

APPENDICES

DATA 1



some see **tea.**
we see **technology.**

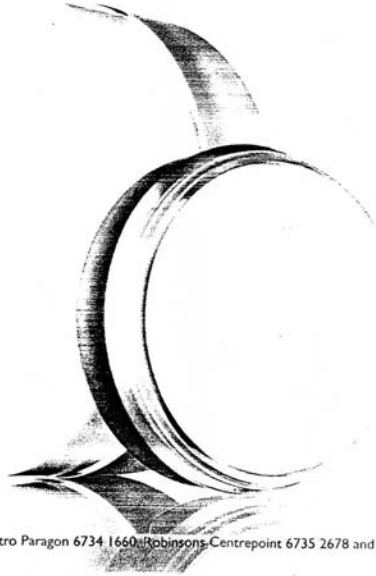
Origins introduces two new ways
to up your skin's anti with White Tea.

NEW! A Perfect World™ Nighttime antioxidant mask

NEW! A Perfect World™ Antioxidant lip guardian

This creamy, quelling mask with rare Silver Tip White Tea plus
five more potent protectors helps render free radicals harmless
before they undermine skin's mending-time. Naturally hydrating
Hyaluronic Acid and Trehalose amplify skin's moisture supply.
In the A.M. skin radiates softness and smoothness.

Also **NEW!** A Perfect World™ Antioxidant lip guardian with
White Tea to help defend vulnerable lips from environmental damage.

