracts the consumers more if there's same colors for the model and products rather on different color. Unlike this, usually models or actors wear such dresses during shooting that looks good and colorful so that they can easily draw the viewers' attention.



Image No. 04: A Promotional Add of Himalaya Neem Face Wash

Fair & Lovely Men Facewash

Unilever Bangladesh Limited produced it. This has two categories, such as 100g and 50g. It is a face wash called Instant Fairness Rapid Action. Soap dries out the skin, making it appear dull and dry, whereas Fair & Lovely MEN Face Wash not only removes deeply ingrained pollutants such as grime and pollution but also leaves the skin feeling supple and hydrated.

Benefits - When combined with Fair & Lovely Max Fairness Cream, it gives you the advantages of a spot expert by reducing spots by preventing heat and filth buildup and of a fairness expert by giving you a cool, youthful appearance. This fairness facewash with oil control encourages soft, healthy-looking skin.

How the consumers being attracted

The tube color is completely black and the actor also wears black dress to match up. Actually, they intended to draw a picture of darkness to be more natural. Both the color is black and for that reason it suits most. Whenever an agency shoots an ad for any sort of product, firstly they try on how to draw the attention of the consumes and compelled them to purchase the product. Renowned actors are used in promoting product is one of the reasons that they have a huge fan base, since they are a strong influencer. By using their fan base, they influence consumers to use the product.



Image No. 05: A Promotional Add of Fair & Lovely Men Face Wash

Pond's Cream

Theron T. Pond (1800–1852), a pharmacist from Utica, New York, developed Pond's Cream in the United States in 1846 and obtained a patent for it. When Mr. Pond produced a medicinal tea from witch hazel, he found that it could treat minor wounds and various

illnesses. "Golden Treasure" was the name of the item. It would eventually become known as "Pond's Extract" following Theron's passing.

The T. T. Pond Company was established in 1849 by Pond and additional investors. Soon after, due to his deteriorating health, he sold his share in the business. 1852 saw his passing. Pond's Extract Company was the name given to the business when it was formed in 1914.

The business afterwards relocated to Connecticut and set up shop there. Later, it relocated to New York City for its sales office.

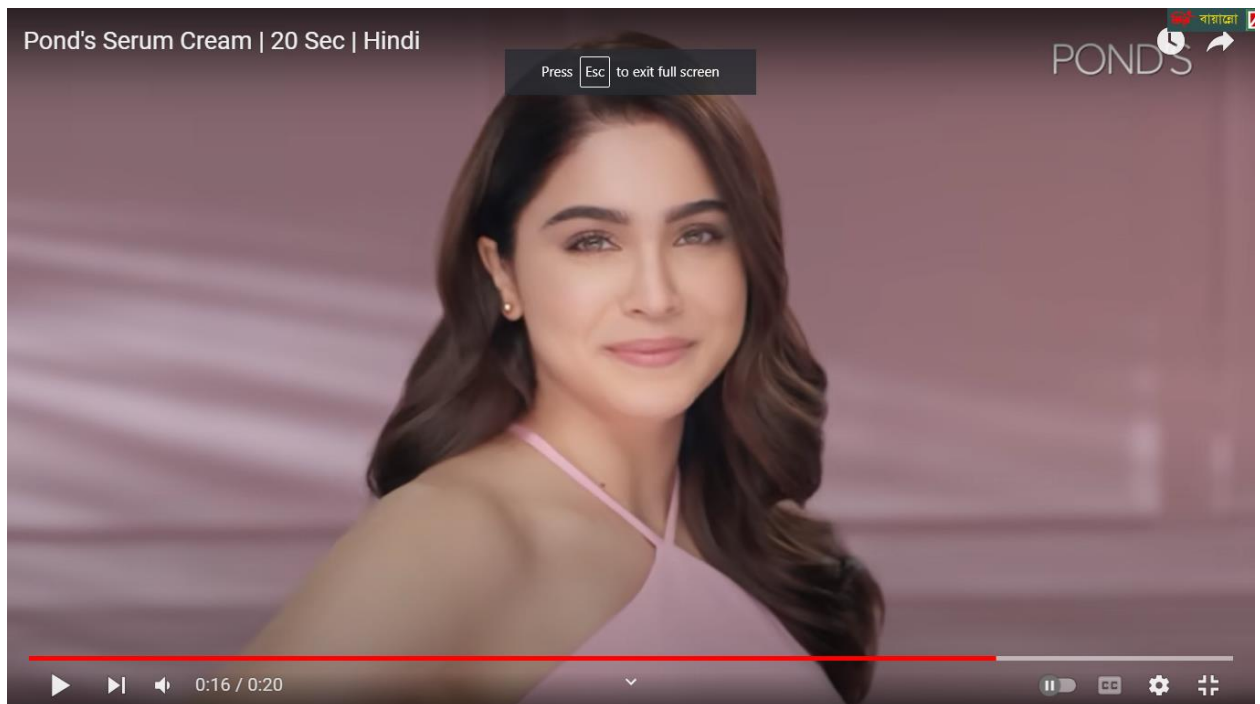


Image No. 06: A Promotional Add of Pond's Cream

Pond's started running national advertisements in 1886. Up until 1910, they ran advertisements using the moniker Pond's Healing.

