

# A Critical Discourse Analysis of Skincare Products for Women and Men

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**Master's thesis / Diplomski rad**

**2023**

*Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj:* **University of Zagreb, Faculty of Humanities and Social Sciences / Sveučilište u Zagrebu, Filozofski fakultet**

*Permanent link / Trajna poveznica:* <https://urn.nsk.hr/urn:nbn:hr:131:632588>

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*Download date / Datum preuzimanja:* **2024-08-16**



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**A Critical Discourse Analysis of Skincare Products for Women and Men**

(Master's Thesis)

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Zagreb, 2023

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## **Abstract**

This thesis analyses the difference in language choices and advertising strategies in skincare advertisements for women and skincare advertisements for men. Advertising's pervasive presence in daily life is fueled by tailored marketing strategies and digital tracking methods. Language and gender are intricately linked, with linguistic patterns reinforcing societal gender norms. This study examines strategies in skincare advertising, shedding light on how advertisers shape messages for both women's and men's beauty products. By unraveling the interplay of language, gender, and consumer culture, this research contributes to a deeper understanding of the impact of advertising on societal perceptions and behaviors. The analysis is based on Fairclough's (2001) approach to Critical Discourse Analysis. In the textual analysis part of the paper, the focus is on noun, verb and adjective choices. In the discourse practises level, advertising strategies, as well as commonalities found in the advertisements, are discussed. In the social practices level of the analysis the differences observed in the advertisements are put into the context of larger social issues, such as ageism, masculinity and femininity and pseudoscience. The results show that advertisements for women feature more adjectives, put emphasis on youth and beauty and employ emotional appeal. Advertisement for men feature problem-solving patterns, more direct language, and often invoke masculinity.

Keywords: advertising, skincare, language and gender, Critical Discourse Analysis

## Introduction

Advertising is a major presence in our everyday lives. It is used to provide important information about products or services in order to persuade consumers to buy, use, or support them. Nowadays, advertisers can reach us through a variety of channels – the internet, TV commercials, billboards, magazines and so on. By virtue of ‘cookies’ and our phones recording our conversations, advertisers have started tailoring ads in such a way that they not only target a specific group, but the individual person. As advertisements have become increasingly present and persuasive, it is of importance to bring their advertising tactics to the front in order to become more aware of their influence.

Despite progress in various aspects of gender equality, sexist media portrayals persist, depicting women's bodies as both objects of scrutiny and subjects for enhancement. In contemporary Western media, the interplay between gender, mass media, and identity is intricate. There is a notable emphasis on associating femininity with physical attractiveness in both language and imagery, particularly in content aimed at or featuring women. This emphasis on female appearance is prevalent from childhood through adulthood, contrasting with the relatively lesser focus on male appearance. In cosmetics advertising in particular, femininity is equated with consumption with the goal of improving one's appearance, which is always seen as in need of ‘fixing’. Gender stereotypes, sometimes simply referred to as gender roles, have a long history in advertising, where they are still very frequently used (Eisend, 2010). By examining the language of beauty advertisements, female media representation can be explored and challenged. Therefore, cosmetics advertising should be analysed to challenge assumptions such as heteronormativity, stereotypical gender roles, and excessive focus on physical beauty. This helps consumers become more critical and aware of these pervasive ads.

The aim of this research is to analyse, within the framework of Critical Discourse Analysis (CDA), the language used in texts advertising skincare products and see whether there is a difference in language use in ads targeted at men and ads targeted at women. A closer look will be taken at the use of nouns, adjectives, and verbs, as well as at common advertising strategies in the realm of skincare marketing. The use of these lexical items and strategies will be

contextualized within the larger framework of beauty standards, beauty and skincare industries and society in general.

## **Theoretical framework**

### **Critical Discourse Analysis**

Critical Discourse Analysis (CDA) is the broad, interdisciplinary methodological approach to language and society that focuses on discourse as social practice (Strauss & Feiz, 2014, p. 314). It focuses on the relationship between society, power, ideology and discourse and the meaning that is hidden behind the words. Wodak (2009) describes it as "an interdisciplinary approach to the study of texts, talk, and communication that explicitly or implicitly examines the relationship between discourse and the wider sociopolitical and sociocultural context." In sum, CDA seeks to expose the manipulative nature of discursive practices and improve communication and well-being by removing the barriers of assumed beliefs legitimised through discourse. It is an interdisciplinary approach that examines how language, discourse, and communication are intertwined with power, social structures, and ideologies. It is characterized by its critical perspective, aiming to uncover and critique inequalities and social injustices in discourse. The specific focus and methods used within CDA may vary among scholars, but the overarching goal is to understand and challenge the role of language in shaping society.

Van Dijk highlights (2006) that Critical Discourse Analysis (CDA) places significant emphasis on both manipulation and persuasion. In the broader context, persuasion aligns more closely with the world of sales and advertising since customers are typically presented with choices (Dijk, 2006). However, when it comes to building a brand, manipulation can also come into play, sometimes being viewed as a means of perpetuating inequality. Therefore, manipulation and persuasion are two manifestations of discourse, with the scale and severity of their effects and potential outcomes being the key differentiators. This blurs the lines between the two concepts, and in fields such as advertising and sales, they often overlap and intertwine. The crucial element in distinguishing them should be that manipulation involves people being influenced against their best interests or without their conscious awareness (Dijk, 2006). Persuasion affords recipients the

autonomy to decide how to act upon the presented arguments, whereas manipulation frequently places recipients in a more passive role, particularly if they lack the knowledge or means to resist it (Wodak, 1987).

On the other hand, for discourse to be effectively comprehended, shared sociocultural knowledge is another essential component. Van Dijk (2008) concludes that individual discourse production strategies often assume the presence of such shared knowledge and therefore do not explicitly express it; it remains implicit. It is presumed that the recipient either possesses this knowledge or, with existing knowledge, can draw the necessary conclusions through inference. This implied knowledge is often referred to as the "Common Ground" shared by speakers and recipients (Dijk, 2008). The notion of implicitness and the reliance on individual inference based on the Common Ground provide fertile ground for the development of manipulation and persuasion, particularly in the realm of advertising.

## Language and gender

Language and its usage are intrinsically linked. The perpetuation of gender distinctions relies on the continual reinforcement of gendered behaviors in daily life. The categories of "male" and "female" would not hold significant societal importance if distinct groups of individuals did not continue to exhibit behaviors associated with being "men" or "women." From an early age, children are taught by society and the media to conform to specific behaviors and roles assigned to them from birth, aligned with societal perceptions of their gender. Stereotypical roles and conduct associated with one's perceived sex are ingrained in them.

It is crucial to clarify that sex and gender carry distinct meanings. Sex pertains to biology, whereas gender is a product of social construction. Gender is a set of practices through which people construct and claim identities (Eckert and McConnell-Ginet, 2013, p. 47). It is built on a lifetime of differentiated experience, and, as Eckert and McConnell-Ginet (2013) state, is inextricably mixed with toughness, occupation, entitlement, formality, class, hobbies, family status, race, and just about any other life experience you can name. Separating gender from the

other aspects of social life cannot be accomplished easily. Gender must be recognized in its full glory – in its inseparability from the rest of life experience (Eckert and McConnell-Ginet, 2013).

Early investigations into the linguistic distinctions between women and men were initiated by Lakoff (1975) in her examination of women's language in professional settings. Lakoff's research revealed that expressions of uncertainty, such as hedges and tag questions, were more commonly employed by women. Women's language that is learned and imposed on women renders female speech tentative, trivial, and powerless. In this way, language itself is a tool of oppression – it is learned as part of learning to be a woman, imposed on women by societal norms, and in turn, it keeps women in their place" (Eckert and McConnell-Ginet, 2013, p. 38). While Lakoff viewed women's language as evincing weakness, others began to cast it in a more positive light, arguing that women's speech style shows a more collaborative, supportive, and empathic style. William O'Barr and Kim Atkins (1980 as cited in Eckert and McConnell-Ginet, 2013) suggested that what Lakoff had identified as "women's" language was really "powerless" language more generally, and that it was gendered primarily to the extent that women are more often in powerless positions than men. However, men and women do get different kinds of encouragement for verbal displays. Studies have found (Feldstein, Dohm, & Crown, 2000; Strand, 1999) that speakers perceive speech differently depending on whether they believe the speaker to be a man or a woman – the same words are heard differently.

While it may be said that the cues, symbols, and methods of depicting gender have remained relatively constant over the years, a shift in tone has been noted in certain contexts. We now observe more inclusive and socially acceptable representations and behaviours for women and minority groups. The development of non-traditional practices, where individuals do not act according to traditional gender norms, in recent years has contributed to changing the meaning of male and female. With the arrival of third wave feminism, the focus shifted from dichotomies to diversity, fluidity, and change (Jule, 2017). Moreover, gender now encompasses a wide spectrum of expressions, encompassing the various means by which individuals define their identity as male, female, or something entirely different. Women and men have the capacity to express their identities in diverse ways. In other words, it is important to recognize that not all individuals of the same biological sex necessarily possess identical fundamental characteristics. "Instead of assuming biological categories, referring to socially constructed genders allows us to make



different distinctions and to talk about people as being masculine or feminine” (Mooney, 2015, p. 109).

## Advertising and gender

According to Rossi (2003), any advertising that features humans inherently engages in gender advertising because it portrays the subjects as belonging to one gender or the other. Typically, this is achieved through established visual cues, akin to a code, that symbolize a particular gender, including characteristics such as long hair, curvaceous bodies, and the use of colors such as pink and red in ads targeting women. Gender cues are signals employed to direct individuals towards perceiving a particular gender. Masculine cues are linked with qualities of competence and are utilized in marketing products aimed at men, while feminine cues are employed to target female consumers, often conveying qualities such as compassion and other softer values (Hess & Melnyk, 2014).

Many marketing decisions are heavily influenced by common stereotypes, but the opposite is true as well. Through attractive and persuasive language advertisers promote their product and create a stereotypical idealized image of femininity and masculinity. The ways in which men and women are portrayed in these advertisements create the basis of what we perceive to be normal and upon what we base our understanding of ourselves. According to Conley and Ramsey (2011) there is a significant difference in how women and men are portrayed in advertisements. Their focus was on magazine advertisements in which women are often portrayed as passive, but flawless, dismembered in photographs and subordinate to men. Men, on the other hand, are portrayed as active and decisive. These stereotypes are not only portrayed through imagery, but through language, as well. However, a change can be seen in public discourse regarding gender stereotypes, especially among younger generations. This type of subversive discourse is common on social networks such as TikTok, and advertisers who try to keep up with these changes have taken notice of this change and started to use the same rhetoric in their advertising discourse to try to appeal to younger, more liberal audiences.