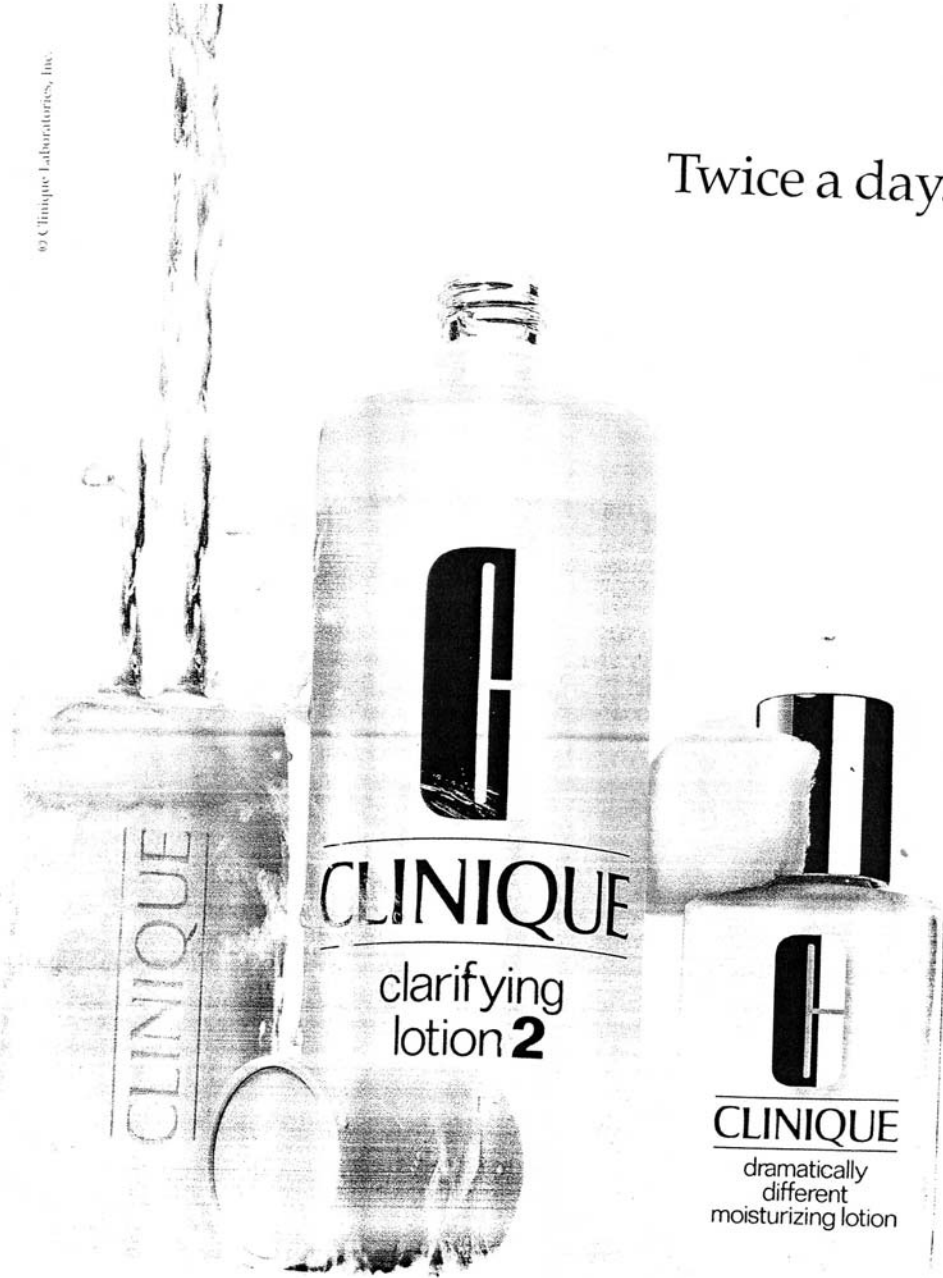


Available at Isetan Scotts 6887 0179, Metro Paragon 6734 1660, Robinsons Centrepoint 6735 2678 and Robinsons Raffles City 6337 6581.

DATA 2

© Clinique Laboratories, Inc.

Twice a day.



Famous. Because it works. Clinique's 3 product, 3-Step Skin Care System. Fast, simple, effective. Use it twice a day. Allergy Tested. 100% Fragrance Free. Photography by Irving Penn. www.clinique.com

DATA3



"My skin is pampered with moisture each time I cleanse."¹

Qi Qi, International model

"When my face is properly cleansed, my pores are cleaned out thoroughly. The rich Pitera® foam keeps my skin supple and tender. My skin feels so fresh - as if it is taking a deep breath."

SK-II Facial Treatment Cleanser is a luxurious cream cleanser that provides a fine, Pitera®-rich foam that cleanses the pores while keeping your skin moisturised. Your skin is left velvety-smooth and crystal-clear.

SK-II

DATA 4

"BE FABULASH!"

- Halle Berry

BETTER THAN GREAT

Hanya Rp.55.000

DENGAN BRUSH SPECIAL
PATEN REVLON YANG DAPAT
MEMISAHKAN DAN MENEBAHKAN
BULU MATA ANDA MENJADI
100% LEBIH TEBAL
TIDAK MENGGUMPAL
WATERPROOF



DATA 5

NEW

Stay busy. Stay beautiful. No sweat.

ColorStayActive™ Light Makeup

- Smooth, natural coverage that lasts up to 16 hours
- Sweat proof, sun proof, rub-off proof*
- With SoftFlex™ for a lightweight, comfortable feel
- SPF 25, 8 just-won't-quit shades



Kate Bosworth is wearing ColorStay Active™ Light Makeup in Ivory.
Featured shades are: ColorStay Active™ Light Makeup in Buff and True Beige.

DATA 6

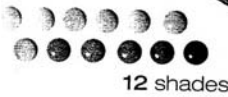
“why wait weeks for results?”
get younger looking skin



new
instant age rewind™

- instant firming
caffeine wakes up tired skin!
- instant radiance
micro-pearls brighten skin
with luminous coverage.

