

APPENDICES

1. First Speech: President Bush Address the Nation.

(1)“ My fellow citizens, at this hour, American and coalition forces are in the early stages of military operation to disarm Iraq, to free its people and to defend the world from great danger. On my orders, coalition forces have begun striking selected targets of military importance to undermine Saddam Hussein’s (5)ability to wage war. These are opening stages of what will be a broad and (6)concerted campaign. More than 35 countries are giving crucial support – from the use of naval and air bases, to help with the intelligence and logistic, too the deployment of combat units. Every nation in this coalition has chosen to bear the honor of serving in our common defense.

(10)To all the men and women of the United States Armed forces now in the (11)Middle East, the peace of a troubled world and the hopes of an oppressed people now depend on you. That trust is well placed.

The enemies you confront will come to know your skill and bravery. The people you liberate will witness the honorable and decent spirit of the American (15)military. In this conflict, America faces an enemy who has no regard for

(16)conventions of war or rules of morality. Saddam Hussein has placed Iraqi troops and equipment in civilian areas, attempting to use innocent men, women and children as shields for his own military -- a final atrocity against his people.

I want Americans and all the world to know that coalition forces will make (20)every effort to spare innocent civilians from harm. A campaign on the harsh (21)terrain of a nation as large as California could be longer and more difficult than some predict. And helping Iraqis achieve a united, stable and free country will require our sustained commitment.

We come to Iraq with respect for its citizens, for their great civilization and (25)for the religious faiths they practice. We have no ambition in Iraq, except to (26)remove a threat and restore control of that country to its own people.

I know that the families of our military are praying that all those who serve will return safely and soon. Millions of Americans are praying with you for the safety of your loved ones and for the protection of the innocent. For your (30)sacrifice, you have the gratitude and respect of the American people. And you (31)can know that our forces will be coming home as soon as their work is done.

Our nation enters this conflict reluctantly -- yet, our purpose is sure. The people of the United States and our friends and allies will not live at the mercy of an outlaw regime that threatens the peace with weapons of mass murder. We will (35)meet that threat now, with our Army, Air Force, Navy, Coast Guard and (36)Marines, so that we do not have to meet it later with armies of fire fighters and police and doctors on the streets of our cities.

Now that conflict has come, the only way to limit its duration is to apply decisive force. And I assure you, this will not be a campaign of half measure, and (40)we will accept no outcome but victory. My fellow citizen, the danger to our (41)country and the world will be overcome. We will pass through this time of peril and carry on the work of peace. We will defend our freedom and we will prevail. May God bless our country and all who defend her.”

Table 1. List of doublespeak in the first speech

Doublespeak applied	The more transparent meaning
Euphemism	<ul style="list-style-type: none"> - <i>coalition forces</i> → allies - <i>disarm</i> → remove weapons - <i>undermine</i> → damage - <i>military operation</i> → war - <i>to spare innocent civilians from harm</i> → not to kill civilians - <i>...could be longer and more difficult than some predict</i> → may be harder and more time consuming than expected - <i>...will require our sustained commitment</i> → will be hard and time consuming

	<p><i>Force, Navy, Coast Guard and Marines, so that we do not have to meet it later with armies of fire fighters and police and doctors on the streets of our cities → We will stop the threat now, by waging a war in their country before it gets to our country</i></p> <p>- <i>we will accept no outcome but victory. My fellow citizens, the dangers to our country and the world will be overcome. We will pass through this peril and carry on the work of peace. We will defend our freedom, we will bring freedom to others and we will prevail → we are serious about this war, we will win by any means necessary and restore freedom in the world</i></p>
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

2. Second Speech: Combat Operations in Iraq Have Ended

(1) Thank you all very much. Admiral Kelly, Captain Card, officers and sailors of the USS Abraham Lincoln, my fellow Americans: Major combat operations in Iraq have ended. In the battle of Iraq, the United States and our allies have prevailed. And now our coalition is engaged in securing and reconstructing (5)that country.

(6)In this battle, we have fought for the cause of liberty, and for the peace of the world. Our nation and our coalition are proud of this accomplishment -- yet, it is you, the members of the United States military, who achieved it. Your courage, your willingness to face danger for your country and for each other, made this day (10)possible. Because of you, our nation is more secure. Because of you, the (11)tyrant has fallen, and Iraq is free.

Operation Iraqi Freedom was carried out with a combination of precision and speed and boldness the enemy did not expect, and the world had not seen before. From distant bases or ships at sea, we sent planes and missiles that could (15)destroy an enemy division, or strike a single bunker. Marines and soldiers (16)charged to Baghdad across 350 miles of hostile ground, in one of the swiftest advances of heavy arms in history. You have shown the world the skill and the might of the American Armed Forces.

This nation thanks all the members of our coalition who joined in a noble (20)cause. We thank the Armed Forces of the United Kingdom, Australia, and (21)Poland, who shared in the hardships of war. We thank all the citizens of Iraq who welcomed our troops and joined in the liberation of their own country. And tonight, I have a special word for Secretary Rumsfeld, for General Franks, and for all the men and women who wear the uniform of the United States: America is (25)grateful for a job well done.

(26)The character of our military through history -- the daring of Normandy, the fierce courage of Iwo Jima, the decency and idealism that turned enemies into allies -- is fully present in this generation. When Iraqi civilians looked into the

faces of our servicemen and women, they saw strength and kindness and
(30)goodwill. When I look at the members of the United States military, I see the
(31)best of our country, and I'm honored to be your Commander-in-Chief.

In the images of falling statues, we have witnessed the arrival of a new era.
For a hundred of years of war, culminating in the nuclear age, military technology
was designed and (30)deployed to inflict casualties on an ever-growing scale. In
(35)defeating Nazi Germany and Imperial Japan, Allied forces destroyed entire
(36)cities, while enemy leaders who started the conflict were safe until the final
days. Military power was used to end a regime by breaking a nation.

