

An Analysis of Magazine Advertising Language  
and the Portrayals of Aging in Cosmetics Advertisements

By

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**Abstract:**

The following research examines how aging is portrayed in advertising targeting different age groups of women, by analyzing the specific language in beauty product advertisements. These advertisements were selected from three different magazines, each targeted toward a specific age group of women (median ages readership for each magazine: 30.3, 46, and 55 years old) The language in the beauty product advertisements was analyzed by looking at five unique factors. The five elements that determine how strongly the advertisement portrays aging are: implicitness, explicitness, implication of correcting/erasing, and the use of scientific explanation. The analysis of the magazine advertisements also includes an overall prominence of age-related language score, a score determining the level of creative marketing used in the advertisement, and a score determining whether an age-related image was present in the advertisement. The focus of this study is to identify how beauty product advertisements convey aging in a negative way, particularly to adult women. This research looks at how mass media portrays aging negatively, the effects of these portrayals, and society's negative attitudes toward aging and older adults.

The most significant result of this study was that there is a direct correlation between the target readership age of each magazine and the prevalence of age-related advertisements in each magazine. Other significant results were: the advertisements that used corrective language also tended to use explicit language; and the advertisements that included an age-related image, as well as ads that used creative marketing language, tended to have higher prominence scores.

The world we live in is extremely media and advertisement-driven. Our society is motivated by consumers and economic success, and companies today will go to great lengths to sell a product. According to Zhang, et al. (2006) we are exposed to approximately 500 advertisements per day, 182,000 per year, and millions in a lifetime” (p. 264). In one magazine alone, we may skim through over one hundred advertisements just to get to the content we are interested in reading.

The main interest of this research was to examine the question: how is the aging process portrayed in women’s beauty product advertising? In order to answer this query, I analyzed the language in each of the cosmetic advertisements of the three magazines. The language was separated into important categories such as implicit language, explicit language, scientific language, corrective language, and creative vs. bland marketing language. Each of these categories helped determine the overall prominence score of the individual advertisement. Each of these subcategories served a significant part in answering the question of how aging is portrayed through women’s cosmetic ads. The use of implicit and explicit language helped to determine the overt quality of the language, which leads to how the audience processes each message (which we will examine using the Elaboration Likelihood Model). The scientific language was analyzed to distinguish the ways in which advertisers explain the aging process and inner workings of the beauty products to the audience. The use of corrective language was used to explain the different ways in which advertisers refer to anti-aging. The ultimate goal of the study was to answer six main research questions in regards to the language and content of the advertisements analyzed in this study.

Another aspect of this research was to notice advertising strategy, particularly in regards to prevalence of age-related advertisements, based on the target readership age of each magazine. It

was interesting to notice other aspects of marketing strategy, such as ad placement tendencies. When looking at women's fashion and beauty magazines, one will notice that the advertisements are placed accordingly, near the most similar magazine content. For instance, in the health and nutrition section, every advertisement is food or fitness-related. In the fashion section, every advertisement is clothing and accessories-related. And in the beauty section, every advertisement is related to skin treatments and makeup—more specifically, anti-aging products.

Before conducting this research, the following general questions were raised regarding the overall effects of the age-related messages conveyed in advertisements:

- Does increase in exposure to these beauty product advertisements lead to a decrease in self-esteem levels?
- What role does public media discussions on appearance (TV reality shows) play in how society views: attractiveness, opinions on plastic surgery, and aging?
- Does peripheral route processing (Elaboration Likelihood Model) play a role in how these advertisement messages negatively affect the women who read them?
- Does a higher prominence score correlate with longer lasting negative effects on women?

In this research study I look at many different factors related to anti-aging messages in beauty product advertisements, particularly the specific language in each print advertisement. In previous studies, researchers have examined advertising messages and images and their relationship to negative portrayals of aging. There has also been extensive previous research on portrayals of older adults in the media. However, this study is unique because it is the first research to specifically examine magazine beauty product advertising language in depth. This in-depth examination of advertisement language is not only highly relevant to society's perception of attractiveness, but it is also an important factor when tracing the source of women's interest in

physical perfectionism. It seems that plastic surgery, weight loss, and looking younger are some of the hottest topic in television, print media, and radio today. American media are consistently covering celebrities' plastic surgery-induced physical transformations, which tend to carry strong implications that looking younger, firmer, and wrinkle-free is the key to being perceived as attractive. Two main communication theories were used to explain why we, as consumers, are so affected by these implicit or explicit media messages.

The first, cultivation theory, addresses the relationship between media content (specifically television content) and viewer's beliefs about social reality. Cultivation theory says that heavy TV viewers, compared to light viewers, perceive their social environment as more similar to the world as portrayed on TV than it really is (Gerbner & Gross, 1976). The second theory, elaboration likelihood model, refers to how attitudes are formed and changed based on the "elaboration continuum," which ranges from low elaboration (low thought) to high elaboration (high thought). The ELM distinguishes between two routes to persuasion: the "central route," where a subject considers an idea logically, and the "peripheral route," in which the audience uses preexisting ideas and superficial qualities to be persuaded (Petty & Cacioppo, 1986). Both of these theories are expanded on and applied to magazine advertisement research in the literature review.

### **Literature Review:**

Advertising content and language, as well as media portrayals of aging and older adults, are topics that have been thoroughly researched in the field of communication. These studies were extremely important when conducting my research on negative portrayals of aging through print magazine advertisements. In preparation to provide answers to each of my research

questions, I looked at past analyses of advertising content and language, and different theories that past researchers have used to study and explain mass media effects.

When developing my research questions for this study, I primarily focused on an important issue that has been heavily researched by numerous scholars: portrayals of older adults in the media. This literature is essential to understand before diving into my research, advertising content analysis regarding aging. In order to depict the significance and implications of aging language in advertisements, we must first review how older adults (and aging) are generally portrayed in mass communications.

Harwood (2007) points out that older adults are substantially underrepresented in today's media. Studies have shown that older people make up almost 15% of the real population and they make up only 3% of the television population; also fewer than 5% of prime-time television characters are over 65 years old (Harwood, 2007). Harwood (2007) explains that in social science terms, the older adult group lacks "vitality," which refers to a group's strength, status, size, and influence in a particular context. Even though this group has grown more of a presence in society over the years, their presence in the media is consistently low. Not only are the numbers consistently low, but these statistics are consistent throughout all forms of media.

In relation to magazine presence, which clearly pertains to my research most directly, Gantz, Gartenberg, and Rainbow (1980) found that older people are present in only about 6% of magazine advertisements that include humans. And not surprisingly, the largest presence of older adults portrayed in magazine ads were in magazines targeted toward senior citizens.

The next important aspect of this literature to review is the ways in which older adults are being portrayed. Harwood (2007) claims there are "three predominant themes emerge suggesting that older people are portrayed negatively in most media." These three themes are: health, lead

vs. peripheral roles, and humor. First, Harwood points out that health and aging are almost always linked, and that aging is often referred to in terms of *declining* health. In regards to magazine advertising, Raman et al. (2006) examined the types of products that feature older adults in their advertisements. They found that in American advertising, older people were tremendously associated with health-related products (some were ads for health products completely unrelated to aging). The next theme, lead vs. peripheral roles, refers to “peripheral imagery theory” (Harwood, 2007). This theory suggests that minor (peripheral) characters in a media presentation may be more revealing than central characters as concerns societal portrayals. Essentially, peripheral characters are significant because of the ways that they reveal stereotypical images. Lastly, Harwood discusses the element of humor in relation to how older adults are portrayed. There are a few examples of instances in the media, and in society, in which seniors are made fun of; for instance, an old man playing sports poorly, or throwing around the term “senior moment” to describe a harmless memory lapse (Harwood, 2007). These portrayals do not seem harmful but they are still perpetuating a negative image of this group in society.

Additionally, Harwood (2007) delves into the most relevant subject pertaining to my research: “cosmetic advertisements that promote “younger” skin, moisturizers that have “anti-wrinkle” formulas, and dyes developed specifically to hide grey hair.” Harwood suggests that even though we in American society have grown accustomed to these products, the marketing behind them is “explicitly ageist.” These advertisements are suggesting that we should all *want* to hide any signs that we are aging, and that it is natural and normal (Harwood, 2007).

Furthermore, Justine Coupland (2003) makes a strong argument that cosmetics advertisers not only want to make aging skin seem disease-like but also want to induce guilt in women by making them feel “responsible” for their wrinkles.

One communication theory used to explain the effects of media exposure (in this case, negative portrayals of aging in the media) is cultivation theory. Cultivation theory is part of a broad socialization perspective, which states that the more time individuals spend consuming media, the closer their views are to the ‘world’ created by media (Zhang et al., 265). According to Zhang et al. (2006), “researchers studying the content and effects of advertising are mainly concerned with the social influence of advertising.” Researchers look at advertisements assuming they are trying to sell more than just their products and brand. In addition to trying to sell a product, these advertisers tend to perpetuate negative portrayals of older adults in the media. Zhang et al. suggests that researchers study “the images of different social groups (e.g. age, gender, and cultural groups) perpetuated by media ads and their potential influence on consumers’ perceptions and attitudes toward these social groups” (Zhang et al., 2006). When conducting research using magazine advertisements, I remained guided by this perspective: that the marketers of each beauty product brand were striving to influence a specific consumer’s perception. In this case, the perception that advertisers want consumers to adapt is that age is something we should want to reverse. According to cultivation theory, “media has the ability to homogenize individuals’ divergent views” (Zhang et al., 2006). For instance, some magazine advertisements stress that through makeup and skin treatments, women can prevent, erase, or cover-up their signs of aging. When these negative aging messages are so dense in just one magazine, it is easy to see why media consumption could homogenize our views into thinking aging is a negative event. Women in today’s society have become overly self-conscious about their looks, especially in regards to their physical signs of aging.

When women read fashion and beauty magazines such as *Cosmopolitan*, or lifestyle magazines such as *Oprah*, and *Ladies Home Journal* their perspectives on how they are



supposed to look become skewed over time. These magazines—through content and advertisements—convey to women of all ages that they should be a certain size, and their skin, hair and makeup should look a certain way in order to be considered attractive. In magazines particularly targeted toward older age groups (55 years and older), these beauty messages directly convey that hair should not be gray and physical signs of aging (fine lines and wrinkles) should be erased or covered with makeup and creams (Zhang et al. 2006).

Zhang et al. (2006) also suggest that repeated and extensive exposure to media images influence viewers' perceptions of social reality "in the direction of the world constructed by media." When analyzing my research in terms of cultivation theory, this world constructed by the media is the world in which aging is a negative event that must be prevented or reversed in order to be seen as attractive. It is a daunting notion that our perceptions of social reality are based off of what the media tells us, but numerous studies have proven it true. Women have not always believed that looking younger was the ultimate beauty secret; however, copious amounts of media exposure containing age-related images have resulted in this widespread mentality.

It was important to also look at past research of advertising content and language, as that is the main focus of my work. In a study researching the relationship between advertising message strategies and television commercial effectiveness, Laskey, Fox and Crask (1995) found that the "message strategy does affect the effectiveness of the commercial, but particularly effective or ineffective strategies tend to differ by product category and effectiveness measure." In my own research only one product category was studied (cosmetics), but the advertising message strategy was a) using aging-related language and b) placing the ads in their respective age-targeted magazines. This study by Laskey, Fox and Crask (1995) shows that part of the

message strategy of an advertisement can be its content-related placement, which is in a magazine, not a television commercial in this case.

