## APPENDICES

### Advertisement Slogan Containing Block Language

<table>
<thead>
<tr>
<th>Advertisement Slogan</th>
<th>Major characteristics of Block Language in advertisement slogans</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Subject</td>
</tr>
<tr>
<td>1. Shaping your baby’s best future</td>
<td></td>
</tr>
<tr>
<td>2. Bubbles of fun for beautiful skin</td>
<td></td>
</tr>
<tr>
<td>3. New impulse ICO. Refreshingly glacial</td>
<td></td>
</tr>
<tr>
<td>4. Happy to hear from you</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Easy breezy beautiful Cover Girl</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>4</td>
<td>For the seductress within</td>
</tr>
<tr>
<td>6</td>
<td>Star Light Star Bright</td>
</tr>
<tr>
<td>7</td>
<td>Smooth legs, mighty fast</td>
</tr>
<tr>
<td>9</td>
<td>Miami Glow by JLO</td>
</tr>
<tr>
<td>10</td>
<td>Less spots, more brightness:</td>
</tr>
<tr>
<td></td>
<td>twice perfect</td>
</tr>
<tr>
<td>11</td>
<td>Diamond shower at your fingertips!</td>
</tr>
</tbody>
</table>
Shaping your baby's best future

NEW & IMPROVED

Expecting a baby is magical. And you can positively add to this wonder by keeping happy and healthy before, during and after your pregnancy.

Your well-being and nutritional status can shape your unborn baby's future health. This is a proven concept called 'Fetal Programming' whereby a mother's nutritional status before conceiving and during pregnancy affects her fetal growth and development. It also influences the risk of the unborn baby developing diseases in adult life. These effects may even be passed on to the next generation.

And because many mums have informed us that you prefer a less 'milky' drink, we have developed Mamil Mama, a tasty low fat drink that you can easily enjoy twice a day. Mamil Mama formula helps meet your increased nutritional needs.

Every glass of Mamil Mama offers the Pro-neuro™ System of Nutrients including DHA, SA, inulin dietary fibre, Tryptophan as well as high protein, calcium, folic acid, vitamin C and iron.

Mamil Mama - helping you to be a better mum and to shape your baby's best future.
Bubbles of fun for beautiful skin.

Let a TENOSIX naturally infused mask add life to your complexion, to renew both your skin and spirit.

Let you shine through TENOSIX.
It feels so good to be connected to the people you care about. Just pick up the Nokia 6030 and make a call. Or write a text message on the ergonomic keypad. With the Nokia 6030 phone, it’s easy to share the happiness.

- User-friendly interface
- High-quality 65,536 colours display
- Up to 100 SMS and 300 Phone Book entries
- Text and multimedia messaging
- FM Radio and xHTML browser

www.nokia.com.my
Put your freshest face forward.

Clean Make-Up
Clean Make-Up is so good to your skin, you’re positively radiant! It lets skin breathe... It’s clean... fresh... natural. So face the world like it’s a breeze. Clean, or Fragrance-Free, if you please!

easy breezy beautiful COVER GIRL
Dior

For the seductress within.

PURE POISON
Dior
Star light
Star bright

Introducing
Silky White
2-Way Foundation

Lightening complex with SPF 15 for flawless fairer skin.
Easy application for an oil-free matte silky finish.
Fragrance-free. Vitamin E.

Wet ‘n’ Wild®
U.S.A.

resist much, obey a little
Smooth legs, mighty fast.

Only one razor has microfine guardwires to protect your skin from cuts, no matter how fast you're going. Schick Silk Effects. For silky smooth legs.
GOLDEN. SEXY. NIGHT-BRIGHT.

Miami Glow

First stroke on the new scent by Jennifer Lopez then wrap on the Miami chic charm bracelet.
Diamond shower at your fingertips!

NEW

Water Shine Diamonds

Sparkle non-stop for seven days...
Diamond Shine Glitter lets your nails sparkle from every angle. The unique Shine-Lock system coats your nails with a glossy finish that glistens like pure water!

www.maybelline.com