Today, we have the greater power to free a nation by breaking a dangerous
and aggressive regime. With new tactics and precision weapons, we can achieve
(40)military objectives without directing violence against civilians. No device of
(41)man can remove the tragedy from war; yet it is a great moral advance when
the guilty have far more to fear from war than the innocent. (Applause.)

In the images of celebrating Iraqis, we have also seen the ageless appeal of
human freedom. Decades of lies and intimidation could not make the Iraqi people
(45)love their oppressors or desire their own enslavement. Men and women in
(46)every culture need liberty like they need food and water and air. Everywhere
that freedom arrives, humanity rejoices; and everywhere that freedom stirs, let
tyrants fear.

We have difficult work to do in Iraq. We're bringing order to parts of that
(50)country that remain dangerous. We're pursuing and finding leaders of the old
(51)regime, who will be held to account for their crimes. We've begun the search

for hidden chemical and biological weapons and already know of hundreds of sites that will be investigated. We're helping to rebuild Iraq, where the dictator built palaces for himself, instead of hospitals and schools. And we will stand with (55)the new leaders of Iraq as they establish a government of, by, and for the Iraqi (56)people.

The transition from dictatorship to democracy will take time, but it is worth every effort. Our coalition will stay until our work is done. Then we will leave, and we will leave behind a free Iraq.

(60)The battle of Iraq is one victory in a war on terror that began on (61)September the 11, 2001 -- and still goes on. That terrible morning, 19 evil men -- the shock troops of a hateful ideology -- gave America and the civilized world a glimpse of their ambitions. They imagined, in the words of one terrorist, that September the 11th would be the "beginning of the end of America." By (65)seeking to turn our cities into killing fields, terrorists and their allies believed (66)that they could destroy this nation's resolve, and force our retreat from the world. They have failed.

In the battle of Afghanistan, we destroyed the Taliban, many terrorists, and the camps where they trained. We continue to help the Afghan people lay roads, (70)restore hospitals, and educate all of their children. Yet we also have (71)dangerous work to complete. As I speak, a Special Operations task force, led by the 82nd Airborne, is on the trail of the terrorists and those who seek to undermine the free government of Afghanistan. America and our coalition will finish what we have begun.

(75)From Pakistan to the Philippines to the Horn of Africa, we are hunting
(76)down al Qaeda killers. Nineteen months ago, I pledged that the terrorists
would not escape the patient justice of the United States. And as of tonight, nearly
one-half of al Qaeda's senior operatives have been captured or killed.

The liberation of Iraq is a crucial advance in the campaign against terror.
(80)We've removed an ally of al Qaeda, and cut off a source of terrorist funding.
(81)And this much is certain: No terrorist network will gain weapons of mass
destruction from the Iraqi regime, because the regime is no more. In these 19
months that changed the world, our actions have been focused and deliberate and
proportionate to the offense. We have not forgotten the victims of September the
(85)11th -- the last phone calls, the cold murder of children, the searches in the
(86)rubble. With those attacks, the terrorists and their supporters declared war on
the United States. And war is what they got.

Our war against terror is proceeding according to principles that I have made
clear to all: Any person involved in committing or planning terrorist attacks
(90)against the American people becomes an enemy of this country, and a target
(91)of American justice.

Any person, organization, or government that supports, protects, or harbors
terrorists is complicit in the murder of the innocent, and equally guilty of terrorist
crimes.

(95)Any outlaw regime that has ties to terrorist groups and seeks or
(96)possesses weapons of mass destruction is a grave danger to the civilized
world -- and will be confronted.

And anyone in the world, including the Arab world, who works and sacrifices for freedom has a loyal friend in the United States of America.

(100)Our commitment to liberty is America's tradition -- declared at our
(101)foundings; affirmed in Franklin Roosevelt's Four Freedoms; asserted in the Truman Doctrine and in Ronald Reagan's challenge to an evil empire. We are committed to freedom in Afghanistan, in Iraq, and in a peaceful Palestine. The advance of freedom is the surest strategy to undermine the appeal of terror in the
(105)world. Where freedom takes hold, hatred gives way to hope. When freedom
(106)takes hold, men and women turn to the peaceful pursuit of a better life. American values and American interests lead in the same direction: We stand for human liberty.

The United States upholds these principles of security and freedom in many
(110)ways -- with all the tools of diplomacy, law enforcement, intelligence, and
(111)finance. We're working with a broad coalition of nations that understand the threat and our shared responsibility to meet it. The use of force has been -- and remains -- our last resort. Yet all can know, friend and foe alike, that our nation has a mission: We will answer threats to our security, and we will defend the
(115)peace.

(116)Our mission continues. Al Qaeda is wounded, not destroyed. The scattered cells of the terrorist network still operate in many nations, and we know from daily intelligence that they continue to plot against free people. The proliferation of deadly weapons remains a serious danger. The enemies of
(120)freedom are not idle, and neither are we. Our government has taken

(121)unprecedented measures to defend the homeland. And we will continue to hunt down the enemy before he can strike.

The war on terror is not over; yet it is not endless. We do not know the day of final victory, but we have seen the turning of the tide. No act of the terrorists (125)will change our purpose, or weaken our resolve, or alter their fate. Their (126)cause is lost. Free nations will press on to victory.

Other nations in history have fought in foreign lands and remained to occupy and exploit. Americans, following a battle, want nothing more than to return home. And that is your direction tonight. After service in the Afghan -- and (130)Iraqi theaters of war -- after 100,000 miles, on the longest carrier (131)deployment in recent history, you are homeward bound. Some of you will see new family members for the first time -- 150 babies were born while their fathers were on the Lincoln. Your families are proud of you, and your nation will welcome you.