One researcher Nabi (2009) discusses the relationship between advertising content exposure and the psychological effects it has on its [female] readers. In this study, Nabi (2009) looked at a meta-analysis of 25 experimental studies of the so-called thin body ideal in media messages, which concluded that “exposure to idealized images negatively impacts women’s body satisfaction.” This association has been linked to psychopathological conditions such as body dysmorphia, and potentially life-threatening disordered eating conditions, like anorexia nervosa and bulimia nervosa (Nabi, 2009). The connection between media content exposure and body dissatisfaction is significant. In addition to decreased self-esteem levels, various studies also suggest a direct link between body area dissatisfaction and seeking out cosmetic enhancement treatments. The statistics show that Americans are taking drastic measures to fulfill their idea of attractiveness: “In 2004, the number of cosmetic procedures performed in the United States reached nearly 12 million, representing a 17% increase in surgical and a 51% increasing in nonsurgical cosmetic procedures from the previous year (American Society for Aesthetic Plastic Surgery, 2005)” (Nabi, 2009). A seventeen percent increase in only one year is a considerable difference. This study does not specify whether the people undergoing these cosmetic procedures were primarily men or women, but according to the American Society for Aesthetic Plastic Surgery (2009), women had over 9 million cosmetic procedures, over 90% percent of the total, while men had over 900,000 cosmetic procedures, only 9 percent of the total. Given the high level of exposure of beauty messages in women’s magazines and other media content, we can see why the majority of these plastic surgery patients are women.

Nabi's first research question asks whether viewing cosmetic surgery makeover programs relates to body satisfaction. She found negligible results regarding the relationship between body satisfaction and cosmetic surgery makeover program viewing in particular; However, she did report that the association between overall TV viewing and body consciousness proved significant. This is important, especially when considering the strength of cultivation effects on our society. Though my research is not looking at the effects of television viewing specifically, magazine and advertisement content has been broadly included in cultivation effects research as well (Nabi, 2009).

In another study, which examined the connections between advertising content and its consumers, Young (2010) found that consumer brands either use advertising to connect with existing customers to strengthen their attachment to the brand, or they "connect a new idea or feeling to consumers' existing neural network of beliefs to stretch what the brand means to them." This research showed that the *order* in which people see images in a television commercial is important. It also showed that advertisements in general were much more persuasive if viewers perceived an easily understandable link between a scene in one ad and another (Young, 2010). If this is the case, then the advertisement content used in this study would be considered persuasive to their target audience; there is a clear "link" between the consistent language used in most advertisements throughout the same magazine issue.

Another communication theory used to determine effects of media exposure is the elaboration likelihood model. First we must define the elaboration likelihood model more explicitly. As mentioned earlier, ELM refers to how attitudes are formed based on the "elaboration continuum," which ranges from low elaboration to high elaboration. This model distinguishes between two routes to persuasion: the "central route" and the "peripheral route"

(Petty & Cacioppo, 1986). The “central route” requires a great deal of thought, and therefore the person is likely to predominate under conditions that promote high elaboration. Central route processes involve careful scrutiny of a persuasive communication (e.g., an advertisement) to determine the merits of the arguments. Under these conditions, a person's unique cognitive responses to the message determine the persuasive outcome (i.e., the direction and magnitude of attitude change). So, if favorable thoughts are a result of the elaboration process, the message will most likely be accepted (i.e., an attitude congruent with the message's position will emerge), and if unfavorable thoughts are generated while considering the merits of presented arguments, the message will most likely be rejected. In order for the message to be centrally processed, a person must have the ability and motivation to do so. Peripheral route processes, on the other hand, do not involve elaboration of the message through extensive cognitive processing of the merits of the actual argument presented. These processes often rely on environmental characteristics of the message, like the perceived credibility of the source, quality of the way in which it is presented, the attractiveness of the source, or the catchy slogan that contains the message.

Magazines are read in many different ways. While some people skim through the pages trying to find their desired content, others read the content quite thoroughly. Research has shown that paid-for magazines are the most carefully read. According to Consterdine (2009), “...magazines are well read. The average paid-for magazine is read for 54 minutes, picked up 5.4 times, and the average page is opened 2.5 times.” With this in mind, we can make the assumption that magazines to which people have subscriptions are read closely; thus, most advertisements may be processed centrally. However, since there is no way to know how each

individual processes an advertisement, we must consider how these messages are perceived when processed both centrally and peripherally.

Most beauty product advertisements in these magazines are placed accordingly near the related magazine content. For example, beauty product advertisements are placed in the “beauty” or “makeup” sections of women’s magazines, as opposed to the “relationship” or “nutrition and fitness” sections. When women use the skimming method to read a magazine, they are most likely using peripheral route processing when exposed to the advertisements placed in each content-related section. In this case, they are influenced heavily by the content written in the biggest or boldest font and the age-related image (if one is present), rather than reading the fine-print content carefully. In one study Gaeth & Heath (1987) found that older adults were more easily misled than younger adults by deceptive ads. Balazs (2004) says that physical factors, psychological factors, and social factors affect [older people’s] reception of messages; so, “marketers have borrowed psychological models of learning, recall, and memory to effectively address the older audience through the proper media.”

When analyzing this research in terms of peripheral route processing, the most important language factors to take into consideration are the explicitness, prominence score, and age-related image of each advertisement. In contrast, if women are reading these magazines more comprehensively as Consterdine suggests, they are most likely processing the advertisements through the central route. When processing advertisements centrally, the reader will take the time to determine the qualities of the messages the advertisement is conveying. The reader’s cognitive responses to the message will determine the direction and magnitude of attitude change (the persuasive outcome). If the reader perceives the message favorably, they will consciously accept the message (i.e. the reader thinks she should buy the product because she want to look

“younger” and “more attractive”). In central route processing the scientific explanation language, corrective language, and creative marketing factors play important roles in how the reader will interpret the message, as she is reading the advertising language more deeply and mentally rationalizing the argument the advertisement is making.

The prominence score factor included in the advertisement language analysis was one of the most important subcategories, as it summed up the overall intensity of the aging message conveyed in each advertisement. Balazs (2009) says that sociologists and social gerontologists who study social behavior are noticing that the normative roles played by older generations are being “rewritten”; older people have never been so “vital, healthy, and active” (Balazs, 2004). Beauty product advertisers have realized this new vivacity of the older generation and have begun to play off the new energy. After looking at the age-related advertisements in the magazines used in this research, it is evident that the advertisements are suggesting that women should *look* as young as they act and feel. In addition, studies have also shown that older adults have higher self-esteem levels than their younger counterparts. Though this may be true in general, it seems that self-esteem levels may decrease when these women realize they do not, in fact, look as young as they feel. Thus, they are more inclined to desire the advertised product, which is the marketer’s ultimate goal.

Balazs also notes that the content of the message and the portrayal of the older consumer in marketing communications is a powerful force in creating images of older people and their “appropriate” behavior (Balazs, 2004). When other advertisers targeting older adults portray a happy, healthy and youthful-looking model, they are selling a lifestyle that is very appealing to older adults. When beauty product advertisers use age-related language that suggests women consumers should attempt to look younger or use products that help ‘rewind the clock,’ they are

creating an image of older people and their “appropriate” physical appearance. Balazs also discussed Maslow’s theory of self-actualization, and the theory that older people have a higher interest in “higher order needs” because their basic needs have already been fulfilled. If physical appearance can be considered a “higher order need,” older adults may be more satisfied with doing what it takes to look better (in this case, “better” is portrayed as “younger”). In addition, Dinener, Suh, Lucas, and Smith (1999) who spent thirty years researching subjective well-being, concluded that “life satisfaction of older people actually increase with age” (Balazs, 2004). Thus, the effects of these advertisements are mostly on younger audiences.

The prominence scores of the advertisements reviewed in this research take into account each of the six other subcategories (implicit, explicit, correction, scientific, creative marketing, image) and propose an overall score that indicates the strength and intensity of the aging message portrayed by the ad language. Given the information provided in Balazs’s marketing research, we can conclude that older adults perceive advertising messages differently than their younger counterparts, and most of these perceptions are negative toward their physical appearances even if they feel positively toward their overall well-being. Balazs concludes that in magazines targeted toward younger age groups, the elderly tend to be depicted “unfavorably, appearing as impaired, weak, or naïve, whereas a positive portrayal of active, healthy older adults can be found in magazines targeted to older people” (Balazs, 2004). One of the main goals of my research was to identify the advertisement language in magazine targeted to specific age groups of women—then, I would be able to determine if Balazs’s claim about positive and negative portrayals in youth-targeted and older adult targeted magazines is true.

After reviewing the literature on the portrayals of aging and older adults, I developed my own research questions and methods to provide answers to each of them. The six main research questions pertaining to this study are:

RQ1: Do the advertisements that use scientific language also tend to be implicit?

RQ2: Do the advertisements that have an age-related image also tend to have a higher prominence score?

RQ3: Do the advertisements that use creative marketing language tend to use both implicit and explicit language in conjunction?

RQ4: Do creative marketing advertisements (score: 2) tend to have a higher prominence score (score: 2-3) than the non-creative advertisements?

RQ5: Do the advertisements that mention aging as an error (correction) also tend to be implicit?

RQ6: Is there a correlation between each magazine's target readership age and its number of age-related advertisements?

These research questions developed because I theorized that the cross-categorical relationships between each of the aging language subcategories would elicit interesting results. In regards to RQ1, I was interested in observing the trends and tendencies between each of the language categories; I wanted to figure out if there were significant relationships between each of the language tactics utilized by advertisers. I assumed that the advertisements that used hyper-scientific language would not use overt or explicit aging language while describing the complex science behind their product; I assumed marketers were attempting to sell a cosmetic product by targeting the audience's cognitive central processing. For RQ2, I wanted to determine whether there was a direct relationship between the overall prominence score and the inclusion of an age-related image. The results of this question would help us verify whether an image makes an ad



stand out more to readers, or if explanatory text and non-age-related images were just as impactful. I came up with RQ3 because I was interested in the particular factors that made up creative advertising language. I found that the implicit and explicit language factors were important aspects of how the aging language was depicted, so I assumed that using both language techniques simultaneously might help determine the parameters of “creative marketing language.” Similarly to RQ2, I wondered if there was a direct correlation between the overall prominence score and creative marketing advertisements in RQ4. If the results were significant, that would imply that the ads with high prominence scores tended to use creative advertising language. This would be particularly interesting because that would mean that advertisements that use special creative language (not “bland” language) are leaving readers with a more impressionable message concerning aging. RQ5 deals with the relationship between corrective ad language and implicit language. I hypothesized that the corrective language would also be implicit because from a marketing standpoint, one would expect this type of language to be more subtle overall. I did not expect explicit language to exist in conjunction with correction language, which is why I wondered whether these results would reveal significance. The research questions mentioned above each served as a foundation to explain how these language-based marketing tactics convey the aging process through advertising content. Lastly, RQ6 served to explain the relationship between advertisement prevalence and the magazine’s target readership age. This research question was developed in order to reveal the presence of marketing strategy in magazine advertising, particularly related to aging messages aimed toward women audiences.