By the 20th century, the company's primary focus was on the sale of cosmetics. Pond's goods entered the facial care market with the development of the "Pond's Vanishing Cream" and the "Pond's Cold Cream." Pond's is now marketed globally. Spain and Asia, especially India, Japan, and Thailand, are its two largest markets.

How the consumers being attracted

The color matching makes the environment of the advertisement is simply gorgeous of the Pond's Cream. Needless to say, the ad agency shows some sort of wisdom in making the add. The background color, dressed by the model and the color of the packet of the cream is pink which is so looking wonderful. The product customers always love to watch the show or add if he feels good by watching this. At one stage of the time, he thought to purchase the product with his subconscious mind. In this situation, the brand become successful by paying so lot of money to make people to keep faith on it.



Image No. 07: A Promotional Add of Pond's Cream (2)

Personal care

Cleaning cloths, colognes, cotton swabs, cotton pads, deodorant, eye liner, facial tissues, hair clippers, lip gloss, lipstick, lip balm, lotion, makeup, hand soap, facial cleanser, body wash, nail files, pomade, perfumes, razors, shaving cream, moisturizer, baby powder, toilet paper, toothpaste, facial treatments, wet wipes, towels, and shampoo are all examples of items that fall under the category of personal care.

Parachute Men Advanced Hair Cream

The men's Parachute Advanced After Shower Hair Styling Cream is intended for daily use. Use Parachute Advanced After Shower Hair Cream every day to style strong, nourished hair. It has proteins from coconut milk to offer you lustrous, healthy hair. With its special, natural coco lipid recipe that gives hair concentrated coconut nourishment from the roots, it offers the ideal balance of hydration and style. Use consistently for optimum results. Advanced men's products from Parachute shield hair from the extremes that a man's lifestyle exposes him to. There are two types of hair cream: traditional cream and anti-hair fall cream containing almond extract.

How the consumers being attracted

The model in this advertisement intends to show his hair style since it is a hair cream product. The model has worn white dress in this add and the logo of this product contains white color. It suits well. Basically, the actor tries to attract the target consumer to use this hair cream as it can maintain the hair style even if you are in a rush or busy situation.