## Skincare advertising

Skincare products encompass a range of items designed for both facial and body care, such as facial cleansers, lotions, and moisturizing creams. Advertisements for these products have the primary objective of providing essential information about the products, with the intention of stimulating consumer interest and desire for these items. They aim to persuade consumers to incorporate the advertised products into their skincare routines to enhance skin quality, boost their overall attractiveness, and transform their appearance.

In order to make their product seem necessary, advertisers create a problem only to offer that product as a solution. This discursive pattern is commonly known as the Problem-Solution pattern (Hoey, 2001) in which the product is presented as a 'solution' to a 'problem' implying by that that the female (or male) body is in some way inadequate, and a solution can be found for that particular inadequacy through an appropriate cosmetic product. These problems tend to be elements of the appearance: flat hair, wrinkled eyes, blemished cheeks, or can be associated with ageing (frown lines) or with a particular skin type with various needs (sensitive skin) (Coupland 2007, p. 45). However, these solutions are not permanent and never solve the underlying issue, only mask it, so repeat purchases are required (Benwell and Stokoe, 2006).

Additionally, the notion of a 'group identity' may be created through advertising, for example, comprising all women who purchase a particular brand of skincare product or cosmetic, forming another kind of 'consumption community' as an alternative or supplement to a real-life community (Fairclough, 2015). Femininity is in this way equated with consumerism that presupposes and promotes individual consumption of beauty products as a worthwhile pursuit and expense.

Studies by Kaur, Arumugam and Yunus (2013) and Cheong and Kaur (2015) on both women's and men's beauty products respectively have outlined the main strategies that advertisers employ when writing advertising texts.

Strategy	Description	Example
Manufacturing consent through implication	Conveying the advantages of products to persuade consumers and gain their approval.	<i>With Advanced night repair eye, you'll see a reduction in the look of every sign of aging around your eyes</i>
Invoking inadequacies	Stimulating consumer demand for purchasing the products.	<i>Once sagging eye bags, dark eye circles and crow's feet appear, ...</i>
Unrealistic representation	Creating the imagery of an unrealistic situation.	<i>It's your power tool for making eyes at the hunk by the pool [mascara ad]</i>
Positive self-representation	Presenting the product and representing the company in a positive and reliable way.	<i>Pro-Keratin Fiber leaves no gap unfilled</i>
Puffery	Praising the company or exaggerating the benefits of the product.	<i>All the proven repair of our # 1 serum</i>
Celebrity endorsement	Sharing endorsements and testimonials from celebrities regarding their experiences and product recommendations.	<i>Emma Stone is the face for the collection, and is a fan of the Peach Parfaut Shade [Revlon Lipstick Ad]</i>
Scientific evidence/Proof from clinical tests	Claiming the scientific tests in order to create trust and build	<i>Award winning certified organic skincare that keeps it real</i>

	consumers' confidence.	
Emotive words	Using positive adjectives that evoke sensory and emotional responses to craft an appealing mental image for readers.	<i>Light weight, natural-feel, dramatic darkened look, soft touch, crispy feel, passion, romance, glamorous, alluring, long-lasting, exclusive, moisturizing, glossy, voluptuous, mesmerizing</i>

Figure 1. Advertising strategies in advertisements for women's beauty products. (Kaur, Arumugam, & Yunus, 2013)

Strategy	Description	Example
Constructing a hegemonic masculine image	Brands utilize visual elements such as color, patterns, and shapes in their packaging to convey the concept of an idealized masculinity.	<i>The package is designed for a strong masculine aesthetic impact, using visuals (i.e. typography, pattern, colour and shape) and tactile impressions.</i>
Negotiating masculinized metrosexuality (a)	Employing specific word choices that link an ideal complexion to conventional perceptions of masculinity to navigate the intersection of masculinity and grooming.	<i>Active Defense System (not protection (from UV).</i>
Empowering men	Incorporating terms associated with strength and	<i>Men Expert.</i>

	confidence, or utilizing technical and scientific language to mitigate any negative emotions related to embarrassment and discomfort when using this product type.	
Providing males with logical reasons for grooming	Offering logical and rational justifications for grooming by portraying it as a pragmatic and essential routine, while underscoring the advantages of the product.	<i>Remove dirt and oil from your face using...</i>
A different portrayal of skincare products	Persuading male consumers that acquiring this product is an inherently masculine endeavor by portraying the grooming product as a practical and efficient tool or a valuable mechanical instrument. Highlighting the product's functionality and its utility as a beneficial tool.	<i>Patented formula, Recommendation for use and Pro Exfoliatine.</i>

Figure 2. Advertising strategies in advertisements for men's beauty products. (Cheong & Kaur, 2015)

# The Study

## Methodology

The analysis is situated within the framework of Critical Discourse Analysis, where the focus is not only on the language of the given text but also on the broader cultural context. This analysis will be a comparative type of analysis since the focus is on the difference between the lexeme choices and advertising strategies in advertisements targeted at men and advertisements targeted at women. This analysis will focus solely on the text, not taking into consideration the packaging and the overall presentation of the product. The analysis will focus on the lexical items within the advertising texts (product descriptions). This approach delves into the language at a micro-level to understand how linguistic choices contribute to the construction of discourse and the conveyance of ideology.

A total of 3 brands was chosen for the analysis – L'oreal, Garnier, Nivea. The brands chosen for the analysis are all global brands that can be said to have similar advertising strategies due to their popularity and availability. Smaller, independent brands were excluded from this analysis since their branding generally differs from the branding strategies of popular brands. The products that were chosen for this analysis are facial moisturizers, serums, masks and face washes. Within the mentioned framework of product types, advertisements were chosen randomly. These products were chosen because they are used by both men and women, unlike decorative cosmetics which is rarely used by and marketed to men. The main principle of data collection was to collect equal numbers of advertising texts for both women's and men's skincare products. Since brands generally still offer a significantly smaller range of skincare products for men, the sample had to be adapted to the number of advertisements found for men's skincare. Therefore, the number of advertisements per each brand is not equal and it differs between male and female skincare advertisements as well. Two datasets were compiled - one with the products for women and one for men. 19 advertisements were taken from Garnier's web page (12 for women, 6 for men), 26 were taken from L'oreal's web page (16 for women, 11 for men) and 15 were taken from Nivea's web page (2 for women and 13 for men). A complete list of brands and

products, as well as links to where the products descriptions were taken from, can be found at the end of the paper in the Appendix.

For the purposes of this paper, the following research questions were formed:

Q1 How skincare advertisements for men and women differ in terms of language use?

Q2 How does the language used in the advertisements relate to the larger societal and historical discourse?

The main interest of this paper is to investigate whether there is a difference in the way skincare products are advertised to men and women regarding language choices and what this difference may mean in the larger context of our society. The focus of this research is not to analyse each individual lexeme, but to find common themes in usage of lexical items in relation to the gender of the target group of the product and discuss it within the greater societal context. For the analysis of the data gathered from the sample, previously presented literature was consulted.

The analysis is presented at the textual (micro), discursive practice (meso) and social practice (macro) level based on Fairclough's (2001) CDA framework. Fairclough's approach to critical discourse analysis is a multidimensional framework that combines linguistic analysis with a critical examination of power, ideology, and social context. Textual Analysis focuses on the linguistic features of discourse, such as vocabulary, grammar, and rhetorical devices. It explores how language constructs meaning and ideology. Discourse Practice examines the production and consumption of discourse, considering the social contexts in which it is created and used. It involves analyzing the power relations, institutions, and social practices that shape discourse. The dimension of Social Practice looks at the broader societal context in which discourse is situated. It involves studying the power structures, ideologies, and social structures that influence and are influenced by discourse.

## Textual analysis

Within Fairclough's (1992) three-dimensional model, textual analysis involves identifying and describing the language features of texts, considering both linguistic form and semantic content. He further added that text analysis has four main features, 'vocabulary', 'grammar, and cohesion' and 'text structure.

When examining discourse practice, the focus shifts to shedding light on how texts are created and interpreted, aiming to pinpoint the genres or discursive conventions utilized. At the socio-cultural level, the analyst explores the social and institutional conventions or processes that impact the production and reception of texts. These dimensions are interrelated, with discourse practice acting as a mediator between textual practice and socio-cultural practice.

Fairclough (1995) regards textual analysis as subsuming two complementary types of analysis: linguistic analysis and intertextual analysis. According to him, linguistic analysis covers phonology, grammar, vocabulary and semantics, as well as textual organization (cohesion, turn-taking). Intertextual analysis shows how texts „selectively draw upon *orders of discourse* – the particular configurations of conventionalized practices (genres, discourses, narratives, etc.) which are available to text producers and interpreters in particular social circumstances“ (Fairclough, 1995, p. 188). According to him, the intertextual properties of a text are realized in its linguistic features. In this part of the analysis, the focus will be on the linguistic analysis of the advertisements.

Due to the constraints of the paper, the focus was only on certain aspects of the linguistic analysis: vocabulary (adjective, noun and verb choices and the semantics behind them) and grammar (tense, mood and aspect of the verb). The intertextual aspect of the analysis will be touched upon in the Discourse practises part of the paper.



## ***Adjectives***

The focus will be on adjectival phrases in function of premodification and postmodification of the head of the noun phrase, as well as -ed participials, -ing participials, nouns and noun phrases in the function of modification of the head noun. From this point forward, “adjectives” will be used as a working term to denote these categories.

### **Advertisements for women**

Upon analysing the advertisements, 3 different categories of adjective usage were noticed: ‘the before face’, ‘the after face’ and ‘the product’. The ‘before face’ has the lowest variation of adjectives (10), ‘the after face’ is second (37), and the ‘product category’ has the highest variation of adjectives (94).

The adjectives that are used to describe the “before face”: *dull, rough, uneven, tired*. It is described as having *dark spots, post-acne marks, enlarged pores, aging signs, dead skin cells, puffy undereyes* and *deep impurities*.

The adjectives that are used to describe the “after face”: *smooth, soft, velvety, refined, less visible* (pores), *velvet soft, improved* (skin texture), *healthy, more rested, well-rested, energised, soothed, calmer, revitalized, fresher, stronger, resilient, depuffed, rebalanced, detoxified, protected, bright/brighter, luminous, radiant, polished-looking, glowing, dewy, perfectly clear, clean, deeply cleaned, even, younger-looking, youthful-looking, more even-toned, firmer, plumper, bouncy*.

