

APPENDICES

Appendix 1 – Table of Data

Appendix 2 – 15 Data of Copies of Advertisements

Appendix 1 – Table of Data

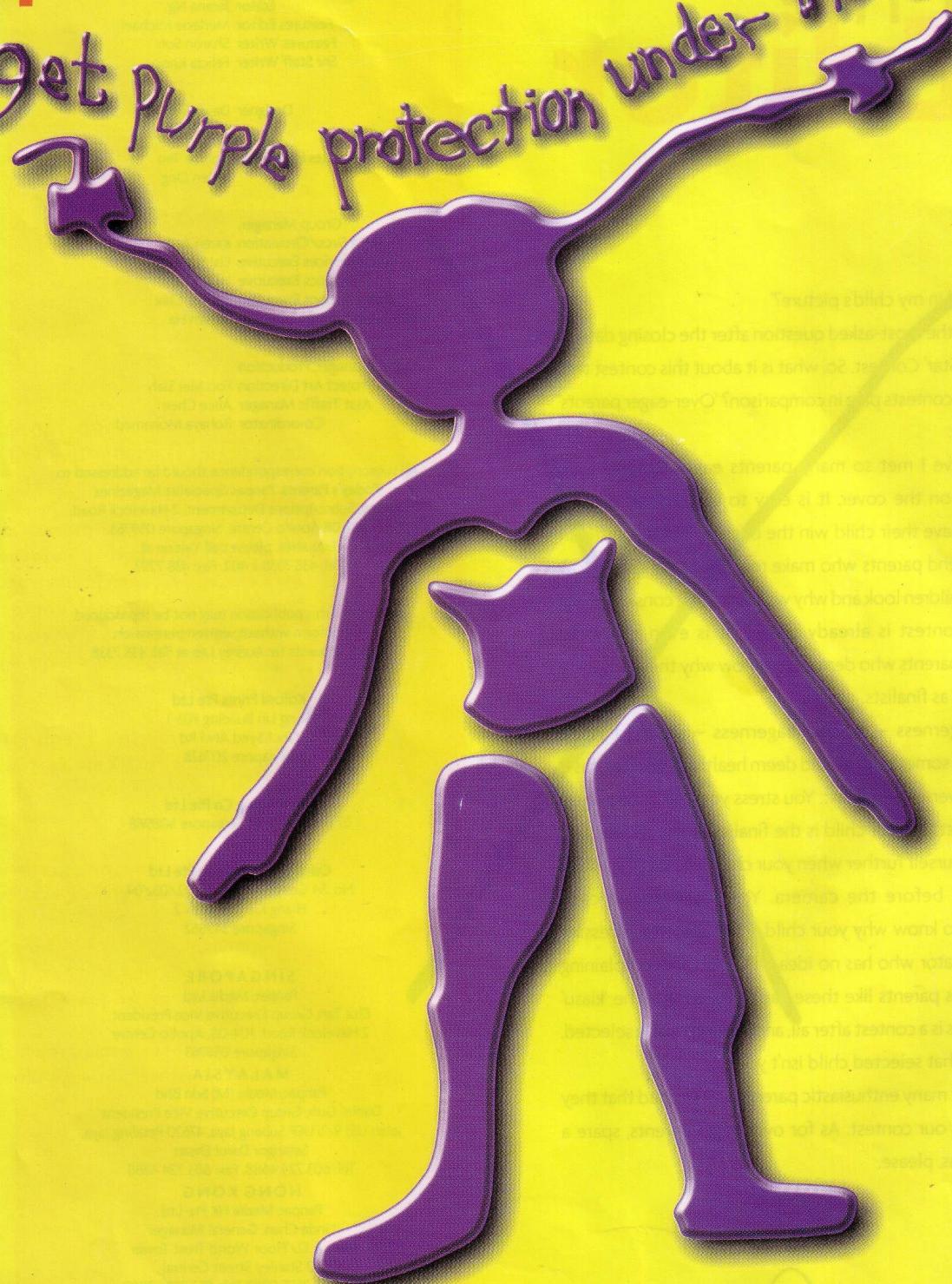
No. Data	Slogan	Functions of Speech					
		Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
1.	<i>Get purple protection under the sun</i> (Coppertone Kids Colorblock)		√	√			
2.	<i>You can make it if you dream it</i> (Play – Doh)			√		√	
3.	<i>Perfect love in the perfect caress</i> (JC Family)			√		√	
4.	<i>Complete Nutrition from Nestle</i> (Nestle CERELAC)			√			
5.	<i>Helps growing bones</i> (Andec)			√			
6.	<i>Best for baby, best for you</i> (Johnson & Johnson)			√		√	
7.	<i>IT'S BRAN, AND IT TASTES GREAT</i> (Crunchy Bran)			√		√	
8.	<i>Boots believe that breast-feeding is best for babies</i> (Boots)			√		√	
9.	<i>Clinically proven to relieve infant colic</i> (Infacol)			√			
10.	<i>Get instant cooling relief</i> (Bye Bye Fever)		√	√			