4 out of 5 women
saw instant results*



12 shades

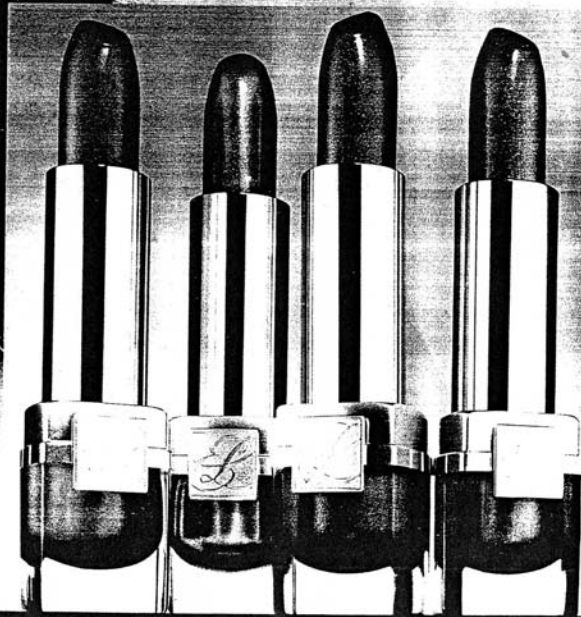
also available
in concealer

NEW YORK

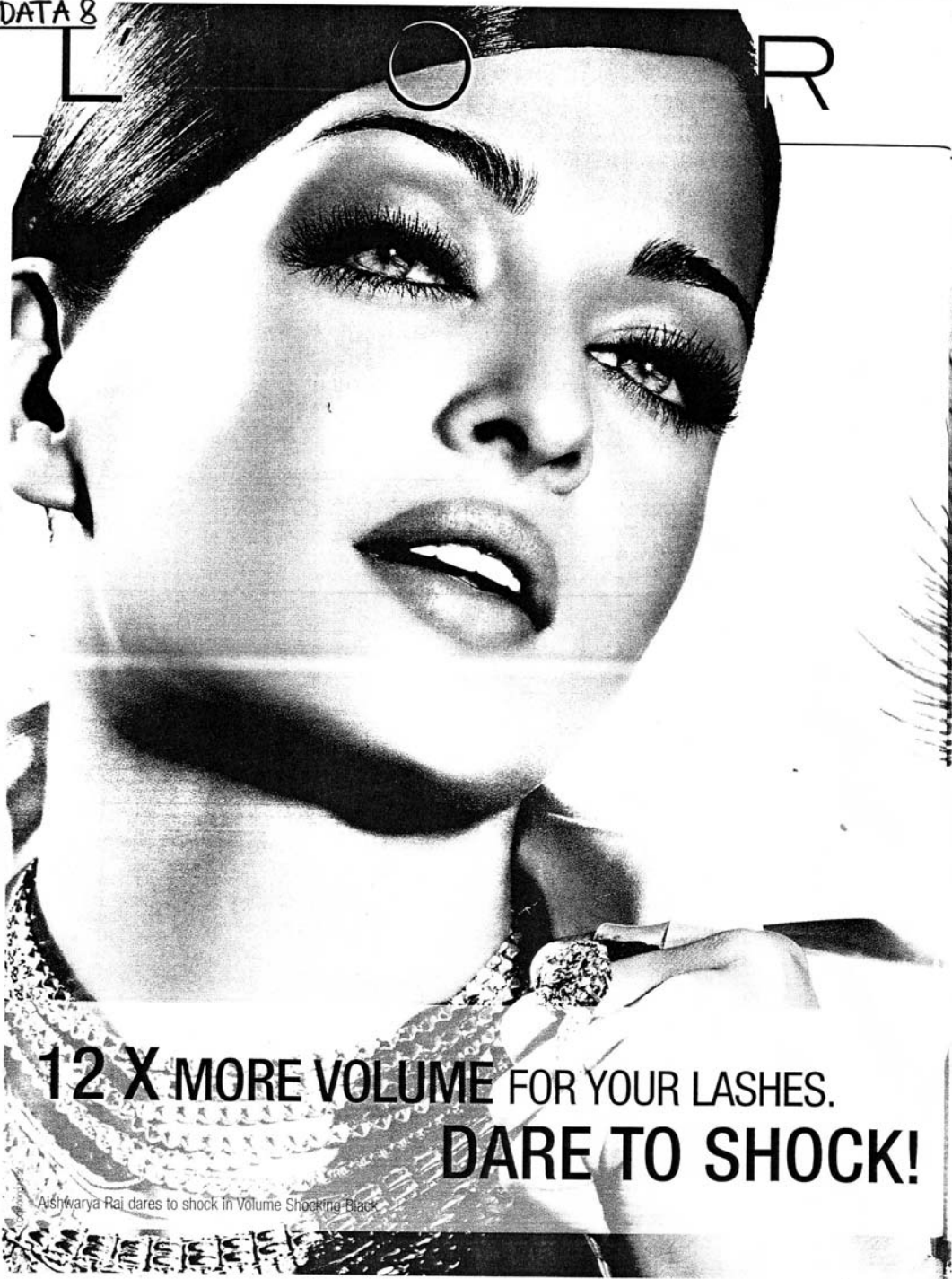
DATA 7

Lead a colorful life.
Pure Color Lipstick

Dramatis. Menggoda. Sempurna. Warna-warna cantik yang diciptakan khusus untuk Anda. Pure Color Long Lasting Lipstick untuk warna yang pekat dan tahan lama serta Pure Color Crystal Lipstick untuk warna yang lembut berkilau.



DATA 8



12 X MORE VOLUME FOR YOUR LASHES.
DARE TO SHOCK!

Aishwarya Rai dares to shock in Volume Shocking Black

DATA 9

- 4 Maret 2006 -

Makia Forly

See more lift. Feel firmer.
