

## APPENDICES

### Data 1

*Hair confidence*

Get dandruff-free and total hair confidence with Head & Shoulders. The shampoo, \$6, fights dandruff with the most effective ingredient – pyrithione zinc – to whisk away flakes while the matching conditioner, \$6, ensures extra strong, shiny hair.

The image shows two bottles of Head & Shoulders hair care products. On the left is a white bottle of 'anti-dandruff shampoo' with a blue cap and a pink and blue circular logo. On the right is a white tube of 'anti-dandruff conditioner' with a blue cap and a similar logo. Both products feature the 'head shoulders' brand name and the 'hs' logo.

## Data 2

Introducing **NEW** Clearasil Ultra Deep Pore Gel Wash.

Start now and in 3 days, things are going to look a lot clearer.  
Especially your skin.

**Clearasil<sup>®</sup>  
Ultra**

**NEW**  
Clearasil<sup>®</sup>  
Ultra  
DEEP PORE  
GEL WASH  
VISIBLELY CLEARER SKIN  
IN JUST 3 DAYS  
200 mL

MES04978



### Data 3



The advertisement features five Manicare products arranged on a reflective surface. From left to right: a blue bottle of Calcium Nail Builder, a yellow bottle of Cuticle Oil, a small jar of Cuticle Massage Cream, a light blue bottle of CutiPeel, and a clear bottle of Gentle Nail Hardener. A blue butterfly is perched on the Cuticle Oil bottle. The background is a soft-focus image of a person's face. The bottom of the ad has a blue and red banner with the Manicare logo and a 100% satisfaction guarantee seal.

**manicare**  
all you need to know

**We know how to treat you**

Now you can transform your nails beautifully. Manicare treatments gently nurture and rejuvenate nails so they become healthier and stronger. We draw on knowledge from experts to give you solutions for your needs, with a 100% guarantee. [www.manicare.com](http://www.manicare.com)

**100% SATISFACTION GUARANTEE**



## Data 4



**Make Pearl Drops tooth whiteners an essential part of your beauty routine**

With Pearl Drops Hollywood Nights Whitening Wand, you'll look fabulous because your teeth will be Hollywood white.

There is also Pearl Drops Beauty Pearls Gloss Tooth Whitener. Use it everyday to keep your teeth dazzling bright.

**Up to 6 shades whiter in only 7 days**

**COMPLETE YOUR BEAUTY ROUTINE**

Always read the label. Use only as directed. Pearl Drops is a registered trademark of Church & Dwight Co., Inc. [www.pearldrops.com.au](http://www.pearldrops.com.au)  
Available from supermarkets, Priceline, Big W and selected pharmacies.

MCNABB CD7536

**Data 5**

**DISCOVER THE  
SMOOTHEST SKINCARE EVER**

**NEW**

**NIVEA BODY SMOOTH CARE LOTION**  
The smoothest feeling bodycare for the smoothest feeling skin. Try it yourself.  
More information at [www.NIVEA.com](http://www.NIVEA.com)

**NIVEA BODY. FEEL THE CARE.**

**NIVEA**  
body

**Smooth Care  
Lotion**  
Dry Skin

Fast absorbing and  
long-lasting for  
silky smooth skin

Ginkgo to replenish  
Shea Butter to soften  
Vitamin E for resilience

The advertisement features a close-up of a woman's back and waist, wearing a blue bikini bottom. The skin is smooth and tanned. To the right of the woman is a blue bottle of Nivea Body Smooth Care Lotion. The bottle has a black cap and a label with the Nivea logo and product details. The background is a soft, out-of-focus blue and white.