**Methods:**

In order to gather a realistic sample of beauty product advertisements, I used three different magazines, each targeted to different readership age groups of women. The three magazines I used were *Cosmopolitan* (median readership age: 30.3 years old), *Oprah Magazine* (median readership age: 46 years old), and *Ladies Home Journal* (median readership age: 55 years old). I used a random number generator (Source: Random.org) to determine which month issue of each magazine to begin with. The random number generator produced the number “12,” so I started with December 2009 issue of each of the three magazines. Bookmans Entertainment Exchange, a local used book store, provided all the magazines issues I used in this research. In order to collect a thorough sample of beauty product advertisements from each magazine, I used four issues of each magazine; thus, each issue was three months apart. For instance, I started with the December 2009 (12) issue of each of the magazines (*Cosmopolitan*, *Oprah*, and *Ladies Home Journal*) then collected the March 2010 (3), June 2010 (6), and September 2010 (9) issues of each magazine. I marked all of the beauty product advertisements in each issue, totaling 12 magazines altogether. I then went through each beauty product advertisement and identified which ads conveyed age-related messages. In the twelve magazines there were 256 total advertisements for beauty products. Of the 256 total beauty advertisements, 90 of them mentioned aging in some form. In order to determine whether the advertisement mentioned aging, I used a coding system that separated the elements of aging language into seven main categories.

**Procedures used to code aging language:**

The interest of this research is primarily in portrayals of aging in the media, only the 90 beauty product advertisements that mentioned aging were analyzed. In order to determine

whether an advertisement contained an age-related message and to what degree the message was conveyed, I developed a system for coding the language in each individual advertisement. I established five unique categories under which aging language was expressed: implicitly, explicitly, correction implied, scientifically-explained, and the use of creative or bland marketing. Then two final categories were added: an overall prominence score and a score determining if the ad included an age-related image. In order to ensure that the scoring of the following categories were consistent for each of the twelve magazines, I developed specific definitions for each term. Listed below are the defining characteristics used to determine whether how the advertisement language was scored in each category.

**Implicit** (Scale of 0 to 1): 0 = Ad language is not implicit; 1 = Ad language is implicit.

These advertisements use language that *implies* the product is related to aging, but does not directly state it. The ad language subtly refers to the product's relation to looking younger and aging in general. It does not use explicit age-related language. (E.g. "Fine lines," "Even out," "Gravity defying," "Improve elasticity," "DNA protection," "Firmer looking skin.")

**Explicit** (Scale of 0 to 1): 0 = Ad language is not explicit; 1 = Ad language is explicit.

These advertisements use language that directly refers to aging. The reader immediately gets the message that the product is related to looking younger. The language bluntly states that the product is related to aging. (E.g.: "Anti-aging;" "Age rewind;" "Ageless;" "Look younger;" "Youthful glow;" "Reduce signs of aging;" "Gray coverage.")

**Correction** (Scale of 0 to 1): 0 = Ad does not use corrective language; 1 = Ad uses corrective language. These advertisements use language that implies age is an error. The language in the ad conveys that age is something that needs to be corrected, erased, reversed or reduced.

(E.g.: “Eye corrector;” “Makes dark circles disappear;” “Advanced night repair;” “Deep-set wrinkle repair;” “Go beyond covering lines—erase instantly;” “Reduce the look of lines and wrinkles;” “Multi Correxion;” “Effectively corrects multiple surface signs of aging.”)

**Scientific explanation** (Scale of 0 to 1): 0 = Ad does not use scientific explanation; 1 = Ad uses scientific explanation. These advertisements use hyper-scientific language to explain the product’s relation to aging. These ads use technical, scientific, or mathematic explanations or images (i.e. graphs). (E.g. “DNA Protection;” “Youth proteins;” “Youth-activating serum;” “Boost gene activity;” “Gravity defying.”)

**Creative vs. Bland marketing** (Scale of 0 to 2). This score determines how creative the advertisement is from a marketing perspective.

0 = Bland marketing: The language in these ads are very dry and direct. The language is not sophisticated, complicated, or original; it simply states what the product is used for.

1 = The language in the ad is not distinct as particularly bland or creative.

2 = Creative marketing: These advertisements use language that is detailed, flowery, and original. From a marketing perspective, the advertisement is innovative and imaginative. It uses descriptive language that stands out from other product ads of its kind.

**Overall Prominence Score** (Scale of 0 to 3). This score determines how likely it is that the average reader/consumer will get some sort of message about aging from this advertisement.

Factors include:

- Font size, bolded/italicized words related to aging
- Dramatic nature of image related to aging
- Vividness and amount of language related to aging
- Slogan or tagline mentioning aging

0 = Ad doesn't mention aging at all.

1 = Ad has 1 or 2 references to aging; Age-related font is small; Aging message is not emphasized; Vividness of aging language is low.

2 = Ad has a few references to aging; Age-related font is average sized; Ad may have image conveying age but may not have supplemental text.

3 = Several aging references in text; Ad-related font is large and/or bolded/ italicized; Age-related image is dramatic; Aging references are vivid.

**Image** (Scale of 0 to 1): 0 = No image; Image is only of product; Image does not convey message about aging; 1 = Image is portraying message about aging.

### **Results:**

In order to identify the significance of the data collected, I ran several cross-tabs statistical analyses using SPSS software. Basic descriptive information about the advertisements studied can be seen in Table 1 (Appendix A). I found many significant results between unique pairs of variables presented in the following research questions:

RQ1: Do the advertisements that use scientific language also tend to be implicit?

RQ2: Do the advertisements that have an age-related image also tend to have a higher prominence score?

RQ3: Do the advertisements that use creative marketing language tend to use both implicit and explicit language in conjunction?

RQ4: Do creative marketing advertisements (score: 2) tend to have a higher prominence score (score: 2-3) than the non-creative advertisements?

RQ5: Do the advertisements that mention aging as an error (correction) also tend to be implicit?

RQ6: Is there a correlation between each magazine's target readership age and it's number of age-related advertisements?

To answer RQ1, I ran a cross-tab analysis between the two variables: implicit language and hyper-scientific language. My hypothesis was that the advertisements that used scientific explanations also had a tendency to use implicit language because the ads would be replacing any explicit language with the scientific language. I predicted there would be significance; however there was no relationship between the two factors ( $\chi^2 (1) = 1.07, N = 90, p = .301$ ) Thus, this particular data gave me insignificant results. Next, I hypothesized that the advertisements using scientific explanations would have a tendency to use *explicit* language, as there evidently was no relationship between the “scientific” and “implicit” variables. However these results were insignificant as well ( $\chi^2 (1) = 7.6, N = 90, p = .383$ ). These results conclude that the advertisements using scientific language use neither implicit nor explicit language more than one would expect.

In regards to RQ2, I hypothesized that the advertisements with an age-related image would be more likely to have a higher prominence score (a score of 2 or 3) than the non-creative advertisements. The results of this cross-tabs analysis were significant ( $\chi^2(2) = 22.08, N = 90, p = .000$ ). For advertisements with age-related images and a prominence score of 3, the adjusted residual value was 4.7. For advertisements with age-related images and a prominence score of 2, the adjusted residual value was -2. Both of these adjusted residual values are significant because they are greater than [the absolute value of] 1.96. For advertisements with a prominence score of 3, the adjusted residual was 4.7, which implies that these particular advertisements had *more* age-related images than I had expected by chance (18 out of 19 advertisements with a prominence score of 3 also contained an age-related image). For the advertisements with a prominence score of 2, the adjusted residual value is negative, which implies that these advertisements have *fewer* age-related images than one would have expected (1 out of 19 ads with a prominence score of 2 contained an age-related image). These results are significant because they suggest that the aging-image advertisements earned a higher prominence score due to their included age-related image.

In regards to RQ3, my hypothesis was that the advertisements that use creative marketing language tended to use both implicit *and* explicit language in conjunction. In order to figure out the significance of these three factors (“creative marketing,” “implicit,” and “explicit”), I ran a cross-tabs analysis for the relationship between advertisements with explicit language and creative marketing language first. The results were significant ( $\chi^2(2) = 11.3, N = 90, p = .003$ ), meaning there are more creative advertisements that use explicit language than we would expect. However, when I ran an analysis of the relationship between advertisements with creative

marketing and implicit language, the results were insignificant. Thus I concluded that implicit language ads do not vary depending on creativity, whereas the explicit advertisements do.

In regards to RQ4, I theorized that the advertisements that used creative marketing would also tend to have higher prominence scores. The results of this cross tabs analysis were significant ( $\chi^2 (4) = 11.9, N = 90, p = .018$ ). The adjusted residual equaled 3.3, and it was positive because the number of advertisements with a prominence score of 3 and a creative marketing score of 2 were higher than expected.

To answer RQ5, I ran a cross-tabulation analysis between the advertisements with implicit language and correction language. I hypothesized that the advertisements that use highly corrective language would also tend to use more implicit language, as opposed to explicit language, assuming that the advertisements with corrective language were using subtle and implied messages to convey their point. The statistics were significant ( $\chi^2 (1) = 6.4, N = 90, p = .011$ ), but in the opposite direction. The adjusted residual is -2.5, which indicates that the data is significant because the advertisements that use correction language tend to *not* use implicit language (and vice versa). After seeing that the “implicit” and “correction” relationship was not related as I had originally theorized, I ran a cross-tabs analysis between “explicit” and “correction.” I found a significant positive relationship ( $\chi^2 (1) = 4.1, N = 90, p = .042$ ) between the advertisements with corrective language and explicit language. The adjusted residual for the “explicit” and “correction” relationship is 2, indicating the advertisements that use corrective language tend to use explicit language. In fact, of all the advertisements that use correction language, many more use explicit language than not.

Lastly for RQ6, when a “magazines that mention aging” crosstabulation was run through SPSS, interesting statistics were revealed. This crosstabulation analysis displayed the total



number of advertisements mentioning aging in each magazine, compared to the number of advertisements total (including the non-age related advertisements). The results were highly significant. Out of 141 advertisements total in *Cosmopolitan*, between three separate issues, 29 advertisements were age-related. Out of 86 total advertisements (in three issues), *Oprah Magazine* had 38 age-related advertisements. And *Ladies Home Journal* had 22 age-related advertisements out of 29 advertisements total. These results are significant because they accurately correlate with their target age readership.

According to *Cosmopolitan's* Demographic Profile (2009 Spring MRI, based on women), 33.2% of women who read *Cosmopolitan* are 18 to 24 years old, 26.5% are between the ages of 25 and 34, 59.7% are between ages 18 and 34, and 27% are between ages 34 and 49. The median age of women who read *Cosmopolitan* is 30.3 years old.

According to *Oprah Magazine's* demographic profile (MRI Fall 2009, based on adults), 25/2% of the magazine's readers are between the ages of 18 and 34, 22.4% are between the ages of 35 and 44, 25.4% are between 45 and 54 years old, 60.5% are between 18 and 49 years old, 61.9% are between ages 25 and 54, and 27.1% are 55 years old and above. The median age of *Oprah Magazine* readers is 46 years old.

According to *Ladies Home Journal's* demographic profile (MRI Fall 2009, based on adults), 39.8% of readers are between 35 to 54 years old, 45.4% of readers are ages 25 to 54 years old, and 94.3% are over the age of 30. The median age of *Ladies Home Journal* readers is 55 years old.

