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The promise of the “perfect” skin

One of the many common Ads in our society today seem to be about how we can make our physical appearance better. There are ads about how you can lose weight by taking a pill, or using a certain brand of makeup that will make your eyes pop out better. But the most popular ads are the ones for your face. Those include face creams, face pads and anything to help your skin look better. We have all seen them on TV, magazines, billboards and even heard an ad the radio. There are hundreds of different brands being sold. Most women probably have a type of face cream product in their bathroom cabinet to help keep them looking young. Industries are aware that women tend to take care of their face more than men by buying all these different products to put on. Our society has turned into a place where aging is something that can't happen. A wrinkle on your face means that you need to do something about it. Age is related to beauty because people want to look more youthful and will buy anything to make themselves look younger. Both of these products are trying to seek youth which is equivalent to beauty by the language being used and the specific models chosen for the ads.

These face creams and face pad products are targeting two age groups the first are people who are in their later years, maybe mid forties, and also young people as early as their twenties. Companies are using both young and older people with healthy, glowing, natural looking skin to show off their product. It is obvious that their faces have been photo shopped to perfection. In most cases, no matter what age the person is, there are no wrinkles shown on their face and their

skin looks incredible. That is an unrealistic portrayal of the product because the ads are photo shopped. There's no way a forty year old doesn't have a single wrinkle on their face. Popular celebrities are teaming up with companies such as Sephora and Olay to do ads like this. Do these products really work? Are they bad for your skin? Throughout the years both of these companies keep coming up with improved versions of skin products. To try and convince women that they need these in order to look more youthful. Everything that you see in an ad is intentional. One thing to keep in mind are the words that they choose to use.

The first ad uses ethos very well. This ad is showing face pads to help your skin "peel back" the years in just one use. This ad claims to transform your skin by peeling the years away. It is clearly targeting older women because when talking about years, people mostly associate it with older women. Society is making it seem like aging is a bad thing and that as soon as you start getting wrinkles you need to do something about it as soon as possible. You can see Gossip Girl actress, Kelly Rutherford showing off her skin in the face pad ad. Ads do a good job of using celebrities to get their message across. In real life, any one who has seen this actress on TV before knows that she has wrinkles near her eyes. The ad makes her skin look perfect and there are no wrinkles shown. To add to Rutherford's credibility, the ad says that she is not only an actress but she is a mother of two. What the ad is trying to say, is that she is a busy person, but also manages to keep her skin beautiful and wrinkle free. Rutherford gives off this soothing calm, clean vibe in the ad. Her face is not overdone with makeup, it looks like she doesn't have a shirt on. They were clearly going for the natural look. All that is to show that she is comfortable in her own skin.

She is in her late forties, therefore this ad is clearly targeting women around that age. We live in a society where most people can afford to buy all these face creams and get all these treatments done, and companies know that. Sephora is a well known company all over the world. People walk in there and always walk out with a bag in their hand because it's so hard not to buy anything, with all the stuff on their shelves. Sephora carries some of the best makeup, perfume and face mask products. It is not surprising to find out that they would carry these "self neutralizing peel" pads for your face. The word peel is key word in this ad. The only thing you can assume is that old skin cells are being peeled off. That cannot be good for your skin. Words that the makers of the ad choose to use makes a big impact. One phrase that stand out in particular is, "my skin was transformed after one use" (Rutherford). People want results fast and this is implying that if you use these pads you will get results the first time you use it and your skin will be just as flawless as the models.

In the second ad there is a woman a little younger than Rutherford. The background in the ad she is in is black, and the one Rutherford is in is white. The backgrounds are like that for a reason. It depends on what the ad is saying. In the Olay ad there is a huge quote next to the lady's face that says, "I will light up every room I walk into," in all capital letters. The black background compliments the quote and the model's face. In a way her face does look lighter and it is the main focus of the ad. It takes a lot of confidence for someone to say that. The Sephora ad is reassuring the consumer that this product will work. That could make people want to buy it, because who doesn't want fast results? The Olay ad is selling a face cream that brightens the skin. The model being used is tan and young looking. This ad is targeting people of a tan color and in their late twenties to early thirties. It is intended for young women who want to make sure

they are taking care of their skin so it stays looking as young as possible. There is a lot of detail put into this ad, starting with the pearls at the bottom. Pearls can be associated with clean, expensive, pretty and shiny. In the ad the word pearlescent is clear. It could also mean that your skin will resemble the pearls by making your skin brighter like a pearl and it will be more noticeable. All of the attention will be on you if you use Olay.

Logos plays a huge role in both of the ads. In the Sephora ad they created bullet points of solid benefits of these face pads. It is a skin peeling treatment that will “peel off the years, even skin tone, reduce look of pore size and dramatically reduce wrinkles in 12 weeks.” Both ads are giving an estimate of how long until the results start showing.

Olay is a product that can be seen on magazines but also on TV. It is popular in the drugstores and wherever you go you can also spot an Olay product. Each time they are always coming out with something “new and improved.” There are three steps involved to get the skin you “should have” in this ad. There is a dark circle correcting cream for your eyes. And there is a brightening clean cleanser. And lastly the “tone perfecting moisturizing cream.”

Lastly for pathos both the Olay and Sephora ad use vivid words to get the attention of the consumer. Words such as, dramatically, renews, professional and reduce. Olay has their own website and their slogan is “you best begins with beautiful.” It could give anyone who is seeing this the idea that you need to try Olay to help you look more beautiful and get nice skin. It makes you question what skin products you are using and if maybe you should switch to Olay and try it. You can't look as beautiful if you have dark circles under your eyes, or if you have an uneven skin tone color, Olay's products will help, is what the ad is saying.

Everyone makes decisions on what they need and want at the end of the day. Ads of course are important in persuading. Good ads don't necessarily have to have all three (ethos, pathos and logos) but it certainly helps. In this case putting a famous actress on the ad catches the consumers eye. That immediately adds to the credibility. No ones skin is perfect but its just a matter of how you take care of it.