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**THE USAGE OF DEIXIS IN PRINT ADVERTISEMENTS  
RELATED TO COSMETICS**

BACHELOR THESIS

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# CONTENTS

INTRODUCTION .....	3
I. THEORETICAL OVERVIEW RELATED TO ADVERTISING AND DEIXIS .....	6
1.1 The language of advertising .....	6
1.2 The language used in advertising of cosmetics .....	9
1.3 Deixis as an area of pragmatics .....	10
1.3.1 Person deixis .....	12
1.3.2 Spatial deixis .....	13
1.3.3 Temporal deixis .....	14
1.3.4 Discourse deixis .....	15
1.3.5 Social deixis .....	16
II. METHODOLOGICAL CONSIDERATIONS OF THE RESEARCH .....	18
2.1 The usage of person deixis in print advertisements related to cosmetics .....	19
2.2 The usage of spatial deixis in print advertisements related to cosmetics .....	23
2.3 The usage of temporal deixis in print advertisements related to cosmetics .....	25
2.4 The usage of discourse deixis in print advertisements related to cosmetics .....	28
2.5 The usage of deixis in print advertisements related to cosmetics .....	30
CONCLUSIONS .....	31
REFERENCES .....	33
SOURCES .....	33
DICTIONARIES .....	34
WEBSITES .....	34
APPENDIX 1 .....	35
APPENDIX 2 .....	45
APPENDIX 3 .....	47
APPENDIX 4 .....	61

# INTRODUCTION

The idea of a text could be insightfully perceived by saying that any extended form of a language that is coherent is a text. It can be oral or written or “it may be as long as a book or as short as a cry for help” (Quirk et al. 1990: 434). Today a text is understood as something that consists of well-formed sentences in a sequence. Fundamentally, a text is a coherent set of signs that convey a particular message; it includes any object from street signs to great works of literature or even art that can be read. Applied researchers (Lyons, 1977; Levinson, 1983; Yule, 1996; etc.) have been increasingly interested in analysing the text from the pragmatic perspective.

We might say, following Goddard (2003), that although advertising is everywhere, exactly due to this reason, we do not often stop to think about its nature as a discourse. Advertising is all about calling the attention and providing certain information. Its message is designed to promote and sell the product. In order to allure the potential customer advertising companies use a wide spectrum of manipulative language devices, in particular deixis. The fundamental concept of deixis is associated with the interaction, as the primary function of deictic expressions is to “point to” things. Besides, it helps to determine who is communicating with whom. It creates a connection between the sender and the receiver of the message. We all interpret the same message differently, so deixis makes an order and the meaning of author’s idea clear.

In addition, Levinson (2004: 97) pinpoints that, “deixis is one of the most empirically understudied core areas of pragmatics”. Since, little research has been done in order to investigate the usage of deixis in advertising from the pragmatic perspective: therefore, it is interesting to investigate precisely the usage of deixis in print advertisements related to cosmetics.

The **aim** of the present study is to analyse the usage of deixis in the cosmetics advertising. To achieve this aim the following **objectives** have been set:

1. To present a brief theoretical overview of the language of advertising.
2. To disclose the theory of deixis as a linguistic concept.
3. To analyse and categorize the kinds of deixis that are used in cosmetic advertising.
4. To show the relative frequency of deixis used in the corpus under investigation.

**Relevance of the work:** Many prominent linguists have been discussing and analysing deixis and advertising as a type of discourse, particularly throughout the last century. The most significant ones include Lithuanian linguists Laimutis Valeika and Janina Buitkienė

(2006), Laimutis Valeika and Daiva Verikaitė (2010) who investigated deixis from the viewpoint of syntax and pragmatics. Jurgita Vaičenonienė (2006) wrote about the language of advertising and Goda Rumšienė (2014) examined semantic and pragmatic aspects of advertising slogans. Foreign linguists like Steven Levinson (1983) and George Yule (1996) both analysed deixis from the pragmatics perspective, where as John Lyons (2005) studied linguistic semantics and the role of deixis in it. These linguists helped to shape our understanding of what is deixis.

**The methods of the research.** Both qualitative and quantitative methods were applied to this study:

1. Theoretical review provided with the essential information related to the advertising and deixis.
2. Descriptive - analytical method allowed to examine the usage of deixis found in the print advertisements related to cosmetics.
3. Sampling method was used to select and divide the examples of deixis from a range of printed advertisements.
4. Descriptive statistical method made it possible to analyse the occurrence of different categories of deixis.

**The material used** in this bachelor thesis includes the following magazines: the *Cosmopolitan* magazines *USA*, *UK*, *AU* (October 2009-March 2014), *Instyle UK* (August 2011-April 2014), *Flare* (November 2011-October 2013), *Harper's Bazaar* (November 2011-March 2014), *Marie Claire* (February 2012-February 2014), *Glamour* (March 2012-February 2014), *Elle UK*, *Canada* (February 2010-April 2014), *Allure* (April 2013-January 2014), *Vanity Fair* (May 2013-October 2013) and *Tatler* (March 2014).

**The scope of the research:** 1045 examples of deixis have been found. Due to the space limitation only 95 examples were analysed.

**The structure of the work:** This bachelor thesis is divided into three parts: the first one is the introduction. The second one is a theoretical part which includes a brief overview of what is deixis and into what categories it can be distinguished. Moreover, advertising language is presented, together with the separate section of cosmetic advertising. The third part of the thesis is all about the examples related to cosmetics which were found in the magazines. Furthermore, methodological considerations and the extended analysis of examples, presented in the Tables, are given. In addition, one of the fundamental sections of this study which is conclusions is presented, as well as, references, sources, used dictionaries and websites. All the examples of deixis were grouped into four categories and listed in the

Appendix 1 – 4. This way was chosen, in order, to show the extent of examples of each category.

# **I. THEORETICAL OVERVIEW RELATED TO ADVERTISING AND DEIXIS**

## **1.1 The language of advertising**

According to Widdowson (2000: 3), human language “serves as a means of cognition and communication: it enables us to think for ourselves and to cooperate with other people in our community”. As a consequence, there are numerous ways of rendering information to one another. One of the most prominent ways, in contemporary society, is advertising. Rumšienė (2014: 2) highlights, “that the second half of the 20<sup>th</sup> century is denoted as the age of the explosive increase of advertising”. Today it is everywhere and through language it stimulates people’s desire to buy. Advertising is a type of communication between the consumer and the creator of the particular advertisement. Advertisements of every type affect us and even invade our privacy. Notwithstanding, there is an attractive side of it as well, it is curious to know the tricks of how the advertisements makers manipulate people and how the slogans they create embed in their minds.

Therefore, it is crucial to determine the term ‘advertising’. The root of this word suggests a Latin word “advertere” which means “to turn towards”. It does exactly what it means – captures our attention and makes us turn around. In addition, advertising is “the business of trying to persuade people to buy products or services”<sup>1</sup>, and “the action of calling something to the attention of the public especially by paid announcements”<sup>2</sup>. So on the one hand, these definitions confirm the fact that advertising is mainly oriented to the persuasion of the people, urging them to consume more. Although, on the other hand, it could be stated that many ads are like a form of art, while intelligently trying to capture one’s attention.

Advertisements make a customer to have a need or to feel a need to buy something, sometimes without realizing you really do not need that thing. Therefore, one of the purposes of advertising is to create that need and to direct a consumer to use a specific product or service, in other words to “enchant” the customer and change his mental disposition.

It can be said that when there is an attractive, colourful advertisement that stands out, the consumers are likely to accept the invitation to buy the product or use the service offered. Advertising may perform its part in several ways such as merchandising, the selling process, the character of the language and the location of the market. It must be said, that the advertiser must be an expert in this technique, such as the method of obtaining the attention,

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<sup>1</sup> Advertising. Retrieved from the Internet: <http://dictionary.cambridge.org/dictionary>. Accessed on 2 February, 2014.

<sup>2</sup> Advertising. Retrieved from the Internet: <http://merriam-webster.com/dictionary>. Accessed on 2 February, 2014.

psychological point of view to the overall consumption, the effective use of illustrations and the written form that produces the action.

Nowadays, the producers in the trade world competition are used to compete with each other in order to attract the consumer's attention. Specialists create advertisements to promote particular products. In our daily life, we always find advertisement around us: if we read a newspaper or magazine, listen to the radio or watch a television.

The increased interest in linguistic aspects of creating advertisements is seen in recent decades. It could be implied, that advertising has become a sort of a science. Advertising language is ideal for investigations, because languages constantly change, evolve. Therefore, many linguists began to observe and analyze the linguistic means used in this type of discourse.

The language of advertisements in magazines has different characteristics than the language used in television commercials. The creator decides what consumer needs to know and the information needs to be as new, unexpected and intriguing as possible. The words used in print advertisements are short and simple, are easily understood by a reader, do not have an ambiguous meaning because between the writer of the advertisement and the reader must be a common understanding. In advertisements the second person pronoun 'you' means the customer, either an individual or a group (see Christopher 2012: 526 for extensive discussion). It allows keeping the advertisement more compelling as like saying a secret that only the reader can comprehend. Besides, language must contain an informative meaning. The words are often created freely, without concrete rules to follow. It is up to the writer to use his imagination to catch the attention. Almost all the advertisements use the language in stating their messages, which must be clear and without additional explanations.

Sometimes while reading an advertisement we get difficulties in understanding or interpreting the message. This is why the theory of deixis is relevant while analysing them. It is necessary to determine who is communicating with whom and why are they communicating through advertisements, in what kind of situation, through what kind of media (Cook, 1994: 1). So as a result, Cook implies to analyse advertisements as a discourse. Discourse is a linguistic unit that consists of two main parts: the text and context. According to Cook, the latter part includes the following: substance, paralanguage, situation, co-text, intertext, participants (senders/receivers) and the function. Dimter (1985), as quoted in Cook (1994: 4) states that some types of discourse are recognized as conversations, e-mails, stories,

brochures, jokes, web pages, handouts and films. Referring back to the advertising – it is also a type of a discourse and a good print advertisement is composed of four elements<sup>3</sup>:



**Figure 1.** The elements of a good advertisement

As it can be seen from the Figure 1, an advertisement has several rather complex parts. Studies have shown that ads have more or less about three seconds to grab the wanted attention. So it is the headlines job to dominate the space. Good, clear and appealing image creates the style and the mood of the advertisement. Moreover, differentiation triggers buyer's interest. In addition, it is important to make the headlines and the slogans readable and easily understandable. Words need to be carefully chosen and make an impact; after all, the primary function of advertisements is to make money and to sell.

Conventionally, people who create the advertisements in order to express their ideas and thoughts use verbal language. Verbal language is all about words, but it is not necessarily a spoken language. Where as non-verbal language or paralanguage can be perceived through five senses: sound, smell, touch, taste and of course visual perception. In addition, through body language, gestures, face expressions and eyes. The latter ones, without a doubt, are used the most in advertising related to cosmetics.

The language used in advertising of cosmetics is designed to charm the consumer, to make him/her believe in 'magic'. That magic being the possibility to transform yourself and become better, more beautiful. People, especially females believe in that transformation and therefore the foundations of cosmetic advertising are so firm.

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<sup>3</sup> Taken from the Internet:

[http://www.agamaadvertising.com/index.php?option=com\\_content&task=view&id=95&Itemid=120](http://www.agamaadvertising.com/index.php?option=com_content&task=view&id=95&Itemid=120). Accessed on 2 February, 2014.



## 1.2 The language used in advertising of cosmetics

Advertising – as Parsons and Maclaran (2009: 133) say – “spend in the cosmetics industry is proportionally higher than in any other sector”. Cosmetic advertisements aim to show different cosmetic companies and their beauty product lines. The term “cosmetics” includes everything from skin care, make-up, and hair care products. A cosmetic product is considered to be the one that can enhance the appearance of the face, hair and body. A cosmetic company has many options where to display their products: commercials, billboards, posters, internet and especially magazines.

Cosmetic advertisements in magazines are different from other media because they are images that try to catch your attention among the diverse pages of a magazine. Comparing to the television commercials, magazine ads provide the most significant information that can be read in less than a minute but contain less visual imagery. Bright colours and intriguing design are necessary for the magazine advertisement.

The ultimate aim of mostly every cosmetic company’s advertisement is to persuade the presumable buyer to buy the product they are featuring. Special emphasis is put on the best qualities of the advertised product, for instance, its superiority, prestige or novelty (see Vaičėnienė 2006: 45). All these qualities appeal to the consumers’ feelings, make the advertisements more persuasive and the products more desirable. See the following examples:

- Maybelline. *The most lightweight foundation on earth* for 100% nude perfection.
- Neutrogena. *The No. 1 Dermatologists’ Choice*.
- Vichy. *The 1<sup>st</sup> skin idealiser* by Vichy.

By developing consistent themes, cosmetic companies constantly renew their brand in all their product lines which reflect the essence of the company and the product. For instance, cosmetic advertisements for “Aveeno” skincare products reflect a natural and holistic approach to their ad design because their products contain natural ingredients. For example:

- Now, it’s actually *healthy* to wash your hair every day.
- Create a future of *healthy*, radiant skin.
- *Naturally* active nourishment for dry skin.

These examples of advertisements emphasize natural things and emphasize health. In addition, nail polish company “Essie” is always on trend, their ads are colourful, original and contain “new” words.

- If you want to pick up some color at the beach...I say go *braziliant*.
- I travel incognito, but always bring *poppy.razzi*.
- When I want to go zen, I do *yogaga*.

Italicized words reflect their nail polish title – newly created word, without losing the whole meaning of the phrase. In this case, these advertisements are more appealing to the younger generation of women or teenagers. The company's name, logo, design and slogan are presented in the advertisements which help the consumer to associate, recognize and divide their beauty products. Advertising mostly depends on slogans. Goddard (2003: 127) defines it as "a phrase designed to be memorable, attaching to a product or service during particular advertising campaign". Advertisers have plenty of freedom while creating slogans for the cosmetics advertisements. They do not follow the proper grammar rules and even create new words, which is an interesting area for the linguists to explore, as well as the usage of deictic expressions which are the central focus of this study.