Knowing the magazines' median readership ages and the advertisers' target age groups, one can conclude that the ratio of age-related advertisements to overall magazine advertisements directly correlates with the target age groups of each magazine. The trend seems to be that the

younger the median readership age, there are more advertisements *total*, but fewer age-related advertisements. Vice versa, the older the median magazine readership age, there are fewer beauty product advertisements total but a much higher age-related advertisement presence.

### **Discussion:**

There has been extensive research on portrayals of older adults in the media; however, this work was enlightening and significant in several unique ways. Advertising language in relation to beauty products and aging had never been analyzed in depth before, and it revealed some very important results. Some of the most interesting results found from this study were that advertisements that used corrective language also tended to use explicit language; the advertisements that included an age-related image, as well as ads that used creative marketing language, tended to have higher prominence scores; and the direct correlation between the target readership age of each magazine and its prevalence of age-related ads.

This correlation between magazine readership age and the aging advertisement prevalence was one of the most interesting findings from this research. It is evident that advertising placement and marketing strategy is pervasive and effective. From the results of the magazine readership and age-related ads cross-tab analysis, we see the relationship between the target readership age of each magazine and the corresponding number of age-related ads in each magazine, which proves that marketers are strategic and purposeful in their placement and related content of advertisements. This work shows that advertisers are targeting their anti-aging products toward the age groups that would purchase their products now, instead of placing the same amount of age-related ads in magazines with readerships of all ages. Although we see several aging advertisements in magazines for younger readers, such as *Cosmopolitan*, this does

not mean that advertisers are not targeting their consumers. This simply means that beauty product marketers are trying to reach their future target customers through the ads in these women's magazines. In a sense, the advertisers are priming younger women to develop brand loyalty early by placing their ads in these magazines targeted toward youthful women. They are hoping that by the time these women start developing physical signs of aging, they will remember the brand and/or product they saw repetitively throughout *Cosmopolitan* years prior.

Regardless of the brand or the intent of the marketing team behind each ad, the aging language present in this wide sample of advertisements strongly conveys the message that aging is negative. In this study in particular the variables that convey the strongest negative messages are the scientific and corrective language, as these factors almost always mention aging in relation to reversing, erasing, and making physical signs of aging disappear.

Through these negative messages advertisers are implying that women should be portraying themselves as younger than they really are with the use of makeup or skin treatments. This opens the door for several implied theoretical issues in our society. Advertisers are actively endorsing that individuals should hide their membership in a certain group (in this case, their age). After reviewing the negative effects that advertisements have on our self-esteem, body satisfaction, and sense of self, it is evident that advertisers are encouraging us to hide from various parts of our personal identity. There may be more ethically responsible ways for them to advertise cosmetics. For example, companies may develop marketing strategies specifically omitting anti-aging and other age-related language in order to help enhance self-esteem of women readers. However, given the goals of a company are ultimately to sell their product, this seems like an unlikely event for advertisers to universally agree to omit aging language from their beauty products that are based on enhancing youthful looks. It also seems inevitable that we

as consumers are going to be negatively affected from over-exposure to images of young, thin, beautiful models and bombardment of physical perfection and youth-related messages through creative marketing language. Perhaps advertisers should consider changing their practices, or perhaps consumers should be educated to reject the ageist claims we are overwhelmed with in advertising. Advertising agencies and consumers can both gain important messages from this research. Advertisers can realize that they are already reaching their primary customers by placing ads in magazines with specific readership ages, so they do not have to emphasize aging as much as they currently do. On the other hand, consumers can realize that the implicit, explicit, scientific, and corrective language they see in advertisements in the media daily are just marketing tactics used to grab readers' attention because they know most ads are only processed peripherally, not centrally.

**Limitations of this study:**

Due to time restriction, financial constraints, and resource limitations it was not plausible to look at more than four issues of each of the three magazines used in this study. If I had been able to analyze a broader selection of magazines and view a wider variety of issues, this study would have given us more extensive results. On the other hand, if I had analyzed more issues of the same magazines (*Cosmopolitan*, *Oprah*, and *Ladie's Home Journal*) from January 2009, instead of December 2009, I might have found other interesting results in relation to the advertising trends over the course of 18 months.

Additionally, an ideal content analysis would have hired independent coders to complete the magazine coding, rather than being done by the author. That way the coders' reliability

would have been able to be checked against each other. However, due to time, financial, and resource constraints this was not possible to achieve.

**Future research:**

To continue this study through further research it would be helpful to look at a wider variety of magazines within the same target age readership as *Cosmopolitan*, *Oprah Magazine* and *Ladie's Home Journal*. Magazines such as *Glamour*, *Martha Stewart Living*, and *MORE Magazine* would be the most synonymous magazines to the ones used in this study, and analyzing the advertising language in them could lead to more significant or new results. There are several questions to consider in this future research. One of the primary theoretical questions to ask is: Why are people seen as less attractive as they age? This is a very broad examination that can be analyzed from two different standpoints; the researcher can explore how the particular language in these advertisements emphasizes this mentality (that people—perhaps specifically women—are seen as less attractive as they age), or it can be reviewed in past literature as an explanation for why advertisers use aging language as a marketing angle. Future researchers may also explore the question: How does the implicitness and explicitness of the advertisement language play a role in the negative effects on women who read these magazines? This study does not examine this question to a sufficient extent. It would be very interesting to investigate the *effects* of the ad language, specifically the implicit and explicit subcategories.

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**Appendix A:****Table 1: General Findings**

<b>What is the total number of...</b>	<b>Total Number</b>	<b>Percentage</b>
Advertisements that mention aging	90/ 256	34.8%
Advertisements that mention aging implicitly	58/ 90	64.4%
Advertisements that mention aging explicitly	70/ 90	77.7%
Advertisements that mention aging as an error (correction)	52/ 90	57.7%
Advertisements that mention aging hyper-scientifically	72/ 90	80%
Advertisements that have aging-related image	18/ 90	20%
Advertisements with a prominence score of 3	45/ 90	50%
Advertisements that use creative marketing language	70/ 90	77.7%
Advertisements that use bland marketing language	10/ 90	11.1%
Advertisements that use neither bland nor creative marketing lang.	10/ 90	11.1%