No. Data	Slogan	Functions of Speech					
		Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
11.	<i>Nothing's kinder and nothing's cleaner</i> (Persil Non-Bio)			√		√	
12.	<i>Four healthy whole grains. One good start.</i> (Cheerios Cereal)			√			
13.	<i>Petits Filous is made with calcium to help bones grow stronger</i> (Petits Filous)			√			
14.	<i>Low fluoride children's tooth paste</i> (Macleans Milk Teeth)			√			
15.	<i>Helps babies' bottoms recover naturally</i> (Bapanthen)			√			

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Coppertone®

Get Purple protection under the Sun.



Coppertone's Kids Colourblock SPF 40 disappearing purple formula.

Amaze your kids as you apply Coppertone's unique disappearing purple formula, Coppertone Kids Colorblock. Designed specially to provide total coverage under the sun, it assures that you don't miss a spot. With its high SPF 40 rating, your kids get up to 6 hours of solid sun protection in and out of the water. With its hypo-allergic waterproof formula, it also protects them against harmful UVA and UVB rays and makes it even better more fun to be outdoors. You can enjoy 20% discount on Coppertone products, from now till 30 April 1999. So hurry! Visit any Apex pharmacy now!

Apex
PHARMACY

Coppertone. Probably the Best Protection under the Sun.



Make Play-Doh a part
of your kids' life and
there's no telling what they
will make out of it.



Kids these days are an ambitious lot. And you can fuel their ambition with a little Play-Doh. The soft, squishy toy they can squeeze, squash, stretch and mould into anything they fancy. Play-Doh allows them to give shape, form and colour to their wildest imagination. It is available in a wide variety of colours and comes packed in individual air-tight tubs for freshness –

so they can play with it over and over again. With many special accessories like the Fun Factory, Burger Builder and Mop-Top playsets to choose from, Play-Doh promises hours and hours of fun and unlimited creations. It's just the thing to help stimulate young minds. So start them off on Play-Doh today and watch their future take shape before your eyes.



You can make it if you dream it



Perfect Love In The Perfect Caress

As loving parents, you only want the best for your baby. With this in mind, baby care products specialist, **JC Family** has formulated a full range of products to care for and protect your baby's delicate skin.

Made from an extra mild hypoallergenic formula, our products are gentle & safe as they cleanse and pamper your baby's skin. What's more, our Vitamin E and Aloe Vera enriched formulas give your precious little darlings extra care and protection.

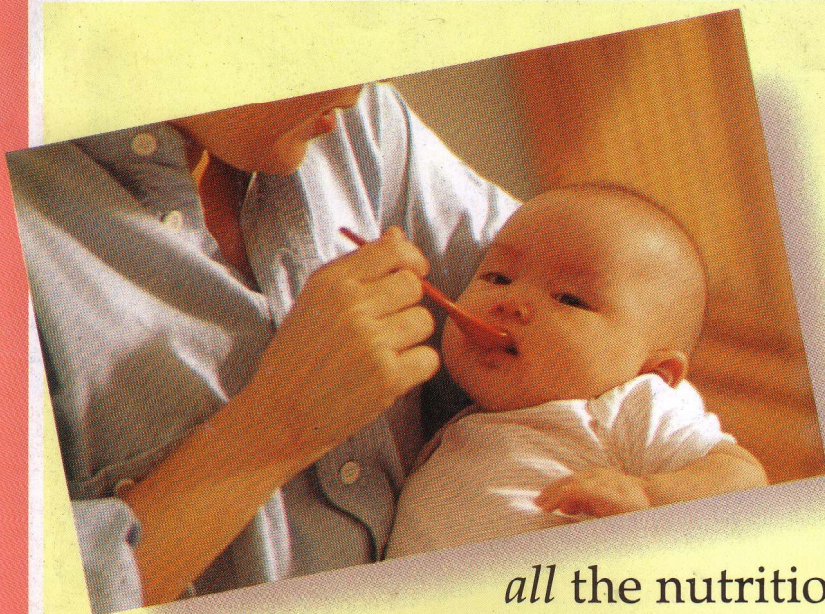
Keep your baby's skin clean, smooth and healthy with the perfect caress - **JC Family** baby products. The perfect way to show your baby you care.