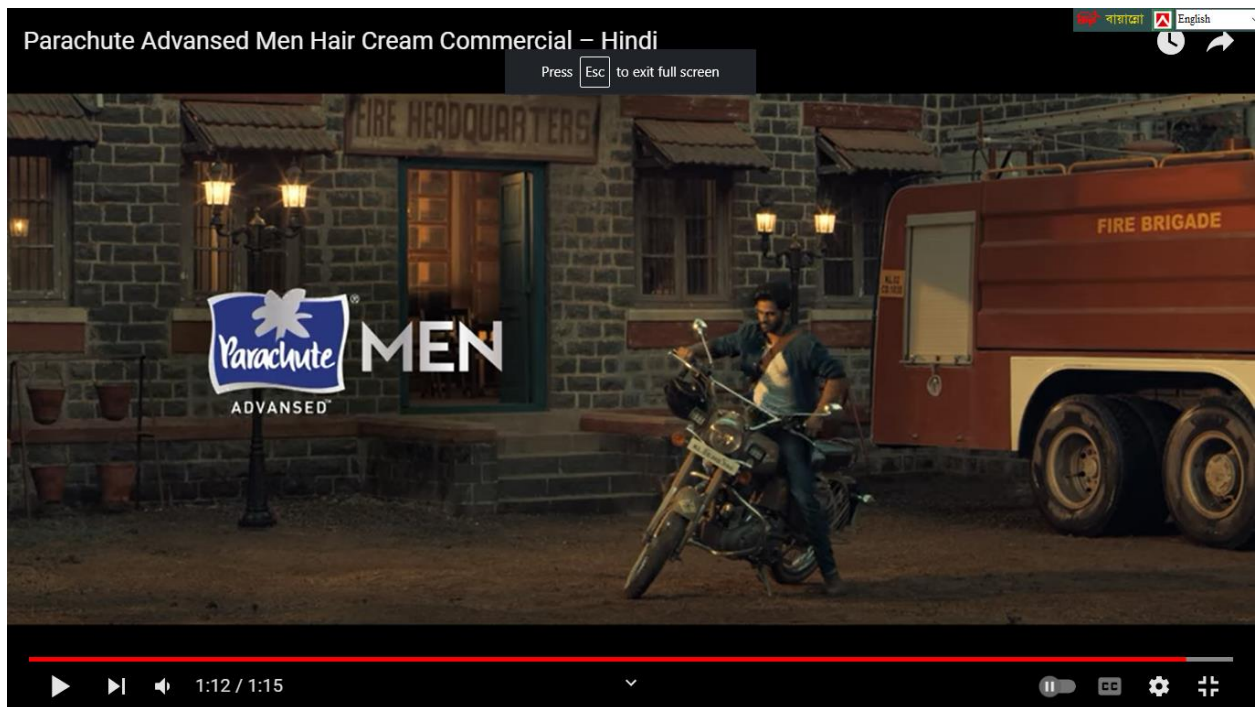


Image No. 08: A Promotional Add of Parachute Hair Oil Men

Gatsby Deodorant Perfume Spray

How the consumers being attracted

We may notice if we watch carefully the matching style of the advertisement of the tube color of the perfume and the background color, the dress color of the actor is perfectly same. What would be the reason to be like that? The answer should be, no doubt the advertisement agency always tries to reach to the target client by any means, so they create something that a consumer may give his notice in full swing. Which tends towards use the product. From this point of view, the color matching is very much important.



Image No. 09: GATSBY Deodorant Perfume Spray TVC



Image No. 10: GATSBY Deodorant Perfume Spray TVC (2)

Emami Fair & Handsome

How the consumers being attracted

Blackish color is the main attraction point for this add of Emami Fair & Handsome which have been shot by famous actor Salman Khan. We may find a fantastic combination of black & white between the dress of the actor and the product decoration color. Through this way, the famous actor tends the young people of join in the party by collecting the product.

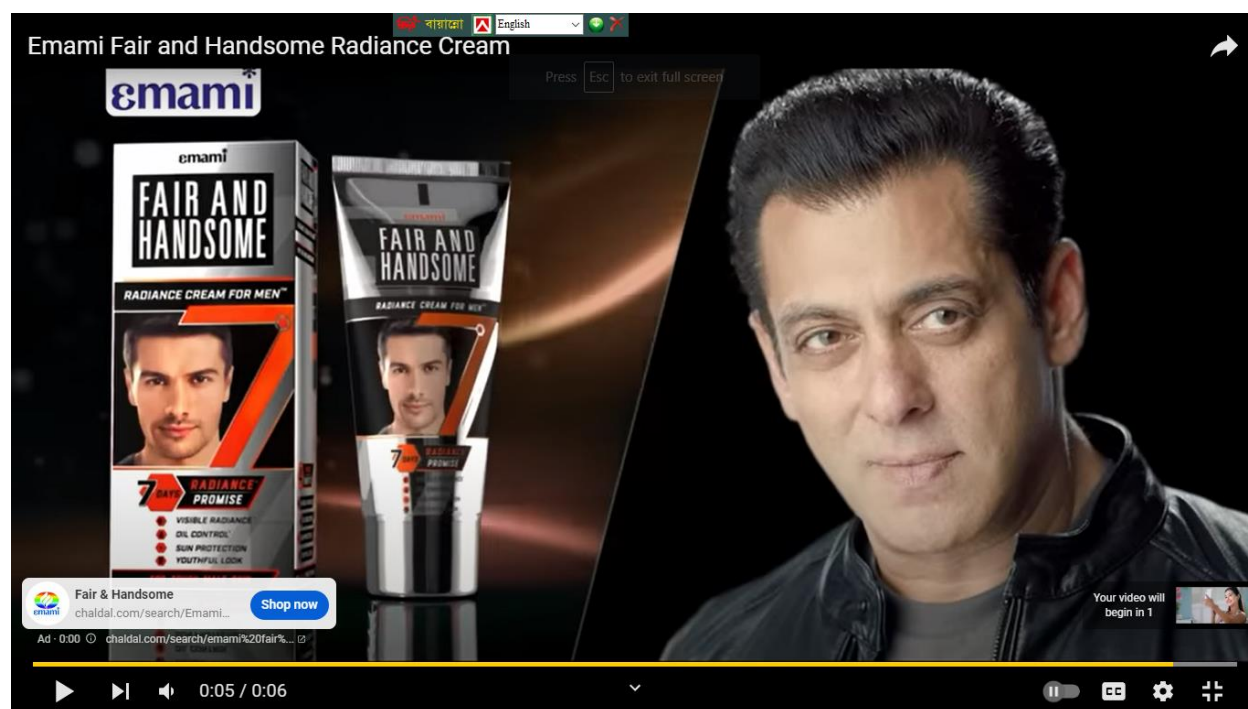


Image No. 11: Promotional Add of Emami Fair and Handsome Cream.