**Appendix B:****(See Excel attachment)**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Magazine	Month/Year	Page #	Brand	Type	Mentions Aging	Aging Language	Implicit	Explicit	Correct	Scientific	Marketing	Prominence	Image
2	Cosmo	Dec-09	1	Covergirl	Foundation	0		0	0	0	0	0	0	0
3	LHJ	Dec-09	1	Maybelline	Lipstick	0		0	0	0	0	0	0	0
4	LHJ	Dec-09	2	Curel	Body lotion	0		0	0	0	0	0	0	0
5	Cosmo	Dec-09	5	Clinique	Foundation	0		0	0	0	0	0	0	0
6	Oprah	Dec-09	5	Clinique	Foundation	0		0	0	0	0	0	0	0
7	Cosmo	Dec-09	7	Loreal	Mascara	0		0	0	0	0	0	0	0
8	Cosmo	Dec-09	11	Covergirl	Eye shadow	0		0	0	0	0	0	0	0
9	Cosmo	Dec-09	21	Lancome	Foundation	0		0	0	0	0	0	0	0
10	Oprah	Dec-09	25	Covergirl	Eyeshadow	0		0	0	0	0	0	0	0
11	Cosmo	Dec-09	35	Olay	Facial cleanser	0		0	0	0	0	0	0	0
12	Cosmo	Dec-09	38	Revlon	Foundation	0		0	0	0	0	0	0	0
13	Cosmo	Dec-09	45	Loreal	Foundation	0		0	0	0	0	0	0	0
14	Cosmo	Dec-09	55	Dove	Body wash	0		0	0	0	0	0	0	0
15	Cosmo	Dec-09	57	Loreal	Shampoo	0		0	0	0	0	0	0	0
16	Oprah	Dec-09	59	Loreal	Shampoo	0		0	0	0	0	0	0	0
17	Oprah	Dec-09	63	Eucerin	Body wash	0		0	0	0	0	0	0	0
18	Cosmo	Dec-09	64	Olay	Body lotion	0		0	0	0	0	0	0	0
19	Cosmo	Dec-09	67	Almay	Foundation	0		0	0	0	0	0	0	0
20	Oprah	Dec-09	85	Jergens	Moisturizer	0		0	0	0	0	0	0	0
21	Oprah	Dec-09	95	Loreal	Lip gloss	0		0	0	0	0	0	0	0
22	Cosmo	Dec-09	97	Revlon	Lipstick	0		0	0	0	0	0	0	0
23	Cosmo	Dec-09	109	Loreal	Hair color	0		0	0	0	0	0	0	0
24	Oprah	Dec-09	113	Lever 2000	Bar soap	0		0	0	0	0	0	0	0
25	Cosmo	Dec-09	117	Maybelline	Eye shadow	0		0	0	0	0	0	0	0
26	Oprah	Dec-09	138	Vaseline	Body lotion	0		0	0	0	0	0	0	0
27	Cosmo	Dec-09	141	Tria Beauty	ser hair removal	0		0	0	0	0	0	0	0
28	Cosmo	Dec-09	145	Smashbox	Makeup	0		0	0	0	0	0	0	0
29	Oprah	Dec-09	151	Suave	Body lotion	0		0	0	0	0	0	0	0
30	Oprah	Dec-09	183	Vaseline	Body lotion	0		0	0	0	0	0	0	0
31	Cosmo	Dec-09	193	Latisse	eyelash growth	0		0	0	0	0	0	0	0
32	Oprah	Dec-09	193	SoftSheen-Carson	Hair therapy	0		0	0	0	0	0	0	0
33	Cosmo	Dec-09	197	Infusium	Shampoo	0		0	0	0	0	0	0	0
34	Oprah	Dec-09	285	Dove	Body wash	0		0	0	0	0	0	0	0
35	Cosmo	Dec-09	101-103	Pantene Pro-V	Shampoo	0		0	0	0	0	0	0	0
36	Cosmo	Dec-09	112, 115	Maybelline	Lipstick	0		0	0	0	0	0	0	0
37	Oprah	Dec-09	98-99	Pantene Pro-V	Shampoo	0		0	0	0	0	0	0	0
38	Cosmo	Dec-09	12	Olay	Night cream	1	Olay Regenerist: Dramatic results are in. Best night cream, best cleanser, Hydrates better than \$350 cream. Though not surgical results, Regenerist reveals remarkable results everywhere you look.	1	0	0	0	2	0	0
39	LHJ	Dec-09	33	Bio-Oil	Skin oil	1	Specialist skincare for: scars, stretch marks, uneven skin tone, aging skin, dehydrated skin.	0	1	0	0	0	1	0
40	LHJ	Dec-09	5	Elizabeth Arden	Face cream	1	Visible Difference: Refining Moisture Cream Complex. Discover Elizabeth Arden's timeless moisturizing formula. Tests show: a dramatic improvement in skin's appearance in just 14-21 days.	1	0	0	1	2	1	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
41	Cosmo	Dec-09	27	Olay	Face cream	1	Regenerist DNA Superstructure UV Cream. For firmer looking skin- protect, don't just correct. Help protect your DNA by hydrating to help rebuild & restore skin's firmness. Protecting your skin without subjecting it to the latest cosmetic procedure.	1	0	1	1	2	1	0
42	Cosmo	Dec-09	161	Neutrogena	Facial cleanser	1	Total Skin Renewal Facial Cleansing Power Treatment. Clinically tested to undo the look of a year's worth of skin-aging in just one week. Retexture, invigorate, reveal.	1	1	1	0	0	2	0
43	Oprah	Dec-09	29	Olay	Moisturizer	1	Definity Color Recapture. The combination of a powerful anti-aging moisturizer with the instant coverage of a sheer, illuminating foundation fights the look of wrinkles and discoloration.	0	1	0	0	1	2	0
44	Oprah	Dec-09	47	Covergirl & Olay	Blush	1	Meet my instant youthful glow: Simply Ageless Sculpting Blush. Youthful? Me? Now I'm BLUSHing. Olay Regenerist Serum gives you an instantly healthy-looking, youthful glow.	0	1	0	0	1	2	0
45	LHJ	Dec-09	106	StriVectin	Neck Cream	1	Neck cream: Visibly lifts, tightens, smoothes and tons the neck and decolletage. Got turkey neck? "The stretch-mark cream turned anti-wrinkle phenomenon"	1	1	0	1	1	2	0
46	Oprah	Dec-09	79	Clarisonic	Skin cleanser	1	Your 60 second trip to the spa, everyday. Clean, healthy, younger-looking skin. Helps reduce oily areas and dry patches, and minimizes the appearance of fine lines and pores.	1	1	0	1	2	2	0
47	Cosmo	Dec-09	121	Clarisonic	Skin cleanser	1	Your 60 second trip to the spa, everyday. Clean, healthy, younger-looking skin. Helps reduce oily areas and dry patches, and minimizes the appearance of fine lines and pores.	1	1	0	1	2	2	0
48	Oprah	Dec-09	9	Lancome	Face cream	1	It's proven: within 7 days, skin recovers the visible signs of younger skin. Advanced Regenerating and reconstructing cream. ...Revealing the crucial role of stem cells environment on its ability to improve skin's youthful quality. Women see visible signs of younger skin. Significant deep wrinkle reduction in UV damaged skin after 4 weeks.	0	1	1	1	2	3	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
49	Cosmo	Dec-09	37	Olay	Eye roller	1	Regenerist Anti-Aging Eye Roller. Younger-Looking eyes? Roll with it. Immediately de-puffs. Plus it hydrates, reducing the look of lines and wrinkles.	0	1	1	0	2	3	0
50	Oprah	Dec-09	26-27	Covergirl & Olay	Foundation	1	Simply Ageless. "Does your makeup make you look older?" The makeup that simply won't age you. Some anti-agine makeup can settle in lines and wrinkles and actually make you look older. Simply Ageless stays suspended over fine lines and wrinkles to create flawless coverage.	0	1	1	0	2	3	0
51	LHJ	Dec-09	25	Roc	Cleanser system	1	Multi Correxion Skin Perfecting System. Transforms the beauty of your skin. Prepare, protect & perfect. Advanced Roc Retinol diminishes the appearance of multiple signs of aging. 93% of women showed improvement in overall skin appearance in just 4 weeks.	1	1	1	1	2	3	0
52	Oprah	Dec-09	281	StriVectin	Face serum	1	Want to look younger? New Strivectin Overnight Facial Resurfacing Cream. Gently dissolves surface imperfections while you sleep, minimizing the appearance of large pores, evening skin tone & color, and improving the skin's overall appearance. If you don't wake up each morning with a smoother, younger-looking, more vibrant complexion, we'll give you your money back.	1	1	1	0	2	3	0
53	Oprah	Dec-09	19	Loreal	Lipstick	1	The 1st lipstick with anti-aging serum. Younger-looking lips plus rich color in one. Rich color fused with pro-xylane and collagen. Before and after pictures.	0	1	1	1	1	3	1
54	LHJ	Dec-09	35	Garnier	Eye cream	1	Ultra-Lift Pro Deep Wrinkle Dual Eye. Two problems, one solution: fight deep wrinkles and puffiness. Dual eye innovation: lifting cream smoothes deep wrinkles, refreshing gel deflates puffiness. Lift and deflates.	0	1	1	1	2	3	1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
55	LHJ	Dec-09	39	Loreal	Hair color	1	Excellence Crème. With pro-keratine complex. Replenishes & rejuvenates. Revitalizes & protects hair from the inside and out. For younger-looking hair, 100% superior gray coverage. "It's the haircolor that makes my hair look and feel younger." -Andie MacDowell	0	1	1	1	2	3	1
56	Oprah	Dec-09	45	Garnier	Eye cream	1	Ultra-Lift Pro Deep Wrinkle Dual Eye. Two problems, one solution: fight deep wrinkles and puffiness. Dual eye innovation: lifting cream smoothes deep wrinkles, refreshing gel deflates puffiness. Lift and deflates.	0	1	1	1	2	3	1
57	Oprah	Dec-09	153	Loreal	Eye repair	1	New Revitalift Deep-set Wrinkle Repair. 24 hour eye repair duo. Want to stop deep-set wrinkles? Advanced AM/PM eye repair: Pro retinol A + SPF 15, + Fiber-resoring complex. Clinically proven results: Reduces deep crow's feet and under-eye creping lines. Clinical test on deep-set wrinkles, women aged 40-60. "Fighting deep eye wrinkles is a 24-hour job." - Andie MacDowell	0	1	1	1	2	3	1
58	Oprah	Dec-09	32-33	Loreal	Hair color	1	Excellence Crème. With pro-keratine complex. Replenishes & rejuvenates. Revitalizes & protects hair from the inside and out. For younger-looking hair, 100% superior gray coverage. "It's the haircolor that makes my hair look and feel younger." -Andie MacDowell	0	1	1	1	2	3	1
59	LHJ	Mar-10	1	Pantene Pro-V	Shampoo	0		0	0	0	0	0	0	0
60	Cosmo	Mar-10	2	Revlon	Foundation	0		0	0	0	0	0	0	0
61	Cosmo	Mar-10	7	Loreal	Mascara	0		0	0	0	0	0	0	0
62	Oprah	Mar-10	15	Loreal	Mascara	0		0	0	0	0	0	0	0
63	Cosmo	Mar-10	17	Lancome	Mascara	0		0	0	0	0	0	0	0
64	Cosmo	Mar-10	23	Clinique	Mascara	0		0	0	0	0	0	0	0
65	Cosmo	Mar-10	25	Covergirl	Eyeshadow	0		0	0	0	0	0	0	0
66	Oprah	Mar-10	25	Lancome	Mascara	0		0	0	0	0	0	0	0
67	LHJ	Mar-10	26	Maybelline	Lipstick	0		0	0	0	0	0	0	0
68	Cosmo	Mar-10	27	Covergirl	Foundation	0		0	0	0	0	0	0	0
69	Cosmo	Mar-10	29	Covergirl	Eye makeup	0		0	0	0	0	0	0	0
70	Oprah	Mar-10	29	Maybelline	Foundation	0		0	0	0	0	0	0	0
71	Cosmo	Mar-10	34	Clairol	Hair color	0		0	0	0	0	0	0	0
72	Cosmo	Mar-10	37	Olay	Body wash	0		0	0	0	0	0	0	0
73	Cosmo	Mar-10	39	Maybelline	Mascara	0		0	0	0	0	0	0	0
74	Cosmo	Mar-10	40	Herbal Essences	Shampoo	0		0	0	0	0	0	0	0
75	Cosmo	Mar-10	45	Neutrogena	Foundation	0		0	0	0	0	0	0	0
76	Oprah	Mar-10	47	Maybelline	Lipstick	0		0	0	0	0	0	0	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
77	Oprah	Mar-10	51	Vaseline	Body lotion	0		0	0	0	0	0	0	0
78	Cosmo	Mar-10	55	Loreal	Shampoo	0		0	0	0	0	0	0	0
79	Oprah	Mar-10	61	Carmex	Lip balm	0		0	0	0	0	0	0	0
80	Cosmo	Mar-10	63	Biore	Face cleanser	0		0	0	0	0	0	0	0
81	Oprah	Mar-10	66	Suave	Body lotion	0		0	0	0	0	0	0	0
82	Cosmo	Mar-10	73	Rimmel	Lipstick	0		0	0	0	0	0	0	0
83	Cosmo	Mar-10	101	Loreal	Eye shadow	0		0	0	0	0	0	0	0
84	Cosmo	Mar-10	103	Covergirl	Lip gloss	0		0	0	0	0	0	0	0
85	Cosmo	Mar-10	105	Suave	Body lotion	0		0	0	0	0	0	0	0
86	Cosmo	Mar-10	109	Garnier	Hair spray	0		0	0	0	0	0	0	0
87	Cosmo	Mar-10	113	Garnier	Hair color	0		0	0	0	0	0	0	0
88	Cosmo	Mar-10	115	Zeno	blemish cleanser	0		0	0	0	0	0	0	0
89	Cosmo	Mar-10	121	Carmex	Lip balm	0		0	0	0	0	0	0	0
90	Cosmo	Mar-10	155	Murad	cleanser system	0		0	0	0	0	0	0	0
91	Cosmo	Mar-10	238	Fekkai	Hair care	0		0	0	0	0	0	0	0
92	Cosmo	Mar-10	18-19	Loreal	Hair color	0		0	0	0	0	0	0	0
93	Cosmo	Mar-10	20-21	Maybelline	Foundation	0		0	0	0	0	0	0	0
94	Cosmo	Mar-10	84-85	Maybelline	Lip gloss	0		0	0	0	0	0	0	0
95	Cosmo	Mar-10	95-97	Pantene Pro-V	Shampoo	0		0	0	0	0	0	0	0
96	Cosmo	Mar-10	157	Bio-Oil	Skin oil	1	Specialist skincare for: scars, stretch marks, uneven skin tone, aging skin, dehydrated skin.	0	1	0	0	0	1	0
97	LHJ	Mar-10	11	Olay	Face cream	1	DNA protection for far less than \$200 department store SPF creams. Purifies for 1/3 the cost of several dept. store cleansers. Regenerist DNA Superstructure, Micro-sculpting cream, Micro-purifying cleanser. Hydrates better than European creams costing up to \$700.	1	0	0	1	1	1	0
98	Cosmo	Mar-10	33	Olay	Face cream	1	DNA protection for far less than \$200 department store SPF creams. Purifies for 1/3 the cost of several dept. store cleansers. Regenerist DNA Superstructure, Micro-sculpting cream, Micro-purifying cleanser. Hydrates better than European creams costing up to \$700.	1	0	0	1	1	1	0
99	Oprah	Mar-10	26-27	Olay	Face cream	1	DNA protection for far less than \$200 department store SPF creams. Purifies for 1/3 the cost of several dept. store cleansers. Regenerist DNA Superstructure, Micro-sculpting cream, Micro-purifying cleanser. Hydrates better than European creams costing up to \$700.	1	0	0	1	1	1	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
100	LHJ	Mar-10	33	Hylexin/ Bremenn	Cream	1	Serious dark circles? The first product specifically developed for serious dark circles... the kind that seem to stay around forever. Formulated to help reduce the appearance of serious dark circles and chronic puffiness surrounding the orbital eye area.	1	0	1	1	1	1	0
101	Oprah	Mar-10	11	Origins	Eye cream	1	GinZing Refreshing eye cream to brighten and depuff. Reduction in puffiness. Nature's clinically-proven morning-after eye cream instantly helps reduce the appearance of dark circles. Unsightly bags & puffiness virtually disappear. Origins proprietary complex of caffeine, Panax Ginseng, Magnolia Extract and natural optic brighteners rapidly wakes up, refreshes, and restores radiance to tired eyes.	1	0	0	1	2	1	0
102	Oprah	Mar-10	39	Neutrogena	Night cream	1	Continuous Hydration Night. Penetrates 9 layers deep to treat the source of dryness, activating skin's own ability to rebalance moisture from within & restore skin to softer, health, more youthful looking levels.	1	1	0	1	2	1	0
103	Cosmo	Mar-10	99	Loreal	Primer/base	1	Studio Secrets Professional Magic Perfecting Base. The Perfect skin texture from a perfecting primer. Instant smoothing results: Minimizes the look of pores and fine lines. Skin looks and feels smoothed and resurfaced.	1	0	1	0	2	1	0
104	Cosmo	Mar-10	24	Perfect 10	Hair color	1	Perfect 10 delivers unbelievably rich, high gloss color, with 100% gray coverage, in just 10 minutes.	0	1	1	0	0	2	0
105	Cosmo	Mar-10	107	Loreal	Face cream	1	Ideal Skin Genesis Complexion Equalizer. 4 weeks to your ideal skin. Equalize your complexion to ignite a youthful glow. Enhance radiance, diminish dullness. Ideal tone, ideal texture, ideal skin.	1	1	0	1	2	2	0
106	Oprah	Mar-10	130	Clarisonic	Skin cleanser	1	Your 60 second trip to the spa, everyday. Clean, healthy, younger-looking skin. Helps reduce oily areas and dry patches, and minimizes the appearance of fine lines and pores.	1	1	0	1	2	2	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
107	Oprah	Mar-10	5	Lancome	Face cream	1	Genefique Youth Activating Serum. Youth is in your genes. Reactivate it. A skin-perfecting serum. Now boost genes' activity and stimulate production of youth proteins. Intensely nurtured, skin feels comforted, soft, retexturized. Skin's hydration potential is maximized, its youth quality returns: smooth, enriched with moisture, as if infused with life. *Activate skin's youthful look. In-vitro test on genes. Clinical study on skin proteins, associated with young skin- France.	1	1	1	1	2	2	0
108	Cosmo	Mar-10	15	Lancome	Face cream	1	Genefique Youth Activating Serum. 10 years of research & 7 international patents. A skin-perfecting serum infused with replenishing hydration. Now, boost genes' activity and stimulate production of youth proteins. Skin's hydration potential is maximized , its youthful quality returns. Activate skin's youthful look. In-vitro test on genes. Clinical study study on skin proteins, associated with young skin.	1	1	1	1	2	2	0
109	LHJ	Mar-10	49	StriVectin	Night cream	1	Overnight Facial Resurfacing Serum. Dull & uneven skin? When applied nightly, it gently & effectively corrects multiple surface signs of aging while you sleep. Remove dull dry flakes, Visibly diminish pores and wrinkles, Brighten skin tone, Improve luminosity. Wake up to skin that's smooth, soft, perfect! "The stretch-mark cream turned anti-aging phenomenon!"	1	1	1	1	2	2	0
110	Cosmo	Mar-10	9	Covergirl	Makeup	1	Look younger for less! Did you know that Simply Ageless from Covergirl & Olay won the CEW award for best mass anti-aging makeup? It actually makes you look younger than leading dept. store makeup. Try Simply Ageless Sculpting Blush too!	0	1	0	0	0	3	0



