

APPENDICES

Appendix 1

Data 1

Fighting

past damage

on your
age zones?

total effects

More power to you.

THE MOST CONCENTRATED RETINOL SKINCARE PRODUCT AVAILABLE OVER THE COUNTER.*

Introducing Olay Intensive Restoration Treatment. The first Olay treatment developed exclusively to help restore the appearance of age zones, with a combination of VitaNiacin and pro-retinol. Total Effects Intensive Restoration Treatment. Use it with your regular moisturizer and you won't look back. www.olay.com

OLAY
love the skin you're in™

©2009 P&G. Among leading cosmetic skin care products containing retinol or its derivatives based on concentration in U.S. at launch. A.

Data 2



OLAY

Radiant fairness
from within.

NEW

OLAY®
WHITE
RADIANCE

New Olay White Radiance
Because true fairness starts from within, Olay brings you a breakthrough whitening formula that works deep inside your skin, up to **8 cell layers***, to give you radiant fairness at the cellular level.
So why settle for superficial whitening?
Discover true radiant fairness from within, only with Olay White Radiance.
*Surface cell layers.
www.olaymba.com

love the skin you're in™ **WHITE RADIANCE**

Appendix 2

Table of data

Data 1

No.	Data	Words	Type of doublespeak
1.	More power to you.	More power	Unfinished word
2.	The most concentrated retinol skincare product available over the counter.	The most concentrated	The rule of parity
3.	Introducing Olay Intensive Restoration Treatment.	Intensive	Weasel word
4.	The first Olay treatment developed intensively to help restore the appearance of age zones, with a combination of VitaNiacin and pro-retinol.	Intensively	Weasel word
		To help	Weasel word
6.	Total Effect Intensive Restoration Treatment. Use it with your regular moisturizer and you won't look back.	Total	Weasel word

Data 2

No.	Data	Words	Type of doublespeak
6.	Radiant fairness from within.	Radiant	Weasel word
		Fairness	Weasel word

7.	New Olay White Radiant.	New	Weasel word
		White	Weasel word
8.	Because true fairness starts from within .	True	Weasel word
		Within	Weasel word
9.	Olay brings you a breakthrough whitening formula that works deep inside your skin, up to 8 cell layers*, to give you radiant fairness at the cellular level.	Brings	Weasel word
		Breakthrough	Weasel word
		Deep	Weasel word
		Up to	Up to claim
10.	So why settle for superficial whitening?	Superficial	Weasel word
11.	Discover true radiant fairness from within, only with Olay White Radiance.	Discover	Weasel word
		Only	The rule of parity