92% of women do.*

Introducing
Resilience Lift Extreme
Ultra Firming Moisturizers

Formula efektif untuk pagi dan malam ini mengandung *ExtremeLift² Complex* yang mampu memperkuat kulit dewasa dan menjadikannya tampak lebih kencang dan kenyal.

Pelembab yang kaya dengan paduan bahan-bahan khusus mampu membantu menyamankan kulit kering serta memberikan kilau segar dan cerah seketika.

Lebih kencang. Lebih cerah. Lebih lembab.
Kini kulit Anda mampu mendapatkannya.


* Setelah menggunakan Resilience Lift Extreme selama 4 minggu.

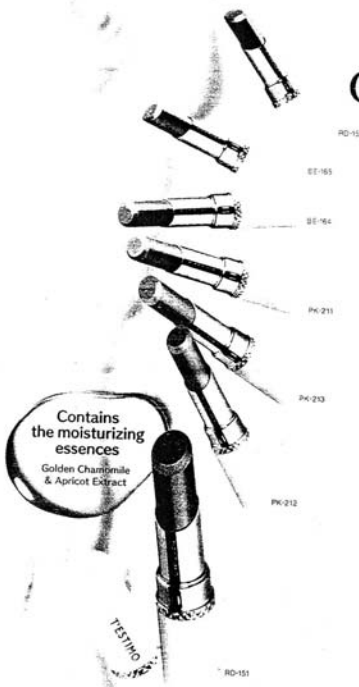


DATA 10



You'll adore the pink in our First Love range.