(135)We are mindful, as well, that some good men and women are not (136)making the journey home. One of those who fell, Corporal Jason Mileo, spoke to his parents five days before his death. Jason's father said, "He called us from the center of Baghdad, not to brag, but to tell us he loved us. Our son was a soldier."

(140)Every name, every life is a loss to our military, to our nation, and to the (141)loved ones who grieve. There's no homecoming for these families. Yet we pray, in God's time, their reunion will come.

Those we lost were last seen on duty. Their final act on this Earth was to fight a great evil and bring liberty to others. All of you -- all in this generation of (145)our military -- have taken up the highest calling of history. You're defending (146)your country, and protecting the innocent from harm. And wherever you go, you carry a message of hope -- a message that is ancient and ever new. In the words of the prophet Isaiah, "To the captives, 'come out,' -- and to those in darkness, 'be free.'"

(150)Thank you for serving our country and our cause. May God bless you (151)all, and may God continue to bless America.

Table 2. List of doublespeak in the second speech

Doublespeak applied	The more transparent meaning
Euphemism	<ul style="list-style-type: none"> - <i>Major combat operations</i> → war - <i>engaged in securing and reconstructing that country</i> → dealing with the damage caused by the war - <i>welcomed</i> → not hostilely fight back - <i>joined</i> → involuntarily helped - <i>Precision weapons</i> → missiles - <i>Pursuing and finding</i> → hunting down - <i>liberation</i> → war

<p>Inflated Language</p>	<ul style="list-style-type: none"> - <i>campaign</i> → war - <i>American justice</i> → American Anger - <i>Major combat operation</i> → war - <i>all the men and women who wear the uniform of the United States</i> → the US soldiers - <i>19 evil men</i> → 19 terrorists - <i>Hateful ideology</i> → radical ideology - <i>great evil</i> → terrorists - <i>The highest calling in history</i> → the calling to join yet another war in history
<p>Gobbledygook or bureaucratsese</p>	<ul style="list-style-type: none"> - <i>Everywhere that freedom arrives, humanity rejoices; and everywhere that freedom stirs, let tyrants fear</i> → Everywhere freedom is significant

Table 3. List of doublespeak in the advertisements

Doublespeak applied	The more transparent meaning
Weasel words	<ul style="list-style-type: none"> - Enriched with a <i>unique de-stress complex</i> → Enriched with some kind of mixture that is supposed to de-stress the skin - <i>Actively calm</i> sensitive skin → will assist in reducing skin’s sensitivity - Nivea for men <i>advanced</i> face care → Nivea for men face care that works like any other products. - <i>New</i> face in town → the product that endured a change (could be a substance change, or merely packaging change) is now in town - Carlsberg <i>probably</i> the <i>best</i> beer in the world → Carlsberg probably tastes just like any other beer in the world. - <i>Introducing</i> Tidy Cats Scoop → Tidy Cats Scoop is available - With <i>power pieces</i> → With a substance that can be found in a cat litter called the “power pieces” - <i>Designed</i> to neutralize odors in tight places → supposed to neutralize odors in tight places

	<ul style="list-style-type: none">- <i>Like a good neighbor</i>, state farm is there → Like a neighbor, state farm is there.- <i>Up to 107% Longer Lasting Haircolor</i> → probably 107% longer lasting haircolor- They aren't just jeans! They are the result of nearly 100 years experience working with denim → they are just jeans! Made of denim by a manufacturer that has more than 100 years of experience- <i>Treats</i> existing pimple condition → deals with the existing pimple condition- <i>Prevents</i> development of new ones → gets in the way of the development of new ones- <i>Prevents</i> pimple scars → tries to stop pimple from leaving scars- <i>Helps</i> maintain skin moisture → provides with means to keep skin moisture- Skin <i>feels so clean</i> → skin will get clean sensations- Challenge Natural aging! → try stopping the natural aging with Nugeno Men.- While <i>rendering greater</i> safety → while trying to give any amount of safety
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>Parity claims</p>	<ul style="list-style-type: none"> - We always have and always will continue to bring you the <i>best</i> fabrics, <i>coolest</i> fits, and the <i>most amazing</i> washes, resulting the <i>finest</i> quality → we always have and always will continue to bring you fabrics that are as good as other jeans’ fabrics, fits that are as cool as other jeans’ fits, washes that are as amazing as other jeans’ washes, resulting a quality as fine as other jeans’ quality - Rehydrates faster than water → re-hydrates as fast as water or any other bubbly water does - The <i>best</i> shape-up foundation → undergarment that shapes-up like any other undergarment
<p>Flattery</p>	<ul style="list-style-type: none"> - Spark your sense of style → Complete your sense of style with Poh Kong
<p>Open sentence</p>	<ul style="list-style-type: none"> - <i>There’s something about Andrew</i> → there is something (can be a good thing like: durability, comfort, or style, it can also be a bad thing like: expensive, uncomfortable, out of date, or perhaps nothing really special, just the same with any other

Euphemism	products) about Andrew. - <i>Love rubber</i> → condom
Inflated Language	- <i>Love rubber</i> → condom

Is your skin trying
to tell you something?