Since the ‘product category’ contains a high number of adjectives, separate categories were formed for practical reasons. The categories are (9): the effect the product has on the skin (realistic and unrealistic), effectiveness of the product, naturalness of the product, anti-aging benefits, pseudoscience/science, innovation and luxury, usability and texture of the product. Since the effect advertisers claim the product has on the skin is often vaguely described, the category was split into 2 subcategories (clear and unclear) pertaining to the meaning of the adjective within the context of the advertisement.

The adjectives used to describe the effect the product has on the skin (clear): *exfoliating, brightening, smoothing, moisturizing, filling, extra-soothing, soothing, nourishing, hydrating, preventative, non-drying, refreshing*.

Unclear: *skin-perfecting, deeply purifying, pampering, caring, anti-aging, top wrinkle-fighting, energising, invigorating, skin perfecting, super purifying.*

The adjectives used to emphasize the strength and effectiveness of the product and the ingredients: *powerful, gentle yet effective, gentle, highly effective, intense, intensive, powerful, powerfully concentrated, highly concentrated, super-charged, potent, long-lasting.*

The adjectives used to describe the innovation and luxury aspect of the product: *unique, innovative, new, must-have, precious, advanced, most potent, gold (standard), first-of-its-kind, ideal, luxurious, improved, ultimate (care), patented, beloved, indulgent.*

The adjectives used to describe the naturalness of the product: *natural, real (rose water), free of (oil, petrolatum, parabens, phthalates, fragrance), skin identical, vegan, recyclable, organic, 100% climate neutralized, naturally good, inspired by nature, pure, plant based, naturally occurring, nature-sourced, junk-free, anti-oxidant.*

The adjectives that relate to the texture of the product: *fresh, non-greasy, non-sticky, fast-absorbing, lightweight, non-comedogenic, sheer, non-greasy, weightless, lightweight, extremely light, delicate, 100% pleasant.*

The adjectives that relate to the usability of the product: *quick, easy, multi-tasking, time-saving, instant.*

Anti-aging: *anti-aging, anti-age, top wrinkle-fighting.*

The adjectives used to describe the scientific (or pseudoscientific) aspect of the product: *micro-stimulating, micro-encapsulated, cellular, dermatologist-inspired, top dermatologist-recommended.*

### **Advertisements for men**

The same 3 categories of adjective usage were noticed in male advertisements. The smallest category is the 'before face' (22), but it is still significantly larger and more varied than in advertisements for women. The 'after face' category comes second (30), and the 'product' category has the highest number of variations (71).

The face and skin before usage of the product are described as: *dry, wind burned, tired, sensitive, easily irritated, prone to irritation, excess (sebum), itchy, tight, flaky, irritated, dull, lifeless, lacking radiance, excess (oils), dead (skin), oily (skin), sagging (skin), dark (spots), pimple-causing (bacteria), acne-related (issues), uneven (skin tone).*

The 'after face' is described as: *comfortable, visibly healthy-looking, refreshed, hydrated, smooth, soft, fresh, rejuvenated, supple, healthy, nourished, moisturized, pleasant, soft, silky soft, youthful, clean, healthier, long-lasting clean, radiant, not tight or dry, cool, resilient, brighter, brightened, fresh-looking, oil-free, acne-free, clear, even.*

In the 'product' category, 10 categories were deduced: texture, usability, naturalness, invoking masculinity, the effect (clear and unclear), effectiveness, anti-aging, health, luxury/innovation.

The effect (clear): *hydrating, cooling, cleansing, anti-pimple, non-drying, soothing, calming, anti-inflammatory, calm, calming, cooling.*

The effect (unclear): *skin-purifying, anti-pollution, firming.*

Effectiveness: *truly intensive, long-lasting, intense, tough enough () but gentle enough (), gentle, intensive.*

Luxury: *unique, original, great, modern, great.*

Naturalness: *dye-free, natural, mineral, alcohol-free, soap-free.*

Texture: *light, easily absorbed, fast absorbing, non-sticky, non-greasy, beard-friendly, comfortable, non-oily, comfortable, gel-based, lightweight, pleasant, oil-free, not greasy, pleasant, thinner than a balm, comfortable.*

Usability: *universal, instant, long-lasting, foaming.*

Anti-aging: *anti-wrinkle, firming.*

Invoking masculinity: *energetic, pleasant masculine (fragrance), signature masculine (scent), advanced, ultimate, fortified, black, icy, green, robust (protection).*

Health: *start-to-finish clean, comfortable, calm, soothing, gentle, extra-gentle, suitable.*

## **Verbs**

Here the focus will be on the tense, the usage of the passive voice and the imperative mood, as well as the meaning of the verbs conveying the effect the product provides.

In both advertisements for men and for women the present tense is used in all examples. The future tense is not commonly used (advertisements for women – 4 instances, advertisements for men - 6). The passive voice appears in 6 advertisements for women and in 15 advertisements for men. This difference is the result of advertisers often mentioning that the product *is designed* or *developed* for men. Only 3 advertisements for women use the imperative, while in advertisements for men it is employed 10 times, often in combination with a question (9 advertisements). Advertisements for women did not feature any questions.

Verbs in the present and future tense are used to convey the effect the product will provide to the skin. These verbs are found in all the advertisements, but some differences have been noted in the use. As with adjectives relating to the effect of the product, some verbs have clear lexicalised meaning within the context of the product description, while others are more ambiguous (the meaning cannot be clearly visualised). Two categories were formed – clear and unclear meaning.

### **Advertisements for women**

Clear: *brighten, cleanse, provides (hydration), refreshes, replenishes (moisture), covers, evens (skin tone), hydrates, layers (well under makeup), penetrates, removes (makeup), buffs away (impurities), exfoliates.*

Unclear: *polish, promotes (surface cell turnover), works (to improve), wakes up (the eye area), combats, reduces (the signs of aging), firms, helps prevent (sunburn), fights (wrinkles), draws out (impurities), floods (skin), delivers, smooths, acts (on pigmentation), protects (against environmental damage), refines, de-puffs, erases, comforts, strengthens, purifies, minimize, restores (fullness), clarify, detoxify, reinforces (skin's barrier), helps improve, caffeine tone-energizes.*

## **Advertisements for men**

Clear: *protects (sun damage (spf)), moisturizes, relieves, softens, cleanses, does not dry out, cleans, removes (impurities), soothes, protects (from drying out), refreshes, alleviates (dryness), relieves (the feeling of dryness), nourishes, hydrates, prevents (sebum production), does not irritate, lightens (marks).*

Unclear: *protects (from irritation), reduces (wrinkles), prevents (wrinkles), gives (a boost), cares (for skin), supports (recovery), refines, smooths, fights, gives (care), eliminates (the signs of ageing), supports (mechanisms), combats (tiredness), restores (energy), energizes, restores (elasticity), pampers, takes care, fills, tightens, firms up, protects (from pollution), brings relief, rids (of impurities), calms (skin).*

## **Nouns**

Here the focus will be on the variation of nouns and noun-phrases used to convey certain notions in the advertisements. “Nouns” will be used as a working term.

## **Advertisements for women**

When talking about the ‘before face’ and the ‘after face’ (or skin), no difference in vocabulary choices was found. Advertisers use the same nouns throughout to refer to the face or skin: *skin, tone, skin tone, look, complexion, appearance.*

Advertisers use an abundance of nouns to emphasize the scientific (or pseudoscientific) aspect of their products: *Vitamin C, unique complex, Antioxidant Vitamin C & E, Lipo-Hydroxyl Acid (LHA), cell turnover, Vitamin E, Pro-Retinol (a form of Vitamin A), Hyaluronic Acid, research, cellular level, Niacinamide + Amino Sulfonic Acid + Ferulic Acid Dark Spot, Antioxidant Recovery Complex, new cells, Salicylic Acid, L-Ascorbic Acid, Glycolic Acid, , Hydra-Nutrition, three top dermatologist-recommended ingredients: hyaluronic acid, vitamin C and Pro-Retinol.*

Naturalness: *Argan Nut, Pine Bark Essence, Pineapple, Vitamin C, rose water, mineral pigments, Mint, Caffeine, Rice Peptides, pomegranate extract, natural origin Rose Water, plant-based ingredient - Bidens Pilosa, Manuka Honey Extract, 3 different clays, charcoal.*

To refer to the product many different nouns are used: *formula, face serum, face cream, sunscreen, moisturizer, hydrator, fluid, double Corrector, concentrated treatments, skin Smoother, moisture cream, night balm, Dark Circle Banisher, serum cream, Foaming Gel Cleanser, this pick, this nourishing pick, hybrid product, lotion, mask treatment, Exfoliating Cleanser, clay-to-mousse daily cleansers, night cream, powerful combination of a serum and a moisturizer in one, sheer water gel formula.*

Problems: *spots, skin texture, wrinkles, residue, under-eye bags, under-eye puffiness, wrinkles, fine lines, wrinkles, pores, blemishes, existing pigmentation, imperfections, environmental damage, free radicals, aging signs, post-acne marks, imperfections, pores, lines, dead skin cells dirt, oil and pollution, dryness and wrinkles.*

### **Advertisements for men**

The face: *beard, men's skin, complexion, appearance.*

Science/pseudoscience: *Hemp Seed Oil + Vitamin E, Ultra Glide Technology, Skin Guard Technology, Provitamin B5, Par-Elastyl and Pro-Retinol, vitamin E.*

Naturalness: *Chamomile, Witch Hazel extracts, Natural Charcoal, Chamomile & Seaweed extracts, Aloe Vera, Hemp, the natural power, Charcoal, the power of charcoal, skin's essential oils, mineral clay, menthol, Clay D-Tox, vitamin C and menthol, black charcoal, icy clay, lemon, and green tea, taurine.*

Products: *moisturizer, purpose cream, the light formula, after shave, face wash, cleansing gel, moisturizing cream, men creme, post shave lotion, cooling gel, face scrub, post shave balm, serum, sheet mask, serum gel, lotion, formula, mask, night treatment, serum gel, pre-shave prep fine scrub particles.*

The problems: *sun damage, busy lifestyle, dirt and excess oils, irritation, sebum, impurities, wrinkles, impurities, dirt, excess oils, micro cuts, shaving irritation, pores, dead skin, impurities, burning, dryness, tightness and stubble itch, sagging, daily aggressions, fatigue, tiredness, sebum production, oily skin, dirt, stickiness, dullness, and clogged pores, impurities, excess oils, wrinkles, sagging skin, loss of firmness, pimple-causing bacteria, oiliness, blackheads, dust, dirt, pollution, sweat, harmful effects of air pollution, spots, acne, scars, pimples, redness, cell damage, dust, wrinkles.*

## Discourse strategies

According to Fairclough (1995), production, distribution and consumption of text are known as discursive practice. This level of analysis examines how language is used within specific communities, groups, or contexts. It looks at patterns, conventions, and recurring themes in communication. It includes genre and register, linguistic repertoire, norms and conventions and cultural influences. Fairclough (1995) states that linguistic and intertextual analysis of texts „provides a solid and more tangible analytical grounding for the identification of moves and strategies“ (p. 202). Intertextuality refers to the ways in which texts refer to, draw upon, and interact with other texts. Analysis at this level involves recognizing patterns of intertextuality within a discourse community. It examines how certain texts are repeatedly referenced, quoted, or alluded to in the communication practices of a particular group. „...participants in any discourse operate on the basis of assumptions about previous (series of) discourses the current one is connected to, and their assumptions determine what can be taken as a given, alluded to, disagreed with...“ (2001, p. 145). Certain genres, such as advertising, may be heavily influenced by the use of specific intertextual references or conventions.