Fragrance products

Shampoo, lipstick, aftershave, perfume, and cologne are a few examples of cosmetic fragrance goods. A lot of the goods we use on a daily basis have perfumes. The FDA regulates some of these products as cosmetics. Depending on the intended use of the goods, some fall under multiple product categories and are subject to separate regulations. Other goods including body

lotions, shower gels, shaving creams, and shampoos frequently contain fragrance compounds. Even some items with the label "unscented" may include aroma components. This is due to the possibility that the producer just included a small amount of fragrance—not enough to give the product a distinct scent—to cover up the disagreeable smell of other chemicals.

LAFZ Female Body Spray

How the consumers being attracted

Enriched with natural oils, is the slogan of the Lafz Female Body Spray. In the add, the female models look were gloomy and become fresh after using the body spray, which turns towards the customer if you want to be fresh after a stress time, use this body spray. Needless to say, influences like models or actor/actress are so much capable to grab a huge number of people without saying anything rather just show the face. This popularity is the main source of influence for them.

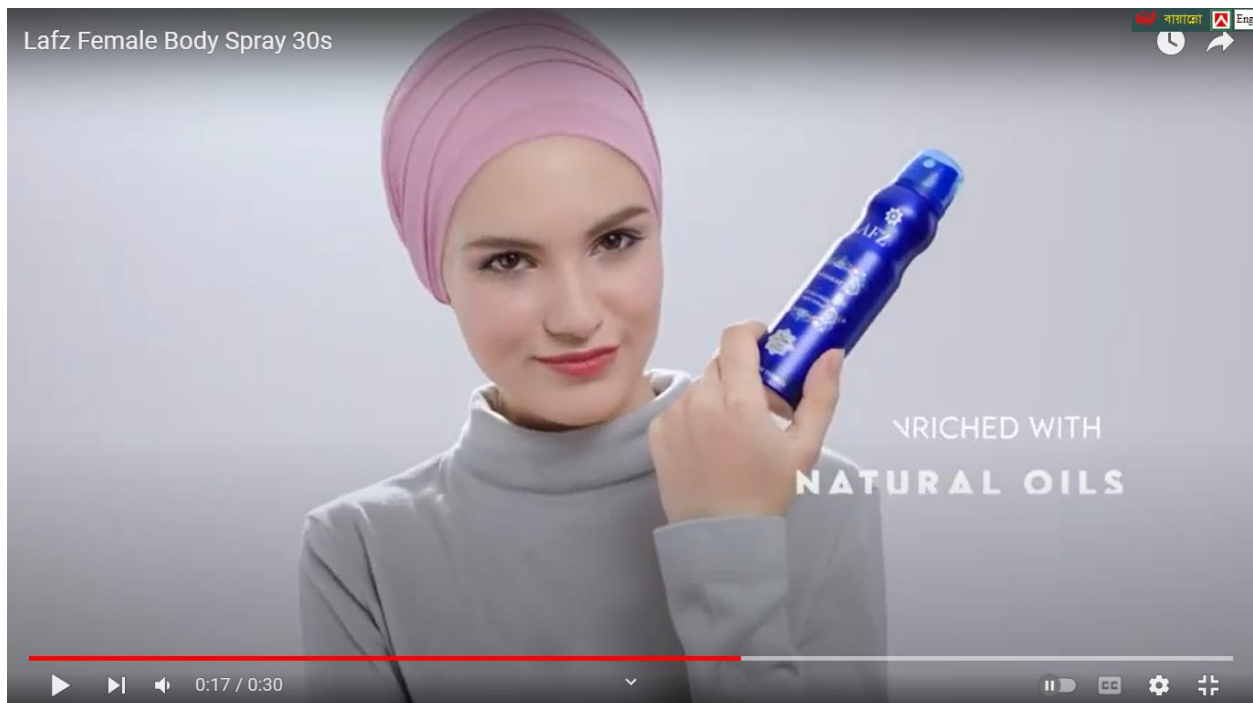


Image No. 12: A Promotional Advertisement of LAFZ Female Body Spray

Hugo Boss Perfume

How the consumers being attracted

All most every advertisement of the perfume, it is common thing that the model become fresher from stress by using a segment of the very perfume, or it shows some beauty lady comes to closer by getting smelled by the perfume. In the ad of Hugo Boss Perfume, it is almost the same. Since, the influencer the charismatic to influence other easily, they tend the people to follow them.



Image No. 13: A Promotional Advertisement of Hugo Boss Body Spray



Image No. 14: A Promotional Advertisement of Hugo Boss Body Spray (2)

Wild Stone Perfume

120ml Wild Stone Code Steel Body Spray. Spray-on body perfume by Wild Stone Code Steel. Long-lasting deodorant with a very pleasant scent, iconic brand. The body perfume "edge" from Wild stone is a head turner. retaining freshness for at least 12 hours.

How the consumers being attracted

As like the other perfume products promotion policy, the Wild Stone Perfume chose the same path. This product has different types of variations and flavor, they select a colorful advertisement. Models of that add has been worn different types of colorful dressed which made the add more colorful and attractive. Human nature is like that, by watching same repeatedly it comes to the mind with an unconscious mind and tends towards purchase it.