SOOTHE YOUR SKIN WITH
SENSITIVE MOISTURISER

**24-HOUR
MOISTURE**

NEW

- Enriched with a unique de-stress complex
- Actively calms sensitive skin
- For more information on sensitive skin care products visit www.NIVEA.com/formen



NIVEA FOR MEN ADVANCED FACE CARE

Sister Act

**New Brisbane sibling duo the Veronicas
make their mark on the pop world.** BY BRONWYN THOMPSON

WE KEPT SAYING, 'THIS DOESN'T happen to two girls from Brisbane, Australia!' But sure, here we are, making our album in a joint response from 20-year-old Jess and Lisa Origliasso, but they can't give an answer as one: they've been performing together and, from the Veronicas – the hotly tipped pop duo signed straight to Sire in the end set to take the chart world by storm. Back in their home country for a lead of their debut single, "Forever", the girls gave *ROLLING STONE* the run on their whirlwind career ascent. Jess and Lisa Origliasso, the petite twins from Brisbane whose life-long devotion to acoustic-driven guitar now earning them massive acclaim. The girls have been treading the same path since the age of five, working with the same companies (they debuted with a version of "Do Re Mi" – in which Jess sang her nose for half the song and Lisa danced), they discovered their musical path more recently. "Jess got a job for her 18th birthday, and that was about the time we started

writing our own songs together," Lisa says. "The first song we wrote together was called 'Happening Again', and it was about this guy Jess liked. It was kind of a tragic situation."

The road to success: The Veronicas kicked off their career 15 years ago, but international success is a new prospect. After signing a publishing deal with Multiplay Music in Brisbane, during 2003, the girls' first demo then got them a deal with Engine Room (the artist "finishing school" production company that has had the Vines and Holly Valance on its roster). "They sent us on a big songwriting world tour – where we visited and wrote in Sweden, London, New York, Canada and L.A. – developing our songwriting and recording demos."

Label made: With the help of David Sonenburg's management (the team behind the Black Eyed Peas and John Legend), the Veronicas emerged from a label bidding war with a world deal – they signed on the dotted line with Warner's U.S. company Sire. "We surround ourselves with people that love us for us – regardless of what we're doing or where we are." And, of course, some wise words along the way helped. "We got advice from our dad – 'Be nice to everyone on your way up, because you're going to want them to be nice to you on your way down!'"

The album: The girls are now in Los Angeles recording their debut album, *Secret Life of the Veronicas*, which lands on shelves in September. The first taste of it, the sincerely hook-laden single, "Forever", is out later this month. Their drawcard is wonderful, disarming harmonies over pop-driven guitar melodies that come together to shape a sound not easy to pigeonhole. From Juliana Hatfield to Lisa Loeb to Avril Lavigne without the cynical angst, the Veronicas have an edge that's sadly lacking from a lot of leading female chart stars. "The stuff we listen to doesn't necessarily come out in our music." Once, it was AC/DC and Skyhooks that did it for them. And now? "It's bands like the Used, Juliana Theory, My Chemical Romance, Buchanan and Jimmy Eat World."

Bright future: On the rise, the girls are keeping their feet on the ground. "We recently got advice from one of our favourite bands, and that was to keep it real and make music for ourselves – because, in the end, you can't please everyone."

Jess and Lisa. Or is it Lisa and Jess?

New face in town.



Carlsberg Probably the best beer in the world.

Drink Responsibly.



The inspiration for our new litter.

www.tidycats.com/smallspaces
Trademarks owned by Societe des Produits Nestle S.A., Vevey, Switzerland 2005

Introducing Tidy Cats Scoop[®] Small Spaces[™] Litter with
Power Pieces, designed to neutralize odors in tight places.

Multiple Strength for Multiple Cats.[™]