### 1.3 Deixis as an area of pragmatics

Humans have the capacity to produce sentences due to their mastery of syntax. Therefore, that capacity to use the sentences as a coherent text lies within the mastery of pragmatics (Valeika and Buitkienė, 2006: 11). Pragmatics is kind of a systemic way of explaining language use in its context. It seeks to explain the meaning which can not be found in the simple sense of words, as explained by semantics. In addition, pragmatics originates from the philosophy of language. Deixis is one of the areas of interest of pragmatics, it studies the meaning of certain words or phrases in an utterance which requires contextual information. The word deixis is a term from Greek language which means the process of 'pointing' or 'indicating' something. To start with, it is significant to establish the meaning of deixis. Yule (1996: 9) proposes a simple yet accurate definition: it is "pointing' via language". Lyons (1977:637) has defined the term deixis very precisely as well:

*By deixis is meant the location and identification of persons, object, events, processes and activities being talked about, or referred to, in relation to the spatiotemporal context created and sustained by the act of utterance and the participation in it, typically, of a single speaker and at least one addressee.*

A deictic word does introduce in the semantics of communication a sense of subjectivity. The Merriam-Webster Dictionary<sup>4</sup> suggests the idea that deixis is "the pointing or specifying function of some words (as definite articles and demonstrative pronouns) whose denotation changes from one discourse to another". In other words, any linguistic form used

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<sup>4</sup> Deixis. Retrieved from the Internet: <http://merriam-webster.com/dictionary>. Accessed on 11 February, 2014.

to do this ‘pointing’ is called a deictic expression (here, there, this, that, we, I, you, etc.). So, to interpret deictic words or expressions properly and to have the same view between the reader and the writer or between the speaker and the addressee they have to share the same context.

Moreover, in his effort to define the deictic centre, Yule (1996: 9) insightfully observes that there is a distinction between deictic expressions: the first group are the ones ‘near the speaker’ or the proximal terms (‘this’, ‘here’, ‘now’) and the ‘away from speaker’ or the distal terms (‘that’, ‘there’, ‘then’). The deictic centre could be understood as the speaker’s location at the exact time of the utterance being said. This can be illustrated by two spatial deixis adverbs *here* and *there*. These adverbs express the opposition between two different locations, based on their connection to the deictic centre. Adverb *here* could be visualized as the deictic centre itself and the adverb *there* as the location which is not included in this particular area. For example, consider the spatial deictic adverb *here* in these samples:

- a. HERE in this house.
- b. HERE in Lithuania.
- c. HERE in Madrid.
- d. HERE on this planet.

In sample (a) the deictic centre is the house in which the utterance is taking place. In (b) it is the country, in (c) the city. Moreover, in (d) the deictic centre is the whole planet. Basically, the demonstrative of *here* varies with the conceptualization of the situation of the speech. Subsequently, the distal term *there* is used in contrast to proximal term *here*. It can refer to any location of the speech situation, provided that it is not near the deictic centre.

Furthermore, while discussing deixis there are three main traditional categories of deixis: person, spatial and temporal. In addition to that, some linguists assume that there are two more categories of deixis: discourse or text deixis and social deixis (cf. Lyons 1977; Fillmore 1997, Levinson 1983, 2004).

As a last point in this section, it is important to acknowledge linguist Fillmore who investigated almost every possible aspect of person, time, place, social or discourse deixis. It is a challenging task to do, because “the phenomena of deixis impose a number of serious empirical, conceptual, and notational problems for grammatical theory” (Fillmore, 1997: 26). He was one of the linguists who systemized this complex subject called deixis into five categories.

Table 1 below provides an overview of five deictic categories that are generally distinguished in descriptive approaches to deixis (e.g., Levinson 1983, 2004; Fillmore 1997).

**Table 1.** Categories of deixis

<i>Categories</i>	<i>Examples</i>
Person deixis	<i>I, you</i>
Spatial deixis	<i>here, there, this, that</i>
Temporal deixis	<i>now, then, today, yesterday</i>
Discourse deixis	<i>the, last, next, above, below</i>
Social deixis	<i>Mr., Madam, Professor</i>

This section defines deixis as a linguistic concept which belongs to the area of interest of pragmatics. Also it presents the theory of deictic centre and deixis division into five categories. The further sections of this paper will explain every category of deixis in more detail.

### 1.3.1 Person deixis

Yule (1996: 10) describes that person deixis involves the speaker and the addressee and operates in a basic three-part division: first person (the speaker – “I”) also first person plural form “We”, second person (the addressee – “You” or “Yourself”), and third person (“He/She/It/They”), which is neither speaker nor addressee. Communication requires at least two persons: the first person (a speaker) and the second person (an addressee). The speaker says something and the addressee responds to it. The person the two people are talking about is the third person; it usually is not marked grammatically, because the first two persons are more important. However, it has been suggested by Valeika and Buitkienė (2003: 128) that the third person pronouns can also be described with the indefinite pronouns, like ‘somebody’, ‘everybody’, ‘anybody’, etc.

Getting back to our three-part division, Lyons (1977: 667) suggests a distinction between “pure” and “impure” deictics. It can be illustrated by the following example of a dialogue, which was adapted from Lyons (1977: 667-8):

- A. That’s a rhinoceros.
- B. **It**’s got a big horn.
- C. A what? Spell **it** for me.

In example B, “it” is anaphoric, it refers to *rhinoceros*. Were as in example C “it” refers to the linguistic form itself. According to Lyons, these are the pure deictics. In the contrast, the impure deictics are shown as well: Lyons (1977: 668):

A. I've never seen him.

B. **That's** a lie.

In this example, "that" is not anaphoric and not fully deictic. Furthermore, similarly to Lyons, Lithuanian linguists Valeika and Verikaitė (2010: 12) identify the deictics "I" and "You" as the pure deictics, because "they refer to the speaker and the addressee respectively without conveying other information" and the impure deictics which include the third person pronouns. It is due to the fact, that they indicate the gender.

Studies of person deixis often note that pure deictic "You" can be defined either as inclusive or exclusive. Valeika and Verikaitė (2010: 16) pinpoint that it may include just the addressee like in the first example, or it may include the addressee and the others as well like in the second example:

- Have you seen the boss today? (only you)
- Did you have your house valued? (you and your wife)

The same could be said about the inclusive or exclusive first person plural pronoun "We". With this pronoun we mean to include ourselves and other people too, but sometimes "We" may refer only to ourselves (Ibid).

- Let's go (inclusive)
- Let us go (exclusive)

From the standpoint of English language, first person plural pronoun "We" is generally used as inclusive. This deictic, used in the language of advertising creates an inviting, pleasant atmosphere and people tend to feel included. As a result, while feeling welcomed, they fulfil the goal of the whole cosmetic industry by buying more products. This section covered the basic information about person deixis. The selected examples of person deixis, as well as, examples of other deixis categories will be analysed in the practical part of this research.

### 1.3.2 Spatial deixis

Spatial or place deixis relates to the distance. Here the deictic centre is the speaker. We should assume that, the speaker and the addressee are in the same place. As Levinson (1983: 79) puts it:

*Place or space deixis concerns for the specification of locations to anchorage points in the speech event and typically the speaker, and there are two basic ways of referring objects by describing or naming them on the one hand and by locating them on the other. Alternatively, they can be deictically specified to the location of participants at the time of speaking. There are a proximal (close to the speaker) such as this, and these, and a distal*

(sometime close to the addressee) such as *that*, and *those*. Each may be used either as a pronoun or in a combination with noun.

Place deixis (“Here/There”) and (“This/That”) regard to physical distance or proximity and mental or psychological distance. According to Valeika and Verikaitė (2010:19), there are two types of place deixis distinguished: proximal and distal. Subsequently, the objects can be placed near to the speaker or further away from him. See the following examples (Ibid):

(a) I don’t like *this* stuff.

(b) I don’t like *that* stuff.

The example (a) marks the objects which are closer to the speaker and example (b) the objects which are more distant. Also, as can be seen in sample (c) if place deictics *this* and *that* are used oppositely in the same sentence, *this* denotes the proximity to the deictic centre and *that* the distance.

(c) *This* one (here) is smaller than *that* one (over there).

(d) I like *this/that* book better.

However, in non-opposite situations, *this* and *that* are often interchangeable (see example d), which suggests that these spatial deictics do not carry an innate characteristic of the distance. Hence, Levinson (2004: 97) declares that in terms of spatial features, like proximal vs. distal, the traditional analysis of demonstratives is not always adequate to characterize their use and meaning.

### 1.3.3 Temporal deixis

Renkema (1993) stated that temporal deixis is a reference to time relative to a temporal reference point and it is typically the moment of utterance. These language resources are the adjectives of time in line (*yesterday*, *now*, *tomorrow*) and the verb tenses. Moreover, Levinson (1993) noted that the basis for systems to reckon an measure time in most languages seem to be the natural and prominent cycles of day and night, months, seasons and years. Furthermore, Yule (1996: 16) observed that the basic type of temporal deixis in English is in the choice of verb tense. As a consequence, a time line is divided into three parts: present, past and future. So, to generalize this paragraph, it could be said, that temporal deixis can be grouped into lexical and grammatical.

According to Valeika and Verikaitė (2010: 21-22), temporal deictics identify processes, so it is possible to differentiate them in three ways: the past processes which took place before the speaker’s time, the present processes that correspond to the speaker’s time and lastly, future processes, that will take place after the speaker makes an utterance. It is important to mention, that the present tense is not marked neither semantically nor morphologically, so it is

temporally proximal. In contrast, the past tense is considered to be temporally distant. Moreover, (ibid) states that “temporally distant are also processes that are treated as unlikely or impossible”. See the example (a):

(a) I could be in Florida now if I had money.

The situation created in example (a) is distant, far from the present situation. In English language the present is understood as the deictic centre, like the word *now*. Similarly to the spatial deictic centre, the temporal deictic centre varies with the conceptualization of the speech situation. *Now* can relate to the exact moment of the utterance and to the larger time period, for instance, (*Sara is now twenty years old*). *Then* may be used with reference to the past and the future (see b-c), to the contrary, such deictic expressions as *soon* and *ago* are particularly used to denote past or the future (see d-e).

(b) I was still at work *then*. [past]

(c) I'll be ready *then*. [future]

(d) I'll be there *soon*. [future]

(e) Five years *ago*, I was a student. [past]

Temporal deixis is divided into two groups: lexical and grammatical. The first one uses deictic expressions, like “now”, “always” or “today”. Grammatical group depends on the verb tense used, either past tense or present tense. In addition, temporal deixis often interacts with measures for time periods such as *day*, *week*, *months*, or *year* (cf. Levinson 1983: 73–76) and in some way guide the consumer through time.

### 1.3.4 Discourse deixis

Discourse or text deixis deals with the orientation in the text through the speaker or the writer, the relation of the text passages to the current utterance either as a head of time or past, forthcoming or simultaneous. Valeika and Verikaitė (2010: 27) stress that discourse or text deixis is one of the essential cohesive devices that are used in the text. It can be seen in the examples below:

– Now listen to this. I won't marry her.

– I won't marry her. This is my last word.

It is necessary to add, that discourse deixis is usually expressed by *this* and *that* demonstratives and *he*, *she*, *it*, *they* third person pronouns. Moreover, definite article “the” belongs to text deixis too. It is the most widely used deictic in discourse deixis category.

Levinson (1983: 62) points out, that discourse or text deixis “has to do with the encoding of reference to portions of the unfolding discourse in which the utterance <...> is located.” It indicates that discourse deixis refers to the speaker's current location, for

example: *above, below, last, previous, proceeding, next* or *following*, and *this, that, there, next, last*. In other words, discourse deixis is an expression used to refer to certain discourse that contains the utterance and its relation to the text.

Levinson (1983: 85) expresses an idea, that “since discourse unfolds in time, it seems natural that time-deictic words can be used to refer to portions of the discourse.” Hence, analogously to *last month* or *next Friday*, we have *in the last paragraph* and *in the next chapter*. Moreover, place-deictic terms are used again here (demonstratives *this* and *that*). As a result, *this* can refer to an upcoming part of discourse, as in the example (a) and that to the previous part, as in the example (b): (ibid):

(a) I bet you haven’t heard *this* story.

(b) *That* was the funniest story I’ve ever heard.

Discourse deixis uses a variety of expressions. Discourse deixis ‘borrows’ deictic expressions from other categories. For instance, sequential adjectives as *next* and *last*, which are usually, used as temporal deictic expressions (see c-d).

(c) the *next* chapter

(d) the *last* paragraph

The most common discourse deixis borrowings are from spatial and person deixis categories, as in the examples (e) and (f) below:

(e) I forgot to tell you *this* (\* *that*). Uhm Matt Street phoned while I was out.

(International Corpus of English)

(f) *She* is. *He* is. *They* are. *They* are all here.

Discourse deixis points to the current location of the speaker. It also uses a wide range of deictic expressions and ‘borrows’ them from other categories of deixis. However, the most frequently used discourse deixis deictic expression is the definite article “The”.

### 1.3.5 Social deixis

Levinson (1983: 89) restricts the term social deixis to “those aspects of language structure that encode the social identities of participants or the social relationships between them”. Basically, the role of social deixis is to identify the social status of the addressee. It concerns the aspects of language that encode the social identities of participants of the conversation or the relationship between them. It is related to the person deixis. It is obvious that “the speaker identifying the social status of the addressee also often identifies the person” (Valeika and Verikaitė, 2010: 25). Shortly, social deixis is a deictic expression used to distinct social status of a person. To determine the status of the addressee the certain titles and honorifics come in hand, like:



– *Miss, Madam, Ms, Mr, Mrs, Ma'am*

Even names of the professions can be used as honorifics, for instance:

– *President, Coach, Doctor, Professor, Father*

The situations in which we should use titles or honorifics greatly depend on the relationship between the speaker and the addressee (Ibid). These situations are as follows:

– familiarity vs. non-familiarity

– social solidarity vs. social distance

– socially unequal vs. socially equal

If the speaker is familiar with the addressee or is socially equal with him/her, he may not use socially required titles and honorifics, but if situation is formal, and the relationship is more distant, the speaker does not have a choice but to use appropriate terms.