Baby Bath
 Baby Cream
 Tear-Free Baby Shampoo
 Baby Lotion
 Baby Cologne
 Deodorising Talc
 Talc



Atlas Systems Pte Ltd. Tel : 552 8155 Fax : 452 3436

Available at Carrefour, Oriental, Prime Mart & other supermarkets



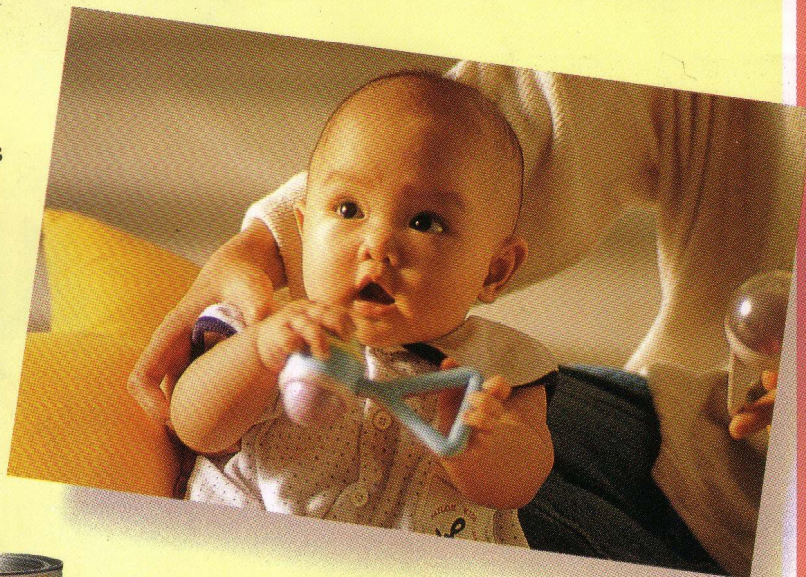
"When
Jasmine
was 4 months old,
I chose
CERELAC
to *make sure* she gets
all the nutrition she needs," Mrs Yap.

Being 4 months old was a significant time in Jasmine's life, it was time for her to start on solid foods. Naturally I wanted to be sure she gets all the nutrition she needs.

I found out then that CERELAC has all the proteins, carbohydrates, vitamins and minerals Jasmine needs to grow big and strong. She really likes it too.

2 months later...

Just look at Jasmine now that she's 6 months old. She's been taking CERELAC for 2 months now and everyone's saying what a healthy, happy baby Jasmine is. She loves it when I give her CERELAC. And I love what it's giving her...all the nutrition she needs.



Complete Nutrition From Nestlé. ✓

Yes, I'd like to give my baby all the nutrition that's needed. Please send me free sample sachets of CERELAC Baby Cereals.

Mail this coupon to: Nestlé Baby World,
Bras Basah P.O. Box 0104, Singapore 9118.

Mother's Name: _____

Address: _____

I.C. No: _____ Tel No: _____

Baby's Name: _____

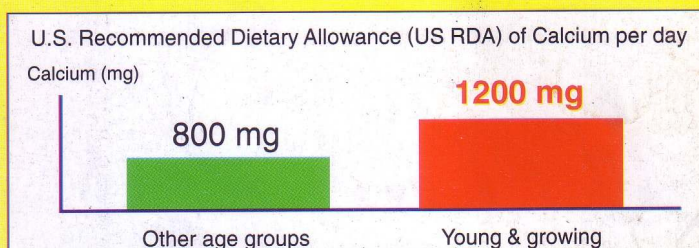
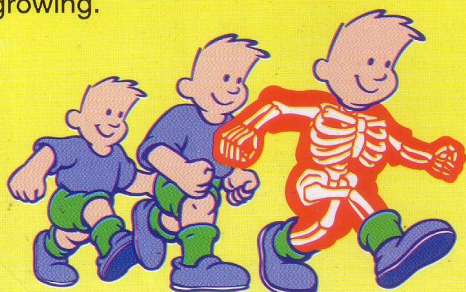
Birth Date: _____

Offer limited to one per household in Singapore. Please allow 2 weeks for delivery.