In this part of the analysis, common patterns of language use in the analysed advertisements are identified and discussed with the context of marketing, as well as common persuasive strategies used in skincare advertising for both men and women.

### *Advertising strategies*

In terms of advertising strategies mentioned by Kaur, Armugam and Yunus (2015), all types of strategies for women's beauty products were found in the advertisements except for celebrity endorsement. Celebrity endorsements are more common in image-based advertisements, such as TV commercials, as opposed to text-based advertisements, such as these, so it is not surprising there was no mention of a celebrity name in the texts. It is reasonable to assume advertisers expect consumers to be more familiar with a celebrity's face rather than their name.



Manufacturing consent through implication (*Skin looks instantly glowing and healthier in 3 days.; Skin immediately feels fresh and moisturized and over time skin looks brighter, tone looks more even and fine lines are visibly reduced.*)

Invoking inadequacies (*...non-greasy formula turns dull, rough skin into smooth; The micro-stimulating roll-on applicator helps de-puff and reduce the look of under-eye bags.*)

Unrealistic representation (*Miracle Blur instantly erases the look of lines, wrinkles, and pores. Skin instantly looks and feels smooth, leaving a velvet soft matte finish that lasts all day.*)

Positive self-representation (*The L'Oréal Paris True Match Eye Cream in a Concealer, 0.5% hyaluronic acid has been our obsession this past year for its buildable coverage and lightweight feel.; A lightweight facial serum that's setting a new standard for luxury serums.*)

Puffery (*Our indulgent and powerful face mask formula provides a luxurious experience while potent pure clays and charcoal act like a magnet to clean out pores and draw-out and capture deep impurities (such as dirt, oil, and pollution).*)

Scientific evidence/Proof from clinical tests (*It took NIVEA® scientists 10 years of meticulous research and the screening of 50,000 ingredients, to find the highly effective LUMINOUS630®, that works at cellular level to balance pigmentation, reducing dark spots and helping to prevent their re-appearance. \*12-week study with 47 women, 2020-2021.*)

Emotive words (*It absorbs quickly in only 20 seconds, melting on your skin. The invigorating scent seduces your senses.*)

In terms of advertising strategies for men's beauty products mentioned by Cheong and Kaur (2015), all types of strategies were found in the advertisements except for the strategy of *constructing a hegemonic masculine image*. The strategy of *constructing a hegemonic masculine image* only refers to packaging and the visual presentation of the product, and since this analysis only pertains to the text of the advertisement, this strategy could not be a part of this analysis.

Negotiating (a masculinized) metrosexuality (*Formulated with Natural Charcoal, NIVEA Men® DEEP Cleansing Beard & Face Wash removes excess oils and dirt, thoroughly cleansing skin and beard hairs.; Advanced shaving with Skin Guard Technology.*)

Empowering men (*The L'Oréal Paris Men Expert Pure Charcoal face mask will pamper and take care of your skin; Include this lightweight Garnier Turbo Bright Brightening Moisturizer in your skincare regime and fight dust and pollution without any fear.*)

Providing males with logical reasons for grooming (*Instantly soothes skin against the 5 signs of shave irritation: burning, micro cuts, dryness, tightness and stubble itch.; Do you suffer from dry skin that is uncomfortably itchy, tight or flaky? Nivea Men Protect & Care Intensive Moisturising Cream for Dry Skin can help.*)

A different portrayal of skincare products (*This isn't your Grandfather's after shave!; Just one is enough – the Nivea Men Original universal face, hand and body cream, developed especially for men.; The extra-large sheet fits perfectly on a man's face and nourishes every part of it.*)

Some strategies that Kaur, Arumugam, & Yunus (2013) mentioned as strategies in female beauty advertisements were noticed in advertisements for male products as well. *Manufacturing consent through implication, positive self-representation, puffery and emotive words* are used in advertisements for both men and women, as they could be reduced to general advertising principles of manipulation, persuasion, flattery, and presenting the product in the best possible light. *Invoking inadequacies, unrealistic representation and scientific evidence* were predominantly present in advertisements for women. Advertising strategies in the analysed ads align with the general advertising strategies of each brand.

### ***The use of Adjectives***

Adjectives describing the “after face” and the product are found in all 30 advertisements for both genders. Adjectives describing the “before face” appear in 12 different advertisements for women, and in 24 different advertisements for men.

A higher variation of adjectives was noted in advertisements for women. Altogether, 141 different adjectives are used in advertisements for women (pertaining to the three categories mentioned), and 123 for men. 10 different adjectives are used to describe the before face in advertisements for women, and 22 in advertisements for men, 37 for the after face for women,

and 30 for men. 94 different adjectives are used to describe the product in advertisements for women, and 71 in advertisements for men.

9 different categories of adjectives describing the product were found in the advertisements for men, and 8 in advertisements for women. 7 coincide (texture, usability, naturalness, the effect, effectiveness, anti-aging and luxury). In advertisements for men, there are two different categories relating to masculinity and health. In advertisements for women, there is a category relating to science/pseudoscience.

Advertisers use positive adjectives to describe the product and the face after using the product. This is in line with the basic advertising principles where only the positive aspects of a product are shown in the advertisement. When describing the products, advertisers used the highest number and variability of adjectives. Many of them are unnecessary and carry no additional meaning, but this is consistent with advertising discourse in general, where adjectives are overused. Female advertisements focus more on the naturalness and the effectiveness of the product. Male products emphasize the seamlessness of the product and heavily focus on invoking masculinity, to, presumably, mitigate men's 'fear' of someone noticing they use a skincare product. Also, more emphasis is put on the soothing aspects of the product, often mentioning its suitability for sensitive and irritated skin, which was not mentioned in female advertisements. The product is presented as a solution to problems advertisers believe men are often faced with - shaving irritation, dirt - thus making the product seem necessary and alluding to their supposed problem-solving tendencies.

Adjectives used to describe the before face in both male and female advertisements carry negative connotations. Advertisements for women as problems identify uneven skin tone and signs of aging. In male advertisements adjectives from these categories are mentioned just a few times. Both focus on health and texture of the skin. Male ads focus more on describing the face as clean and fresh-looking, while female advertisements emphasize the anti-aging and brightening benefits. Male advertisements focused more on the before face and had more adjectives describing it. They focus on problems caused by external factors that are more temporary, such as irritation caused by shaving, dirt and oil and irritation in general. Acne and acne related issues are mentioned in both male and female advertisements, but much more often

and directly in male advertisements. In advertisements for women, strong words are avoided, and euphemisms are more common.

### *The use of Verbs*

In advertisements for both men and women, the present tense is employed to present the product's efficiency as a fact, and not a possibility (which would be achieved by using modal verbs or the future tense). Modal verbs are rarely used, and if so, they are used to imply the possibility of having a skin related issue (*Beyond wrinkles, dry skin can make you appear older.*). Advertisers do not use modal verbs to express possibility because they want to present the product as highly effective. They want to make sure there is no doubt in the efficiency of the product, assuring the customer that they would be spending their money wisely. In advertisements for men, the imperative is used, as well as question form. Both of these devices are often used to make the customer feel closer to the company (Ringrow, 2016). Also, since these devices are a more direct form of communication, advertisers potentially align their marketing strategies (in regard to language) to Lakoff's theory that men use a more direct style of communication, and women tend to hedge and use elaborate descriptions.

To highlight the strength and efficiency of the product, as well as to describe the action that the product should perform on the skin, advertisers use an abundance of verbs. The choices are similar, but male ads focus more on cleaning the skin, while female ads focus on brightening. Advertisements for women feature more verbs with more ambiguous (or "unclear") meaning within the context of the advertisement. To invoke masculinity, advertisers use verbs that invoke the imagery of war and fighting (*fight, combats, protects*). In female advertisements advertisers often use verbs to indicate that the product is not what would make them beautiful, it is merely a tool with which they would uncover their true beauty (*restores, refines*).

## *The use of Nouns*

When it comes to referring to the face or the skin, be it before or after the use of the product, there was no major difference in noun usage. Only a few were used, and interchangeably. Female advertisements focused more on scientific (sounding) language, while both male and female advertisements highlighted the natural aspect of their products equally. Advertisements for women offered a higher variation of products, therefore there are more nouns to denote the types of products in female advertisements. However, most seem to be synonyms of each other. Advertisements for women also feature a higher variety of nouns relating to scientific (or pseudoscientific) aspect of the product.

The largest difference in noun variation is the category of problems that are aiming to be solved by the advertised product. Advertisements for men use a variety of nouns denoting various skin issues. Most have quite negative meaning and might even invoke feelings of repulsion in the potential buyer (*pimple-causing bacteria, acne*). These nouns are not mentioned advertisements for women analysed in this paper, and when pointing to possible skin problems, euphemisms are used (*spots, fine lines*). Advertisements for men present their product as a solution to an issue that is more realistically solvable and the results from using the product are fairly easily achievable. They use more straightforward language and mention the problems more often. The problems are more common and easily identifiable (e.g. irritated skin from shaving), as opposed to issues that are often crafted by the advertisers and presented to women as something undesirable (e.g. dull skin). By crafting these unachievable or hardly achievable goals for women they ensure long-term consumption of their products. Since women are bombarded with the messages of their inadequacy and the need to change on the daily basis, advertisers in these advertisements did not take it upon themselves to state these messages directly, since women are mostly unfortunately already aware of them. Rather, they take a more tempered approach and use implication, euphemisms and appeal to emotion to persuade women into buying the product. Bernstein (1974, p. 119) differentiates these two types of advertising naming them 'reason' and 'tickle' advertising. Reason equals fact, clinical truth, needs. Tickle equals emotion, imagination, poetic truth, desires. He states: 'the greater the appeal to reason, the more direct the route; the greater the appeal to emotion [tickle] the less direct the route' (Bernstein, 1974, p. 104). Men are given pragmatic and reasonable reasons to buy and use the product by emphasizing the need for

the product by talking extensively about the issue, even overexplaining, demonstrating its efficiency and ease of use, they try to persuade men into buying the product.