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
111	Oprah	Mar-10	198	Covergirl & Olay	Makeup	1	Simply Ageless Firming Effects Makeup. Get the effect of firmer-looking skin by reducing the appearance of fine lines and wrinkles. It's amazing, the advanced formula with Olay regenerist serum stays suspended over skin & the makeup won't glob up in lines and wrinkles. You look smoother, you look younger, and you look happy.	1	1	0	1	2	3	0
112	Cosmo	Mar-10	6	Estee Lauder	Night cream	1	Advanced Night Repair: Synchronized Recovery Complex. Inspired by 25 years of groundbreaking DNA research. Women love it - they start seeing the dramatic reduction in the visible signs of aging in just 4 weeks. "My skin looks younger and feels softer." If you want younger, healthier-looking skin now and in the future, don't go a night without this revolutionary repair serum. 20 patents worldwide.	0	1	1	1	2	3	0
113	Oprah	Mar-10	17	Olay	Eye roller	1	Regenerist Anti-Aging Eye Roller. Younger-Looking eyes? Roll with it. Immediately de-puffs. Plus it hydrates, reducing the look of lines and wrinkles.	0	1	1	0	2	3	0
114	Cosmo	Mar-10	35	Olay	Eye roller	1	Regenerist Anti-Aging Eye Roller. Younger-Looking eyes? Roll with it. Immediately de-puffs. Plus it hydrates, reducing the look of lines and wrinkles.	0	1	1	0	2	3	0
115	LHJ	Mar-10	3	Covergirl & Olay	Makeup	1	What do you do when you're the #1 anti-aging foundation? Start a family! Simply Ageless Family with Olay Regenerist Serum. 4 ways to younger, firmer-looking skin. Eye Corrector: makes extreme dark circles seem to disappear. Eye Concealer: covers imperfections to brighten eyes. Foundation: smoothes on skin, doesn't settle in lines and wrinkles. Sculpting Blush.	1	1	1	0	2	3	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
116	Cosmo	Mar-10	12	Olay	Body wash	1	Total Effects 7-in-1 Anti Aging Body Wash. Deep penetrating moisture body wash. Introducing a body wash that thinks like an anti-aging cream. Improves elasticity, relives dryness, deeply moisturizes, brightens dull skin, evens skin tone, smooths rough skin, and minimizes the appearance of dry lines. Shower your way to younger-looking skin.	1	1	1	0	2	3	0
117	Oprah	Mar-10	33	Olay	Body wash	1	Total Effects 7-in-1 Anti Aging Body Wash. Deep penetrating moisture body wash. Introducing a body wash that thinks like an anti-aging cream. Improves elasticity, relives dryness, deeply moisturizes, brightens dull skin, evens skin tone, smooths rough skin, and minimizes the appearance of dry lines. Shower your way to younger-looking skin.	1	1	1	0	2	3	0
118	Oprah	Mar-10	86		Roc cleanser system	1	Multi Correxion Skin Perfecting System. Transforms the beauty of your skin. Prepare, protect & perfect. Advanced Roc Retinol diminishes the appearance of multiple signs of aging. 93% of women showed improvement in overall skin appearance in just 4 weeks.	1	1	1	1	2	3	0
119	LHJ	Mar-10	21	Garnier	Face cream	1	Garnier Ultra-Lift Pro. Gravity-defying cream. For skin so tight, so toned, it defies gravity. Clinically proven: resculpts cheeks, jawline and neck. Look up to 5 years younger in just weeks.	1	1	0	1	2	3	1
120	Oprah	Mar-10	22-23	Garnier	Face cream	1	Garnier Ultra-Lift Pro. Gravity-defying cream. For skin so tight, so toned, it defies gravity. Clinically proven: resculpts cheeks, jawline and neck. Look up to 5 years younger in just weeks.	1	1	0	1	2	3	1
121	LHJ	Mar-10	24-25	Loreal	Face Lotion	1	Revitalift Deep-set Wrinkle Repair: intensive restoring lotion. We asked 15,000 women to give us 8 weeks on their deep-set wrinkles. "Seeing drastic changes on my wrinkles." "My wrinkles are disappearing." "The laugh lines were definitely reduced." Start your 8 week challenge and see visible results. Guaranteed or your money back. Clinic test on deep-set wrinkles, women aged 45-65.	0	1	1	1	2	3	1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
							The Eraser, Treatment Makeup. Instant Age-Rewind. Active formula & Micro-corrector applicator: Erase instantly, More completely. Go beyond coverine lines: The Eraser instantly micro-covers & micro-erases for ultimate flawless perfection. It's a new age in anti-aging. Our super-concentrated formula, with Goji-Berry, helps increase skin elasticity. Our Micro-Corrector Applicator fills and smoothes like no finger/sponge can. Erase fine lines! Erase crow's feet! Erase age spots!								
122	LHJ	Mar-10	29	Maybelline	Foundation	1		1	1	1	1	2	3	1	
123	Cosmo	Jun-10	1	Revlon	Mascara	0		0	0	0	0	0	0	0	
124	Oprah	Jun-10	1	Fekkai	Hair care	0		0	0	0	0	0	0	0	
125	Cosmo	Jun-10	5	Maybelline	Lip gloss	0		0	0	0	0	0	0	0	
126	Cosmo	Jun-10	11	Covergirl	Lip gloss	0		0	0	0	0	0	0	0	
127	Cosmo	Jun-10	12	Covergirl	Eye shadow	0		0	0	0	0	0	0	0	
128	Oprah	Jun-10	15	Origins	Facial peel	0		0	0	0	0	0	0	0	
129	Cosmo	Jun-10	17	Lancome	Foundation	0		0	0	0	0	0	0	0	
130	LHJ	Jun-10	17	Eucerin	Body lotion	0		0	0	0	0	0	0	0	
131	Cosmo	Jun-10	19	Covergirl	Mascara	0		0	0	0	0	0	0	0	
132	Oprah	Jun-10	23	Loreal	Hair spray	0		0	0	0	0	0	0	0	
133	Cosmo	Jun-10	27	Dior	Mascara	0		0	0	0	0	0	0	0	
134	Oprah	Jun-10	33	Dior	Mascara	0		0	0	0	0	0	0	0	
135	Cosmo	Jun-10	38	Rusk	Hair spray	0		0	0	0	0	0	0	0	
136	Cosmo	Jun-10	42	Aveeno	Body lotion	0		0	0	0	0	0	0	0	
137	Oprah	Jun-10	55	Revlon	Lipstick	0		0	0	0	0	0	0	0	
138	Cosmo	Jun-10	65	Nivea	Cellulite cream	0		0	0	0	0	0	0	0	
139	Oprah	Jun-10	71	Vaseline	Lotion/oils	0		0	0	0	0	0	0	0	
140	Cosmo	Jun-10	77	Sally Hansen	Hair removal	0		0	0	0	0	0	0	0	
141	Oprah	Jun-10	85	Neutrogena	Makeup remover	0		0	0	0	0	0	0	0	
142	Cosmo	Jun-10	89	Revlon	Foundation	0		0	0	0	0	0	0	0	
143	Cosmo	Jun-10	97	Revlon	Lipstick	0		0	0	0	0	0	0	0	
144	Cosmo	Jun-10	109	Caress	Body wash	0		0	0	0	0	0	0	0	
145	Cosmo	Jun-10	113	Vaseline	Lotion/gel	0		0	0	0	0	0	0	0	
146	Cosmo	Jun-10	115	Veet	Hair removal	0		0	0	0	0	0	0	0	
147	Cosmo	Jun-10	119	Covergirl	Lipstick	0		0	0	0	0	0	0	0	
148	Cosmo	Jun-10	129	Suave	Body wash	0		0	0	0	0	0	0	0	
149	Cosmo	Jun-10	143	Sally Hansen	Hair removal	0		0	0	0	0	0	0	0	
150	Cosmo	Jun-10	145	Sally Hansen	Lip repair	0		0	0	0	0	0	0	0	
151	Cosmo	Jun-10	167	Tone	Body wash	0		0	0	0	0	0	0	0	
152	Cosmo	Jun-10	170	Infusium	Shampoo	0		0	0	0	0	0	0	0	
153	Cosmo	Jun-10	185	Neutrogena	Sunblock	0		0	0	0	0	0	0	0	
154	Cosmo	Jun-10	187	Neutrogena	Sunblock	0		0	0	0	0	0	0	0	
155	Cosmo	Jun-10	223	John Freida	Shampoo	0		0	0	0	0	0	0	0	
156	Cosmo	Jun-10	272	Loreal	Hair color	0		0	0	0	0	0	0	0	
157	Cosmo	Jun-10	20-21	Fekkai	Hair care	0		0	0	0	0	0	0	0	
158	Cosmo	Jun-10	72-73	Nivea	Body lotion	0		0	0	0	0	0	0	0	
159	Oprah	Jun-10	129	Bio-Oil	Skin oil	1	Specialist skincare for: scars, stretch marks, uneven skin tone, aging skin, dehydrated skin.	0	1	0	0	0	1	0	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
160	LHJ	Jun-10	83	Bremmen	Eye lifter	1	Upper Eyelid Lifter. Unlike under-eye puffiness, upper eyelids tend to sag, deflate and droop. Upper Eyelid Lifter makes your eyes look bigger, brighter, fresher, and captivatingly alive. Not quite a surgical "eye lift" but pretty darn good.	1	0	0	0	1	1	0
161	Oprah	Jun-10	11	Clinique	Eye roller	1	All About Eye Serum: De-Puffing Eye Massage. New remedy for eye puffs. Instantly cooling rollerball helps massage away undereye bags. Refreshes, brightens on contact. Sends dark circles packing, too. On-the-spot answer if you're tired of hearing "you look tired."	1	0	0	0	2	1	0
162	Cosmo	Jun-10	182	Neutrogena	Sunblock	1	Spectrum Advanced Sunblock lotion. Helioplex 360. A new kind of sun protection. Beyond SPF. The best, most comprehensive lotion protection from skin aging, skin burning and deeper oxidative damage.	0	1	0	1	2	1	0
163	Cosmo	Jun-10	189	Neutrogena	Face moisturizer	1	Healthy Defense Daily Moisturizer with Helioplex. #1 Dermatologist recommended. Provides advanced anti-aging sun protection while its lightweight moisturizer softens and nourishes skin. Balanced broad-spectrum protection from both sunburn causing UVB rays and skin-aging UVA rays. Deeply penetrating UVA rays damage collagen and weaken elastin, resulting in fine lines, wrinkles and age spots.	1	1	0	1	2	1	0
164	LHJ	Jun-10	11	Olay	Night cream	1	Regenerist Regenerating serum, night recovery cream, & micro-sculpting cream. No drastic, just fantastic, younger-looking skin. #1 moisturizer, #1 night cream, #1 serum.	1	1	0	1	2	2	0
165	Cosmo	Jun-10	41	Olay	Night cream	1	Regenerist Regenerating serum, night recovery cream, & micro-sculpting cream. No drastic, just fantastic, younger-looking skin. #1 moisturizer, #1 night cream, #1 serum.	1	1	0	1	2	2	0