Although, social deixis is distinguished as having the smallest impact on advertising language it is important to be familiar with all five categories of deixis.

## II. METHODOLOGICAL CONSIDERATIONS OF THE RESEARCH

First of all, it is necessary to mention that all the examples of deixis were collected from a wide range of magazines: “Cosmopolitan”, “Instyle”, “Flare”, “Harper’s Bazaar”, “Marie Claire”, “Glamour”, “Elle”, “Allure”, “Vanity Fair” and “Tatler”. Not only British, but also Canadian, Australian and American magazines were chosen for this study. The issues vary from October 2009 up to April 2014. The total number of 1045 cosmetic slogans, containing deixis has been accumulated.

Cosmetic slogans were collected from the magazines available either on the Internet, or on the special application accessible through a mobile phone. Although, all the examples were written down randomly, without chronological order of the year of the magazine, they are all divided into categories. These categories consist of person, spatial, temporal, discourse and social deixis.

It was stated, in the theoretical review, that social deixis among other categories has the least impact on advertising language. Therefore, while starting to group and analyse the data, it was noticed that social deixis category has no examples at all. The reason behind this might be that social deixis determines the social status of the addressee or the consumer and the creators of advertisements do not want to expose them. It is important to maintain the equality between the consumers and to make the potential buyer feel more connected with them. Certain titles and honorifics make the relationship between the sender and the receiver more distant and cold.

The sampling method was used to select and divide the examples of deixis from various printed advertisements. Moreover, descriptive analytical method allowed to analyse the usage of deixis found in the print advertisements related to cosmetics.

Furthermore, descriptive statistical method made it possible to analyse the occurrence of deixis. In addition, all the examples were attributed to the group they belong to.

In addition,  $X = P \times 100\% / T$  formula was used to get the percentage of every category of deixis. In this case, P is the number of samples collected. X is the percentage of the number (P) that is being calculated. T is the total number of samples of every category.

## 2.1 The usage of person deixis in print advertisements related to cosmetics

This section of the research analyses the usage of person deixis in print advertisements related to cosmetics. It was discussed in the theoretical review, that according to Lithuanian linguists, person deixis can be divided into two groups: the pure deictics, which include pronouns “I” and “You” and impure deictics: all the third person pronouns. They are called impure because they indicate the gender. The examples below present the usage of the pure personal deictic “I”:

1. *Maybelline. I want 8HR hydration with a neon kick.* (Example 15, Appendix 1)
2. *L’Oreal Paris. I only want to be perfectly me. Doutzen Kroes.* (Example 50, Appendix 1)
3. *Essie. Just off the cuff, I think my mirror metallics reflect well on you.* (Example 73, Appendix 1)
4. *Olay. I will look like I got all my beauty sleep. Even if I’m up all night.* (Example 136, Appendix 1)
5. *Aussie. I do it in the stationery cupboard.* (Example 153, Appendix 1)
6. *Simple. Skin loving ingredients. No harsh chemicals that can upset skin. That’s why I trust Simple to be kind to my skin.* (Example 196, Appendix 1)
7. *Sexyhair. I love to do things the censors won’t pass.* (Example 208, Appendix 1)
8. *Herbal Essences. I love a happy ending. All 100, 000 of them.* (Example 236, Appendix 1)

The pure personal deictic “I” is the best option for the advertisers to use. The receivers of the message or the consumers usually want to look and feel special. That is why when they read the cosmetics advertisement which says “I”, they immediately compare themselves with the beautiful stars that promote the products. The consumers imagine that if they will use certain product they will look similar to a certain person.

Another example of person deixis which is crucial while decoding the distance between the sender and the receiver of the message is deictic word “Me”:

9. *Olay. It takes a team to make me glam, but just one cleanser to keep my skin clean and fresh.* (Example 61, Appendix 1)
10. *Covergirl. Blow me one petal soft kiss.* (Example 105, Appendix 1)
11. *Olay. Join me in the battle against ageing!* (Example 114, Appendix 1)
12. *Maybelline. Don’t mask me.* (Example 177, Appendix 1)
13. *Herbal Essences. New tousle me softly collection.* (Example 292, Appendix 1)

The second pure personal deictic is pronoun “You”. It also has its reflexive form “Yourself”. In advertising language the second person pronoun refers to the receiver of the

message or the buyer. It can be sub-grouped into inclusive deictic “You”; it is when the company wants to include their buyers into the group. Whereas the exclusive deictic “You” appears when the company wants to exclude the buyer and make him/her feel special and exclusive. To demonstrate the usage of the inclusive deictic pronoun “You” see the examples below:

14. *Essie. You know I like to shake things up in winter.* (Example 1, Appendix 1)

15. *VO5. Any texture you desire.* (Example 39, Appendix 1)

16. *Crest. If you’re not whitening, you’re yellowing.* (Example 46, Appendix 1)

17. *Maybelline. Because you can’t take photoshop everywhere.* (Example 82, Appendix 1)

18. *Pantene. You don’t need the sun to shine.* (Example 83, Appendix 1)

19. *BareMinerals. Hydration you feel. Foundation you don’t.* (Example 188, Appendix 1)

The examples above show the possibility of the receiver of the message to choose, whether to be addressed exclusively alone or to be addressed as a part of a bigger group of people. The examples that show the exclusive deictic pronoun “You” are presented together with its reflexive form “Yourself”:

20. *Neutrogena. Kiss your stubborn makeup goodbye.* (Example 199, Appendix 1)

21. *Rembrandt. Teeth so white, you can’t stop checking.* (Example 217, Appendix 1)

22. *Laura Mercier. Give your skin a fresh, healthy, ‘no makeup’ look with a soft hint of colour that evens and enhances the skin.* (Example 219, Appendix 1)

23. *ROC. Stop looking at your wrinkles. Look deeper.* (Example 245, Appendix 1)

24. *Essie. ...so you can express yourself, indulge and have fun.* (Example 91, Appendix 1)

25. *VO5. Express yourself with straightening lotion.* (Example 164, Appendix 1)

After analyzing the examples, it was noticed, that the exclusive deictic pronoun “You” is used far more frequently than the inclusive one.

As discussed above, not only deictic pronoun “You”, but also the plural first person deictic “We” can be exclusive or inclusive. It works the same way as the deictic word “You”, either you feel included into the group or not. See the following examples:

26. *St. Ives. We took the heavy out of lotion.* (Example 44, Appendix 1)

27. *Infusium23. Finally, we meet.* (Example 289, Appendix 1)

28. *Dove. She sees flaws. We see freckles.* (Example 297, Appendix 1)

29. *Neutrogena. What’s your most stubborn makeup most afraid of? Us.* (Example 311, Appendix 1)

These cosmetic slogans appear more sympathetic, due to the use of pronouns “We” and “Us”, the consumer feels like he/she belongs somewhere, they (the company) are supporting him/her, for instance, in the example (28). The person sees something negative in her looks, but the company corrects it, leading to the acceptance that freckles are not a negative feature. Moreover, a consumer may feel like there is a “team” working for his/her sake; the sample (29) illustrates the idea that Neutrogena’s products (us) are the most efficient ones while fighting waterproof makeup. The same goes with the companies that are “standing by your side” while fighting hair loss, acne or other more serious problems. Therefore, pronouns “We” and “Us” in the slogans are placed very well.

As it was pointed out at the beginning of this section, there are impure deictics as well. The third person pronoun “It” may appear as less personal, but popular in cosmetic slogans. See the examples below:

30. *Suave. It feels so light on my hair. I love it!* (Example 22, Appendix 1)
31. *Essie. It’s all fun in the sun with my summer collection.* (Example 96, Appendix 1)
32. *L’Oreal Paris. It’s the end of flat colour. I want prismatic, multi-faceted, shimmering colour.* (Example 247, Appendix 1)
33. *Pantene. Look fabulous even when it’s freezing.* (Example 250, Appendix 1)
34. *Biotherm. Combat cellulite, no matter its origin-behavioural or genetic.* (Example 257, Appendix 1)

In addition, other third person pronouns such as “He”, “She” and plural form “They” indicate a certain connection between the sender and the receiver, like they both know the person they are talking about:

35. *Vichy. Act on them as soon as you spot them.* (Example 10, Appendix 1)
36. *Maybelline. Maybe she’s born with it. Maybe it’s Maybelline.* (Example 119, Appendix 1)
37. *Jergens. Three weeks to find the dress, and all you notice is her silky, smooth skin.* (Example 182, Appendix 1)

Example (35) uses the demonstrative pronoun “Them”, which cataphorically suggests that the slogan is about wrinkles. The pronoun “Her” in the example (37) points to the woman herself.

Personal pronouns perform a huge role, while determining the distance between the sender and the receiver. Person deixis has the ability to make the consumer feel special and exclusive. It also can determine the relationship between the sender and the receiver of the message.

To sum up, the total of 332 examples of person deixis were found while analysing the print advertisements related to cosmetics. In order to see the occurrence of every personal deictic, please refer to the Table 2 below:

**Table 2.** The occurrence of every personal deictic in print advertisements related to cosmetics

Personal deixis	Examples	Percentage
Your	123	37,0%
You	57	17,2%
It	49	14,8%
I, Me	46	13,9%
Our	19	5,7%
My	17	5,1%
We, Us	7	2,1%
Yourself	4	1,2%
Her	3	0,9%
She	2	0,6%
Everyone	2	0,6%
Someone	1	0,3%
Them	1	0,3%
Their	1	0,3%
	<b>332</b>	<b>100%</b>

The results shown in Table 2 indicate that 14 distinct personal deictics were found. The most frequent ones involve personal deictic “Your” with 37%. Personal pronoun “You” came in second place with more than 17%. They are followed by the impure third person deictic “It” with almost 15% and pure person deictics “I” and “Me”, having almost 14%. It is necessary to take into consideration the fact that female third person deictics prevail in this study (“She”, “Her”). It is mainly because the cosmetics advertisements related to men were not analysed at all.

## 2.2 The usage of spatial deixis in print advertisements related to cosmetics

This section of the research analyses the usage of spatial deixis in print advertisements related to cosmetics. Spatial or place deixis concerns about the location of the sender and the receiver. The speaker in this case is the deictic centre itself. Simple statistical analysis was used to count the percentage of spatial deixis and is presented in the table below. The following examples express distance: “Here”, “There”, “This” and “That”. All of them can be distinguished as having two types: the first one is proximal and the second one is distal:

38. *Nexus*. *A higher standard in smooth hair is here.* (Example 341, Appendix 2)

39. *Covergirl*. *The clump stops here.* (Example 345, Appendix 2)

40. *Pantene*. *Here's my swisssh...and here's the secret to yours.* (Example 352, Appendix 2)

41. *L'Oreal Paris*. *The 1<sup>st</sup> reusable permanent hair colour is here.* (Example 355, Appendix 2)

Cosmetic slogans containing the place adverbial “Here” should be psychologically understood as a physical place where the sender, the receiver and the cosmetic product itself are being brought together. All of them are near the deictic centre.

42. *Aussie*. *There's more to life than hair, but it's a good place to start.* (Example 348, Appendix 2)

43. *Covergirl*. *There's big and there's bombshell big!* (Example 349, Appendix 2)

44. *Revlon*. *Now there's no such thing as bad lighting.* (Example 353, Appendix 2)

45. *CeraVE*. *Now there's an easy way to deal with the little bumps in life.* (Example 371, Appendix 2)

The examples above reveal spatial deictic “There” and it is used only to indicate a particular place which is further away from the deictic centre. The same thing happens with the spatial deictics “This” and “That”:

46. *Infusium23*. *No way I'm washing this out.* (Example 337, Appendix 2)

47. *L'Oreal Paris*. *This shade is not made to fade. Claudia Schiffer.* (Example 340, Appendix 2)

48. *L'Oreal Paris*. *This makeup is so true to my skin, it actually mimics it.* (Example 344, Appendix 2)

49. *Neutrogena*. *A powerful acne cleanser couldn't possibly smell delicious. Scratch that thought. Sniff this.* (Example 350, Appendix 2)

50. *Revlon*. *This is the start of something big.* (Example 358, Appendix 2)

51. *Aussie*. *Shine like you mean it this Christmas.* (Example 363, Appendix 2)

Spatial deictic “This” similarly to spatial deictic “Here” refers to a place that is proximate to the speaker. Hence, spatial deictic “That” is opposite. It refers to the place that is more remote:

52. *Olay. Ultra moisture that rises above basic cleansing.* (Example 335, Appendix 2)

53. *Sally Hansen. Irresistible beauty that works.* (Example 357, Appendix 2)

54. *Lancôme. So powerful that half of women considering a cosmetic procedure said they would delay it.* (Example 362, Appendix 2)

55. *Wella. Ask your stylist for a look that commands the spotlight.* (Example 366, Appendix 2)

56. *Garnier. Our first foam that nourishes while it colors.* (Example 368, Appendix 2)

57. *L’Oreal Paris. The 1<sup>st</sup> plumping lipgloss that lasts 6 hours.* (Example 375, Appendix 2)

To sum up this section, 46 cases of spatial deixis were found while analysing the print advertisements related to cosmetics. In order to see the occurrence of spatial deictics, please refer to the Table 3 below:

**Table 3.** The occurrence of spatial deictics in print advertisements related to cosmetics

Spatial deixis	Examples	Percentage
That	25	54,3%
This	11	24,0%
There	6	13,0%
Here	4	8,7%
	<b>46</b>	<b>100%</b>

The results presented above demonstrate that there are 4 main spatial deictics. The most common one is distal deictic “That” with more than 54%. Interestingly, it is different from what could have been expected, since advertisers usually want to express proximity with the customer, not the distance. Another commonly used spatial deictic is “This” with 24%, this time it belongs to the proximal type, refereeing to the deictic centre. The least used deictic is “Here” with almost 9%.