 **Australis**[®]
OUR PINK IS PINKER.



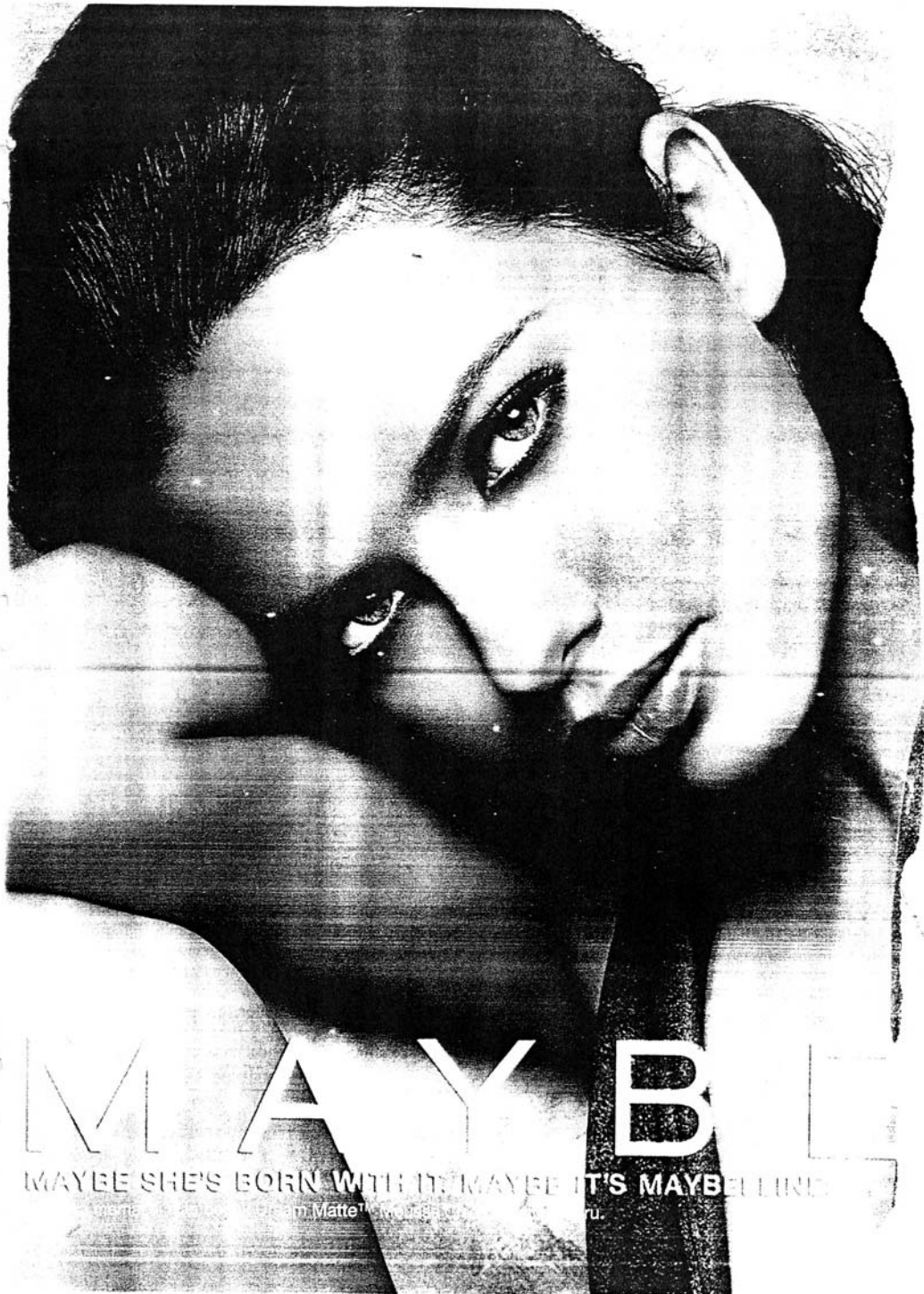
Only a moisturizing essence could make lips this smooth and tender

Mengandung moisturizing essence
Golden Chamomile & Apricot Extract
Dari Awal sentuhan pada bibir Anda,
Anda dapat merasakan efek kelembaban
darumdrape Rouge
Meskipun rahasia kelembabannya terdapat pada essence,
kelembutannya tetap tersa pada bibir
bagaikan sebuah kecupan nan lembut.

 Serumdrape Rouge (10 colors)

Kanebo
FEEL YOUR BEAUTY

DATA 12



MAYBELLE

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

Cream Matte™ foundation

www.maybelline.com

DATA 13



DERMO-EXPERTISE

In just 5 minutes,
the power to
restructure your skin.

New
RENOVISTE™
Anti-Aging Glycolic Peel Kit

WHAT DERMATOLOGISTS KNOW:

Glycolic Peels restructure skin by stimulating cell turnover and enhancing natural collagen production.

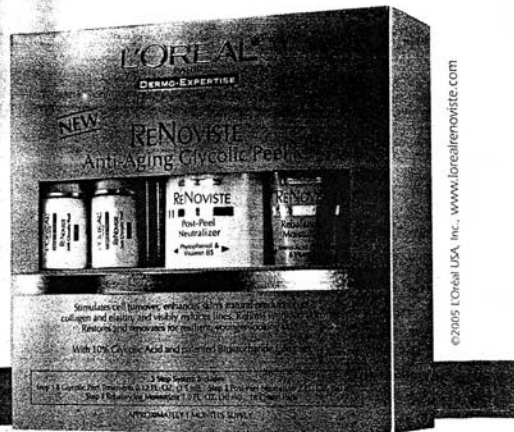
THE PROFESSIONAL SOLUTION AT HOME:

ReNoviste. The first gentle peel to combine 10% Glycolic Acid, the same ingredient dermatologists use, with our super-soothing Bio-Saccharide Complex.