Lily Active®

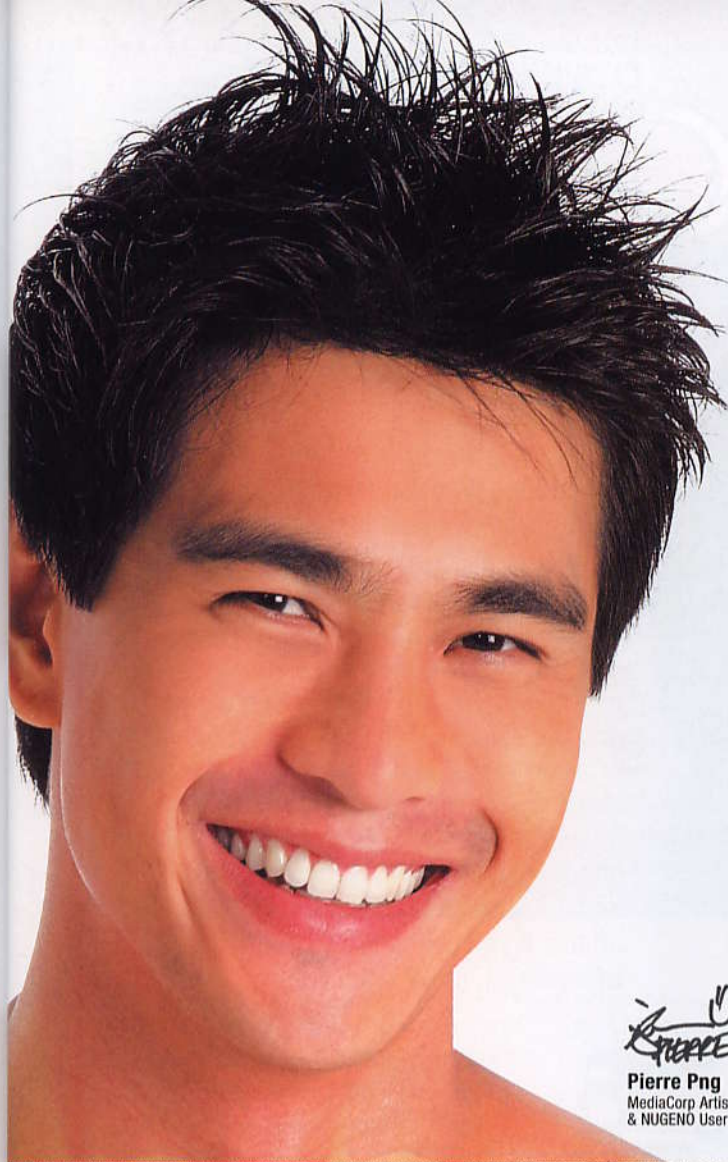
The Best Shape-Up Foundation

atural, Full Cup Bra, Bodysuit & Girdle Series, tiga diantara banyak pilihan dari serial Lily Active Shape - Up Foundation yang secara instan akan membentuk tubuh Anda menjadi Ideal dan akan mengoptimalkan penampilan serta rasa percaya diri Anda sepanjang hari. Produk yang menerapkan teknologi Jepang & Desain Paris terkini menggunakan treatment infra merah dan teknologi Nano yang sempurna sangat bermanfaat untuk menghilangkan lemak dibagian perut, paha serta membentuk payudara dan pantat. Bentuk tubuh ideal Anda pun dapat Anda pertahankan secara permanen, jika Anda memakai secara rutin Lily Active Shape - Up Foundation. Menakutkan hidup Anda dengan Lily Active, Shape Your Body, Shape Your Life !

PT. SARANA MITRA NIAGA
www.smnworld.com www.lilyactive.com

Kantor Pusat : Surabaya : (031) 562 2332, fax (031) 567 5861
Kantor Cabang : Jakarta : (021) 63870086-88, fax (021) 63870089
Solo : (0271) 723815, 723817 fax (0271) 740518
Denpasar : (0361) 245210, fax (0361) 243866

Distributor :
Surabaya: 031-70107979,70967747,70980225,70572232,70889566,70589193,70995864,8435788,8672854.**Jakarta:** 021-4533285,8640351, 1805611,021-68338799,5441737,08129647272,7973226,08161984897,6404719,6401870,08561133348,5842428,8195368,081808058839, 61319726. **Medan:**061-77487768 **Malang:** 0341-564340,367498,324514. **Mojokerto:** 0321-324991.**Probolinggo:** 0335-421283, 422171 **Penang:**0280-622188 **Pasuruan:**0343-415583.**Kediri:**0354-683967,687365.**Blitar:** 0342-802644.**Tulungagung:**0355-323464.**Madiun:**0351- 075,464716. **Lumajang:** 0334-882577. **Jember:** 0331-485737,481826,481741.**Banyuwangi:** 0333-396128. **Solo:** 0271-7023030,720691, 8605. **Klaten:** 0272-326603. **Jogjakarta:**0274-560276,373748. **Semarang:**024-3515768,8414357. **Pekalongan:**0285-421643.**Tegal:**0283- 6549. **Purwokerto:** 0281-633600,631528,0811281861.**Cilacap:** 0282-540213. **Cirebon:** 0231-232672. **Bandung:** 022-6019040,91200664, 8213009,08155501047,0816625877. **Bogor:**0251-347727. **Denpasar:**0361-239535. **Singaraja:** 0362-21625. **Lombok:**0370-633620 **Kupang:** 08-821032. **Atambua:**0389-22187,22658. **Palembang:** 0711-360825. **Jambi:** 0741-32305. **Padang:** 0751-26482. **Pekanbaru:** 0761-37080. **Pang:** 0385-21133,21758 **Makasar:** 0411-442881,454983,859258. **Manado:** 0431-862921,867680. **Banjarmasin:**0511-64195. **Sampit:**0531- 48. **Pontianak:** 0561-733160, 743498. **Kendari:** 0401-394678. **Palu:**0451-423069,428388,424587.



Challenge Natural Aging !
Natural Face Lift Without Surgery !



Face Lift
in 10
minutes!

- Slims facial contours
- Firms sagging skin
- Reduces the look of fine lines & wrinkles

"After using NUGENO Face Lifting Cream, I was amazed to see a 1.27cm reduction in 10 minutes! My pores and fine lines look less visible and skin feels more taut! I am delighted, even without surgery, my face looks firmer & slimmer by using NUGENO MEN's series."

Pierre Png
Pierre Png
MediaCorp Artiste
& NUGENO User

NUGENO MEN FACE LIFTING CREAM

Now Men Can Proudly Say NO to Natural Aging!

Natural Face Lift Without Surgery!

Firmer & Slimmer Face in 10 Minutes

NUGENO MEN - Natural Face Lift Series

1 EXFOLIATE
DEEP EXFOLIATING GEL



- Removes layers of dead skin & blackheads
- Balances oil secretion
- Contracts & refines pores
- Softens beard for a better shave
- Safe for daily use

2 CLEANSE
DEEP CLEANSER



- Soap-free
- Effectively removes all traces of dirt and oil
- Leaves skin nourished & refreshed without any feeling of tightness
- For all skin types

3 REVITALIZE
RADIANT YOUTH ESSENCE



- Removes free radicals & fights aging of skin
- Reduces visible fine lines & wrinkles
- Locks in moisture, hydrates and nourishes skin
- Prevents pigmentation
- Makes skin soft and radiant, like baby's skin

4 LIFT
FACE LIFTING CREAM



- Lifts facial contours
- Removes sagging skin
- Restores skin firmness and elasticity
- Reduces the look of fine lines and wrinkles
- Minimizes the appearance of aging lines between the nose and lips

The Natural Process of Aging –

The facial contours become wider & saggy due to aging & gravity.

Now You Can Challenge the Natural Process of Aging!