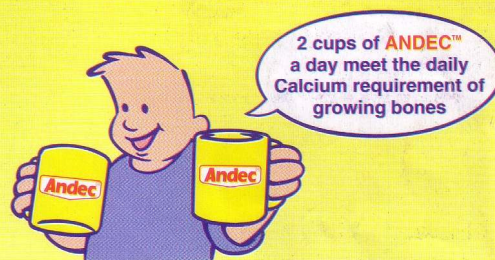
DOES YOUR CHILD GET ENOUGH CALCIUM FOR STRONG AND HEALTHY BONES GROWTH?

GROWING BONES NEED 1200 mg OF CALCIUM

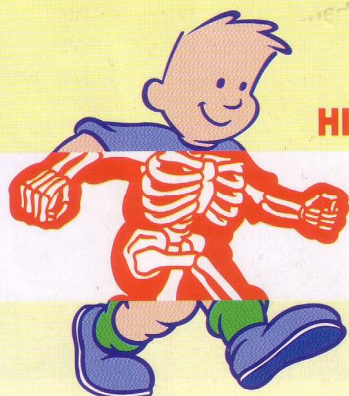
- The US Recommended Dietary Allowance of Calcium for young, growing people is 1200 mg per day, which is 50% more than other age groups' requirement of 800 mg per day.
- Young, growing people need more Calcium than other age groups because their bones are still growing.



HI-CALCIUM MILK FORMULA HELPS GROWING BONES



- ✓ **ANDEC™** Hi-Calcium Milk Formula is specially milk formulated to meet the additional Calcium requirement of growing bones.
- ✓ Two cups of **ANDEC™** Hi-Calcium Milk Formula provide 1200 mg of Milk Calcium to meet the daily Calcium requirement of growing bones.
- ✓ **ANDEC™** Hi-Calcium Milk Formula contains 50% more Milk Calcium than normal full cream milk powder.
- ✓ **ANDEC™** Hi-Calcium Milk Formula is formulated using 100% Milk Calcium which is derived only from fresh milk.



HI-CALCIUM MILK FORMULA

HELPS GROWING BONES



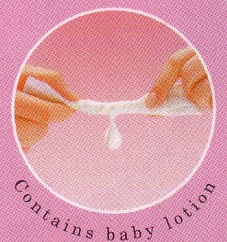
For more information, please write to:

CONSUMER SERVICE CENTRE, New Zealand Milk Products (S) Pte Ltd, 220 Pandan Loop, Singapore 128409 or call TOLL FREE : 1800-777 3005

Johnson & Johnson

Now skin so soft you'll hardly believe your lips.

Give your baby the gentlest care while you cleanse him. Johnson's Baby Skincare Wipes contain baby lotion to moisturize your baby's skin during cleansing. The protective layer of baby lotion helps skin retain natural moisture so it stays soft and supple and helps to prevent diaper rash. With skin so soft and so tender, baby is as kissable as ever.