THE RESULTS ARE IN AND WOMEN SAW:*

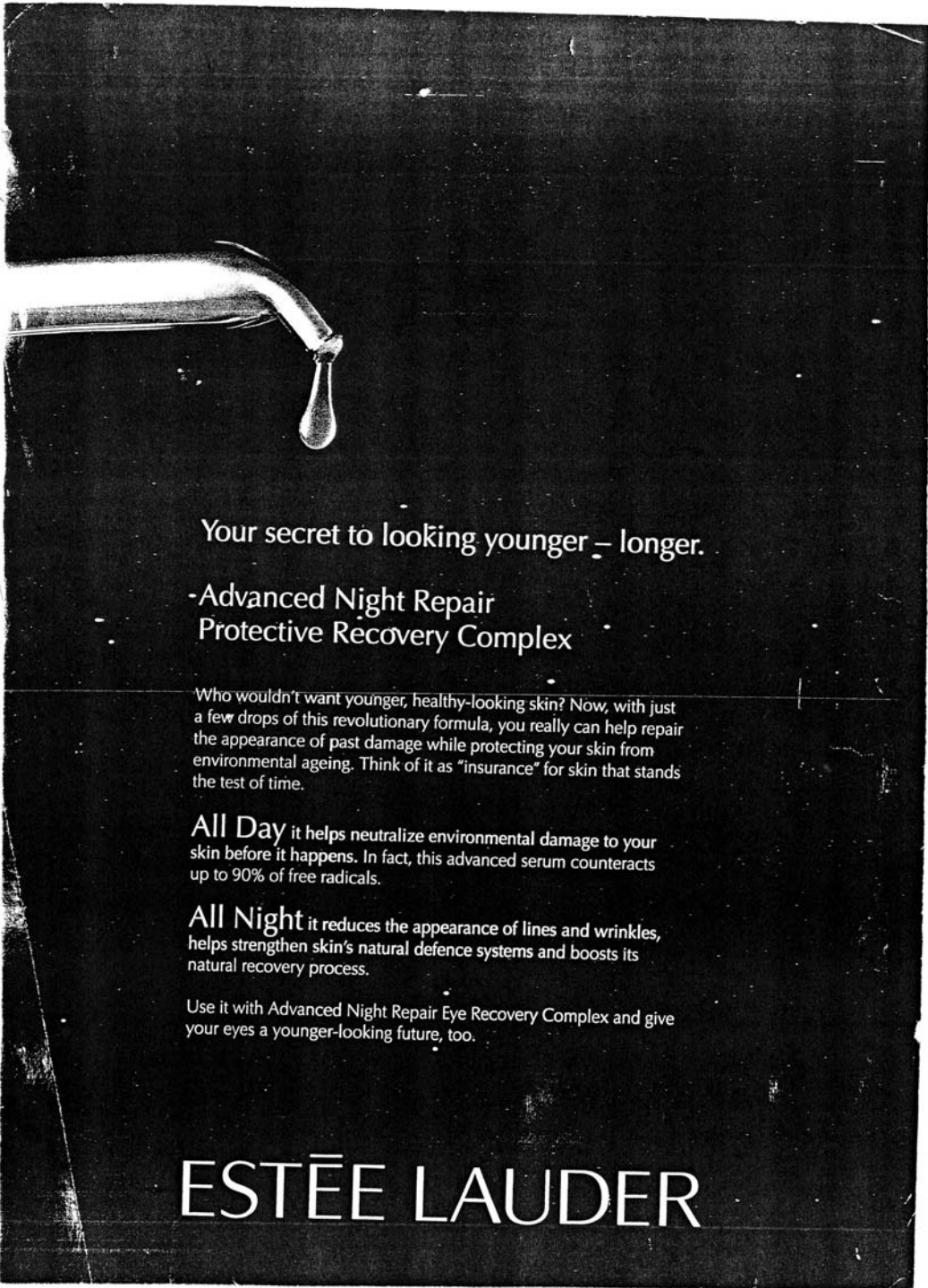
Immediately skin is:		Within weeks skin is:	
Smoother	91%	Younger-looking	79%
Brighter	77%	Refined	92%
Toned up	70%	Healthier-looking	92%

Because You're Worth It.™



©2005 L'Oréal USA, Inc. www.lorealrenoviste.com

DATA 14



Your secret to looking younger – longer.