166	Cosmo	Jun-10	66	Clarisonic	Skin cleanser	1	Your 60 second trip to the spa, everyday. Clean, healthy, younger-looking skin. Helps reduce oily areas and dry patches, and mimizes the appearance of fine lines and pores.	1	1	0	1	2	2	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
167	Cosmo	Jun-10	14-15	Garnier	Lotion	1	Skin Renew Anti-Sun-Damage daily moisture lotion. Now, reverse signs of sun damage in just 2 weeks. Clinically proved: evens tone, smoothes lines, fades sun spots.	1	0	1	1	2	2	0
168	Oprah	Jun-10	45	Neutrogena	Lifting Treatment	1	Clinical Facial Lifting Wrinkle Treatment. The latest technology for visibly firmer-looking skin. Visibly smoothes wrinkles and firms for a resilient, youthful look. Expect youthful skin at fun-loving prices.	1	1	1	0	1	3	0
169	Oprah	Jun-10	19	Olay	Wrinkle repair	1	Professional Pro-X: Deep Wrinkle Treatment, Age Repair Lotion, and Wrinkle Smoothing Cream. Designed by a team of dermatologists and Olay scientists. Based on advanced science-driven innovation & has been professionally tested and clinically proven to improve the appearance of aged skin. Daily use of the Olay Pro-X Wrinkle Reduction Regimen significantly improves the appearance of facial fine lines and wrinkles around the eyes relative to the baseline, after 8 weeks.	0	1	1	1	2	3	0
170	Cosmo	Jun-10	39	Olay	Eye roller	1	Regenerist Anti-Aging Eye Roller. Younger-Looking eyes? Roll with it. Immediately de-puffs. Plus it hydrates, reducing the look of lines and wrinkles.	0	1	1	0	2	3	0
171	LHJ	Jun-10	1	Covergirl & Olay	Makeup	1	What do you do when you're the #1 anti-aging foundation? Start a family! Simply Ageless Family with Olay Regenerist Serum. 4 ways to younger, firmer-looking skin. Eye Corrector: makes extreme dark circles seem to disappear. Eye Concealer: covers imperfections to brighten eyes. Foundation: smoothes on skin, doesn't settle in lines and wrinkles. Sculpting Blush.	1	1	1	0	2	3	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
172	LHJ	Jun-10	8	Olay	Body wash	1	Total Effects 7-in-1 Anti Aging Body Wash. Deep penetrating moisture body wash. Introducing a body wash that thinks like an anti-aging cream. Improves elasticity, relives dryness, deeply moisturizes, brightens dull skin, evens skin tone, smooths rough skin, and minimizes the appearance of dry lines. Shower your way to younger-looking skin. 7 skin benefits, 1 anti-aging body wash. Guaranteed.	1	1	1	0	2	3	0
173	Cosmo	Jun-10	57	Olay	Body wash	1	Total Effects 7-in-1 Anti Aging Body Wash. Deep penetrating moisture body wash. Introducing a body wash that thinks like an anti-aging cream. Improves elasticity, relives dryness, deeply moisturizes, brightens dull skin, evens skin tone, smooths rough skin, and minimizes the appearance of dry lines. Shower your way to younger-looking skin.	1	1	1	0	2	3	0
174	LHJ	Jun-10	19	Aveeno	Face cream	1	Aveeno Ageless Vitality: Elasticity Recharging System. Introducing the elasticity discovery of the decade. Over time, elastic fibers in skin become weak, losing flexibility and firmness. Revolutionary biomineral technology activates when applied with Active Naturals. "I was impressed that 100% of women showed improvement in firmness, wrinkles, brown spots or texture."	1	1	0	1	2	3	1
175	Oprah	Jun-10	82	Aveeno	Face cream	1	Aveeno Ageless Vitality: Elasticity Recharging System. Introducing the elasticity discovery of the decade. "I was impressed that 100% of women showed improvement in firmness, wrinkles, brown spots or texture." The beauty of nature + science.	1	1	0	1	2	3	1
176	Oprah	Jun-10	5	Loreal	Face cream	1	Age Perfect Hydra-Nutrition. A first for mature skin. See fortified, supple, more resilient skin. Intense skin nourishment & Anti-sagging results. 98% felt comfortable restored skin, 96% saw firmer skin, 94% felt more nourished, supple skin. "It's a real luxury for my skin" -Diane Keaton. Calcium + nutrient complex.	1	1	1	1	2	3	1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
177	LHJ	Jun-10	27	Loreal	Face cream	1	Age Perfect Hydra-Nutrition. A first for mature skin. See fortified, supple, more resilient skin. Intense skin nourishment & Anti-sagging results. 98% felt comfortable restored skin, 96% saw firmer skin, 94% felt more nourished, supple skin. "It's a real luxury for my skin" -Diane Keaton. Calcium + nutrient complex.	1	1	1	1	2	3	1
178	Oprah	Jun-10	39	Maybelline	Foundation	1	The Eraser, Treatment Makeup. Instant Age-Rewind. Active formula & Micro-corrector applicator: Erase instantly, More completely. Go beyond coverine lines: The Eraser instantly micro-covers & micro-erases for ultimate flawless perfection. It's a new age in anti-aging. Our super-concentrated formula, with Goji-Berry, helps increase skin elasticity. Our Micro-Corrector Applicator fills and smoothes like no finger/sponge can. Erase fine lines! Erase crow's feet! Erase age spots!	1	1	1	1	2	3	1
179	Cosmo	August-10	2	Fekkai	Hair care	0		0	0	0	0	0	0	0
180	Cosmo	August-10	6	Estee Lauder	Makeup	0		0	0	0	0	0	0	0
181	Cosmo	August-10	9	Maybelline	Mascara	0		0	0	0	0	0	0	0
182	Cosmo	August-10	13	CoverGirl	Eye shadow	0		0	0	0	0	0	0	0
183	Cosmo	August-10	16	Maybelline	Lipstick	0		0	0	0	0	0	0	0
184	Cosmo	August-10	18	Maybelline	Lipstick	0		0	0	0	0	0	0	0
185	Cosmo	August-10	19	Clairol	Hair color	0		0	0	0	0	0	0	0
186	Cosmo	August-10	26	Dior	Mascara	0		0	0	0	0	0	0	0
187	Cosmo	August-10	28	Neutrogena	Spot treatment	0		0	0	0	0	0	0	0
188	Cosmo	August-10	29	Deepshine	Hair color	0		0	0	0	0	0	0	0
189	Cosmo	August-10	32	Loreal	Eye shadow	0		0	0	0	0	0	0	0
190	Cosmo	August-10	43	Aveeno	Moisturizer	0		0	0	0	0	0	0	0
191	Cosmo	August-10	47	Rimmel	Mascara	0		0	0	0	0	0	0	0
192	Cosmo	August-10	53	Caress	Body wash	0		0	0	0	0	0	0	0
193	Cosmo	August-10	63	Revlon	Lipstick	0		0	0	0	0	0	0	0
194	Cosmo	August-10	67	Revlon	Foundation	0		0	0	0	0	0	0	0
195	Cosmo	August-10	87	Vaseline	Lotion	0		0	0	0	0	0	0	0
196	Cosmo	August-10	98	Avon	Hair care	0		0	0	0	0	0	0	0
197	Cosmo	August-10	105	Tresemme	Hair care	0		0	0	0	0	0	0	0
198	Cosmo	August-10	107	Suave	Body wash	0		0	0	0	0	0	0	0
199	Cosmo	August-10	113	Suave	Hair care	0		0	0	0	0	0	0	0
200	Cosmo	August-10	114	Garnier	Face cream	0		0	0	0	0	0	0	0
201	Cosmo	August-10	119	Garnier	Gel cleanser	0		0	0	0	0	0	0	0
202	Cosmo	August-10	141	Rusk	Hair care	0		0	0	0	0	0	0	0
203	Cosmo	August-10	143	Conair	Hair care	0		0	0	0	0	0	0	0
204	Cosmo	August-10	155	John Freida	Hair care	0		0	0	0	0	0	0	0
205	Cosmo	August-10	156	Palmer's	Body lotion	0		0	0	0	0	0	0	0
206	Cosmo	August-10	157	Tone	Body wash	0		0	0	0	0	0	0	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
207	Cosmo	August-10	171	Skintimate	Shave cream	0		0	0	0	0	0	0	0
208	Cosmo	August-10	179	Cosmedicine	Acne treatment	0		0	0	0	0	0	0	0
209	Cosmo	August-10	211	Herbal Essences	Hair care	0		0	0	0	0	0	0	0
210	Cosmo	August-10	172-173	Dove	Body wash	0		0	0	0	0	0	0	0
211	Cosmo	August-10	23-24	Loreal	Lipstick	0		0	0	0	0	0	0	0
212	Cosmo	August-10	54-55	Nivea	Cellulite treatment	0		0	0	0	0	0	0	0
213	Cosmo	August-10	80-81	Pantene	Shampoo	0		0	0	0	0	0	0	0
214	Cosmo	August-10	57	Loreal	Hair color	1	10 minute Cream Colourant; Rich, radiant color. Better conditioned hair, No grays, No dry out, No waiting.	1	0	1	0	0	1	0
215	Cosmo	August-10	14	Olay	Serum	1	Olay Regenerist; Firmer skin in 5 days; micro-sculpting serum; Firmer, lifted skin; Pretty heavy lifting for such a lightweight. *With plumping hydration.	1	0	0	1	2	1	0
216	Cosmo	August-10	20	Olay	Night cream	1	Olay Regenerist; Dramatic results are in: Best night cream, best serum, hydrates better than the \$350 cream. Though not surgical results, Regenerist reveals remarkable results everywhere you look.	1	0	0	0	2	1	0
217	Cosmo	August-10	22	Clinique	Eye serum	1	All About Eye Serum: De-Puffing Eye Massage. New remedy for eye puffs. Instantly cooling rollerball helps massage away undereye bags. Refereshes, brights on contact. Sends dark circles packing too. On-the-spot answer if you're tired of hearing "You look tired."	1	0	0	0	2	1	0
218	Cosmo	August-10	33	Neutrogena	Daily moisturizer	1	Helioplex technology delivers UVA/UVB protection; The #1 dermatologist recommended SPF facial moisturizer. Exclusive Helioplex technology provides superior protection from rays that cause premature lines and wrinkles. Using a daily moisturizer with sunscreen is critical to protecting skin from premature aging.	0	1	0	1	2	1	0
219	Cosmo	August-10	251	Clarisonic	Skin cleanser	1	Clarisonic: Your 60-second trip to the spa, everyday. Clean, healthy, younger-looking skin. Helps reduce oily areas and dry patches, and minimizes the appearance of fine lines and pores.	1	1	0	1	2	2	0