Image No. 15: A Promotional Advertisement of Wild Stone Perfume

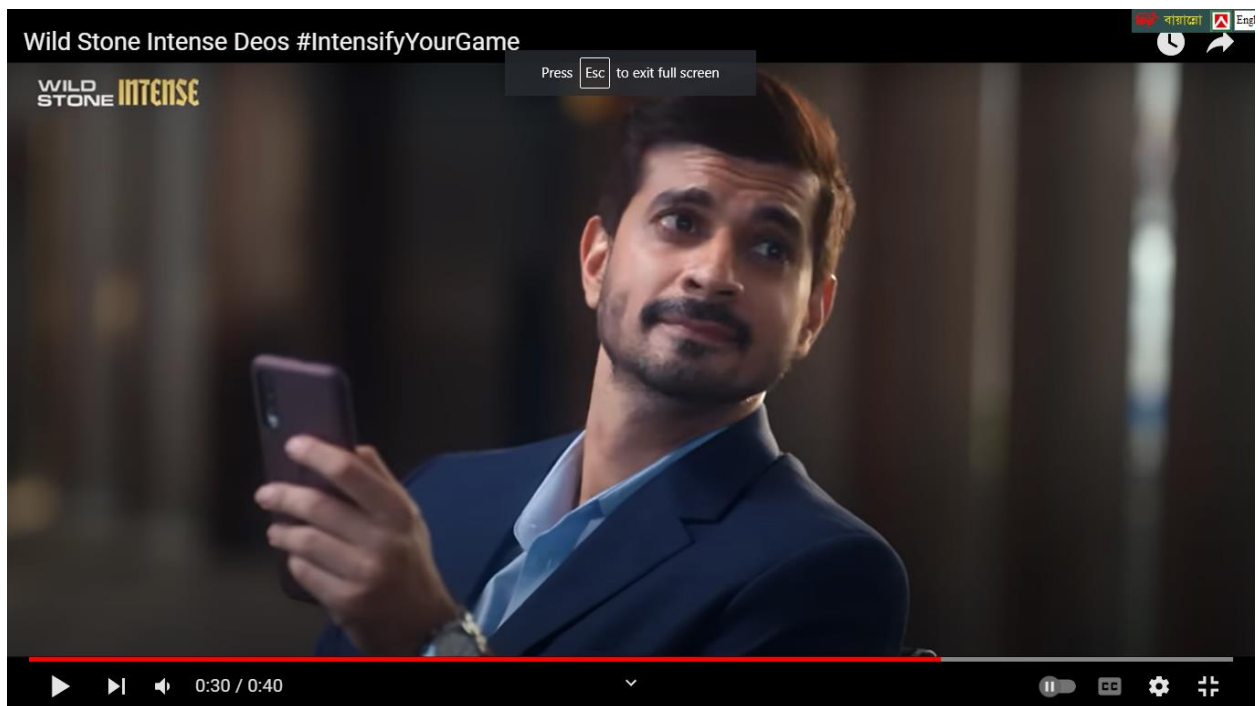


Image No. 16: A Promotional Advertisement of Wild Stone Perfume (2)

Haircare and color (cosmetics) products

Loreal Shampoo

How the consumers being attracted

Shampoo is well used especially by female consumers. However, this is another notable reason to make the promotional videos by female models. Moreover, female actress has the easiest access to human mind to manipulate. Dress of a model for a specific promotional product is much more significant. In the promotional video of Loreal Shampoo, the model uses her glamorous look for attracting the audience. Some particular color like black is uses for showing the glamour. Very often, the models use this color for make shinier on the TV Screen.

