

# APPENDICES

## 1. Data 1: Revlon Age Defying Makeup



**REVLON  
AGE DEFYING  
MAKEUP**

The only foundation with Botafirm™ that relaxes and reduces the appearance of expression lines, instantly firms skin and completely covers flaws. SPF 20.

**95%** said it visibly helped relax expression lines, instantly.\*

*Don't deny it.  
Defy it.*

**REVLON**

1 2 3 4 5 6 7 8 9 10 11 12  
Ella Macpherson is wearing Revlon Age Defying Makeup in Honey Bee. Find your shade at [revlon.com](http://revlon.com). \*95% of women tested, Normal/Combination Skin formula.

**Data 2: Colorstay Whipped Crème Makeup Advertisement**

**NEW**  
**COLORSTAY**  
**WHIPPED™**  
**CRÈME**  
**MAKEUP**

**24** hrs

**REVLON**  
**COLORSTAY WHIPPED**  
**CRÈME MAKEUP**

**FEELS LIKE SILK ON YOUR SKIN**

FINALLY, TRULY DECADENT MAKEUP OFFERS ULTIMATE PERFORMANCE. THE MOUSSE-LIKE TEXTURE FEELS LIKE SILK ON YOUR SKIN. AND THE TIME RELEASE FORMULA BALANCES YOUR SKIN FOR A FLAWLESS LOOK. ALL DAY, FLEXIBLE WEAR, WITHOUT FLAKING, CAKING OR FEELING HEAVY.

**COLORSTAY WHIPPED™ CRÈME SHADES**

BUFF	SAND BEIGE	NUDE	NATURAL BEIGE	MEDIUM BEIGE	WARM GOLD	TRUE BEIGE

**Data 3: Revlon Age Defying with DNA Advantage Advertisement**

**REVLON®**

**NEW**  
**REVLON**  
**AGE DEFYING**  
**with DNA ADVANTAGE™**  
**SPF 20**

Helps *protect skin's DNA* to fight the signs of aging

**96%** of women saw flawless younger-looking skin in two weeks

**REVLON**  
**AGE DEFYING**  
**DNA ADVANTAGE™**  
**CREAM MAKEUP**

**14.99**

**REVLON®**  
**NEW**  
**GROW™**

**beauty club** featuring **REVI**

#### Data 4: Colorstay Mineral Mousse Makeup Advertisement

**COLORSTAY™**  
MINERAL MOUSSE MAKEUP



**NEW**

REVLON  
ColorStay  
Mineral Mousse  
Makeup  
SPF 25

A flawless matte finish in a refreshingly lightweight mousse.

- Unique, air-whipped texture for a soft matte finish.
- 16-hour ColorStay Longwear for lasting perfection.

CHOOSE YOUR COLOR



LIGHT



#### Data 5: The First Mineral Foundation



**NEW**

**The First Mineral Foundation**  
with ColorStay® longwear

- Up to 16 hours of wear and care
- Exclusive mineral complex that cares for your skin
- Smooth flawless coverage, lightweight feel
- Non-irritating, fragrance free, oil free



REVLON  
ColorStay  
Mineral Foundation  
Light/Medium/Deep, SPF 15

SO GOOD. SO LONG.

**REVLON®**

Hollywood actress Halle Berry is wearing ColorStay® Mineral Foundation in Medium