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
220	Cosmo	August-10	117	Garnier	Moisturizer		Garnier Skin Renew, Anti-Sun Damage Daily Moisturize Lotion. Reverse signs of sun damage in just 2 weeks. Clinically proven: Evens skin tone, Smoothes lines, Fades sun spots	1	0	1	1	2	2	0
221	Cosmo	August-10	69	No-Gray	Hair color	1	Just add No-Gray to your favorite hair color for longer lasting color. No Gray penetrates your hair to ensure 100% gray coverage. Covers stubborn gray hair completely.	0	1	1	0	0	2	1
222	LHJ	Sep-10	1	Maybelline	Lipstick	0		0	0	0	0	0	0	0
223	LHJ	Sep-10	4	Garnier	Face cream	0		0	0	0	0	0	0	0
224	Oprah	Sep-10	17	Loreal	Mascara	0		0	0	0	0	0	0	0
225	Oprah	Sep-10	23	Loreal	Lipstick	0		0	0	0	0	0	0	0
226	Oprah	Sep-10	29	Loreal	Hair color	0		0	0	0	0	0	0	0
227	Oprah	Sep-10	45	Loreal	Shampoo	0		0	0	0	0	0	0	0
228	Oprah	Sep-10	53	Eucerin	Body lotion	0		0	0	0	0	0	0	0
229	Oprah	Sep-10	67	Olay	Body wash	0		0	0	0	0	0	0	0
230	Oprah	Sep-10	69	Pond's	Towlettes	0		0	0	0	0	0	0	0
231	Oprah	Sep-10	73	Loreal	Hairspray	0		0	0	0	0	0	0	0
232	Oprah	Sep-10	77	Almay	Eye shadow	0		0	0	0	0	0	0	0
233	Oprah	Sep-10	103	Vaseline	Body lotion/oil	0		0	0	0	0	0	0	0
234	Oprah	Sep-10	125	Suave	Body lotion	0		0	0	0	0	0	0	0
235	Oprah	Sep-10	127	Lever 2000	Body soap	0		0	0	0	0	0	0	0
236	Oprah	Sep-10	143	Garnier	Face cream	0		0	0	0	0	0	0	0
237	Oprah	Sep-10	169	Infusium	Shampoo	0		0	0	0	0	0	0	0
238	Oprah	Sep-10	231	Neutrogena	Mascara	0		0	0	0	0	0	0	0
239	Oprah	Sep-10	235	Dove	Shampoo	0		0	0	0	0	0	0	0
240	Oprah	Sep-10	pamphlet	Maybelline	Mascara	0		0	0	0	0	0	0	0
241	Oprah	Sep-10	pamphlet	Maybelline	Lipstick	0		0	0	0	0	0	0	0
242	Oprah	Sep-10	pamphlet	Maybelline	Lipstick	0		0	0	0	0	0	0	0
243	Oprah	Sep-10	pamphlet	Maybelline	Eye shadow	0		0	0	0	0	0	0	0
244	Oprah	Sep-10	pamphlet	Maybelline	Eye liner	0		0	0	0	0	0	0	0
245	LHJ	Sep-10	27	Olay	Face cream	1	Regenerist Micro-Purifying Cleanser, DNA Superstructure SPF 25, Micro-Sculpting Cream. Anti-aging UV protection for far less than \$200 UV creams. Hydrates better than many creams costing as much as \$500.	1	0	0	1	1	1	0
246	Oprah	Sep-10	51	Loreal	Hair color	1	Excellence-to-go. 10 minute crème colorant. 10 minutes to rich, radiant color & better conditioned hair. No grays, no dry out, no waiting.	1	0	1	0	1	1	0
247	LHJ	Sep-10	19	Loreal	Hair color	1	Excellence Crème: Triple Protection Color Crème with Pro-Keratine Complex. Replenishes & rejuvenates hair. Superior gray coverage. Triple protection. Rich, radiant , revitalized hair. 100% long-lasting gray coverage.	0	1	1	1	2	1	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
248	Oprah	Sep-10	9	Clinique	Spot treatment	1	Even Better Clinical Dark Spot Corrector. The power to even skin tone. In just 4 weeks, all ethnicities enjoy a more uniformly radiant complexion. At 12 weeks, see a visible reduction in dark spots, age spots, and the traces of acne past.	1	1	1	1	2	1	0
249	Oprah	Sep-10	11	Origins	Face moisturizer	1	Brighter by nature: skin tone correcting moisturizer. 94% agreed it created more even skin tone. Stubborn, skin-aging dark spots are best diminished with a laser. Within 4-6 weeks dark spots and discolorations visibly begin to fade. Prevent spots from forming with our new moisturizer featuring SPT+F 35.	1	1	1	1	2	1	0
250	Oprah	Sep-10	179	Clarisonic	Skin cleanser	1	Your 60 second trip to the spa, everyday. Clean, healthy, younger-looking skin. Helps reduce oily areas and dry patches, and minimizes the appearance of fine lines and pores.	1	1	0	1	2	2	0
251	Oprah	Sep-10	239	Loreal	Eye cream	1	Collagen Micro-Pulse Eye: Total Eye Correction System. Dark circles, wrinkles, puffiness. Step 1: Anti-wrinkle + Anti-dark circle cream. ErasyI minimizes dark circles for brighter eyes. Collagen smoothes away appearance of under-eye wrinkles and crow's feet. Step 2: Anti-Puffiness micro-pulse massager. Stimular circulation with gentle micro-pulsations. Reduce puffiness and bags for rejuvenated eyes.	1	0	1	1	2	2	0
252	Oprah	Sep-10	250	Lancome	Face treatment	1	Genefique: Youth-Activating Concentrate. Youth is in your genes. Reactivate it. Discover the skin you were born to have. At the very origin of your skin's youth: your genes. Genes produce specific proteins. With age, their presence diminishes. Boost genes' activity and stimulate the production of youth proteins. See visibly younger skin in just 7 days. Vibrant with youth, skin looks as if lit from within. It's youthful quality returns, skin's tone is astonishingly even; its texture dramatically refined.	1	1	0	1	2	3	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
253	Oprah	Sep-10	5	Estee Lauder	Night cream	1	Advanced Night Repair: Synchronized Recovery Complex. DNA damage and skin aging. Now you have more control than you think. Inspired by 25 years of groundbreaking DNA research, scientists bring you this high-performance serum to help continuously repair the appearance of past damage. With the age-defying power of our exclusive Chronolux technology, you'll see a dramatic reduction in the visible signs of aging. Advanced Night Repair Eye-you'll see a reduction in the look of every key sign of aging around your eyes: fine lines, wrinkles, dark circles, dryness, puffiness, and uneven skintone. Comprehensive anti-aging like no other formula.	0	1	1	1	2	3	0
254	LHJ	Sep-10	7	Loreal	Face cream	1	Revitalift Photo-Aging Repair. Now defend against photo-aging: the #1 cause of wrinkles. Deflect UV light + repair past damage. Every time light touches your skin, it causes more wrinkles. It's called photo-aging. It helps repair wrinkles from past damage with Pro-Retinol A + Elastin. Only possible from the #1 anti-wrinkle brand worldwide.	0	1	1	1	2	3	0
255	Oprah	Sep-10	237	Loreal	Face cream	1	Revitalift Photo-Aging Repair. Now defend against photo-aging: the #1 cause of wrinkles. Deflect UV light + repair past damage. Every time light touches your skin, it causes more wrinkles. It's called photo-aging. It helps repair wrinkles from past damage with Pro-Retinol A + Elastin. Only possible from the #1 anti-wrinkle brand worldwide.	0	1	1	1	2	3	0
256	Oprah	Sep-10	27	Loreal	Foundation	1	Visible Lift: Serum Absolute, Advanced Age-Reversing Makeup. 5 anti-aging benefits in 1 luminous makeup. Smoother, firmer, brighter, even, flawless. Now a powerful serum infused into a luminous age-reversing makeup. 5 key ingredients, 5 anti-aging benefits: 45% more even skin tone, 72% saw more youthful skin, 75% reduction in the look of lines and wrinkles, 78% saw fewer imperfections, 90% saw smoother skin.	0	1	1	1	2	3	1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
257	Oprah	Sep-10	33	Garnier	Face moisturizer	1	Ultra-Lift Anti-Wrinkle Firming Moisturizer. Tough on wrinkles, gentle on skin. An anti-wrinkle revolution. The proof: Ultra-Lift with Pro-Retinol from nature dramatically lifts wrinkles, without irritation. 95% effective on wrinkles.	0	1	1	1	2	3	1
258	Oprah	Sep-10	81	Radiesse	Filler	1	Wrinkle Filler. Welcome back your own natural collagen & smooth out the signs of aging... Radiesse Wrinkle filler provides immediate volume to smooth out the signs of aging. Stimulates your own natural collagen production. The result is a natural, youthful look that may last a year or more in patients. Natural, immediate, long lasting. Before & after: actual patient.	0	1	1	1	2	3	1