Contains baby lotion



Fragrance Free

Scented

Johnson's[®]
baby

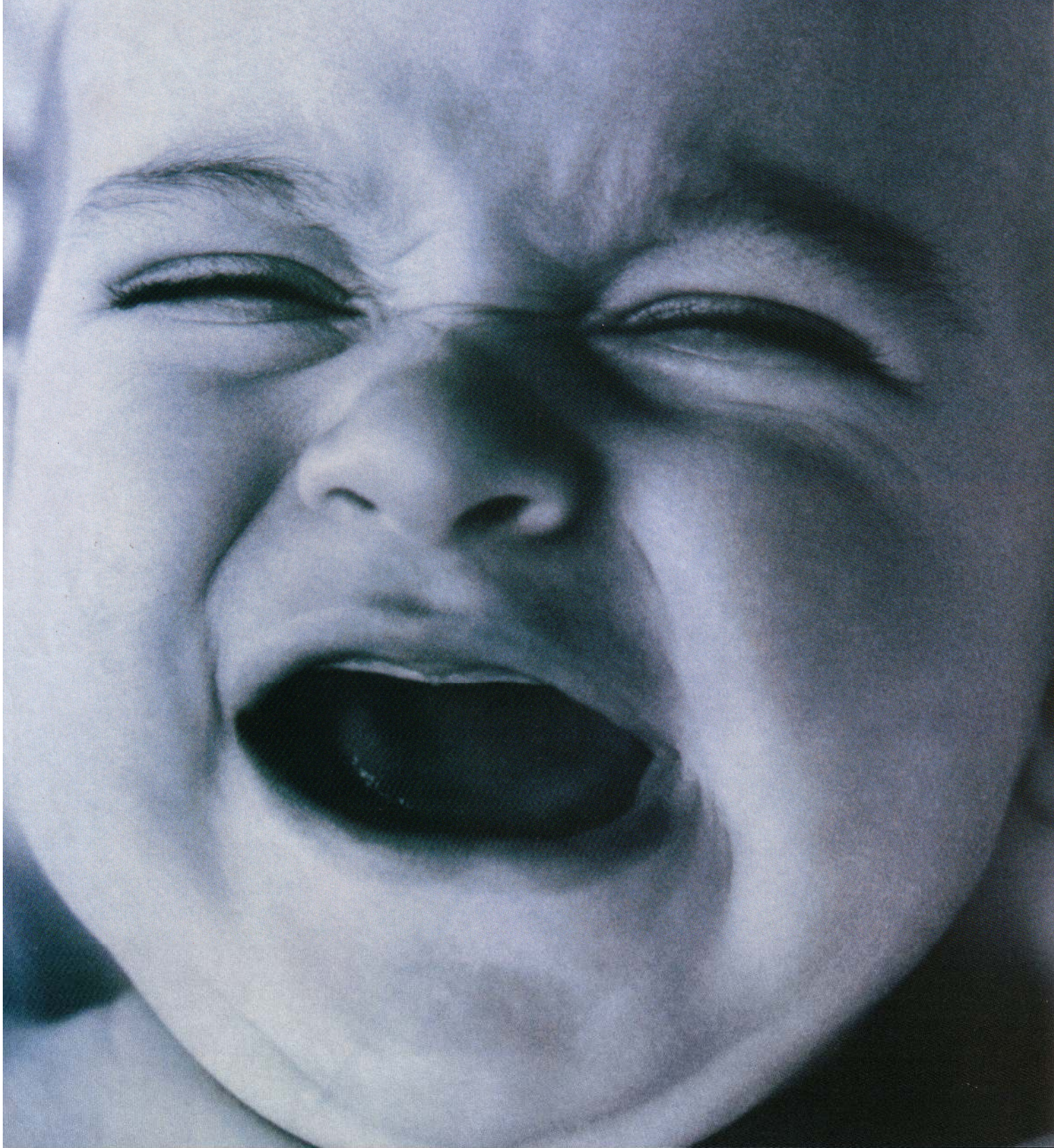
Best For Baby. Best For You.

is THIS THE FIRST
TIME YOU'VE SEEN A
BOWL OF BRAN AND
FELT HUNGRY?



It doesn't look like bran. It certainly doesn't taste like bran. But don't be fooled by appearances. This bowl of tasty, light, crunchy curls contains half your daily requirement of fibre. And unlike other high fibre cereals it won't end up like damp cardboard after you've poured the milk. Crunchy Bran stays crunchy to the last spoonful, at which point you'll notice another difference. You ate a whole bowl of bran and actually enjoyed it.

IT'S BRAN, AND IT TASTES GREAT.




Ready-to-use sterilised bottles. (Available on demand).

Boots believe that breast-feeding is best for babies.



