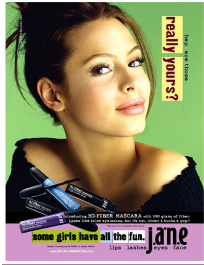


# Advertising: Cosmetics

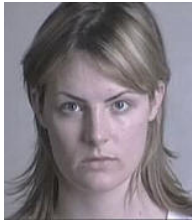
“In our factory, we make lipstick; in our advertising, we sell hope.” – Charles Revson



Cosmetic Advertising:  
Deconstructing  
The Real Messages  
in the media  
©2004  
Frank Baker, Kara Clayton  
media educators  
(NOTE: portions of this page  
are under construction)



actress Jamie Lee Curtis  
goes [without makeup](#)



watch the Dove  
Campaign for Beauty  
[video](#)

Fast Fact: "Seventeen (magazine) estimates that teens spend \$9.3 billion on cosmetics and skin products a year..." Source: [Branded](#), page 28

NEW: Ads in [Spanish](#)

For young people today, how they feel about themselves is sometimes a result of the media messages they are exposed to.

This website is designed to raise the awareness of educators/students who are exposed to cosmetic advertising in magazines. It is also designed to teach "media literacy," as a mechanism for understanding how cosmetic makers persuade.

Cosmetic makers spend millions of dollars annually to reach their "target audience." One of their primary media vehicles is women's magazines (some of which you may subscribe to at school or at home).

To get started, we suggest that you begin start collecting cosmetic ads and put them in a file for later use. They will come in handy as you begin addressing this topic with students. Use the Table of Contents (left) to review the content of this site.

Print articles/resources about cosmetics:

New: [Deceptive claims in cosmetic advertising](#) (study)

[P&G pulls photo-shopped cosmetic ad](#)

[US bans Photoshop use in cosmetics ads](#)

[Internet consumers profitable for cosmetics industry](#)

[A Chance to Save Their Skin](#)

[Beauty Ads Pull Women's Legs Selling Unnatural, Useless Products](#)

[Revlon Targets Older Women to Boost Sales](#)

[New Revlon Ads Tout Vital Radiance](#)

[This year's models: Fit, famous & over forty](#)

[L'Oreal signs Cruz](#)

[L'oreal uses Desperate star](#)

[Hatcher stars in new Clairol ads](#)

[Lovely perfume ads hit Web before TV](#)

[Dove ad commentary](#)

[Dove ads with 'real' women get attention](#)

[Hawking Dove](#)

[Does reality sell beauty?](#)

['Housewives' Longoria Signs L'Oreal Deal](#)

L'Oreal to 'celebrate beautiful women' with Oscar ads

[Pretty unreal](#): real teens look good; but celebrities look perfect

[Traci Lords Signs Cosmetic Contract](#)

[Special Report on Cosmetics](#) (Business Week) [Changing Face of Skin Care](#)

[Dior Ad Campaign Draws Fire](#)

[Avon Breaks New Ground With Salma Hayek Project](#) (Nov.1)

[Teen magazines send girls all the wrong messages](#) (Oct.29)

[Face of cosmetics changing with times](#) (Sept.8)

[Makeup Line Is Made for Latinas](#) (Sept.6)

[How Cosmetics Advertising Misleads](#)

[An Advertising Comparison of Maybelline and Cover Girl](#)

[Seventeen, Self-Image, And Stereotypes](#)

[Cosmetic Safety: More Complex Than at First Blush](#)

["Passions' Product Pitch; NBC, Avon Weave New Cosmetics Line Into Soap Opera's Story"](#)

[Young Girls targeted by makeup companies](#)

Site Updated on: 08/05/2012