The underlying message of the advertising texts is that women are expected to, and need to, change their appearance to be accepted. In male advertisements, when describing the before face, the issues are named separately from the words skin or face, implying that the problem is not the man himself but external aggressors and problems caused by them (shaving – sensitivity, itchiness, wind – dryness, roughness).

## Analysis of social practices

According to Fairclough (1995), discourse in social practice shows the relation of discourse with ideology and power. This level goes beyond the immediate production and consumption of texts and the linguistic features of the text. Fairclough (2001) claims that no account of the processes of production and interpretation can be complete without analysing how it is socially determined.

In this part of the paper, social issues, which stood out the most while analysing the advertisements, will be discussed. There are many more aspects of advertising discourse that cannot be addressed due to the constraints of this paper.

### *Pseudoscience/ Clean Beauty*

Many times, the distinction between claims based on science and research and plain pseudoscience cannot be made, especially by the average consumer who is not familiarized with the scientific data. There is, undoubtedly, a huge range of research into beauty products, but the real lack of availability, transparency, and independent studies means it is often difficult to evaluate claims made on the advertising copy (Goldacre, 2009, p. 21, as cited in Ringrow, 2016). Advertisers often manipulate language to present their product in a positive light. Since they are not allowed to make scientific claims which they cannot uphold, they even go as far as to coin new words which “sound” scientific but hold no actual meaning. The use of ‘scientific’ language is especially prevalent in anti-ageing skincare, where it aims to imbue the products with a sense of authenticity and perhaps a guarantee of effectiveness (Coupland, 2007).

The concept of clean beauty, initially a commendable movement aimed at promoting skincare and cosmetics products with safer and more natural ingredients, has in recent years evolved into a multifaceted trend. While the intention behind clean beauty was to prioritize transparency and safety in skincare, it has at times spiraled into a marketing frenzy, where brands rush to label their products as "clean" without clear industry standards. This has led to a certain level of ambiguity and confusion among consumers. Some brands, such as 'Goop' by Gwyneth Paltrow, often spread misinformation, often falsely claiming that everything natural is good for you. Some

ingredients are declared as bad or even cancerogenic with no scientific research backing up such claims. Parabens, which are essential in keeping the product safe to use, are replaced with less efficient preservatives only for the company to be able to write 'paraben free' on the packaging to ensure more sales. At the same time, ingredients such as essential oils, which have been shown to be powerful irritants, are celebrated and even presented as having medicinal effects. However, this movement has made consumers more aware of the ingredients that makeup the products that we put onto our skin, and companies are now compelled to pay closer attention to the formulation of their skincare products. This underscores the importance of informed consumer choices, where individuals can strike a balance between scrutinizing product labels and recognizing that nature provides valuable resources for skincare when used responsibly and backed by scientific research.

On the other hand, many times, the ingredients mentioned on the packaging are only found in traces, since companies are not obligated to disclose the percentages, and therefore cannot provide the benefit that is marketed on the packaging. So, even if the consumer is familiar with the beneficial aspects of an ingredient, there is no way to tell whether there is enough of the ingredient to actually make a difference to the skin.

### *Ageism*

Ageism is a very prevalent issue in the modern society that many are still not aware of. Derogatory terms relating to old age are part of our everyday lexicon without us noticing the true meaning behind it and the reason they exist. Older people are often viewed as a burden since they cannot contribute to the society as they used to. The widespread connection between advancing age and the onset of illness, as well as the decline in physical and mental capabilities, has grown to the point where apparent indicators of aging are used as grounds to rationalize limiting the rights and influence of elderly individuals (Calasanti, Slevin, & King, 2006). Women are often affected by ageism more than men. Since a woman's worth is largely based on her physical appearance, as she starts to get older and does not possess her youth and beauty to the same degree as she used to, the society starts to ignore her. This invisibility of women is a



common issue that is the reality of many segments of human existence – especially in the media (Nelson, 2012). And many women are aware of this issue, so they try to cling to every part of their beauty and youth for as long as possible. The women who refuse to participate in this are condemned and blamed for the natural process of getting older and everything that comes with it. Advertisers are extremely aware of this and use it to fearmonger women in using excessive number of products, claiming that it is never too early to start anti-aging regimens.

Traditionally, advertisements aimed at men have typically placed less emphasis on anti-aging benefits and instead focused on aspects such as achieving "refreshed skin" and "shine control." While men do get marketed anti-aging products, it is not to the extent that women are marketed to. Men are generally considered attractive even with gray hair and wrinkles on their face. Overall, men are not under the same kind of pressures as women to halt and disguise the physical signs of ageing (Coupland, 2007).

### ***Femininity and Masculinity***

The female body is often presented as always needing ‘work’ in order to conform to the ‘ever narrower judgements of female attractiveness’ (Gill, 2007, p. 255). According to Gill (2007), perceptions of femininity have evolved and been redefined in response to social changes. She perceives that contemporary advertising portrays femininity as primarily a physical trait, in contrast to historical portrayals that emphasized behavioural qualities like demureness and mothering skills, which may now appear outdated and unimportant to many young women. In her view, current advertising represents femininity as having a youthful, able-bodied, heterosexual, and sexually attractive physique, which could potentially impose constraints and be exclusive. Women are given the ability to take control over their physical appearance through two distinct approaches. The first is transformative action, where they use specific products to bring about changes. The second is resistive action, which often employs metaphors associated with warfare, such as slogans like 'fight the five major signs of aging!' (Lazar, 2006). They are encouraged to take their time, use as many products as possible and indulge in the ritual of narcissism and vanity. Men's advertisements encourage them to do the opposite. The products are

presented as simple, easy to use (3-in1), and quick. As if the message is - we value your time, we know you are busy and have better things to do than to stand in front of the mirror and look at yourself.

Men and women have different needs in regard to their skin health and how they present themselves in society. However, since men are often believed to be afraid of being seen feminine, advertisers make sure that they emphasize the fact that the product was designed for men. Most advertisements mention multiple times how the product was designed specifically for men, even when there is no need for the product to be gendered (such as moisturizer or shower gel).

Pompper (2010) relates this issue to the notion of metrosexuality. Metrosexual men are often characterized by their attention to skincare, hair care, clothing style, and a generally well-groomed and fashionable appearance. According to Simpson, a metrosexual is:

a young man with money to spend, living in or within easy reach of a metropolis – because that's where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference (Simpson, 2013).

Metrosexuality, a term that gained popularity in the early 2000s, represents a significant shift in cultural perceptions of masculinity and self-presentation. The cultural impact of metrosexuality has been profound, reshaping the way society views and discusses masculinity.

This phenomenon challenged traditional gender roles by challenging the notion that personal care and self-expression were solely feminine domains. Metrosexuality blurred the lines between masculinity and femininity, fostering a more inclusive and diverse understanding of gender identity. It encouraged men to explore their individuality and express themselves without fear of judgment. The emphasis on masculinity that distances itself from femininity legitimises grooming practices among men by avoiding stigmatisation that makes up the main fear and self-conflict among metrosexuals and men in general (Pompper, 2010). It emphasizes that there is no conflict between being a masculine man and taking pride in one's appearance.

The media played a crucial role in popularizing metrosexuality, with male celebrities and fashion icons setting the trend. Men's fashion and grooming industries saw substantial growth as a result,

as men began to invest more time and money in their appearance. However, the impact of metrosexuality extends beyond fashion and grooming. It contributed to broader conversations about gender equality and the importance of breaking down traditional stereotypes. While some critics argue that it may have reinforced consumerism and superficiality, it undeniably paved the way for more open discussions about gender, self-acceptance, and individual expression in the 21st century.

## **Conclusion**

In this paper, the significance of advertising's presence in modern life is highlighted, particularly within the context of skincare products marketed to both genders. The analysis looked at product descriptions of male and female skincare products by three different, global brands: L'Oreal, Garnier, and Nivea. The texts were analysed within the framework of Critical Discourse Analysis. Fairclough's (2001) approach to CDA was taken and the advertisements were analysed on three different levels – textual (micro), discursive practice (meso) and social practice (macro) level. Findings show that there is a significant difference in marketing strategies for the two genders. Advertisements for women put emphasis on youth and beauty and employ emotional appeal to influence women to buy their product. Male advertisements take a different approach and appeal to male 'problem-solving tendencies' by explaining the issue and then offering a simple, easy-to-use solution to it. Simultaneously differentiating their products from female products using different vocabulary that supposedly appeals to men.

Social issues and the society we live in, in general, are all reflected in the language used by advertisers. Issues such as ageism, pseudoscience and femininity, masculinity and metrosexuality were discussed in this paper. By examining language choices in the context of societal norms and beauty ideals, this research contributes to understanding how language and gender intersect in modern advertising.

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## List of websites

1. Nivea: <https://www.niveausa.com/>
2. Garnier: <https://www.garnierusa.com/>
3. L'oreal: <https://www.loreal.com/en/usa>

## Appendix

### Advertisements for women

#### GARNIER

##### 1. Introducing Glow Boost

The Fresh Mix Mask has 95% natural origin ingredients, including Vitamin C. Once the mask is mixed, the tissue instantly jellifies, activating our best sheet mask for brighter, more luminous, radiant skin in one 15-minute application.

##### 2. Brighten While You Cleanse

Clearly Brighter Argan Nut Gentle Exfoliating Cleanser works double duty to brighten, deeply cleanse, and gently polish skin for a smooth and even tone.

##### 3. GARNIER SKINACTIVE Clearly Brighter Dark Spot Corrector

This fast absorbing, non-sticky formula is designed with our unique complex of Antioxidant Vitamin C & E, Pine Bark Essence and gentle exfoliating Lipo-Hydroxyl Acid (LHA). It promotes surface cell turnover to reveal more radiant, younger-looking skin with a reduced appearance of dark spots.

##### 4. Clearly Brighter Brightening & Smoothing Daily Moisturizer SPF 15

Designed with our Antioxidant Complex of Vitamin C & E, Pine Bark Essence, and gentle exfoliating Lipo-Hydroxyl Acid (LHA), this fast absorbing, non-greasy formula turns dull, rough skin into smooth, polished-looking skin with a more radiant, even tone.