### 2.3 The usage of temporal deixis in print advertisements related to cosmetics

This section of the research analyses the usage of temporal deixis in print advertisements related to cosmetics. It was previously stated, that temporal deixis can be grouped into having lexical temporal deictics and grammatical. First of all, lexical deictics use deictic expressions among which are words “instantly”, “now”, “always” and etc. They are illustrated below:

58. *Marcelle. Does it all for you, instantly!* (Example 379, Appendix 3)

59. *L’Oreal Paris. Silkier hair with more hold than ever, I love it. Eva Longoria.*  
(Example 382, Appendix 3)

60. *Pantene. Repair 2 years of damage in 2 minutes.* (Example 386, Appendix 3)

61. *L’Oreal Paris. Get your nails red carpet ready NOW.* (Example 389, Appendix 3)

62. *Crest. Use together and whiten your smile in just 2 days.* (Example 398, Appendix 3)

63. *Essie. A leading lady is always dressed to thrill.* (Example 401, Appendix 3)

Numbers are also important while creating a cosmetic advertisement. Temporal deixis also can be expressed by hours. It may sound more appealing for the customers, to try something and see the results quickly: in a day or two:

64. *Elizabeth Arden. Protecting your skin from environmental threats is a 24/7 job.*  
(Example 406, Appendix 3)

65. *Neutrogena. Wrap your body in 24 hour moisture.* (Example 421, Appendix 3)

66. *Pantene. Dare to go 72-hour smooth.* (Example 426, Appendix 3)

67. *Sure. Feel 100% fresh and dry for 48h.* (Example 470, Appendix 3)

Temporal deictic “today” may refer to the present time in general or to an exact day when the consumer reads the advertisement. Cosmetic slogans containing this deictic, are more attractive, they urge, push the consumer to buy the product at that particular moment and make a change in their appearance:

68. *Crest. Undo today’s snack.* (Example 457, Appendix 3)

69. *Crest. Undo today’s latte.* (Example 459, Appendix 3)

70. *L’Oreal Paris. Protect your face today for a more beautiful tomorrow.* (Example 478, Appendix 3)

Secondly, it is essential for this study to present the examples of grammatical group of temporal deixis. Grammatical group of examples consists of two basic tenses: the past tense or the processes which took place before the speaker’s time and the present tense or the processes that correspond to the speaker’s time.

71. *Head and Shoulders. Save your scalp and hair from yourself.* (Example 513, Appendix 3)
72. *Vichy. The #1 serum in drugstores. Unveils its 10 powers.* (Example 515, Appendix 3)
73. *Suave. It feels so light on my hair. I love it!* (Example 521, Appendix 3)
74. *Olay. Skin so fresh it needs #nofilter.* (Example 523, Appendix 3)
75. *Suave. Smoothes your hair as well as a salon conditioning treatment with keratin.* (Example 539, Appendix 3)
76. *Organix. Indulge your skin the way nature intended.* (Example 560, Appendix 3)
77. *Pantene. Can your curls stay defined from 9 till 9?* (Example 565, Appendix 3)
78. *Neutrogena. Blocks the sun. Not your pores.* (Example 585, Appendix 3)
79. *Herbal Essences. It does beautiful things to your head.* (Example 591, Appendix 3)
80. *Garnier. Our first foam that nourishes while it colors.* (Example 666, Appendix 3)
81. *Clearasil. Now you can visibly reduce redness and spot size overnight.* (Example 674, Appendix 3)
82. *Olay. Are you paying for a body wash that's 85% water?* (Example 698, Appendix 3)

All these examples illustrate present tense. These temporal deictics are considered to be proximal – they are not too far from the speaker and the receiver of the message.

83. *Lancôme. So powerful that half of women considering a cosmetic procedure said they would delay it.* (Example 830, Appendix 3)
84. *Lancôme. The power of the duo: 80% of women said that skin looked improved, as if transformed.* (Example 838, Appendix 3)
85. *Chanel. The ultimate eye cream. Newly revealed as precious as it is powerful.* (Example 843, Appendix 3)

These last three examples show past tense, they are temporally distant from the speaker and the receiver of the message, because something happened earlier, for instance, women “said”, skin “looked improved”, cream was “revealed”. Now, the results are known, for this reason, the consumers of a specific product can feel more certain and buy it.

Total of 494 examples of temporal deixis were found while analysing the print advertisements related to cosmetics. In order to see the occurrence of temporal deictics, please refer to the Table 4 below:

**Table 4.** The occurrence of temporal deictics in print advertisements related to cosmetics

Temporal deixis	Examples	Percentage
Present tense	359	72,7%
Now	48	9,7%
Past tense	19	3,9%
Today/Every day	12	2,4%
Never before/Ever	11	2,3%
In...days	9	1,8%
Up to 24 h / 24/7	7	1,4%
In...minutes/seconds	7	1,4%
Instantly	5	1,0%
All day/year	4	0,8%
In...weeks	3	0,6%
For 48h	2	0,4%
Always	2	0,4%
Sometimes	1	0,2%
Once	1	0,2%
72-hour	1	0,2%
Forever	1	0,2%
Finally	1	0,2%
Tomorrow	1	0,2%
	<b>494</b>	<b>100%</b>

As it can be seen from the Table above, concerning the temporal deictics, is that the undeniable majority, more than 72% of temporal deictics belong to the present tense. Second largest temporal deictics group is the word “Now”, with almost 10%. Past tense deictics are in the third place, having almost 4%.

## 2.4 The usage of discourse deixis in print advertisements related to cosmetics

This section of the research analyses the usage of discourse deixis in print advertisements related to cosmetics. Discourse or text deixis can express speaker's location and likes to borrow deictics from other categories of deixis, especially from personal (*he, she, it, they*), spatial deixis (*this, that*) and temporal deixis (*next, last*). Although, definite article "The" is the most common discourse deictic. Nearly all the examples found in this study related to the print cosmetics advertisements had this discourse deictic:

- 86. Exuviance. *The science of skin transformation.* (Example 878, Appendix 4)
- 87. Dior. Diorshow. *The original backstage mascara.* (Example 880, Appendix 4)
- 88. Elizabeth Arden. *The imperfections vanish. Skin is illuminated. Glow is recaptured.* (Example 881, Appendix 4)
- 89. Chanel. *The infinite power of revitalised skin as precious as it is powerful.* (Example 915, Appendix 4)
- 90. Pantene. *The 1<sup>st</sup> BB CRÈME for your hair.* (Example 955, Appendix 4)
- 91. Garnier. *The anti-ageing care that transforms the look of skin on 1<sup>st</sup> contact.* (Example 982, Appendix 4)
- 92. Sally Hansen. *The power of continuous treatment.* (Example 984, Appendix 4)
- 93. Vichy. *The #1 serum in drugstores. Unveils its 10 powers.* (Example 993, Appendix 4)
- 94. Olay. *I will have bright eyes, the kind songs are written about.* (Example 1010, Appendix 4)
- 95. Garnier. *The 1<sup>st</sup> hairspray powered by bamboo for 24h bounce-back hold.* (Example 1036, Appendix 4)

In all of these examples, the definite article "The" is mentioned in order to give uniqueness to the product, to separate it from other ones available in the market. Just simply to catch the attention of the buyer, since everyone wants to have/buy something special: like in the examples (90), (93) and (95) where the action of being first is emphasised exactly with the help of definite article.

To sum up this part, 173 examples of discourse deixis were found while analysing the print advertisements related to cosmetics. In order to see the occurrence of discourse deictics, please refer to the Table 5 below:

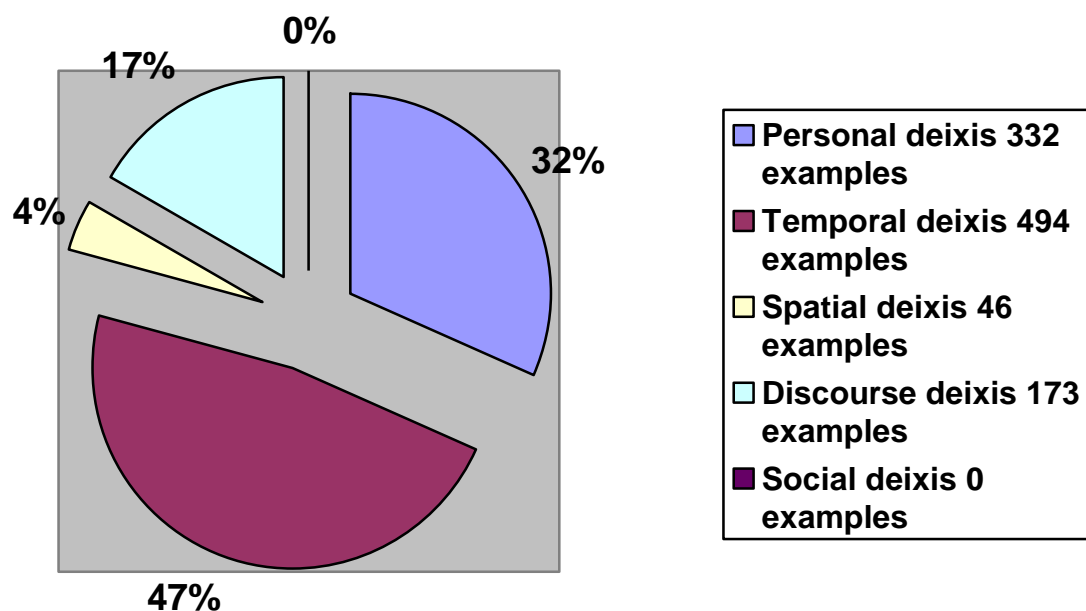
**Table 5.** The occurrence of discourse deictics in print advertisements related to cosmetics

Discourse deixis	Examples	Percentage
The	173	100%
	173	<b>100%</b>

The most interesting finding was while analyzing the discourse deixis examples. All of the collected examples – 100% have the definite article “The”. A possible explanation for this could be that, as it was mentioned previously, this deictic is the most frequent in discourse deixis category. On the one hand, this deictic expression is kind of “true”, it belongs to discourse deixis and no other category of deixis can borrow it. On the other hand, discourse deixis itself can ‘adopt’ deictic expressions from personal (he, she, it), spatial (this, that) and temporal deixis (*next*, *last*). Nevertheless, the shortage of these kinds of deictics in its original category did not allow ‘sharing’ them and presenting in two or three categories at the same time.

## 2.5 The usage of deixis in print advertisements related to cosmetics

As it was discussed previously, deixis is used frequently in advertising language. The main cause for this is that sometimes while seeing or hearing a certain cosmetic company's slogan, people or potential buyers become confused and can interpret the message in a different way from what was intended. Deixis helps to determine who is communicating with whom. Also it helps to define the designed meaning behind the particular information sent to the consumers. Moreover, deixis ties two ends: the first one being the sender of the message or the company selling their products and the second one being the receiver or the presumable buyer of the product. The succeeding parts of this research are going to present the analysed examples of deixis used in print advertisements. The frequency of all the examples collected is presented in the Figure below:



**Figure 2.** The frequency of deixis examples used in print advertisements related to cosmetics

The Figure above shows the exact number and the percentage of all the examples of deixis found in the magazines. There were 1045 examples of deixis found in total. The temporal deixis category contains the largest number of examples, almost 500. It also represents nearly half of all the examples. Second largest category is of person deixis, it contains more than 330 examples. Discourse or text deixis presents more than 170 examples, where as spatial deixis category is presented only by 46 examples of deixis. Lastly, the fifth category of social deixis contains 0 examples.

## CONCLUSIONS

The aim of the present study was to analyse the usage of deixis in the cosmetics advertising. The aim has been fulfilled correspondingly to the objectives that had been set at the beginning of this research. Hence, the following conclusions have been drawn:

1. The language of advertising is designed to promote and sell the products, to persuade the consumer. It can be said, that it is a perfect area for linguistic investigations, since languages constantly change and evolve. Advertising texts use a variety of manipulative devices and one of them is deixis.

2. The primary function of deixis is to “point to” things. During a conversation, it helps to determine who said what, where and when. Deixis creates a connection, an invisible tie between the sender and the receiver of the message. Every person interprets the same message in a different way; therefore, deixis comes and makes an order, and the truth meaning of a sender’s idea clear.

3. It was established that deixis has three main categories: person deixis, spatial deixis, temporal deixis and two additional categories: discourse deixis and social deixis.

4. While analysing all 1045 examples, it was noticed that temporal deixis category contained the largest number of them - 494. Present tense verbs make the majority of temporal deictics with 72%.

Person deixis was the second major group with 332 examples. Pure personal deictics “Your” with 37% and “You” with 17% dominate. For instance, these pure deictics express the idea that the connection is made only between two persons: the sender of the message and the receiver. It makes it more personal and consumers respond to it well.

The analysis of spatial deixis containing 46 samples, disclosed four main place deictics: two proximal and two distant. The results showed that the most common one, used in the print advertisements related to cosmetics is the distal deictic “That” with more than 54%. Place deictic “This” came in second, with 24%.

Discourse deixis (173 examples) displayed some results as well. The definite article “The” was the only one detected in the examples concerning text deixis. At the same time, this particular deictic is mentioned in the advertisements in order to give uniqueness to the product. So, it feels appropriate for the advertisers to use this kind of deixis as much as possible. Another reason, for this type of frequency is that, although, discourse deixis is capable of ‘borrowing’ deictic expressions from other categories, there were not enough examples collected in order to ‘share’ them and present at the same time in several categories of this research. It was decided not to analyse the same examples, in order not to be repetitive.

Lastly, social deixis was not found in the print advertisements related to cosmetics at all. The role of this deixis is to define the social status of the addressee. For this reason, it may not be used in order not to create a gap between the sender and the receiver of the message, or between the company and the consumer.

The concept of deixis is extremely large and it can be taken into numerous areas to investigate. For instance, the advertisements related to men's cosmetics, cars, even children or animals. We live in a society, where a day without seeing or hearing an advertisement promoting something is quite impossible. The information presented in this research could be useful for anyone who will be interested in investigating the field of deixis or any other field of linguistics. For this reason, all the examples of deixis were grouped into separate categories and presented in separate parts of Appendix.