Data 6

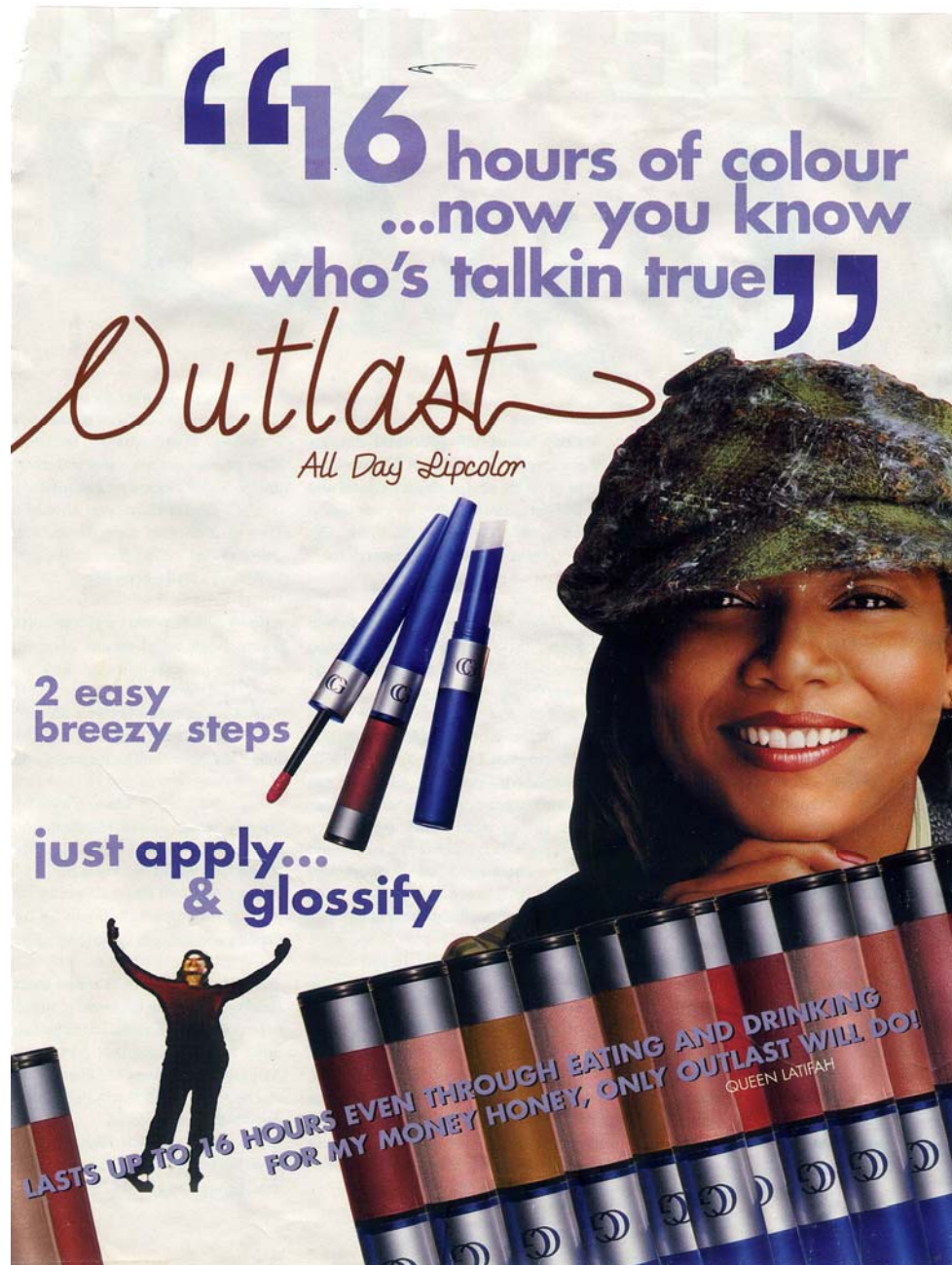
**“16 hours of colour  
...now you know  
who’s talkin true”**