Clinically proven results.\* In 1 week, reveals two key dimensions of brighter looking skin: radiant, more even skin tone and improved skin texture, even reduces wrinkles. \*In a clinical test

#### 5. Pinea-C Brightening 3 in 1 serum cream with Vitamin C + Pineapple

Garnier Green Labs Brightening Serum Cream is a face serum, a face cream, and a sunscreen, all in 1 lightweight formula. This formula, with Pineapple and Vitamin C, works to improve dull, uneven skin for skin that is brighter and more even. Skin looks instantly glowing and healthier in 3 days. Dark spots look faded over time. This non-comedogenic moisturizer is suitable for all skin types and skin tones. The lightweight, fast-absorbing formula will provide 24-hour hydration while not leaving a white residue on skin. This moisturizer is allergy tested & dermatologist tested for safety and suitable for sensitive skin. Vegan formula does not contain mineral oils, parabens, or dyes.

#### 6. GARNIER SKINACTIVEWater Rose 24H Moisture Cream

This lightweight moisturizer contains natural origin rose water and hyaluronic acid, a powerful hydrator. The sheer water cream formula is instantly absorbed into skin, replenishing moisture throughout the day while leaving no greasy residue behind. Skin is soft and smooth, with a clean finish and fresh scent of real rose water. This gentle moisturizer for normal to dry skin is vegan and free of parabens, oils, dyes, and phthalate

#### 7. GARNIER SKINACTIVEClearly Brighter Anti-Dark Circle Eye Roller - Light/Medium

This 2-in-1 eye care + concealer formula with Antioxidant Vitamin C, Caffeine and tinted mineral pigments instantly covers dark circles and shadows. The micro-stimulating, roll-on applicator refreshes and wakes up the eye area. Roll away dark circles for a brighter, more even look.

#### 8. 5-in-1 Miracle Skin Perfector BB Cream Anti-Aging - Medium/Deep

This moisturizing formula with Pro-xylane™ Antioxidant Apricot, and tinted mineral pigments is specifically designed to combat the signs of aging to give five skin-perfecting benefits: reduces



the look of wrinkles, firms skin, evens skin tone, deeply hydrates, and helps prevent sunburn. Now it's quick and easy to get a youthful-looking, more even-toned complexion!

#### 9. Ultra-Lift 2-in-1 Serum + Moisturizer

A multi-tasking daily moisturizer that effectively reduces signs of aging. This fast-absorbing, time-saving formula is a powerful combination of a serum and a moisturizer in one. Infused with Vitamin E, Pro-Retinol (a form of Vitamin A) and Rice Peptides, it intensely hydrates while fighting wrinkles and improving elasticity.

#### 10. GARNIER SKINACTIVE Super Purifying Charcoal Facial Mask

Free of parabens and mineral oils, this non-greasy facial sheet mask with charcoal and algae extract draws out impurities that can clog pores for a deeply cleaned feel. Complexion looks fresher and has a healthy, radiant glow. No need to rinse.

#### 11. The Super Hydrating Sheet Mask – Hydrating

This water-based sheet mask with Hyaluronic Acid, an ingredient naturally found in skin, floods skin with intense, weightless hydration. Free of mineral oil and petrolatum, this non-greasy formula, with pomegranate extract, provides a soothing burst of hydration and a fresher, softer, more radiant look.

Half a bottle of hydrating serum in 1 mask

Delivers 24 hour long-lasting hydration

Helps prevent moisture loss throughout the day

#### 12. GARNIER SKINACTIVE Water Rose 24H Moisture Gel

This lightweight moisturizer contains natural origin Rose Water and Hyaluronic Acid, a powerful hydrator. This non-comedogenic moisturizer is suitable for normal to combination types. The

sheer water gel formula is instantly absorbed into skin, replenishing moisture throughout the day while leaving no greasy residue behind. Skin is soft and smooth, with a clean finish and the fresh scent of real rose water. This lightweight moisturizer is free of parabens, oils, dyes, and phthalates.

## NIVEA

13. NIVEA Cellular Professional Phyto R Serum smooths fine lines and wrinkles and provides intensive moisture for a more refined and even complexion. The innovative formula is boosted with a natural, plant-based ingredient - Bidens Pilosa, designed to be gentle yet effective. The nourishing anti-wrinkle serum melts into the skin immediately and provides intensive moisture during the day and works to smooth fine lines and wrinkles, whilst reducing the appearance of pores and blemishes, showing visible results in just 7 days. Dermatologically approved and suitable for all skin types to achieve a more refined, even complexion. \*Including water

14. CELLULAR LUMINOUS630 ANTI DARK-SPOT TINTED FLUID DOUBLE CORRECTOR SPF 20

- For even & luminous skin
- Provides a natural coverage that's effective on all skin tones
- Acts on existing pigmentation to lighten dark spots and reduce their size
- Balances new melanin production to prevent the appearance of new spots
- Patented LUMINOUS630®

NIVEA Cellular LUMINOUS 630 Anti Dark-Spot Tinted Fluid SPF 20 Double Corrector - Goodbye Dark Spots. Hello Luminous Skin! The Luminous630 Anti Dark-Spot Tinted Fluid SPF20 Double Corrector perfects the skin's complexion thanks to its dual action: 1) COVER: Micro-encapsulated pigments provide a natural coverage and instantly even out imperfections on all skin tones. 2) TREAT: The formula with LUMINOUS630® visibly reduces dark spots in 4 weeks and evens out the complexion by +67% in 8 weeks.\* The innovative tinted fluid is also enriched with Hyaluronic Acid to hydrate and smooth the skin. It took NIVEA® scientists 10 years of meticulous research and the screening of 50,000 ingredients, to find the highly effective LUMINOUS630®, that works at cellular level to balance pigmentation, reducing dark spots and helping to prevent their re-appearance. \*12-week study with 47 women, 2020-2021.

## LOREAL

### 15. Broad Spectrum SPF 50 Daily UV Lotion

Bright Reveal SPF 50 Daily UV Lotion is your key to glowy and protected skin. Formulated with UVA and UVB filters to provide broad spectrum protection from sun rays that cause aging and burning, it includes vitamin C and vitamin E to also help protect against environmental damage caused by free radicals that can accelerate the appearance of aging signs. Skin immediately feels fresh and moisturized and over time skin looks brighter, tone looks more even and fine lines are visibly reduced.

### 16. 12% [Niacinamide + Amino Sulfonic + Ferulic Acid] Dark Spot Serum

Bright Reveal 12% Niacinamide + Amino Sulfonic Acid + Ferulic Acid Dark Spot Serum is the answer to your dark spots, post-acne marks and imperfections. It's formulated with niacinamide to help visibly reduce the appearance of dark spots — even stubborn ones in just 1 week — plus ferulic acid and amino sulfonic acid to help gently exfoliate skin surface cells and brighten skin. The lightweight, non-greasy formula delivers visible results:

### 17. Cell Renewal Anti-Aging Midnight Serum

A lightweight facial serum that's setting a new standard for luxury serums. The formula is non-greasy, non-sticky, paraben-free, mineral oil-free, allergy tested, suitable for sensitive skin and won't clog pores.

Age Perfect Cell Renewal Midnight Serum is formulated with an exclusive Antioxidant Recovery Complex that works at night when skin reaches its peak of cell renewal. Millions of new cells are revealed and skin is immediately hydrated and soft to the touch. Over time, continued use results in:

- Visibly smoother skin
- Smoothed out wrinkles
- Firmer-looking skin
- More radiant skin
- Younger-looking skin

### 18. 12% Pure Vitamin C + E + Salicylic Acid Serum

The 12% Pure Vitamin C + E + Salicylic Acid Serum is a non-greasy, quickly absorbing formula that helps visibly correct the 3 key signs of early aging — tone, pores, and lines.

What Makes Our 12% Pure Vitamin C Serum So Special?

Our most potent vitamin C serum is formulated with L-Ascorbic acid, the purest form of vitamin C. Also enriched with vitamin E and salicylic acid it has a 12 percent concentration of pure vitamin C and a formula that:

- Instantly increases radiance
- Helps reduce the appearance of enlarged pores and fine lines
- Helps brighten and refine the skin
- Visibly evens tone for a younger looking complexion
- Dermatologist tested and validated

In 8 weeks skin looks 70% brighter, feels 83% smoother and pores are 59% less visible. Clinical results are validated with dermatologists.

#### 19. Triple Power Eye Treatment

Revitalift Triple Power Eye Cream is an anti-aging eye cream formulated with 3 of the top proven anti-aging ingredients: Pro-Retinol, Vitamin C and Hyaluronic Acid to visibly reduce wrinkles, de-puff and brighten the eye area in 1 week. After use, eyes look visibly more radiant and refreshed. Paraben Free, Allergy Tested, Mineral Oil Free, Fragrance Free and Contact Lens Safe. For best results, use before Revitalift serum or treatment and moisturizer. Layers well under makeup.

#### 20. Miracle Blur

It's NOT a moisturizer, NOT a foundation, MORE than a primer; it's the first of-its-kind Instant Skin Smoother.

Miracle Blur instantly erases the look of lines, wrinkles, and pores. Skin instantly looks and feels smooth, leaving a velvet soft matte finish that lasts all day.

Apply after moisturizer and blend evenly into skin. Wear alone or under foundation. Use all over face, or squeeze a smaller amount for targeted application. Ideal for all skin types.

#### 21. Age Perfect Hydra Nutrition Honey Night Balm

Luxurious night balm face moisturizer with nurturing oils and Manuka Honey Extract is infused with calcium and antioxidants. Melts into skin for incredible nourishing comfort with 48H of long lasting, non-greasy, non-sticky hydration. Effectively penetrates into the skin's surface layer to comfort and strengthen mature, very dry skin. Skin on the face, neck, and chest is firmer, stronger, and more resilient. Paraben free, allergy tested, suitable for sensitive skin. Packaging

May Vary. What you receive may not be what is reflected on site.

- New look and improved formula to our Age Perfect Hydra-Nutrition Golden Balm
- Luxurious formula with nurturing oils and Manuka honey extract helps very dry skin retain moisture for 48 hours
- Immediately skin's moisture level surges - in 4 weeks skin looks firmer and resilient
- Paraben free, allergy tested, suitable for sensitive skin

## 22. All Skin Types Foaming Gel Cleanser

It's never too early to start taking care of your skin. Oil free Ideal Clean Foaming Gel Cleanser gently removes makeup and buffs away impurities, leaving skin refreshed and radiant. The gel makes removing makeup quick and easy, deeply purifying while helping to minimize pores. It works for all skin types and won't leave any tightness or residue.