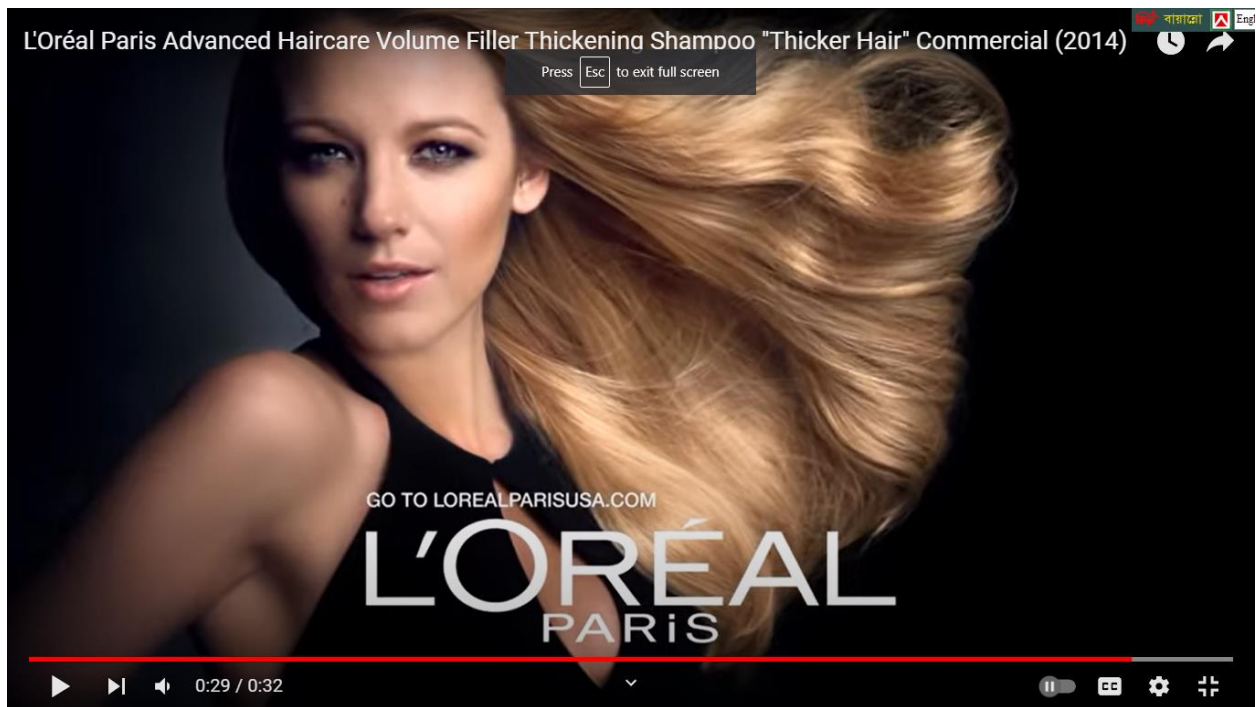


Image No. 17: A TV Commercial of Loreal Shampoo

TRESemmé Shampoo

The Geoffroy Manufacturing Company in Manhattan, New York City, founded TRESemmé in 1947 as a line of hair care products for American consumers. It has the name of renowned expert in hair care Edna L. Emme. The brand name, très-aimé, is a phonetically changed form of the French word for "beloved" and also includes the last name of the creator.

Initially, the TRESemmé product line was solely marketed to beauty salons. The TRESemmé trademark was purchased by Alberto-Culver in 1968, and Unilever later acquired it in 2010. Geoffroy Manufacturing introduced the TRESemmé brand in 1947. Alberto-Culver, a company that makes hair and skincare products, acquired the trademark in 1968. The brand's products were initially primarily intended for distribution within beauty salons, but as the product line gained greater popularity, it was advertised to supermarkets and pharmacies.

Alberto-Culver was bought by Unilever, a global consumer products company with Anglo-Dutch roots, in 2010. The product range was subsequently enlarged, and additional items were added.

In August 2020, TRESemmé faced accusations of racism after a marketing campaign for the product at the South African retail chain Clicks featured an advertisement showing the text "dull and frizzy" and "dry and damaged" under the portrait of a black model while "fine and flat" and "normal" appeared under a white model. Clicks apologized, temporarily closed some of its stores, suspended staff members responsible for the advertisement, pulled all TRESemmé products, and vowed to make amends after a backlash against the company and TRESemmé spread throughout South Africa, sparking protests, protesters damaging some Clicks stores, and Minister of Small Business Development Khumbudzo Ntshavheni calling for the removal of all TRESemmé products. The decision to remove all TRESemmé products from their shelves has

also been made by major national retail chains Shoprite/Checkers, Pick & Pay, Makro, Dis-Chem, and Woolworths. In a joint statement shared on Twitter on September 10, the EFF and Unilever South Africa announced Unilever's commitment to look into the ad internally, pull all of its TRESemmé products from stores for ten days as a gesture of remorse, and discipline individuals responsible. According to the statement, the director who was involved in the attempt left the company and the country.

Both Clicks and TRESemmé believe the offensive advertisement's racial undertone is unintentional, although not everyone believes the goal behind it to be deliberately malevolent. In September 2020, TRESemmé apologized, saying that "we got it wrong" and that "the campaign set out to promote the beauty of all hair types and the diversity of treatments that TRESemmé offers." The controversial TRESemmé ad may have some validity, according to black television personality Somizi Mhlongo, who noted that "The hair that they displayed is the hair that appears like what happens when we relax our hair." Right now, my hair is damaged, chemically treated, and not natural.