*Outlast*  
*All Day Lipcolor*

**2 easy  
breezy steps**

**just apply...  
& glossify**

**LASTS UP TO 16 HOURS EVEN THROUGH EATING AND DRINKING  
FOR MY MONEY HONEY, ONLY OUTLAST WILL DO!**  
QUEEN LATIFAH

An advertisement for Outlast All Day Lipcolor. The background is a textured, light-colored surface. At the top, a quote in large, bold, purple letters reads: "16 hours of colour ...now you know who's talkin true". Below the quote, the brand name "Outlast" is written in a large, brown, cursive script, with "All Day Lipcolor" in a smaller, brown, sans-serif font underneath. In the center, three lipcolor tubes are shown: one is open with a red applicator, and two are closed. To the right, a close-up of Queen Latifah smiling is visible, wearing a green, textured hat. In the bottom left, a small silhouette of a person with arms raised is shown. At the bottom, a row of several lipcolor tubes in various shades (red, pink, brown, blue) is displayed. Overlaid on this row is the text "LASTS UP TO 16 HOURS EVEN THROUGH EATING AND DRINKING FOR MY MONEY HONEY, ONLY OUTLAST WILL DO!" in a bold, purple, sans-serif font. Below this text, the name "QUEEN LATIFAH" is written in a smaller, purple, sans-serif font.

Data 7



A full-page advertisement for Lux Bodywash. The background is a deep red. In the upper left, the word "LUX" is written in large, gold, 3D block letters. Below it, the tagline "Brings out the ★ in you" is written in a white, cursive font, with a small, sparkling star icon. On the left side, the name "Jennifer Hawkins" is written in a white cursive font, with "Miss Universe® 2004" in a smaller, white sans-serif font below it. Jennifer Hawkins is the central figure, a woman with long, wavy brown hair, wearing a light-colored, sleeveless, lace-trimmed dress and high-heeled sandals. She is sitting on a dark brown, upholstered armchair, leaning back with one arm resting on the chair's back and the other on her hip, smiling at the camera. In the bottom right corner, three bottles of Lux Bodywash are displayed: a yellow bottle labeled "aromatherapy", a green bottle labeled "fruitboost", and a pink bottle labeled "aromatherapy". At the bottom center, a line of white cursive text reads: "Lux Bodywash with indulgent fragrances and natural extracts helps skin glow, bringing out the star in you."

LUX

Brings out the ★ in you

Jennifer Hawkins  
Miss Universe® 2004

Lux Bodywash with indulgent fragrances and natural extracts helps skin glow, bringing out the star in you.

LUX aromatherapy LUX fruitboost LUX aromatherapy



## Data 8

100% FRESH, COLOUR SO  
FULL OF LIFE IT NEVER FADES.



**GARNIER**  
**100% COLOR**

THE PERMANENT HAIR  
COLOUR WITH PURE COLOUR  
PIGMENTS AND VITAMINS.

GARNIER 100% COLOR. A UNIQUE  
COCKTAIL OF VITAMINS AND PURE  
PIGMENTS WITH LONG LASTING  
COLOUR, FOR HAIR THAT LOOKS  
100% VIBRANT, SHINY AND STRONG.

RESULT: HAIR THAT'S HEALTHY  
LOOKING, FULL OF LIFE AND NEVER  
FADES. AND GREYS? 100% COVERED.

 **GARNIER**



## Data 9



campaignforrealbeauty.com.au  Dove

 **Why do so many Australian women love Dove Summer Glow?**

Dove Summer Glow is the first tanning moisturiser to exclusively combine ingredients which help prevent streaking and prolong your tan. We guarantee you'll prefer it too.