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# APPENDIX 1

## PERSON DEIXIS

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3. Revlon. Add sparkle to your beauty routine. Elle December 2013
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298. Olay. It takes a team to make me glam, but just one cleanser to keep my skin clean and fresh. Carrie Underwood. Cosmopolitan January 2012
299. L'oreal Paris. Let your glam shine trough you. Cosmopolitan July 2010
300. Herbal Essences. It does beautiful things to your head. (Instyle, August 2011)
301. Crest. Smile like you mean it. Tatler March 2014
302. Olay. "I want my skin to look good. Not good for my age." Cosmopolitan February 2014
303. Essie. For the twill of it. (Cosmopolitan, October 2010)
304. L'Oreal Paris. Beat the heat, boost your style. Cosmopolitan UK February 2014
305. Olay. Your skin isn't getting older. It's just tired. Cosmopolitan October 2013
306. Essie. Just off the cuff, I think my mirror metallics reflect well on you. Harper's Bazaar August 2012
307. L'Oreal Paris. "I love it, and my lips do too." – Doutzen Kroes. Cosmopolitan October 2012
308. Lancôme. Youth is in your genes. Reactivate it. Elle Canada February 2010
309. JOHN FRIEDA. Go lighter. Go brighter. You're a blonde. You can do anything you want. Elle Canada June 2010
310. Nice'n easy. Color so natural. They may just think you were born with it. Cosmopolitan February 2014
311. Neutrogena. What's your most stubborn makeup most afraid of? Us. Cosmopolitan October 2010
312. OPI. Catch me in your net. Cosmopolitan July 2010
313. Nivea. When you feel it. Others feel it too. Happiness is contagious. Cosmopolitan July 2010
314. L'Oreal Paris. Get your nails red carpet ready NOW. Glamour August 2013
315. Herbal essences. You crowned us with glory. Now we'd like to return the favour. Glamour October 2012
316. Garnier Olia. Breakthrough oil-powered technology in 21 beautiful shades. Find your perfect one now! Flare February 2013
317. Elizabeth Arden. Protecting your skin from environmental threats is a 24/7 job. Harper's Bazaar November 2011
318. Lancôme. Now, Aura is our science. Cosmopolitan July 2010
319. Essie. Every now and then I indulge in something wicked. Flare July 2012
320. Essie. Before the clock strikes midnight, make sure you're good to go. Flare July 2012
321. Essie. In my fall collection, I've nailed it all. Cosmopolitan July 2010
322. TRESemme. Hold your catwalk look every day. Cosmopolitan UK October 2013
323. Lancôme. What if foundation could transform your skin in 4 weeks? Cosmopolitan September 2013
324. Clinique. Yes, now you can wear nail enamel. Even with your sensitive skin. Cosmopolitan July 2013

- 325. VS. Helps waterproof your color for up to 48 washes. Cosmopolitan November 2013
- 326. Maybelline. Rescue my sore lips now. Cosmopolitan November 2013
- 327. Wella. Style a new you every day. Cosmopolitan UK October 2010
- 328. Infusium23. No way I'm washing this out. Cosmopolitan August 2012
- 329. Essie. DJ play that song, so I can get my groove on! Flare July 2012
- 330. L'Oreal Paris. This makeup is so true to my skin, it actually mimics it. Flare July 2012
- 331. Aussie. There's more to life than hair, but it's a good place to start. Cosmopolitan, October 2013
- 332. Venus. Reveal the goddess in you. Instyle, August 2011

## APPENDIX 2

### SPATIAL DEIXIS

333. L'Oreal Paris. There's only one Feria. Allure December 2013
334. Suave. This is amazing for shine. Glamour May 2013
335. Olay. Ultra moisture that rises above basic cleansing. Glamour March 2013
336. Dove. Hair therapy. Smooth out that hair. Glamour January 2013
337. Infusium23. No way I'm washing this out. Cosmopolitan August 2012
338. Olay. The moisturizer that creamed a \$500 cream. Flare January 2013
339. Covergirl. There's big and there's bombshell big! Harper's Bazaar February 2014
340. L'Oreal Paris. This shade is not made to fade. Claudia Schiffer. Harper's Bazaar November 2011
341. Nexxus. A higher standard in smooth hair is here. Marie Claire June 2012
342. Maybelline. This air-soft must be touched. Flare July 2012
343. Essie. DJ play that song, so I can get my groove on! Flare July 2012
344. L'Oreal Paris. This makeup is so true to my skin, it actually mimics it. Flare July 2012
345. Covergirl. The clump stops here. Flare July 2012
346. Covergirl. Can your lipcolor outlast this day? Flare July 2012
347. Eurcerin. Skin science that shows. Flare July 2012
348. Aussie. "There's more to life than hair, but it's a good place to start" Cosmopolitan, October 2013
349. Covergirl. There's big and there's bombshell big! Cosmopolitan February 2014
350. Neutrogena. A powerful acne cleanser couldn't possibly smell delicious. Scratch that thought. Sniff this. Cosmopolitan July 2013
351. Suave. This is amazing for shine. Cosmopolitan August 2013
352. Pantene. Here's my swisssh...and here's the secret to yours. Cosmopolitan UK October 2010
353. Revlon. Now there's no such thing as bad lighting. Cosmopolitan UK October 2010
354. Palmer's. Luxury this rich can only come from the body butter experts. Cosmopolitan UK October 2010
355. L'Oreal Paris. The 1<sup>st</sup> reusable permanent hair colour is here. Instyle UK December 2013
356. Covergirl. Try lightweight coverage that's made to fit you! Cosmopolitan October 2010
357. Sally Hansen. Irresistible beauty that works. Cosmopolitan July 2010
358. Revlon. This is the start of something big. Cosmopolitan July 2010
359. L'Oreal Paris. Shine that has it all. Elle September 2013
360. Crest. A smile that doesn't just enter a room, it makes an entrance. Elle December 2012
361. Neutrogena. Makeup that actually improves your skin. Flare July 2012
362. Lancôme. So powerful that half of women considering a cosmetic procedure said they would delay it. Tatler March 2014
363. Aussie. Shine like you mean it this Christmas. Cosmopolitan UK December 2013
364. Simple. "Skin loving ingredients. No harsh chemicals that can upset skin. That's why I trust Simple to be kind to my skin." Cosmopolitan September 2013

365. Laura Mercier. “Give your skin a fresh, healthy, ‘no makeup’ look with a soft hint of colour that evens and enhances the skin” – Laura Mercier. Cosmopolitan October 2012
366. Wella. Ask your stylist for a look that commands the spotlight. Cosmopolitan October 2012
367. L’Oreal Paris. It’s color that moves you. Cosmopolitan October 2012
368. Garnier. Our first foam that nourishes while it colors. Cosmopolitan October 2012
369. Vaseline. The hint of red that’s on everyone’s lips. Instyle UK December 2013
370. Olay. Are you paying for a body wash that’s 85% water? Cosmopolitan October 2010
371. CeraVE. (lotion) Now there’s an easy way to deal with the little bumps in life. Allure April 2013
372. Neutrogena. A powerful acne cleanser couldn’t possibly smell delicious. Scratch that thought. Sniff this. Cosmopolitan July 2013
373. Lancôme. The power of the duo: 80% of women said that skin looked improved, as if transformed. Glamour February 2013
374. TRESemme. The only full line that revives style between washes. Marie Claire May 2012
375. L’Oreal Paris. The 1<sup>st</sup> plumping lipgloss that lasts 6 hours. Cosmopolitan October 2009
376. EOS. The lip balm that makes you smile. (Cosmopolitan, January 2010)
377. Garnier. The anti-ageing care that transforms the look of skin on 1<sup>st</sup> contact. Instyle UK April 2014
378. Covergirl. The lipwear that does what a lipstick can’t. Cosmopolitan July 2010

## APPENDIX 3

### TEMPORAL DEIXIS

379. Marcelle. Does it all for you, instantly! Elle June 2013
380. Neutrogena. Now, clean skin comes naturally. Elle October 2012
381. Covergirl+Olay. And now...miracle #3! Elle October 2012
382. L'Oreal Paris. Silkier hair with more hold than ever, I love it. Eva Longoria. Elle July 2012
383. L'Oreal Paris. It's the end of dull and flat. Allure January 2014
384. Olay. New BB cream has you covered. Allure August 2013
385. CeraVE. (lotion) Now there's an easy way to deal with the little bumps in life. Allure April 2013
386. Pantene. Repair 2 years of damage in 2 minutes. Vanity Fair August 2013
387. Lancôme. Now. Lift and tighten all facial zones. Vanity Fair June 2013
388. L'Oreal Paris. Instant skin smoother erases the look of lines, pores and wrinkles in seconds. Glamour October 2013
389. L'Oreal Paris. Get your nails red carpet ready NOW. Glamour August 2013
390. Essie. Sound the bell, I've been naughty nautical. Glamour June 2013
391. Sally Hansen. It is time for a gel manicure at home. Glamour April 2013
392. Estee Lauder. Imagine 15 hours of flawless. Glamour April 2013
393. Herbal essences. You crowned us with glory. Now we'd like to return the favour. Glamour October 2012
394. Maybelline. (nail) Trending now. Purples reign. Cosmopolitan March 2014
395. Crest. Undo today's snack. Cosmopolitan September 2013
396. Olay. I've swapped to 1 easy-to-use cream with 7 age-defying effects. Mandie Newton. Cosmopolitan February 2012
397. Estee Lauder. Our #1 serum is now even better. Flare August 2013
398. Crest. Use together and whiten your smile in just 2 days. Flare July 2013
399. Garnier Olia. Breakthrough oil-powered technology in 21 beautiful shades. Find your perfect one now! Flare February 2013
400. Garnier. Rock your style. Cosmopolitan March 2014
401. Essie. A leading lady is always dressed to thrill. Flare December 2012
402. L'Oreal Paris. Volume like never before. Flare December 2012
403. Maybelline. Meet the first ever 10HR glossy stain. Flare July 2012
404. Covergirl. Lashblast power, now hour after hour! Flare May 2012
405. L'Oreal Paris. Now fight aging in 3 dimensions. Harper's Bazaar October 2012
406. Elizabeth Arden. Protecting your skin from environmental threats is a 24/7 job. Harper's Bazaar November 2011
407. Crest. Whiten your smile in just 1 day. Marie Claire February 2014
408. Lancôme. Make a resolution now for beautiful skin all year. Marie Claire February 2014
409. L'Oreal Paris. I've found my perfect light. Doutzen Kroes. Marie Claire May 2012
410. Colgate. Enamel safe everyday you brush. Marie Claire April 2012
411. Lancôme. Now, Aura is our science. Cosmopolitan July 2010
412. Maybelline. Now silk makes shadow new gain. Cosmopolitan July 2010
413. Maybelline. Finally, the complete makeup collection of your dreams. Marie Claire February 2014
414. Maybelline. Get ready to experience colour like never before. Marie Claire February 2014
415. Essie. Every now and then I indulge in something wicked. Flare July 2012

416. Essie. Before the clock strikes midnight, make sure you're good to go. Flare July 2012
417. Essie. In my fall collection, I've nailed it all. Cosmopolitan July 2010
418. L'Oreal Paris. Once you find the one...you never look back. Marie Claire February 2014
419. Covergirl. Now you see it, now you don't. Flare July 2012
420. Covergirl. Get beautiful color now. Cosmopolitan July 2010
421. Neutrogena. Wrap your body in 24 hour moisture. Flare July 2012
422. Olay. Now you can have an Olay body. Flare July 2012
423. Johnson's. Johnson's Forever. (Instyle, October 2011)
424. Barry M. Make everyday beautiful x (Instyle, October 2011)
425. Garnier. Tired of dry, itchy skin? Enjoy 7 days of long-lasting hydration. Elle February 2013
426. Pantene. Dare to go 72-hour smooth. Allure July 2013
427. Olay. All day moisturisation. Cosmopolitan May 2012
428. Essie. Things can get a little steamy in the cab-ana. Cosmopolitan May 2012
429. L'Oreal Paris. Now see pores vanish. Allure March 2014
430. Colgate. Whiter teeth in 1 day. Allure March 2014
431. Clear. Take the 7 day scalp and hair challenge. Elle March 2013
432. L'Oreal Paris. Gorgeous haircolour has never been easier. Elle June 2012
433. Vichy. Skin looks healthier and smoother in 7 days. Elle February 2012
434. Olay. Relax the look of wrinkles in an instant. Elle January 2012
435. Pond's. Discover radiant skin in just 7 days with 2 easy steps. Elle April 2014
436. Maybelline. Trending now purples reign. Cosmopolitan February 2014
437. VS. Boosts and lifts hair for up to 24 hours. Cosmopolitan February 2014
438. Oral-B. Removes up to 80% of surface stains in just 2 weeks. Cosmopolitan UK February 2014
439. Pantene. Instantly reverse the signs of damage. Cosmopolitan UK October 2013
440. Pantene. New deep moisture soufflé with Pro-Vitamin B5. Up to 48h of silky smoothness. Cosmopolitan UK October 2013
441. TRESemme. Hold your catwalk look every day. Cosmopolitan UK October 2013
442. Dove. Deep hair reconstruction is available in just 5 washes. Cosmopolitan UK September 2013
443. Maybelline. Up to 24hr tattoo tenacity. Cosmopolitan October 2013
444. L'Oreal Paris. All day all night live your life in all-out color. Cosmopolitan October 2013
445. Murad. Clinically proven to fade spots by 33% in just one week. Cosmopolitan October 2013
446. Aussie Mega. All day hold that's fast and flexible. Cosmopolitan October 2013
447. Aussie. 3x the moisture in 3 minutes. Cosmopolitan October 2013
448. Lancôme. What if foundation could transform your skin in 4 weeks? Cosmopolitan September 2013
449. VS. Now sleek meets chic. Cosmopolitan September 2013
450. Maybelline. Now, sexy sheer color with a whisper-soft feel. Cosmopolitan September 2013
451. L'Oreal Paris. Now reduce hair fall by 64%. Cosmopolitan September 2013
452. L'Oreal Paris. Instant skin smoother. Erases the look of lines, pores and wrinkles in seconds. Cosmopolitan September 2013
453. L'Oreal Paris. Now beautifully defined curls. Cosmopolitan September 2013
454. Dove. 9 out of 10 women preferred Dove ClearTone for more even looking skin tone in just 2 weeks. Cosmopolitan September 2013