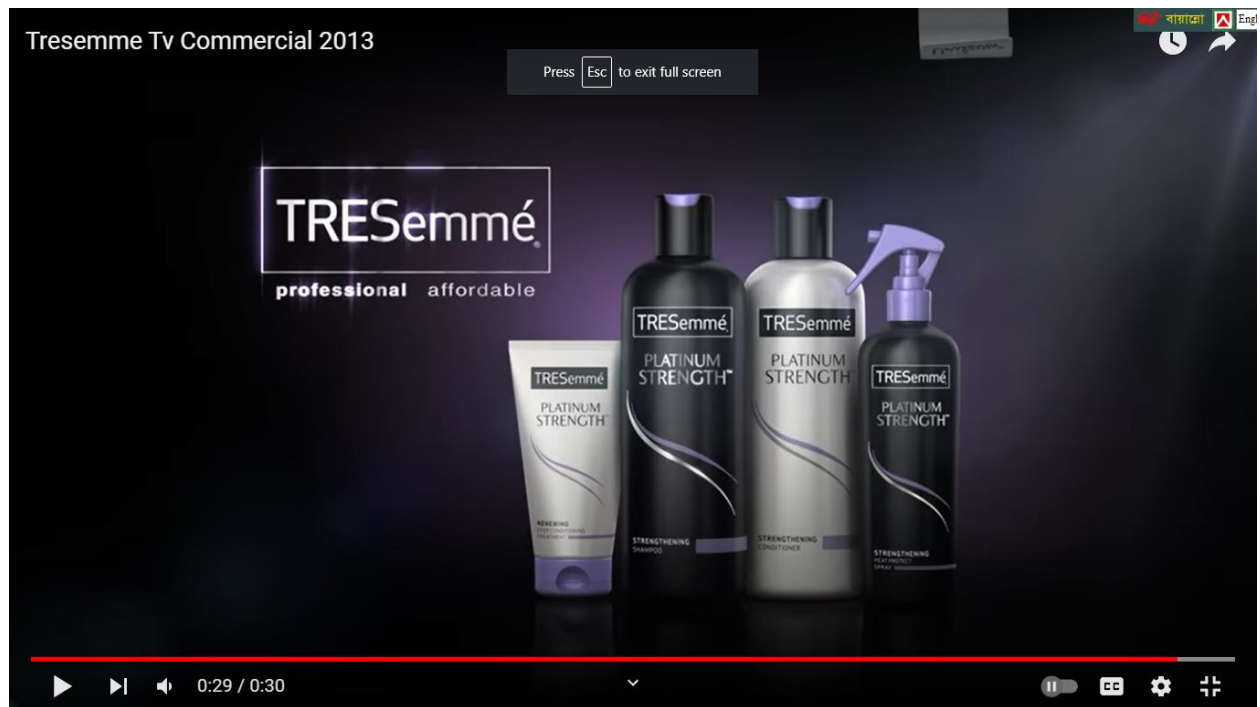


Image No. 18: A TV Commercial of TRESemmé

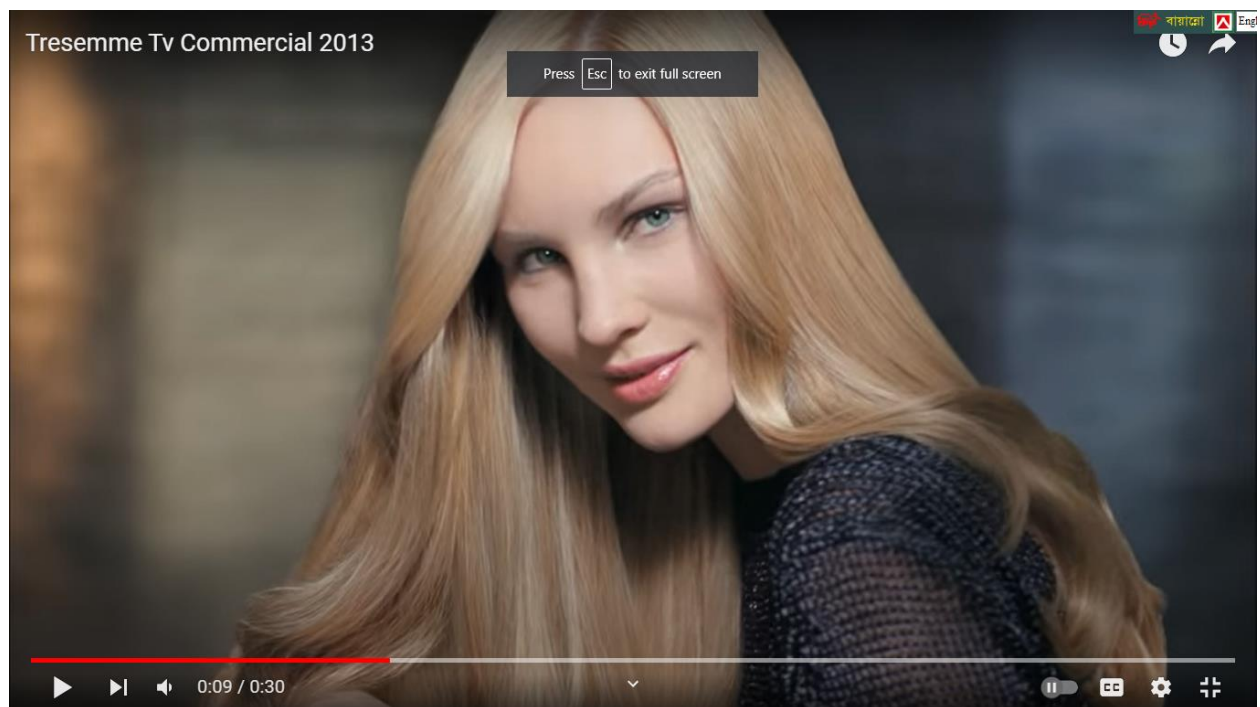


Image No. 19: A TV Commercial of TRESemmé (2)

How the consumers being attracted

We have noticed earlier that, the add makers tend towards making an attractive promotional video so that the consumers like it most rather be bored. Also, they tried to use the same color dress for the model suits with the color of the product. Apart from this, the same policy has been applied in this TVC also. Still, this promotional video has a huge number of fan base.

CHAPTER THREE

CONCLUSION

Based on the data analysis of the advertising for beauty goods, it can be said that marketers employ a variety of linguistic methods to appeal to women, including direct approach, positive terminology, catchy phrases, and headlines. Additionally, the terminology utilized in the marketing for beauty products in this study is ideologically contentious. Such jargon conveys specific ideologies about what is considered beautiful, such as having less wrinkles or "free wrinkles," "plumped" lips or eyes, or eyelashes that are twice as long as normal or thicker. In the advertising, a beautiful lady is shown as having specific characteristics, such as long eyelashes, smooth lips, and an absence of creases around the eyes. Magazine advertisements portray the ideal woman's appearance and how one should dress to fit in. Direct address and the pronoun "you" provide the idea that the client is of paramount importance. Customers can so be immediately persuaded to buy the goods. When advertisers utilize terms from other discourses to draw readers, such as words from science, this is referred to as intertextuality. Consequently, using technical language is another strategy for attracting clients. Advertising that uses technical language persuades the reader that the product is worthwhile. The technical vocabulary reflects knowledge, which is where power comes from. The inclusion of scientific data also conveys authority in the marketing for beauty products. The use of scientific data or language can be used to project authority through conveying knowledge. Advertisers emphasize in this research how their goods are remedies for women's issues. For instance, crow's feet, eye bags, dryness, and dark circles can all be helped by applying an eye cream. The use of strategies like fabricating consent and evoking weaknesses deceives women. Another method of controlling women is the employment of models or well-known national or worldwide celebrities. These well-known people appear to have influence over others and to be prosperous. Celebrities portraying the philosophy of power in commercials Every woman aspires to look as stunning and alluring as the