- Reduces pigmentation spots for clear and smooth skin
- Refines pores, gets rid of dark, rough skin
- Reduces the look of aging lines between the nose and lips
- Reduces the look of fine lines and wrinkles
- Restores skin firmness and elasticity
- Firms sagging skin
- Slims facial contours for a youthful look



EXCLUSIVE PROMOTION

NATURAL FACE LIFT SERIES*

RM180 (Deep Exfoliating Gel 60ml, Deep Cleanser 100g, Radiant Youth Essence 50ml & Face Lifting Cream 50g)
Save **RM66.60**



***FREE**

Nugeno Men Toiletries Bag

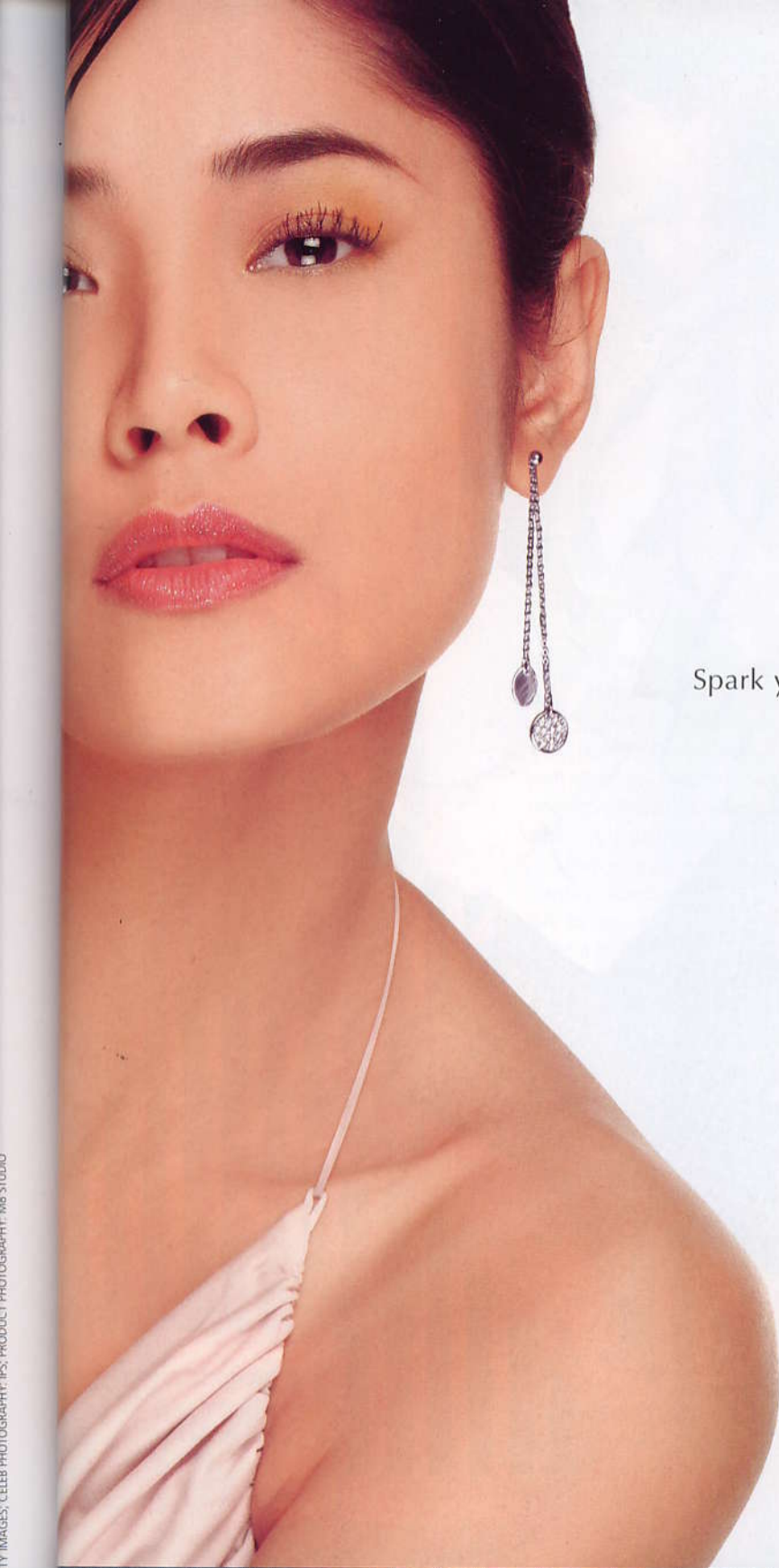


RM80
Save **RM30.80**

Deep Cleanser 100g & Face Lifting Cream 50g



*while stocks last



WHO SAYS A PROMOTION HAS TO BE UNFORTHUNATE? IT COULD BE THE PERFECT MOMENT BY ALL MEANS.

Spark your Sense of Style.



Designs are limited and available only at selected outlets.

Million Ringgit Reward Contest!

More Than **RM1,000,000.00**
Grand Prize **RM300,000.00**
Diamond & Gems Jewelry of your Choice!

Celebrate Poh Kong's 30th Anniversary!

30/09/2005 - 30/04/2006 (30 weeks)

Come to Poh Kong now and stand a chance to win Million Dollar Prizes! Get your entry form with a minimum purchase of diamond and gems jewellery worth RM300 and above.



Headquarters:

6-20, Jalan 52/4, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia Tel: 603-7958 8999, 7956 3450 Fax: 603-7954 7726, 7958 8398

Petaling Jaya • Kuala Lumpur • Klang • Shah Alam • Banting • Sungai Buloh • Ipoh • Teluk Intan • Alor Setar • Kuantan • Kota Bharu • Bangi • Kajang • Seremban • Malacca • Muar • Batu Pahat • Johor Bahru

Poh Kong has more than 60 outlets nationwide.