455. Clearasil. "The skin. The swagger. You're owning it today." Cosmopolitan September 2013
456. Murad. Clinically proven: 92% of users experienced a reduction in acne breakouts in just 3 days. Cosmopolitan September 2013
457. Crest. Undo today's snack. Cosmopolitan September 2013
458. Clinique. Yes, now you can wear nail enamel. Even with your sensitive skin. Cosmopolitan July 2013
459. Crest. Undo today's latte. Cosmopolitan July 2013
460. Estee Lauder. Now, a youth-infusing serum for eyes. Cosmopolitan June 2013
461. VS. Helps waterproof your color for up to 48 washes. Cosmopolitan November 2013
462. Maybelline. Rescue my sore lips now. Cosmopolitan November 2013
463. L'Oreal Paris. Boost your color. Go from mousy to glossy. Cosmopolitan August 2013
464. Smashbox. "Most amazing product I've ever used. Glamour UK January 2014
465. Oral-B. Polish away plaque and 80% of surface stains for whiter teeth in 2 weeks. Glamour UK January 2014
466. Head and Shoulders. We've made dandruff a non-issue. Now let's do something about your damaged hair. Cosmopolitan October 2012
467. Maybelline. Now mega volume goes mega plush! Cosmopolitan October 2012
468. Garnier. Now condition deep without weight. Cosmopolitan October 2012
469. Wella. Style a new you every day. Cosmopolitan UK October 2010
470. Sure. Feel 100% fresh and dry for 48h. Cosmopolitan UK October 2010
471. TRESemme. "Get in on the secret of a professional-looking blow dry that holds all day." Cosmopolitan UK October 2010
472. L'Oreal Paris. Go super luxe blonde in just 10 minutes. Cosmopolitan UK October 2010
473. Estee Lauder. Now. Help erase even your deepest wrinkles-instantly. Elle Canada February 2010
474. Clinique. Younger looking skin. Instantly, and over time. Elle Canada February 2010
475. Maybelline. Now, vibration does what no hand can! Elle Canada February 2010
476. Revlon. The touch-up is now history. Elle Canada February 2010
477. L'Oreal Paris. Before there was haircolour, now there is Inoa. Elle Canada June 2010
478. L'Oreal Paris. Protect your face today for a more beautiful tomorrow. Elle Canada June 2010
479. Shiseido. Intensive brightening. Superb clarity. Revealed in just two weeks. Elle Canada June 2010
480. Garnier. The 1<sup>st</sup> hairspray powered by bamboo for 24h bounce-back hold. Elle Canada June 2010
481. Origins. Ageing seems to happen overnight. Now so does anti-ageing. Instyle UK December 2013
482. TRESemme. Colour is now more timeless. Instyle UK April 2014
483. Maybelline. Now makeup is cream-whipped for 100% baby-smooth perfection. Cosmopolitan October 2010
484. Olay. For firmer skin in 5 days. Cosmopolitan October 2010
485. Crest. Now you can keep it feeling fresh up to five times longer. Cosmopolitan October 2010
486. Bed Head. Now styling starts in the shower! Cosmopolitan October 2010
487. Neutrogena. We've always helped keep your skin clear. Now let us handle those wrinkles. Cosmopolitan October 2010

488. Garnier. Keep it straight. Now stay smooth and sleek for up to 7 washes. Cosmopolitan October 2010
489. Lancôme. 24 hour wear. Flawless coverage. Silky, divine, all day comfort. Cosmopolitan July 2010
490. Venus. Goodness of never letting go. Cosmopolitan July 2010
491. JOHN FRIEDA. Your frizz revolution starts now. Cosmopolitan July 2010
492. Estee Lauder. 24-Hour staying power. New. Double wear lipstick. Cosmopolitan October 2009
493. Garnier. Feel, smell and see the intensive 7 days difference. Elle April 2014
494. Garnier. Dryness undone in just 3 minutes. Cosmopolitan October 2009
495. Sally Hansen. Nail care now. Hi-tech treatment to go. Cosmopolitan October 2009
496. Neutrogena. Now you can wash away the day with new deep clean relaxing cleanser. Cosmopolitan October 2009
497. L'Oreal Paris. (nailpolish) Now you see me. Glamour December 2013
498. Maybelline. Our most lightweight foundation ever for 100% nude perfection. Elle February 2012
499. Clairol. Take charge of your color and take 10 years off today. Cosmopolitan February 2014
500. Maybelline. Meet BB cream! The 1-step wonder for a good skin day. Every day. Cosmopolitan October 2013
501. Maybelline. The purest shine ever! Instyle, August 2011
502. Garnier BB cream. Be at your Best everyday! Cosmopolitan UK October 2013
503. Herbal Essences. Our irresistible fragrances now in body wash. Cosmopolitan October 2013
504. Clearasil. Now you can visibly reduce redness and spot size overnight. Cosmopolitan UK October 2010
505. Biore. Take the 2 week challenge. Get ready for your close-up. Cosmopolitan October 2009
506. Lancôme. Make a resolution now for beautiful skin all year. Marie Claire February 2014
507. L'Oreal Paris. Once you find the one...you never look back. Marie Claire February 2014
508. L'Oreal Paris. Protect your face today for a more beautiful tomorrow. Elle Canada June 2010
509. Essie. You know I like to shake things up in winter. Elle February 2014
510. Pantene. Dare to turn up the volume and make it last all night. Elle January 2014
511. Revlon. Add sparkle to your beauty routine. Elle December 2013
512. L'Oreal Paris. Shine that has it all. Elle September 2013
513. Head and Shoulders. Save your scalp and hair from yourself. Elle March 2013
514. Marcelle. See your skin youthfully restructured. Elle March 2013
515. Vichy. The #1 serum in drugstores. Unveils its 10 powers. Elle February 2013
516. OPI. Try it on. Elle December 2012
517. Vichy. Act on them as soon as you spot them. Elle December 2012
518. ROC. We keep our promises. Elle July 2012
519. Infusium 23. My hair defines my look. Infusium defines my hair. Allure October 2013
520. Olay. Your skin isn't getting older. It's just tired. Vanity Fair October 2013
521. Suave. It feels so light on my hair. I love it! Vanity Fair May 2013
522. Simple. Perfect your skin naturally. Glamour December 2013
523. Olay. Skin so fresh it needs #nofilter. Glamour November 2013
524. TRESemme. Get hair as resilient as you are. Glamour March 2013

525. Palmer's Cocoa Butter. Palmer's works. I'm the proof. Glamour February 2013
526. Cymex. (lips) Help kiss your cold sore goodbye. Glamour February 2013
527. Fekkai. Beautiful hair is a measure of its care. Glamour January 2013
528. L'Oreal Paris. Take your hair out of the ordinary. Doutzen Kroes. Glamour August 2012
529. VO5. You deserve to be treated as an individual. Glamour April 2012
530. VO5. Any texture you desire. Glamour March 2012
531. Maxfactor. Draw attention to your lips. Glamour March 2012
532. L'Oreal Paris. Protect it, sleek it, own it. Cosmopolitan March 2014
533. Garnier. (hair) Rock your style. Cosmopolitan March 2014
534. L'Oreal Paris. Pump up the volume – plump up your lashes! Claudia Schiffer. Flare December 2012
535. EOS. (lotion) Make your skin smile. Cosmopolitan June 2013
536. Bead Head Tigi. Supercharge your hair for high octane shine. Cosmopolitan April 2013
537. Essie. Think of my luxeffects as the cherry on top. Cosmopolitan December 2012
538. Revlon. Have it all. Cosmopolitan November 2012
539. Suave. Smoothes your hair as well as a salon conditioning treatment with keratin. Cosmopolitan August 2012
540. Covergirl. Why do I love clean? Because it's sensitive to my skin. Cosmopolitan August 2012
541. It's a 10. You do it all. Cosmopolitan June 2012
542. Eucerin. Ask your doctor for expert advice. Cosmopolitan May 2012
543. DDF. Tackle root causes of your skin concerns. Cosmopolitan March 2012
544. Suave. Transform your hair. Cosmopolitan February 2012
545. Olay. It takes a team to make me glam, but just one cleanser to keep my skin clean and fresh. Carrie Underwood. Cosmopolitan January 2012
546. Revlon. Break all the rules, even your own. Flare October 2013
547. Cetaphil. Your skin shouldn't outshine you. Flare April 2013
548. Covergirl. Blast your volume. Flare February 2013
549. L'Oreal Paris. Find your colour crush. Flare December 2012
550. TRESemme. Restore salon radiance exactly where it's needed most. Flare April 2012
551. Softsoap. Butter up your skin. Flare January 2012
552. Softsoap. Surprise your skin. Wow your senses. Flare January 2012
553. Herbal Essences. You'll want to do it in the morning. Sometimes twice a day. Harper's Bazaar May 2013
554. L'Oreal Paris. It does it all – and does it beautifully. Jennifer Lopez. Harper's Bazaar December 2012
555. Essie. Just off the cuff, I think my mirror metallics reflect well on you. Harper's Bazaar August 2012
556. Crest. Top beauty editors think Crest 3D is the best. We think you'll agree. Harper's Bazaar January 2012
557. Olay. I will light up every room I walk into. Marie Claire February 2014
558. Olay. How do I want to look? Marie Claire August 2013
559. Sally Hansen. Treat your nails like a pro. Marie Claire June 2012
560. Organix. Indulge your skin the way nature intended. Marie Claire June 2012
561. Maybelline. Don't just apply: style your lashes! Instyle, August 2011
562. Maybelline. Because you cant take photoshop everywhere. Instyle, August 2011
563. Pantene. You don't need the sun to shine. Flare January 2012
564. Pantene. Let yourself shine. Instyle, August 2011

565. Pantene. Can your curls stay defined from 9 till 9? Cosmopolitan November 2012
566. Pantene. When performance comes from within, you shine. Cosmopolitan November 2012
567. Essie. I say make waves in aruba blue. Flare January 2012
568. Essie. If you want to pick up some color at the beach...I say go braziliant. Flare January 2012
569. Essie. My carry on has a handle on style. Cosmopolitan November 2012
570. Essie. ...so you can express yourself, indulge and have fun. Flare January 2012
571. Essie. I'm essie and whenever I wear mademoiselle I get a whiff of Paris. Flare January 2012
572. Essie. I travel incognito, but always bring poppy.razzi. Cosmopolitan November 2012
573. Essie. When I want to go zen, I do yogaga. Flare January 2012
574. Essie. I suggest you come out of your shell and have a resort fling. Cosmopolitan November 2012
575. Essie. Go bold and beautiful with my spring collection. Cosmopolitan UK September 2013
576. L'oreal Paris. Let your glam shine trough you. Cosmopolitan November 2012
577. Covergirl. Why do I love clean? Because the clean look is sexy. Cosmopolitan UK September 2013
578. Covergirl. Find your skin twin. Cosmopolitan UK September 2013
579. Covergirl. It doesn't look like make-up, it looks like great skin. Cosmopolitan UK September 2013
580. Covergirl. Your personality needs layers. Your face doesn't. Tatler March 2014
581. Covergirl. Blow me one petal soft kiss. Tatler March 2014
582. Revlon. My, what beautiful eyes you have. Tatler March 2014
583. Revlon. Don't deny it. Defy it. Tatler March 2014
584. Neutrogena. Makeup that actually improves your skin. Cosmopolitan July 2010
585. Neutrogena. Blocks the sun. Not your pores. Cosmopolitan July 2010
586. Olay. Fight what ages you most. Cosmopolitan UK September 2013
587. Olay. Join me in the battle against ageing! Cosmopolitan July 2010
588. Olay. Love the skin you're in. (Cosmopolitan, January 2010)
589. Simple. Perfect your skin naturally. (Cosmopolitan, October 2013)
590. Maybelline. Maybe she's born with it. Maybe it's Maybelline.(Cosmopolitan, October 2013)
591. Herbal Essences. It does beautiful things to your head. (Instyle, August 2011)
592. VO5. Express yourself. (Cosmopolitan, October 2013)
593. Pantene. Hair looking so healthy it shines. (Cosmopolitan, October 2013)
594. Obagi. May all your skin woes be answered. Tatler March 2014
595. Crest. Smile like you mean it. Tatler March 2014
596. Lancôme. So powerful that half of women considering a cosmetic procedure said they would delay it. Tatler March 2014
597. Covergirl. Everything's going pasteliciuos! Elle April 2014
598. L'Oreal Paris. Silkier hair with more hold than ever, I love it. Eva Longoria. Elle June 2012
599. Olay. "I want my skin to look good. Not good for my age." Cosmopolitan February 2014
600. Olay. "I will have bright eyes, the kind songs are written about." Cosmopolitan February 2014
601. Matrix. Imagine all you can be. Cosmopolitan February 2014
602. St. Ives. We took heavy out of lotion. Cosmopolitan February 2014