Available in most Boots stores. www.Boots.co.uk





Thank you
Infacol

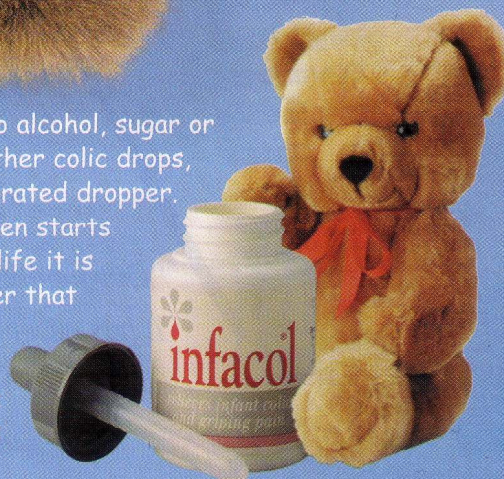
The pain we call infant colic is thought to be caused by an accumulation of small bubbles in the stomach, which are difficult for babies to release.

Infacol works by helping these small bubbles join together to make bigger bubbles that can be released as wind. And because it works progressively - when your baby is suffering from colic, regular use helps to reduce the frequency and severity of attacks.

Infacol contains no alcohol, sugar or colouring and unlike other colic drops, has a convenient integrated dropper.

As infant colic often starts in the first month of life it is important to remember that Infacol can be used from birth onwards.

No wonder it's the treatment most Mums prefer.

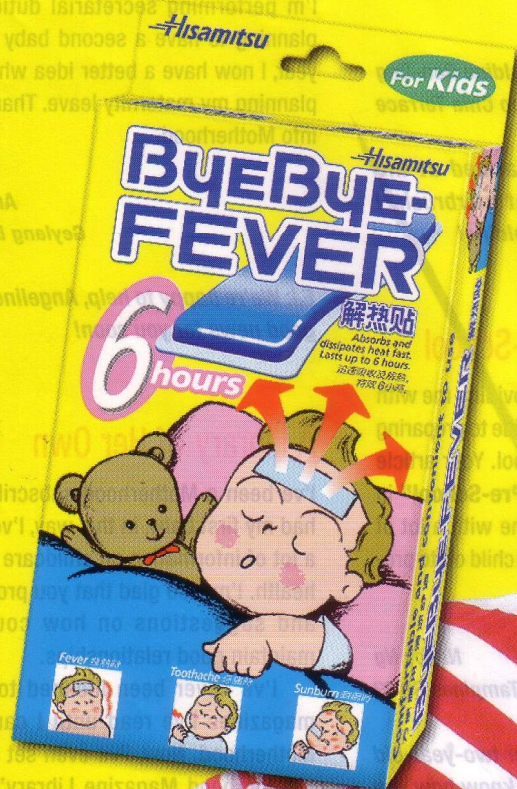


CONTAINS SIMETHICONE

Clinically proven to relieve infant colic

Get Instant Cooling Relief

Hisamitsu



Bye Bye Fever is a cool gel sheet that absorbs and dissipates heat fast, lasting up to 6 hours. Comfortable and convenient to use, Bye Bye Fever is your answer to quick cooling relief... anytime, anywhere. Get a pack today, and keep it handy at home, in your handbag, shopping bag and infant bag.

Available at all leading pharmacies.

BYEBYE-FEVER™

Persil Non-Bio.