models in the magazines. Celebrity testimonials from both domestic and foreign markets support a product's endorsement. Another strategy used to draw customers is positive self-representation, which demonstrates how they might profit from the product. The majority of advertising are open and provide the readers with a direct advantage, as shown by the study's findings. The ideal appearance or look for women is the most evident subject in the commercials, according to the data analysis, which may be summarized. According to the research, ladies who have wrinkle-free eyes, long eyelashes, plumped glossy lips, and other features would seem more attractive. Advertisers utilize a variety of tactics to persuade women to buy their goods. When they assert that their product has advantages, they are clearly portraying a good image of themselves. The ability to promote ideal beauty standards is at the disposal of advertising. Women, who are the primary users of beauty products, are persuaded to buy the promoted goods, either consciously or unconsciously. Thus, it would appear to be difficult to overlook how powerful commercials may be. They influence perceptions of what being a woman in our culture entails. According to Fill (2002), commercials may persuade people to buy a product they have never used before. They encourage ladies to take care of themselves by suggesting goods that might help them have a flawless complexion. Every element of our life has been touched by globalization. The perception of beauty has also changed over time. The proverb "beauty is skin deep" may no longer hold true in today's society, which places a strong emphasis on looks. It is undeniable that a woman's success in social or professional endeavors can be impacted by her beauty. Haliza (2006) concurs that societal perceptions of women's physical attractiveness are quite strong. Although some individuals might think that commercials don't matter or don't have an impact on their beliefs, this is far from the case. Nowadays, for example, advertising and the emphasis on a slender female body establish a "ultimate measure of value, such that women are judged against

this ideal whether we want it or not" (Kilbourne, 1987). When people are exposed to pictures of a small physique, beautiful skin, and other ideals frequently, they start to accept them as normal. People may be shaped by language, which is a strong instrument. People use language to communicate. As Fairclough (2002:47) rightly notes, magazines, like other media, have a significant influence on readers. This is because of the complexity of the media discourse, which exposes many ideological processes. In other words, marketing persuades women to purchase a lifestyle.

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