603. Clairol. Take charge of your color and take 10 years off today. Cosmopolitan February 2014
604. Nice'n easy. Color so natural. They may just think you were born with it. Cosmopolitan February 2014
605. Herbal Essences. Next time you shower, let your hair get naked too. Cosmopolitan February 2014
606. Aussie. End your dry spell with a miracle. Cosmopolitan February 2014
607. Clairol. "My hair looks healthier and hotter than before I coloured. Cosmopolitan February 2014
608. Ogx. Nourish your hair the way nature intended. Cosmopolitan February 2014
609. Clinique. Give your skin a healthy start. Cosmopolitan UK February 2014
610. Olay. 13 years of using Total Effects and I still look YOUNG. Cosmopolitan UK February 2014
611. Pantene. "I want to keep my youthful length, for longer." Cosmopolitan UK February 2014
612. Herbal Essences. Got what it takes to get three Yesses? Cosmopolitan UK February 2014
613. Aussie. I do it in the stationery cupboard. Cosmopolitan UK February 2014
614. L'Oreal Paris SkinPerfection. Live a little, your skin will forgive you. Cosmopolitan UK February 2014
615. Maybelline. Amplify lashes all around with our 1<sup>st</sup> pamoramic, eye opening double brush. Cosmopolitan UK February 2014
616. Max Factor. Save your skin from drying foundation. Cosmopolitan UK October 2013
617. Olay. For the winning complexion choose the right glow for you. Cosmopolitan UK October 2013
618. Aquafresh. Illuminate your smile. Cosmopolitan UK October 2013
619. VO5. Express yourself with straightening lotion. Cosmopolitan UK October 2013
620. JOHN FRIEDA. Consider your frizz conquered. Cosmopolitan UK October 2013
621. BarryM. Make your nails POP with 5 textured sprinkle finishes! Cosmopolitan UK October 2013
622. Clinique. I want candy. For eyes. Cosmopolitan UK December 2013
623. L'Oreal Paris. Texturise your hair anyway you like it. Cosmopolitan UK December 2013
624. Aussie. Shine like you mean it this Christmas. Cosmopolitan UK December 2013
625. Palmolive. Find your sanctuary. Cosmopolitan UK September 2013
626. L'Oreal Paris. Transform your hair from felling dry to weightlessly nourished, replenished and silky soft. Cosmopolitan UK September 2013
627. Sanex. Did you know your skin's natural bacteria is essential? Cosmopolitan UK September 2013
628. Olay. Look forward to a more even skin tone in your future. Cosmopolitan October 2013
629. Orly. It all started with Pink. Cosmopolitan October 2013
630. L'Oreal Paris. Advanced Haircare so personalized – 9 out of 10 who purchased it, prefer it. Cosmopolitan October 2013
631. L'Oreal Paris. Change the life of your hair. Cosmopolitan October 2013
632. Jergens. Three weeks to find the dress, and all you notice is her silky, smooth skin. Cosmopolitan October 2013

633. Mary Kay. Flirtatiously fun color you can remix-n-match with ease. Cosmopolitan October 2013
634. Sexyhair. In Hollywood a girl's virtue is much less important than her hairdo. Marilyn Monroe. Cosmopolitan October 2013
635. Maybelline. I want 8HR hydration with a neon kick! Cosmopolitan October 2013
636. Lancôme. Recapture the skin you were born to have. See it. Feel it. Cosmopolitan July 2013
637. bareMinerals. Hydration you feel. Foundation you don't. Cosmopolitan October 2013
638. Clean and Clear. Wake up your face! Cosmopolitan September 2013
639. Lancôme. Make your way to the top of the list... Cosmopolitan September 2013
640. Simple. "Skin loving ingredients. No harsh chemicals that can upset skin. That's why I trust Simple to be kind to my skin." Cosmopolitan September 2013
641. Infusium23. My hair defines my look. Infusium defines my hair. Cosmopolitan September 2013
642. Neutrogena. Kiss your stubborn makeup goodbye. Cosmopolitan July 2013
643. Hawaiian Tropic. Protection you'll love to put on. Cosmopolitan July 2013
644. Pantene. Dare to hold your hair high. Cosmopolitan July 2013
645. RUSK. Give your hair color its day in the sun! Cosmopolitan July 2013
646. Covergirl. Say it loud! Cosmopolitan June 2013
647. Pure Silk. Soothing botanicals ensure soft skin. And nourish your ego. Cosmopolitan June 2013
648. Maybelline. Leave your mark on their hearts. Cosmopolitan November 2013
649. Sexyhair. I love to do things the censors won't pass. Marilyn Monroe. Cosmopolitan November 2013
650. L'Oreal Paris. Discover your true match. Cosmopolitan August 2013
651. TRESemme. RULE your hair. Cosmopolitan August 2013
652. Garnier. Indulge in our Ultimate Body Oils for irresistible party-perfect skin. Glamour UK January 2014
653. L'Oreal Paris. Warm up your winter look. Glamour UK January 2014
654. Simple. Brighten up your skin naturally. Glamour UK January 2014
655. Bed Head. Feed your colour addiction. Cosmopolitan January 2014
656. Neutrogena. What's better than nourishing your skin with vitamins, antioxidants and omegas? Cosmopolitan January 2014
657. Clinique. Works on dark circles. 15 years in the making. Results you can see. Cosmopolitan October 2012
658. Laura Mercier. "Give your skin a fresh, healthy, 'no makeup' look with a soft hint of colour that evens and enhances the skin" – Laura Mercier. Cosmopolitan October 2012
659. Wella. Ask your stylist for a look that commands the spotlight. Cosmopolitan October 2012
660. L'Oreal Paris. It's color that moves you. Cosmopolitan October 2012
661. Infusium23. No way I'm washing this out. Cosmopolitan October 2012
662. Maybelline. Dare to wear our longest-lasting shadow. Cosmopolitan October 2012
663. Olay. For the perfect Christmas treat, try our No. 1 Best Sellers. Cosmopolitan UK December 2013
664. Pantene. 100 blow-drys, 100 styles, 1 amazing product to whip your hair back into shape! Cosmopolitan October 2012
665. Clairol. "Try my healthier hair color indulgence". Cosmopolitan October 2012

666. Garnier. Our first foam that nourishes while it colors. Cosmopolitan October 2012
667. L'Oreal Paris. "I love it, and my lips do too." – Doutzen Kroes. Cosmopolitan October 2012
668. L'Oreal Paris. You won't believe your eyes. Cosmopolitan October 2012
669. Degree. Yeah, I sweat. Cosmopolitan October 2012
670. Clinique. Can great skin be created? Our guiding dermatologists say yes. Cosmopolitan UK October 2010
671. Herbal Essences. I love a happy ending. All 100, 000 of them. Cosmopolitan UK October 2010
672. Pantene. I'll use my "pretend to be puzzled" pen to secretly scratch my head. Cosmopolitan UK October 2010
673. Maybelline. Makes you feel like undiscovered model. Cosmopolitan UK October 2010
674. Clearasil. Now you can visibly reduce redness and spot size overnight. Cosmopolitan UK October 2010
675. VO5. Make your hair resistible. Lasting hold whatever the weather. Cosmopolitan UK October 2010
676. YSL. Gloss? Stain? Lipstick? Stop compromising and have it all. Elle UK February 2014
677. ROC. Stop looking at your wrinkles. Look deeper. Elle Canada February 2010
678. Covergirl and Olay. What do you do when you're the #1 anti-aging foundation? Start a family! Elle Canada February 2010
679. L'Oreal Paris. It's the end of flat colour. I want prismatic, multi-faceted, shimmering colour. Elle Canada February 2010
680. Alberto (hair). Hold your style. Hold your own. Elle Canada February 2010
681. Pantene. Look fabulous even when it's freezing. Elle Canada February 2010
682. JOHN FRIEDA. Go lighter. Go brighter. You're a blonde. You can do anything you want. Elle Canada June 2010
683. Estee Lauder. Our #1 repair formula women around the world can't live without. Elle Canada June 2010
684. L'Oreal Paris. Introducing our first 100% sulfate-free strengthening shampoo. Elle Canada June 2010
685. L'Oreal Paris. Want stronger, healthier hair? Maybe you should sleep on it. Elle Canada June 2010
686. Biotherm. Combat cellulite, no matter its origin-behavioural or genetic. Elle Canada June 2010
687. Garnier. Wake up your skin's youthful radiance. Elle Canada June 2010
688. Garnier. You like our hairspray? Elle Canada June 2010
689. Clarins. Your eyes should say it all. Except your age. Instyle UK December 2013
690. L'Oreal Paris. Laser renew your skin by night. Instyle UK December 2013
691. Toni&Guy. Define your look from the head down. Instyle UK December 2013
692. L'Oreal Paris (lips). When oils meet colour, it reveals the extraordinary. Instyle UK April 2014
693. Essie. "Want a taste of luxury? Then get your hands on my belugaria." Instyle UK April 2014
694. Aussie. Of course I can live without it. Like champagne without fizz and roll without rock. Instyle UK April 2014
695. L'Oreal Paris. Smoky eyes in shades that enhance your eye color. Cosmopolitan October 2010
696. Herbal Essences. Someone's been doing the herbal. Cosmopolitan October 2010

697. Olay. Younger-looking eyes? Roll with it. Cosmopolitan October 2010
698. Olay. Are you paying for a body wash that's 85% water? Cosmopolitan October 2010
699. Neutrogena. What's your most stubborn makeup most afraid of? Us. Cosmopolitan October 2010
700. Sally Hansen. Your lips deserve expert care. Cosmopolitan October 2010
701. Clairol. Think it takes hours to get haircolor like this? Think again. Cosmopolitan October 2010
702. Latisse. When your lashes grow, your lashes show! Cosmopolitan October 2010
703. Lancôme. Youth is in your genes. Reactivate it. Discover the skin you were born to have. Cosmopolitan July 2010
704. OPI. Catch me in your net. Cosmopolitan July 2010
705. Neutrogena. Makes acne one less stress in your life. And, exhale. Cosmopolitan July 2010
706. Vaseline. Feel light. It's skin season. Cosmopolitan July 2010
707. Pantene. Can your smooth pass the second day test? Cosmopolitan July 2010
708. Skintinmate. Get skintimate with your legs. Cosmopolitan July 2010
709. Nivea (body wash). It all starts with a smile. Cosmopolitan July 2010
710. Nivea. When you feel it. Others feel it too. Happiness is contagious. Cosmopolitan July 2010
711. Covergirl. Ignite your beautiful! Cosmopolitan October 2009
712. Infusium23. Finally, we meet. Cosmopolitan October 2009
713. Covergirl. The colorful smoky eye made easy-like having makeup artist at your fingertips! Cosmopolitan October 2010
714. Biore. Take the 2 week challenge. Get ready for your close-up. Cosmopolitan October 2009
715. Secret. If you're stashing backups, you need a new antiperspirant. Cosmopolitan October 2009
716. Matrix. Imagine...your hair color in Mocha. Cosmopolitan October 2009
717. Suave. It feels so light on my hair. I love it! Vanity Fair May 2013
718. Dove. She sees flaws. We see freckles. Cosmopolitan December 2013
719. Olay. It takes a team to make me glam, but just one cleanser to keep my skin clean and fresh. Carrie Underwood. Cosmopolitan January 2012
720. L'Oréal Paris. Let your glam shine through you. Cosmopolitan July 2010
721. Herbal Essences. It does beautiful things to your head. (Instyle, August 2011)
722. Crest. Smile like you mean it. Tatler March 2014
723. Olay. "I want my skin to look good. Not good for my age." Cosmopolitan February 2014
724. L'Oréal Paris. Beat the heat, boost your style. Cosmopolitan UK February 2014
725. Essie. Just off the cuff, I think my mirror metallics reflect well on you. Harper's Bazaar August 2012
726. L'Oréal Paris. "I love it, and my lips do too." – Doutzen Kroes. Cosmopolitan October 2012
727. Marcelle. Does it all for you, instantly! Elle June 2013
728. Neutrogena. Now, clean skin comes naturally. Elle October 2012
729. L'Oréal Paris. Silkier hair with more hold than ever, I love it. Eva Longoria. Elle July 2012
730. Olay. New BB cream has you covered. Allure August 2013
731. CeraVE. (lotion) Now there's an easy way to deal with the little bumps in life. Allure April 2013
732. Pantene. Repair 2 years of damage in 2 minutes. Vanity Fair August 2013



733. Lancôme. Now. Lift and tighten all facial zones. Vanity Fair June 2013
734. L'Oreal Paris. Instant skin smoother erases the look of lines, pores and wrinkles in seconds. Glamour October 2013
735. L'Oreal Paris. Get your nails red carpet ready NOW. Glamour August 2013
736. Essie. Sound the bell, I've been naughty nautical. Glamour June 2013
737. Estee Lauder. Imagine 15 hours of flawless. Glamour April 2013
738. Herbal essences. You crowned us with glory. Now we'd like to return the favour. Glamour October 2012
739. Maybelline. (nail) Trending now. Purples reign. Cosmopolitan March 2014
740. Crest. Undo today's snack. Cosmopolitan September 2013
741. Crest. Use together and whiten your smile in just 2 days. Flare July 2013
742. Garnier Olia. Breakthrough oil-powered technology in 21 beautiful shades. Find your perfect one now! Flare February 2013
743. Essie. A leading lady is always dressed to thrill. Flare December 2012
744. Maybelline. Meet the first ever 10HR glossy stain. Flare July 2012
745. L'Oreal Paris. Now fight aging in 3 dimensions. Harper's Bazaar October 2012
746. Elizabeth Arden. Protecting your skin from environmental threats is a 24/7 job. Harper's Bazaar November 2011
747. Crest. Whiten your smile in just 1 day. Marie Claire February 2014
748. Lancôme. Make a resolution now for beautiful skin all year. Marie Claire February 2014
749. Lancôme. Now, Aura is our science. Cosmopolitan July 2010
750. Maybelline. Now silk makes shadow new gain. Cosmopolitan July 2010
751. Maybelline. Get ready to experience colour like never before. Marie Claire February 2014
752. Essie. Every now and then I indulge in something wicked. Flare July 2012
753. Essie. Before the clock strikes midnight, make sure you're good to go. Flare July 2012
754. L'Oreal Paris. Once you find the one...you never look back. Marie Claire February 2014
755. Covergirl. Now you see it, now you don't. Flare July 2012
756. Covergirl. Get beautiful color now. Cosmopolitan July 2010
757. Neutrogena. Wrap your body in 24 hour moisture. Flare July 2012
758. Olay. Now you can have an Olay body. Flare July 2012
759. Barry M. Make everyday beautiful x (Instyle, October 2011)
760. Garnier. Tired of dry, itchy skin? Enjoy 7 days of long-lasting hydration. Elle February 2013
761. Essie. Things can get a little steamy in the cab-ana. Cosmopolitan May 2012
762. L'Oreal Paris. Now see pores vanish. Allure March 2014
763. Pond's. Discover radiant skin in just 7 days with 2 easy steps. Elle April 2014
764. Oral-B. Removes up to 80% of surface stains in just 2 weeks. Cosmopolitan UK February 2014
765. Pantene. Instantly reverse the signs of damage. Cosmopolitan UK October 2013
766. TRESemme. Hold your catwalk look every day. Cosmopolitan UK October 2013
767. Murad. Clinically proven to fade spots by 33% in just one week. Cosmopolitan October 2013
768. Lancôme. What if foundation could transform your skin in 4 weeks? Cosmopolitan September 2013
769. VS. Now sleek meets chic. Cosmopolitan September 2013
770. L'Oreal Paris. Now reduce hair fall by 64%. Cosmopolitan September 2013