LIFESTYLE PHOTOGRAPHY: GETTY IMAGES, CELEB PHOTOGRAPHY: IPS, PRODUCT PHOTOGRAPHY: MS STUDIO



DRIVER

Boutiques: Mal Taman Anggrek UG-U31 | Mal Kelapa Gading III Lt.1-43A | Bandung Supermal Ground Fl.
0203-040
Outlets: Sogo (Plaza Senayan, Plaza Indonesia, Mal Kelapa Gading, Tunjungan Plaza IV, Sun
Plaza), Metro (Plaza Senayan, Pondok Indah, Mal Taman Anggrek), Pasaraya Grande - Blok M, Diamon -
Mal Kelapa Gading

And Other Leading Department Stores and Shoes Stores. | www.andrew-shoes.com

there's something about

andrew[®]
ENGLAND

WHICH FACIAL FOAM
CLEANSES YOUR SKIN DEEPLY AND
LEAVES NO RESIDUE BEHIND?



**NEUTROGENA DEEP CLEAN
FOAMING CLEANSER**

It contains a non-residue formula for deep cleansing to remove oil, dirt and skin dulling impurities. Best of all, you can deep cleanse without leaving any residue on your skin. **Skin feels so clean and reveals a healthy glow.**

THE ANSWER IS
Neutrogena[®]

CLEAR O²

Clear Zits In As Early As 3 Days*

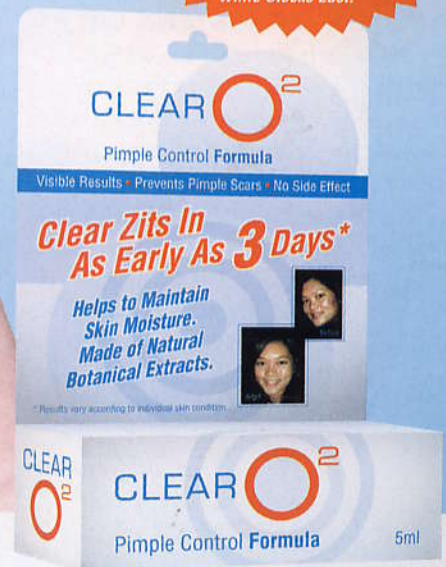
- Treats existing pimple condition
- Prevents development of new ones
- Prevents pimple scars
- Helps maintain skin moisture

CLEAR O² Pimple Control Formula destroys pimple causing bacteria through the process of oxygenation. It reduces inflammation and encourages healing naturally. Use twice daily on problem spots. Use as often as required to treat larger areas. Visible results in as early as 3 days!

No Side Effects! Made from Natural Botanical Extracts.

New Travel Pack
Usual Price RM23
Now Intro Price
RM 18

While Stocks Last.



Available exclusively

at

watsons
your personal store

Hotline: 603-7803 8805

Log on to: www.clearO2.com

* Results vary according to individual skin condition.



introducing



100 PLUS
Aqtiv



Crisp and Clear.

Rehydrates faster than water.

t



*These aren't just jeans!
They are the result of nearly
100 years experience working
with denim. We always have and
always will continue to bring
you the best fabrics, coolest fits,
and the most amazing washes,
resulting in the finest quality
we are proud of our jeans.
a labour of love? A work of art?
call them what you will.
These aren't just jeans.
share our passion on our website.*

www.leecooper-id.com

FOTO: (catwalk) DOK COSMO (stills) RICCI LINDE, TIRTA YUDHA,
PENOLISI, VANEZZA F. DESIANI / RIA L.

*Flowers
don't fade,
neither should
haircolor*

*Healing
ColorCare*

LANZA®
HEALING HAIRCARE



Up to **107%** Longer Lasting Haircolor*

Flower Shield Complex™ utilizes anti-fade ingredients from flowers to protect all haircolor shades.

Available At These Salon Locations:

Alexis Hair Care
482 80th Street 2nd Floor
Brooklyn, NY 11209
718-836-8037

Transformation
136 Finger Board Road
Staten Island, NY 10305
718-442-9080

Champu
443 Broad Street
Bloomfield, NJ 07003
973-429-8222

Hairdresser
38 West 56th Street
New York, NY 10019
212-581-6560

Gloss
605 Lake Avenue
Asbury Park, NJ 07712
732-775-2110

Hair Salon
440 Springfield Avenue
Summit NJ, 07901
908-522-9080

Hair Essentials
279 Richmond Avenue
Staten Island, NY 10312
718-356-8300

ENE
422 East 9th Street
New York, NY 10009
212-260-4040

Makeovers (Hoboken)
302 Washington Avenue
Hoboken, NJ 07030
201-420-1444

Glamour, Too
29 East Prosect Street
Waldwick, NJ 07463
201-493-2002

AMILAN
226 5th Avenue 4th Floor
New York, NY 10001
212-213-8115

Beauty Plus Salon
3710 Route #9
Freehold, NJ 07728
732-761-1131

Oscar Bond
42 Wooster Street
New York, NY 10013
212-334-3777

Carlos Lobo
32 West 46th Street 2nd Floor
New York, NY 10036
212-764-2426

Divas
2665 Route 516
Old Ridge, NJ 08857
732-607-1100

Giuliett
452 Broad Avenue
Leonia, NJ 07605
201-947-8630

Medusa
177 7th Avenue
Brooklyn, NY 11215
718-965-3999

Englewood Beauty
27 North Dean Street
Englewood, NJ 07631
201-541-9119

Hello Gorgeous
396 Springfield Avenue
Summit, NJ 07901
908-277-1177

Vatra
580 Amboy Road
Woodbridge, NJ 07095
732-636-1919

Beauty Basics
1872 Highway 35
Middletown, NJ 07748
732-615-3939

Capella
1660 Sheepshead Bay Road
Brooklyn, NY 11235
718-616-1803

Rapunzel Rapunzel
158 5th Avenue
Brooklyn, NY 11217
718-857-2855

Makeovers
4225 Amboy Road
Staten Island, NY 10308
718-966-7677

Beauty Connection
128 Watchung Avenue
Upper Montclair, NJ 07043
973-746-7550

Beauty Plus
228 South Main Street
New City, NY 10956
845-634-3115

Image Beauty
225 Route 73 South
Marlton, NJ 08053
856-596-7977

In The Mix
3960 Richmond Avenue
Staten Island, NY 10312
718-317-1730

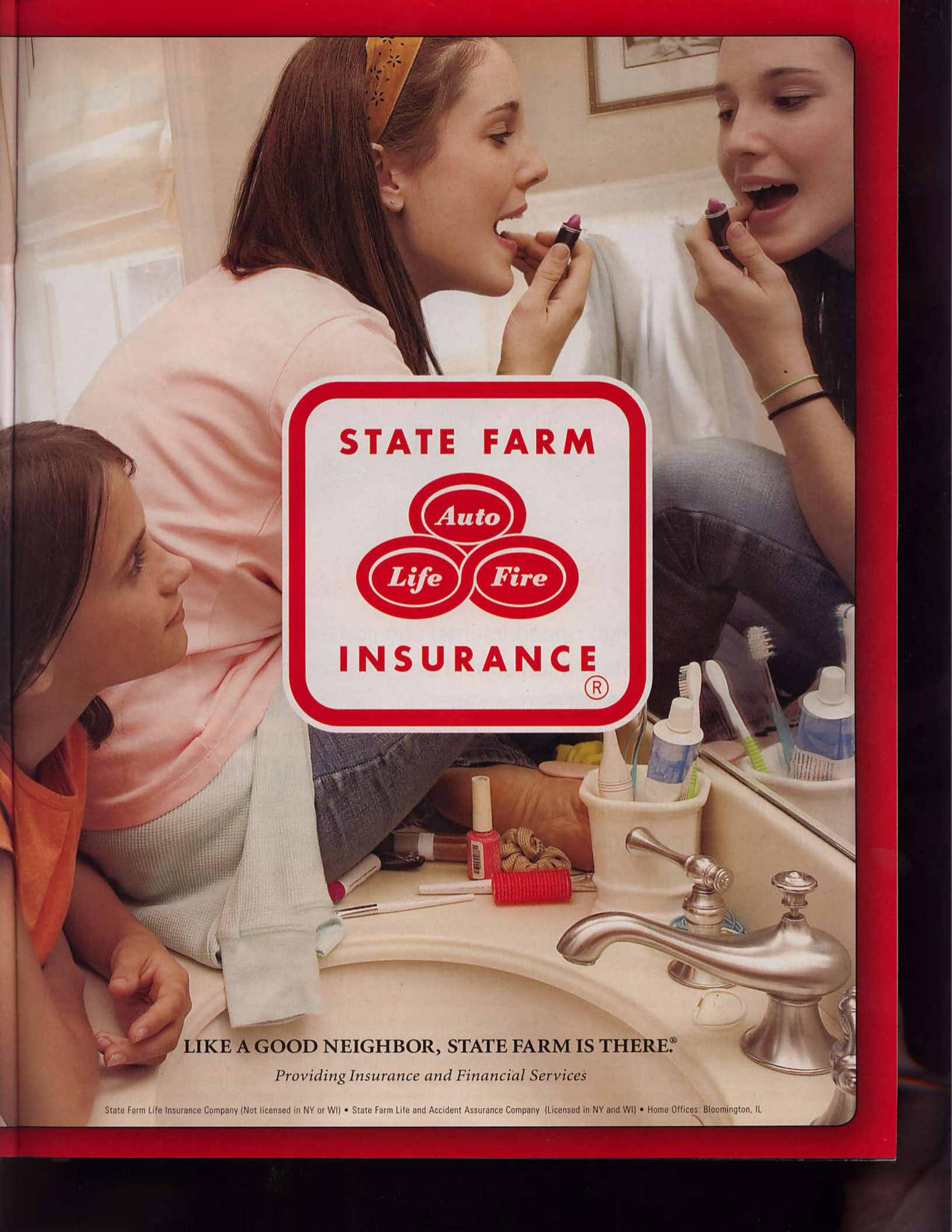
Makeovers
303 Pompton Avenue
Verona, NJ 07044
973-239-5539

Essentials
2655 Richmond Avenue
Staten Island, NY 10314
718-370-7756

The Vince Smith Hair Experience
200 Rector Place
New York City, NY 10280
212-945-1590

Shear Ecstasy
7925 Seventh Ave
Brooklyn, NY 11228
718-745-9381

Shear Perfection
271 Mamaroneck Ave
White Plains, NY 10605
914-761-2639



STATE FARM

Auto

Life **Fire**

INSURANCE [®]

LIKE A GOOD NEIGHBOR, STATE FARM IS THERE.®

Providing Insurance and Financial Services

State Farm Life Insurance Company (Not licensed in NY or WI) • State Farm Life and Accident Assurance Company (Licensed in NY and WI) • Home Offices: Bloomington, IL

Every move you make, every style you take,
I'll be needed in every love you make...



The Art of Pleasure

High Quality
Condoms



ROMANTIC LOVE RUBBER provides complete pleasure and sheer satisfaction for both partners. Condoms are not only durable but its "skin-like" textures feels so natural while rendering greater safety.

AVAILABLE IN EVERY DRUG STORE IN INDONESIA - WEBSITE: <http://RomanticCondoms.co.uk>

ROMANTIC[®]
LOVE RUBBER
Romantic Worldwide Family Planning

PERINGATAN: PRODUK INI UNTUK ORANG DEWASA YANG SADAR AKAN PERGAULAN SEHAT YANG BERTANGGUNGJAWAB