-Dermatologist and ophthalmologist tested for safety

-Won't dry out skin

-Lifts dirt and impurities

-Non comedogenic

-Suitable for sensitive eyes and contact lens wearers

-Pore by pore cleansing action minimizes size of pores

Limited Distribution – available in-store at CVS, click “Find Nearby” to find a store near you.

## 23. Daily Volumizing Moisturizer

Our 1st Daily Volumizing Skincare.

Restores skin's natural fullness for a more youthful look.

See improvement on cheekbones, under-eye and wrinkles.

Dermatologists' latest approach to anti-aging is not just about chasing after lines and wrinkles,

it's about replenishing skin's volume. Skin loses volume when levels of Hyaluronic Acid—a naturally occurring, hydrating substance within the skin—starts to decline. As volume is gradually lost, the effects of gravity become more apparent—skin loses fullness.

#### 24. Detox & Brighten Cleanser

Daily Cleanser with 3 Pure Clays and Charcoal. Detoxes & Brightens Dull, Tired Skin. Removes everyday impurities.

L'Oréal Paris Skin Experts created our 1st range of clay-to-mousse daily cleansers that leave skin looking perfectly clear. Each cleanser is powered by 3 different clays in their pure form and enhanced with a nature-sourced ingredient. Indulgently formulated to seamlessly transform from clay-to-mousse, Pure-Clay Cleansers remove everyday impurities without overdrying. Pure-Clay Cleanser Detox-Brighten goes beyond daily cleansing to clarify and detoxify for skin that can breathe better. Immediately skin is purified of dirt, oil and pollution, and is left with a clean, clear healthy look. Skin looks revitalized with a fresh glow. Use after use, skin's overall quality is improved. Dull skin appears more radiant and luminous. Skin looks more beautiful.

#### 25. L'Oréal Paris Age Perfect Nourishing Cream Cleanser

Beyond wrinkles, dry skin can make you appear older. And as you age, your skin's ability to produce natural oils slows down, which can result in dry, rough skin. Look for an anti-aging facial cleanser that provides moisture, like this pick. It's formulated with replenishing oils for mature skin and gently yet effectively removes traces of makeup to clean without over-drying for soft and resilient skin.

#### 26. L'Oréal Paris Age Perfect Cell Renewal Anti-Aging Night Moisturizer

If you're on the hunt for a night cream that offers all night hydration and no sun sensitivity, opt for this nourishing pick. Its patented formula helps to reinforce the skin's barrier for a firmer, smoother and more radiant visage. And over time, your skin boasts the appearance of fewer wrinkles.

### 27. L'Oréal Paris Revitalift Triple Power Anti-Aging Overnight Mask

Put this anti-aging mask on your radar if you're in the market for a moisturizer that contains three top dermatologist-recommended ingredients: hyaluronic acid, vitamin C and Pro-Retinol. This junk-free formula (yep, no parabens or dyes) makes skin look more radiant overnight and over time reduces the look of wrinkles, brightens and firms the skin.

### 28. Wrinkle Fighting Cream

Reaching for an anti-aging moisturizer doesn't have to wait until you have mature skin. Wrinkles might be in your future and that's okay, but if you've decided that you don't want to cozy up to them, you have options. Try the L'Oréal Paris Wrinkle Expert 35+ Moisturizer, L'Oréal Paris Wrinkle Expert 45+ Moisturizer, or L'Oréal Paris Wrinkle Expert 55+ Anti-Wrinkle Eye Treatment which help to improve smoothness, firmness, dryness and visibly reduce the appearance of wrinkles.

### 29. Collagen Cream

The L'Oreal Paris Age Perfect Collagen Expert Night Moisturizer for Face, 2.5 oz features collagen peptides and niacinamide to help lock in moisture, firm and retighten skin. Your skin will look smoother and plumper over time, especially when paired with the day version of the cream, the L'Oreal Paris Age Perfect Collagen Expert Day Moisturizer with SPF 30, 2.5 oz.

### 30. Eye Serum

Dark circles and puffy under eyes can be hard to deal with, but a serum is a great choice for an eye treatment. The L'Oreal Paris Revitalift Derm Intensives 1.5% Hyaluronic Acid + 1% Caffeine Eye Serum includes hyaluronic acid to moisturize your under eyes and caffeine to energize skin. That combination will lead to a depuffed and visibly brightened eye area, and fine lines and crow's feet will also be smoother.



## Advertisements for men

### NIVEA

#### 1. MAXIMUM HYDRATION PROTECTIVE LOTION SPF 15

This light, easily absorbed Broad Spectrum SPF 15 lotion protects every day against sun damage and moisturizes to relieve dry, wind burned skin. Protective Lotion is enriched with both Vitamins and moisturizers, and is oil-free so it won't clog pores.

#### 2. SENSITIVE CALM MOISTURIZER

Does your skin feel dry or tired? Don't let a busy lifestyle affect your skin! NIVEA MEN® Sensitive Calm Moisturizer enriched with Hemp Seed Oil + Vitamin E, moisturizes your skin for 24 hours while being fast absorbing, non-sticky, non-greasy and beard friendly for comfortable and visibly healthy-looking skin. This moisturizer has been dermatologically tested for skin compatibility. For a start-to-finish clean, calm & comfortable skincare routine, also try our NIVEA MEN® Sensitive Calm Body Wash, and NIVEA MEN® Sensitive Calm Liquid Shaving Cream

#### 3. SENSITIVE CALM LIQUID SHAVING CREAM

Does your skin feel dry or tired? Don't let a busy lifestyle affect your skin! NIVEA MEN® Sensitive Calm Liquid Shaving Cream, enriched with Hemp Seed Oil + Vitamin E, helps soften hair and protect your skin from shaving irritation for comfortable and visibly healthy-looking skin. This liquid shaving cream has been dermatologically tested for skin compatibility. For a start-to-finish clean, calm & comfortable skincare routine, also try our NIVEA MEN® Sensitive Calm Body Wash, and NIVEA MEN® Sensitive Calm Moisturizer.

#### 4. SENSITIVE FACE WASH

Developed specially for men with sensitive skin. This non-drying face wash is alcohol free, soap free and dye free. It's enriched with Vitamin E and natural, soothing Chamomile and Witch Hazel extracts:

- Gently cleanses and does not dry out the skin.
- Removes impurities, dirt and excess oils.
- Cleanses and softens the beard so you get a better shave.
- Formulated with no drying alcohol, soaps, or dyes.

SKIN COMPATIBILITY DERMATOLOGICALLY TESTED WITH MEN WITH SENSITIVE SKIN NIVEA MEN Sensitive range is specially designed for men with sensitive skin. The formula with natural Chamomile and Witch Hazel extracts offers soothing care for easily irritated skin.

#### 5. NiveaMen Deep cleansing gel for face and beard

Compared to women's skin, men's skin ages relatively slowly, but it is more prone to irritation, produces more sebum, and is at risk of losing hydration if you shave regularly. Nivea Men Deep cleansing gel has a solution that can help you deal with it all. A gentle cleansing gel created with the needs of men's skin in mind cleans deeply, removes impurities and excess sebum, and leaves your skin feeling refreshed and hydrated.

#### 6. NiveaMen Hyaluronmoisturising cream with anti-wrinkle effect

Nivea Men Hyaluron is a daily skin care product to give your face everything it needs for the whole day.

- reduces wrinkles and prevents their formation
- moisturises intensely
- the product is specially developed for the needs of men's skin

#### 7. SENSITIVE FACE WASH

- Gently cleanses and does not dry out the skin
- Removes impurities, dirt and excess oils
- Cleanses and softens the beard for a better shave
- Skin compatibility dermatologically tested by men with sensitive skin.
- Skin looks clean and healthier; Skin feels fresh and comfortable

Developed specially for men with sensitive skin. This non-drying face wash is alcohol free, soap free and dye free. It's enriched with Vitamin E and natural, soothing Chamomile and Witch Hazel extracts: • Gently cleanses and does not dry out the skin. • Removes impurities, dirt and excess oils. • Cleanses and softens the beard so you get a better shave. • Formulated with no drying alcohol, soaps, or dyes. SKIN COMPATIBILITY DERMATOLIGICALLY TESTED WITH MEN WITH SENSITIVE SKIN NIVEA MEN Sensitive range is specially designed for men with sensitive skin. The formula with natural Chamomile and Witch Hazel extracts offers soothing care for easily irritated skin.

## 8. DEEP COMFORTING POST SHAVE LOTION

This isn't your Grandfather's after shave! Soothes shave irritation while providing a masculine Vanilla & Bourbon scent.

- Soothes Shaving Irritation
- Protects the Skin from Drying Out
- Leaves Skin Feeling Refreshed
- Masculine Vanilla & Bourbon Scent
- Skin Compatibility Dermatologically Tested

From the World's #1 After Shave Brand\*, NIVEA Men® DEEP Comforting Post Shave Lotion is not like most other After Shaves. Designed to be hydrating, the lotion is thinner than a balm, and will soothe shave irritation. It works by supporting the skin's recovery from irritation that results from shaving, protecting the skin from drying out while leaving a long-lasting clean, comfortable and refreshed skin feeling. The DEEP line also features a signature masculine and modern Vanilla & Bourbon scent.

## 9. DEEP CLEANSING BEARD & FACE WASH

Tough enough for facial hair, but gentle enough for daily use. Formulated with Natural Charcoal, the wash thoroughly cleanses your Beard & Face, and has a masculine Vanilla & Bourbon scent.

- Contains Natural Charcoal and helps remove dirt and excess oils
- Thoroughly cleanses skin and beard hair
- Leaves skin refreshed, without feeling tight or dry
- Masculine Vanilla & Bourbon Scent
- Skin Compatibility Dermatologically Tested

Formulated with Natural Charcoal, NIVEA Men® DEEP Cleansing Beard & Face Wash removes excess oils and dirt, thoroughly cleansing skin and beard hairs. The Wash leaves a long-lasting clean and refreshed skin feeling without worry of your skin or beard feeling dry or tight. The DEEP line also features a signature masculine and modern Vanilla & Bourbon scent.

## 10. MAXIMUM HYDRATION DEEP CLEANING FACE SCRUB

- Deeply cleanses skin to unclog pores without drying your skin. Great as part of your pre-shave prep
- Refines and smoothes complexion by removing dead skin
- Skin feels thoroughly clean, smooth, and healthy
- Skin does not feel dry or tight
- Formulated with Aloe Vera, Provitamin B5, and fine scrub particles

The foaming cleansing scrub formulated with Aloe Vera, Provitamin B5, and fine scrub particles, that cleans skin without drying.