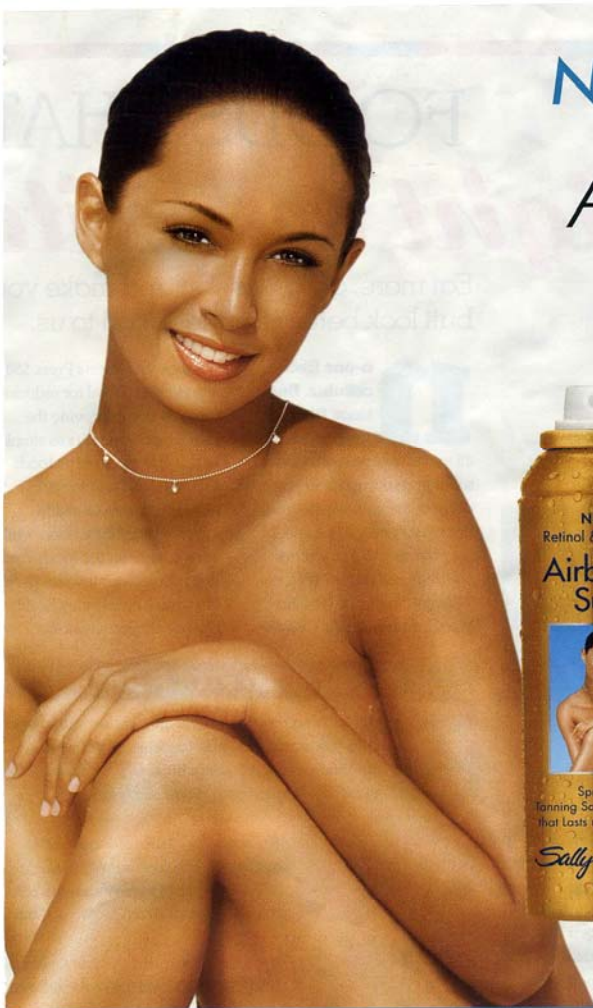
-  everyday body moisturiser
-  gradually builds a beautiful light tan
-  use daily for a darker tan

**WE GUARANTEE YOU'LL PREFER IT**

- prolongs tan
- great fragrance
- even tone

**Dove Summer Glow Body Lotion**

Fair to Tanned Skin | Tanned to Darker Skin



**New!**


# Airbrush Sun™

**Breakthrough Technology**  
**Perfect Tan, No Mess**

**At last, a No Mess, Invisible Spray On Tan that tans your skin – not your clothes!**

Just spray on Airbrush Sun and after 1 hour you'll start to get a salon perfect Airbrush Tan – without sun damage.

Available in formulas for the Face & Body, Airbrush Sun dries within 60 seconds, won't streak or drip, smells great and lasts for up to 7 days!



NEW!  
Retinol & Vitamins  
Airbrush Sun™  
Spray-on Tanning Salon Perfection that lasts up to 7 Days!  
Sally Hansen

# Sally Hansen®

[www.sallyhansen.com](http://www.sallyhansen.com)

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Available from Department Stores, Discount Department Stores, Leading Pharmacies and Supermarkets. For more information call our toll free number 1800 251010



## Data 11

new **waterproof**  
**XXL**  
volume+length™  
microfiber mascara

The first mascara with a double dose  
of gentle microfibers

oversize your lashes to their  
**longest, thickest,  
biggest!**

Adriana Lima

**MAYBELLINE**  
NEW YORK

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

**STEP 1**  
**EXTRA LENGTH**  
Microfiber basecoat  
attaches to tips  
to help visibly  
elongate and set  
the stage

**STEP 2**  
**EXTRA VOLUME**  
Microfiber topcoat  
locks on to seal the  
deal with incredible  
thickness and  
intense colour

maybelline.com

© 2003 Maybelline New York, Inc. All rights reserved. Adriana Lima is wearing new XXL volume+length microfiber waterproof mascara in very black, voluminous, soft, light & sea, nyc. For stockist information or advice on product usage please contact the Maybelline New York advisory service on 1300 369 3027, www.maybelline.com

# I love wrinkles, just not around my eyes.

Wrinkles are only cute on canines.  
That's why there's new Palmer's  
Skin Success Eye Lift Serum.  
A powerful formulation of  
Merinox-C™, Halyoxyl™ and  
Retinyl Palmitate, it reduces  
the appearance of wrinkles  
and circles around your  
eyes – guaranteed.



**PALMER'S**  
**SKIN SUCCESS**  
**EYE LIFT**  
**SERUM**  
Pumps and Fills Crow's Feet  
Helps Firm and Lift Eye Area  
with Merinox-C™  
and Retinyl Palmitate  
NET WT. 1.5 FL. OZ.

**PALMER'S**  
**SKIN SUCCESS**  
ADULT ACNE  
SKIN STRESS  
AGE SPOT  
FACE LIFT

**PALMER'S**  
**SKIN SUCCESS**  
GUARANTEED TO MAKE  
YOUR SKIN A SUCCESS  
[www.skinsuccess.com](http://www.skinsuccess.com)