-Advanced Night Repair
Protective Recovery Complex

Who wouldn't want younger, healthy-looking skin? Now, with just a few drops of this revolutionary formula, you really can help repair the appearance of past damage while protecting your skin from environmental ageing. Think of it as "insurance" for skin that stands the test of time.

All Day it helps neutralize environmental damage to your skin before it happens. In fact, this advanced serum counteracts up to 90% of free radicals.

All Night it reduces the appearance of lines and wrinkles, helps strengthen skin's natural defence systems and boosts its natural recovery process.

Use it with Advanced Night Repair Eye Recovery Complex and give your eyes a younger-looking future, too.

ESTÉE LAUDER

DATA 15

© Clinique Laboratories, LLC



Say YES to great skin.
Even if you thought
nature said no.

E Yes. Dry skins can be dewy, smooth. Yes. Oily skins can avert breakouts. Yes. You can evict fine lines. Refine pores. Enjoy a more even tone. Wake to skin with transparency, clarity, life. In a mere two weeks. Let a Clinique Expert custom-fit your 3-Step Skin Care System of cleanse, exfoliate, moisturise. Just 3 products, 3 minutes, twice a day. It becomes second nature. Allergy Tested. 100% Fragrance Free. clinique.com.au

CLINIQUE

DATA 16

COLORSTAY SOFT & SMOOTH™ LIPCOLOR

STAYS GORGEOUS. STAYS CREAMY. STAYS ON.

Exclusive SoftFlex™ for hours and hours of luscious,
feel-good colour in one smooth step.
Flaking or caking? Forget it.

25 sexy shades

NEW

- SOFT CINNAMON
- RICH RAISIN
- SUMPTUOUS SIENNA
- LUSH ORCHID
- MOCHA SILK
- FAWN SOUFFLE
- COZY ROSY
- RAVISHING ROSE
- HEAVENLY MAUVE
- OPULENT GARNET
- DIVINE PORT WINE
- RED VELVET
- DREAMY DUSK
- PLUSH PEONY
- NATURAL CASHMERE
- FABULOUS FIG
- SMOOTH COFFEE
- SMOOTHEST WINE
- SATIN ROSEWOOD
- CREAMY CORAL
- SUCCULENT BERRY
- TENDER PINK
- SO ELUSHIOUS
- AFRICAN PLEASURE
- FRESHEST CHERRY

NEW
SOFT FLEX™
COMFORT TECHNOLOGY



LO N®

revlon.com.au

DATA 17

"I like makeup that doesn't
feel like makeup."

Cate Blanchett



THE MIRACLE BEHIND CRYSTAL CLEAR SKIN

Myer & David Jones: BRISBANE - Queen St • MELBOURNE - City, Highpoint, Chadstone
• GOLD COAST - Pacific Fair • SYDNEY - City, Bondi, Chatswood. www.SK-II.com.au

- **Some see tea. We see technology.**
Origin, Nighttime antioxidant mask.

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- The text **orders you to see tea and see technology.**
- The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- The text makes you feel always close or **comfortable** with this product.
-

- **Twice a day!**
Clinique. Skin Care

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- The text **orders you to use this product twice a day.**
- The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- The text makes you feel always close or **comfortable** with this product.
-

- **“My skin is pampered with moisture each time I cleanse”**
SK-II

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to cleanse.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **“Be fabulash”**
Revlon, mascara

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to be fabulous after using this product.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Stay busy. Stay beautiful. No sweat.**
Revlon. Light MakeUp

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to stay busy, beautiful but no sweat.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **“why wait weeks for results?”**
Maybelline. Foundation

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you not to wait a weeks to see results.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **12X more volume for your lashes. Dare to shock!**
Loreal, Volume shocking

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to have 12X more volume for your lashes and challenge us to shock.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Lead a colorful life.**
Estee Lauder, pure color lipstick.