- Deeply cleanses skin to unclog pores and helps to clear away impurities and oil.
- Refines and smoothes complexion by removing dead skin.
- Skin feels thoroughly clean, smooth, and healthy.
- Skin does not feel dry or tight.

## 11. SENSITIVE COOL COOLING POST SHAVE BALM

NIVEA MEN Sensitive Cool Post Shave Balm soothes, moisturizes, refreshes sensitive skin after shaving for visibly healthy-looking skin

- Soothes, moisturizes and provides a cooling sensation to sensitive skin after shaving for long-lasting hydration
- Instantly soothes skin against the 5 signs of shave irritation: burning, micro cuts, dryness, tightness and stubble itch
- Enriched with Seaweed, Chamomile extract and Vitamin E
- Absorbs quickly without any greasy or sticky feel

- Formulated without parabens and drying alcohols
- Dermatologically tested on men with sensitive skin

## 12. NiveaMen Protect & Care intensive hydrating cream for men

Do you suffer from dry skin that is uncomfortably itchy, tight or flaky? Nivea Men Protect & Care Intensive Moisturising Cream for Dry Skin can help. It instantly relieves the uncomfortable feeling of dry skin and provides long-lasting and intense hydration. It is pleasant to apply, absorbs quickly and does not leave a greasy film.

Characteristics:

- intensively nourishes and moisturises the skin
- brings immediate relief to dry skin
- leaves skin fresh and supple
- no greasy film
- easy to apply

## 13. NiveaMen Sensitive Hemp face cream for men

The Nivea Men Sensitive Hemp face cream will give your face exactly the care it deserves every day.

Characteristics:

- nourishes the skin deeply
- soothes the skin after shaving

- the product is specially developed for the needs of men's skin
- easy to spread and quickly absorbed

#### 14. Men Originalcream for men

Gentlemen, you don't need a collection of special creams to keep your skin always nourished, moisturised and pleasant to the touch. Just one is enough – the Nivea Men Original universal face, hand and body cream, developed especially for men. You can use it on your face, body, hands, elbows and heels. The ingredients, which include vitamin E, refresh and soften the skin, and leave it smelling great.

Characteristics:

- nourishes and hydrates the skin
- a lightweight formula that means it's easily absorbed
- leaves the skin soft and smooth
- designed especially for men
- has a pleasant masculine fragrance

## LOREAL

#### 15. Daily Moisturizer Complete Anti – Ageing

Description:

L'Oréal Paris Men Expert Vita Lift 5 Moisturizing Cream for men eliminates the signs of skin aging. The unique formula of the cream with Par-Elastyl and Pro-Retinol fights against sagging of the skin and the formation of wrinkles. The UV filter protects the skin from aging caused by sun rays. The Active Defense System supports the natural defense mechanisms of skin exposed

to daily aggressions. Men Expert Vita Lift 5 Cream intensely hydrates the skin and leaves it smooth and soft to touch. It absorbs instantly and has a non-oily and non-sticky formula. After just 4 weeks of regular application of Men Expert Vita Lift 5 Cream, your wrinkles will be less visible and your skin will be fresh and rejuvenated. Prevent aging of your skin easily and effectively with the specially designed L'Oréal Paris Men Expert Vita Lift 5 Moisturizer For Men!

#### 16. L'Oréal ParisMen Expert Power AgeSerum with Hyaluronic Acid

The L'Oréal Paris Men Expert Power Age face serum is a product full of active ingredients, meaning it provides truly intensive care for your skin.

Characteristics:

- helps to smooth out wrinkles and fine lines
- hydrates and nourishes effectively
- the product is developed for the specific needs of men's skin
- removes signs of fatigue and gives energy

#### 17. L'Oréal ParisMen Expert Hydra Energetic moisturising cream for tired skin

Do you suffer from irritated and tired skin, and not just after shaving? The L'Oréal Paris Men Expert Hydra Energetic moisturising cream to combat tiredness fights signs of tiredness and restores the skin's energy, elasticity and healthy appearance. Trust in the natural power of vitamin C and get rid of your dull complexion once and for all!



18. L'Oréal ParisMen Expert Hydra Energeticmoisturising face sheet mask for men

Is your skin tired, dull, lifeless and lacking radiance? Energize your skin with the L'Oréal Paris Men Expert Hydra Energetic face mask, which visibly revives your skin, giving it hydration and elasticity. Taurine restores the skin's natural protective barrier and gives your skin cells a boost of fresh energy. The extra-large sheet fits perfectly on a man's face and nourishes every part of it.

Characteristics:

- deeply hydrates and intensively nourishes
- skin is visibly moisturized after just 5 minutes
- restores elasticity to the skin
- leaves skin silky soft to the touch
- perfectly fits on a man's face

19. L'Oréal ParisMen Expert Pure Charcoalsheet mask

The L'Oréal Paris Men Expert Pure Charcoal face mask will pamper and take care of your skin.

Characteristics:

- hydrates deeply
- prevents excessive sebum production
- leaves skin silky soft to the touch

the product is developed for the specific needs of men's skin

## 20. L'Oréal ParisMen Expert Pure CarbonCleansing Gel with Activated Charcoal

The L'Oréal Paris Men Expert Pure Charcoal face mask will pamper and take care of your skin.

Characteristics:

- hydrates deeply
- prevents excessive sebum production
- leaves skin silky soft to the touch
- the product is developed for the specific needs of men's skin

## 21. L'Oréal ParisMen Expert Magnesium Defencecleansing gel for men

The L'Oréal Paris Men Expert Magnesium Defence skin cleanser is the right choice for everyday care.

Characteristics:

- rids the face of impurities
- hydrates deeply
- does not irritate shaved skin
- developed specifically for men's skin

## 22. L'Oréal ParisMen Expert Vita Lifthydrating and smoothing gel cream for men

The L'Oréal Paris Men Expert Vita Lift day and night treatment provides everything you need for your skin in one package.

Characteristics:

- restores the skin's youthful appearance
- nourishes and hydrates the skin deeply
- fills small wrinkles and tightens the skin
- the product is specially developed for the needs of men's skin

### 23. Hydra Energetic Extreme Cleanser Infused With Charcoal

Men Expert™ Hydra Energetic Extreme Cleanser fights the 5 problems caused by daily city grime: Oily Skin, dirt, stickiness, dullness, and clogged pores. Our face wash, specifically formulated for men, eliminates impurities and excess oils, with the power of charcoal, for a fresh, healthy look.

### 24. Vita Lift Anti-Wrinkle & Firming Moisturizer

Men Expert Vita Lift SPF 15 Anti-Wrinkle & Firming Moisturizer is formulated specifically for wrinkles, sagging skin, or loss of firmness. Fortified Pro-Retinol A, a form of Vitamin A, helps reduce wrinkles and sagging skin while firming up the face and neck. Active Defense System (ADS) , our patented system that protects your skin against irritation, so you're less likely to get redness, burning, or tightness.

### 25. Vita Lift SPF 15 Anti-Wrinkle & Firming Moisturizer

Men Expert Vita Lift SPF 15 Anti-Wrinkle & Firming Moisturizer is formulated specifically for wrinkles, sagging skin, and loss of firmness. Fortified Pro-Retinol A, a form of Vitamin A, helps reduce wrinkles and sagging skin while firming up the face and neck. Active Defense System (ADS) , our patented system that protects your skin against irritation, so you're less likely to get redness, burning, or tightness. SPF 15 protects your skin against damaging UVA (aging) and UVB (burning) rays.

## GARNIER

### 26. Acno Fight Anti Pimple Face Wash 150g

Fight six signs of acne and 99.9% pimple-causing bacteria with the advanced Garnier Men Acno Fight Face wash. This Garnier Acno Fight face wash for men is enriched with anti-inflammatory properties that help to calm skin discomfort such as irritation, redness, etc. With a gel-based texture, this face wash for acne effectively lightens marks and eliminates the chance of pore-clogging, making it one of the best face washes for oily skin. Keep skin oiliness in check, and blackheads away with the Garnier Acno Fight face wash and unveil brighter skin in no time.

### 27. GARNIER MEN Garnier Men Oil Clear Clay D - Tox Facewash 150g

The Garnier Men Oil Clear Clay D-Tox Facewash is a skin-purifying facewash that deeply cleanses dust, dirt, pollution, and sweat trapped under the skin's surface while ensuring the skin's essential oils remain intact. Thanks to the presence of mineral clay! Additionally, the Garnier Oil Clear Face Wash also includes menthol as an ingredient that gives you a cooling effect and makes sure you get fresh-looking skin all day. Include the Garnier Men Oil Clear Clay D-Tox Facewash in your skincare regime and get youthful, oil-free skin all day.

### 28. Garnier Men Turbo Bright Anti-Pollution Double Action Face Wash 150g

Garnier Men Turbo Bright face wash is a charcoal face wash that protects your face from the harmful effects of air pollution. Removes dust and impurities from deep within, leaving your skin radiant and fresh all day!

#### 29. GARNIER MEN Garnier Men Turbo Bright Super Serum Gel For Men, 30g

Want an instant solution for dull skin? Embrace the goodness of the Garnier Men Turbo Bright Super Serum Gel. Infused with 5x vitamin C and menthol, the Garnier Turbo Bright Serum gel instantly brightens skin, boosts the hydration level, leaves a cooling effect, and most importantly reduces dark spots. The gel-like texture easily penetrates the skin making sure it does not feel oily or sticky, making it one of the best serums for skin brightening. Include the Garnier Men Turbo Bright Super Serum Gel into your daily skincare routine and get brightened skin and reduced dark spots.

#### 30. GARNIER MEN Acno Fight Pimple Clearing Brightening Cream 20 g

Struggling with acne and scars? Try the Garnier Acno Fight Cream and get visibly brightened and acne-free skin. This anti acne cream is suitable for all skin types, the Garnier Acno Fight cream gives you clear skin and even skin tone while efficiently combatting pimple-causing bacteria.

One of the most effective anti-pimple creams for men, the Garnier Acno Fight cream fights pimple-causing bacteria, dries out pimples, and reduces redness. Since the Garnier Men Acno Fight cream doesn't block the pores, using this cream eliminates the chances of developing acne. While taking care of acne-related issues, the Garnier Men Acno Fight cream helps you get visibly brightened skin tone from the first use. Include this Garnier pimple cream for men in your skincare routine and get radiant, clear, and acne-free skin in no time.