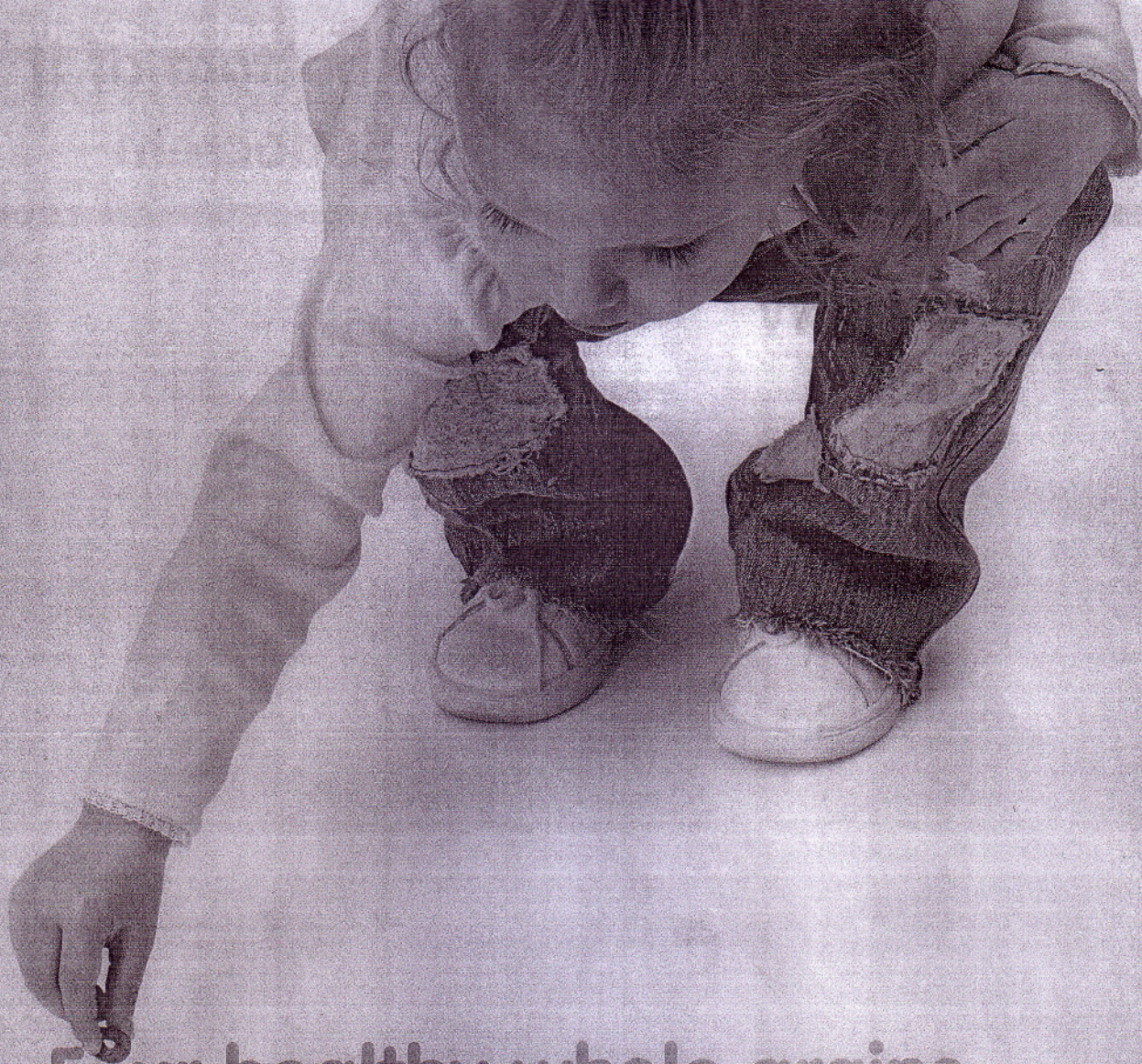
Nothing's kinder and nothing's cleaner*.



We're proud to have our skin care research supported by the British Skin Foundation.



*no other non-bio cleans better than Persil Non-Bio



Fur healthy whole grains.
One good start.



Clever those Cheerios®. Inside those finger-friendly O's they love are four healthy whole grains: oats, wheat, rice and corn. It's one great way to learn to eat well.



Petits Filous is made with calcium to help bones grow stronger



www.petitsfilous.co.uk



Why do her teeth need different care from yours?

The British Dental Association thinks it's a good idea for parents to get children brushing as young as possible (the sooner they get into good habits, the better).

However, adult toothpastes aren't ideal for children, they contain higher levels of fluoride than the BDA recommend and can be too

abrasive for the thin enamel of infant teeth. The strong taste can also put children off.

Macleans Milk Teeth is specially formulated for children between the ages of 0 and 6 years. It's sugar free, low



fluoride and contains calcium GP to gently help protect and strengthen young teeth.

It is also the only children's toothpaste accredited by the British Dental Association.

It is available in mild mint or strawberry flavours and children love brushing with it.

We think you'll approve, too.

low fluoride children's toothpaste

MACLEANS MILK TEETH. THE ONLY CHILDREN'S TOOTHPASTE ACCREDITED BY THE BRITISH DENTAL ASSOCIATION.





Helps babies' bottoms recover naturally



Some problems really can disappear. Bepanthen is a nappy rash product containing ProVitamin B5, which accelerates the healing process of your baby's delicate skin. It even forms a long-lasting breathable barrier protecting against irritation, and is free from colourings, preservatives and fragrances. Bepanthen is also supported by the Royal College of Midwives.

Bepanthen®

Nappy
Care Ointment