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text orders you to lead your life with a colorful color of this lipstick.
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **See more lift. Feel firmer.**

92% of women do.

Estee lauder, Ultra firing Moisturizers.

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to see more lift and feel firmer on your face.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Our pink is pinker.**

Australis.

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text orders you **to use the pink color.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Only a moisturizing essence could make lip this smooth and tender**

Kanebo

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to have a smooth and tender lip after use this product.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **In just 5 minutes, the power to restructure your skin.**
Loreal, Anti-aging

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to restructure your skin.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Maybe she's born with it. Maybe it's Maybelline.**
Maybelline.

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to born with Maybelline.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Your secret to looking younger – longer**
Estee Lauder

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to looking younger for a long period of time.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **Say Yes to great skin.**
Clinique, Skin Care

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you have a great skin.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **STAY GORGEOUS. STAY CREAMY. STAY ON.**
Revlon, Lipcolor

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to stay gorgeous, stay creamy, and stay on.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

- **"I like makeup that doesn't feel like makeup."**
SK-II, Foundation

After reading the text, what is the reason which makes you attracted to buy this product?
(You can choose more than 1)

- a. The text gives enough **information** for you to believe that this product is a good quality and appropriate with your desire.
- b. The text **orders you to feel this makeup which does not feel like the other makeup.**
- c. The text is unique (**ear catching or eye catching**) which makes you always remember this product.
- d. Because after reading the text you **feel happy or satisfied**, just like the speaker in the text feel.
- e. The text makes you feel always close or **comfortable** with this product.
- f.

No	Product	Tagline	Function
1.	Origin, Nighttime antioxidant mask	Some see tea. We see technology.	Referential (66.6%) Poetic (50%)
2.	Clinique, Skin care	Twice a day.	Directive (80%) Referential (66.6%)
3	SK-II, Facial treatment cleanser	“my skin is pampered with moisture each time I cleanse”	Referential (86.6%) Expressive (40%)
4.	Revlon, Mascara	“Be Fabulash”	Directive (56.6%) Poetic (50%) Referential (56.6%) Expressive (10%)
5.	Revlon, Light make up	Stay busy. Stay beautiful. No sweat.	Referential (73.3%) Poetic (73.3%) Directive (56.6%)
6.	Maybelline, Foundation	“why wait weeks for result”	Referential (66.6%) Directive (43.3%) Expressive (36.6%)
7.	Loreal, Volume shocking	12X more volume for your lashes. Dare to shock!	Referential (86.6%) Directive (50%)
8.	Estee Lauder, Pure color lipstick	Lead a colorful life.	Referential (36.6%) Directive (86.8%)
9	Estee Kauder, Ultra firming moisturizer	See more lift. Feel firmer. 92% of women do.	Referential (83.3%) Directive (50%) Poetic (13.3%)
10.	Australis, Lipstick	Our pink is pinker.	Poetic (86.6%) Referential (56.6%)
11.	Kanebo, Lipstick	Only a moisturizing essence could make lip this smooth and tender.	Referential (90%)
12	Loreal, Anti-aging	In just 5 minutes, the power to restructure your skin.	Referential (96.6%)
13.	Maybelline, Foundation	Maybe she’s born with it. Maybe it’s Maybelline.	Poetic (80%)
14.	Estee Lauder, Advance night	Your secret to looking younger-longer.	Referential (3.3%) Referential (63.3%) Poetic (13.3%)
15.	Clinique, Skin care	Say YES to great skin.	Directive (66.6%) Referential (66.6%)
16.	Revlon, Lipcolor	STAY GORGEOUS. STAY CREAMY. STAY ON.	Poetic (80%)
16.	SK-II, Foundation		Poetic (80%)

17.		"I like makeup that doesn't feel like makeup"	Referential (63.3%) Expressive (63.3%) Referential (13.3%)
-----	--	---	--