771. L'Oreal Paris. Instant skin smoother. Erases the look of lines, pores and wrinkles in seconds. Cosmopolitan September 2013
772. Murad. Clinically proven: 92% of users experienced a reduction in acne breakouts in just 3 days. Cosmopolitan September 2013
773. Clinique. Yes, now you can wear nail enamel. Even with your sensitive skin. Cosmopolitan July 2013
774. Crest. Undo today's latte. Cosmopolitan July 2013
775. VS. Helps waterproof your color for up to 48 washes. Cosmopolitan November 2013
776. Maybelline. Rescue my sore lips now. Cosmopolitan November 2013
777. L'Oreal Paris. Boost your color. Go from mousy to glossy. Cosmopolitan August 2013
778. Oral-B. Polish away plaque and 80% of surface stains for whiter teeth in 2 weeks. Glamour UK January 2014
779. Head and Shoulders. We've made dandruff a non-issue. Now let's do something about your damaged hair. Cosmopolitan October 2012
780. Maybelline. Now mega volume goes mega plush! Cosmopolitan October 2012
781. Garnier. Now condition deep without weight. Cosmopolitan October 2012
782. Wella. Style a new you every day. Cosmopolitan UK October 2010
783. Sure. Feel 100% fresh and dry for 48h. Cosmopolitan UK October 2010
784. TRESemme. "Get in on the secret of a professional-looking blow dry that holds all day." Cosmopolitan UK October 2010
785. L'Oreal Paris. Go super luxe blonde in just 10 minutes. Cosmopolitan UK October 2010
786. Estee Lauder. Now. Help erase even your deepest wrinkles-instantly. Elle Canada February 2010
787. Maybelline. Now, vibration does what no hand can! Elle Canada February 2010
788. L'Oreal Paris. Before there was haircolour, now there is Inoa. Elle Canada June 2010
789. L'Oreal Paris. Protect your face today for a more beautiful tomorrow. Elle Canada June 2010
790. Shiseido. Intensive brightening. Superb clarity. Revealed in just two weeks. Elle Canada June 2010
791. Garnier. The 1<sup>st</sup> hairspray powered by bamboo for 24h bounce-back hold. Elle Canada June 2010
792. Origins. Ageing seems to happen overnight. Now so does anti-ageing. Instyle UK December 2013
793. TRESemme. Colour is now more timeless. Instyle UK April 2014
794. Maybelline. Now makeup is cream-whipped for 100% baby-smooth perfection. Cosmopolitan October 2010
795. Crest. Now you can keep it feeling fresh up to five times longer. Cosmopolitan October 2010
796. Bed Head. Now styling starts in the shower! Cosmopolitan October 2010
797. Neutrogena. We've always helped keep your skin clear. Now let us handle those wrinkles. Cosmopolitan October 2010
798. Garnier. Keep it straight. Now stay smooth and sleek for up to 7 washes. Cosmopolitan October 2010
799. JOHN FRIEDA. Your frizz revolution starts now. Cosmopolitan July 2010
800. Estee Lauder. 12-Hour staying power. New. Double wear lipstick. Cosmopolitan October 2009
801. Garnier. Feel, smell and see the intensive 7 days difference. Elle April 2014

802. Neutrogena. Now you can wash away the day with new deep clean relaxing cleanser. Cosmopolitan October 2009
803. Clairol. Take charge of your color and take 10 years off today. Cosmopolitan February 2014
804. Clearasil. Now you can visibly reduce redness and spot size overnight. Cosmopolitan UK October 2010
805. Biore. Take the 2 week challenge. Get ready for your close-up. Cosmopolitan October 2009
806. Lancôme. Make a resolution now for beautiful skin all year. Marie Claire February 2014
807. L’Oreal Paris. Once you find the one...you never look back. Marie Claire February 2014
808. L’Oreal Paris. Protect your face today for a more beautiful tomorrow. Elle Canada June 2010
809. Suave. This is amazing for shine. Glamour May 2013
810. Olay. Ultra moisture that rises above basic cleansing. Glamour March 2013
811. Dove. Hair therapy. Smooth out those kinks. Glamour January 2013
812. Infusium23. No way I’m washing this out. Cosmopolitan August 2012
813. Olay. The moisturizer that creamed a \$500 cream. Flare January 2013
814. L’Oreal Paris. This shade is not made to fade. Claudia Schiffer. Harper’s Bazaar November 2011
815. Nexxus. A higher standard in smooth hair is here. Marie Claire June 2012
816. Essie. DJ play that song, so I can get my groove on! Flare July 2012
817. L’Oreal Paris. This makeup is so true to my skin, it actually mimics it. Flare July 2012
818. Covergirl. The clump stops here. Flare July 2012
819. Covergirl. Can your lipcolor outlast this day? Flare July 2012
820. Eurcerin. Skin science that shows. Flare July 2012
821. Aussie. “There’s more to life than hair, but it’s a good place to start” Cosmopolitan, October 2013
822. Palmer’s. Luxury this rich can only come from the body butter experts. Cosmopolitan UK October 2010
823. L’Oreal Paris. The 1<sup>st</sup> reusable permanent hair colour is here. Instyle UK December 2013
824. Covergirl. Try lightweight coverage that’s made to fit you! Cosmopolitan October 2010
825. Sally Hansen. Irresistible beauty that works. Cosmopolitan July 2010
826. Revlon. This is the start of something big. Cosmopolitan July 2010
827. L’Oreal Paris. Shine that has it all. Elle September 2013
828. Crest. A smile that doesn’t just enter a room, it makes an entrance. Elle December 2012
829. Neutrogena. Makeup that actually improves your skin. Flare July 2012
830. Lancôme. So powerful that half of women considering a cosmetic procedure said they would delay it. Tatler March 2014
831. Laura Mercier. “Give your skin a fresh, healthy, ‘no makeup’ look with a soft hint of colour that evens and enhances the skin” – Laura Mercier. Cosmopolitan October 2012
832. Wella. Ask your stylist for a look that commands the spotlight. Cosmopolitan October 2012
833. Covergirl. Fire up the volume. Elle August 2013
834. Shea Moisture. Welcome to the Family... Allure January 2014

835. Pantene. Demand the expert secret to hair that acts 10 years younger. Allure June 2013
836. Elizabeth Arden. The imperfections vanish. Skin is illuminated. Glow is recaptured. Allure April 2013
837. L'Oreal Paris. Dare to turn up the heat. Vanity Fair September 2013
838. Lancôme. The power of the duo: 80% of women said that skin looked improved, as if transformed. Glamour February 2013
839. Maybelline. (lips) Fall for the colour. Live for the feel. Cosmopolitan March 2014
840. Sally Hansen. Skip the salon and save. Cosmopolitan September 2013
841. Rimmel. Steal the show. Cosmopolitan April 2013
842. Olay. Say nah to the spa. Cosmopolitan April 2013
843. Chanel. The ultimate eye cream. Newly revealed as precious as it is powerful. Flare September 2012
844. Herbal Essences. The power to shape shift. Flare May 2012
845. Herbal Essences. Tame the wild...Flare January 2012
846. Rimmel. Rev up the volume. Flare November 2011
847. Sisley. Defending the skin's youth potential. Harper's Bazaar March 2014
848. TRESemme. The only full line that revives style between washes. Marie Claire May 2012
849. Revlon. Get the glowing reviews. Instyle, August 2011
850. Venus. Reveal the goddess in you. (Instyle, August 2011)
851. Maybelline. See the perfect. Not the powder. Elle April 2014
852. Scope. Don't miss the Valentine's Day kiss. Elle February 2014
853. Teatree. Discover the natural magic of tea tree. Cosmopolitan February 2014
854. Sally Hansen. The proof is in the polish. Cosmopolitan February 2014
855. Maybelline. Fall under the spell of the elixir effect. Cosmopolitan February 2014
856. L'Oreal Paris. Beat the heat, boost your style. Cosmopolitan UK February 2014
857. Maybelline. Master the smoky eye. Cosmopolitan Australia April 2014
858. Herbal Essences. Join the buzz. Cosmopolitan UK October 2013
859. Aussie. Nobody paints the town quite like an Aussie girl. Cosmopolitan UK October 2013
860. TRESemme. Protects when the heat is on. Cosmopolitan UK October 2013
861. Rimmel. Go the extra mod. Cosmopolitan UK December 2013
862. Maybelline. Meet BB cream! The 1-step wonder for a good skin day. Every day. Cosmopolitan October 2013
863. Covergirl. Set the world on fire! Cosmopolitan July 2013
864. Lancôme. Recapture the skin you were born to have. See it. Feel it. Cosmopolitan July 2013
865. Living proof (hair). The weight is over. Cosmopolitan July 2013
866. L'Oreal Paris. Change the life of your hair. Cosmopolitan June 2013
867. Covergirl. Build the volume not the clumps. Cosmopolitan June 2013
868. Jergens. (skin) Feel free to lose the foundation. Cosmopolitan June 2013
869. Maybelline. Dare to come alive in the new vivids. Cosmopolitan June 2013
870. Maybelline. Go from thin to thick with just a twist of the wrist. Cosmopolitan June 2013
871. Covergirl. Hot looks to hit the books! Cosmopolitan August 2013
872. Max Factor. Steal the show. Glamour UK January 2014

## APPENDIX 4

### DISCOURSE DEIXIS

873. Covergirl. Fire up the volume. Elle August 2013
874. Jergens (skin). The Beautiful Difference. Elle July 2012
875. Aveeno. See the beautiful difference healthier skin can make. Allure January 2014
876. Shea Moisture. Welcome to the Family... Allure January 2014
877. Pantene. Dare to do the style not the damage. Allure December 2013
878. Exuviance. The science of skin transformation. Allure August 2013
879. Pantene. Demand the expert secret to hair that acts 10 years younger. Allure June 2013
880. Dior. Diorshow. The original backstage mascara. Allure June 2013
881. Elizabeth Arden. The imperfections vanish. Skin is illuminated. Glow is recaptured. Allure April 2013
882. Clarins. One with the power of two. Vanity Fair October 2013
883. L'Oreal Paris. Dare to turn up the heat. Vanity Fair September 2013
884. Rimmel. Nail the salon look. Glamour September 2013
885. Garnier. The strength to shine. Glamour March 2013
886. Lancôme. The power of the duo: 80% of women said that skin looked improved, as if transformed. Glamour February 2013
887. Maybelline. (lips) Fall for the colour. Live for the feel. Cosmopolitan March 2014
888. Sally Hansen. Skip the salon and save. Cosmopolitan September 2013
889. Rimmel. Steal the show. Cosmopolitan April 2013
890. Olay. Say nah to the spa. Cosmopolitan April 2013
891. Neutrogena. The No. 1 Dermatologists' Choice. Cosmopolitan April 2012
892. Maybelline. The most lightweight foundation on earth for 100% nude perfection. Cosmopolitan February 2012
893. LUX. (body) Guaranteed softness from the first wash. Cosmopolitan November 2011
894. Rimmel. Get the velvet touch. Flare March 2013
895. L'Oreal Paris. Pump up the volume – plump up your lashes! Claudia Schiffer. Flare December 2012
896. Chanel. The ultimate eye cream. Newly revealed as precious as it is powerful. Flare September 2012
897. Herbal Essences. The power to shape shift. Flare May 2012
898. Herbal Essences. Tame the wild... Flare January 2012
899. Rimmel. Rev up the volume. Flare November 2011
900. Covergirl. Feel the love! Flare November 2011
901. Sisley. Defending the skin's youth potential. Harper's Bazaar March 2014
902. Exuviance. The science of skin transformation. Harper's Bazaar December 2014
903. Estee Lauder. The Alligator Compact. Harper's Bazaar November 2011
904. Perricone MD. The Science of aging beautifully. Marie Claire August 2012
905. TRESemme. The only full line that revives style between washes. Marie Claire May 2012
906. Maybelline. Indulge in the colour of passion. Marie Claire March 2012
907. Jergens. The difference between dry skin and divine skin. Marie Claire February 2012
908. Maybelline. The purest shine ever! Instyle, August 2011
909. Revlon. Get the glowing reviews. Instyle, August 2011

910. MaxFactor. The Makeup of Makeup Artists. (Cosmopolitan, October 2013)
911. Rimmel. Get the London look. (Cosmopolitan, October 2013)
912. Venus. Reveal the goddess in you. (Instyle, August 2011)
913. Revlon. Feel the love. (Cosmopolitan, January 2010)
914. Essie. For the twill of it. (Cosmopolitan, October 2010)
915. Chanel. The infinite power of revitalised skin as precious as it is powerful.  
Tatler March 2014
916. Maybelline. Fall for the color. Live for the feel. Allure March 2014
917. Garnier. Feel, smell and see the intensive 7 days difference. Elle April 2014
918. Maybelline. See the perfect. Not the powder. Elle April 2014
919. Scope. Don't miss the Valentine's Day kiss. Elle February 2014
920. Perfect 10. (hair) Rich colour from the inside out. Elle November 2011
921. Teatree. Discover the natural magic of tea tree. Cosmopolitan February 2014
922. Lancôme Dreamtone. The next generation of dark spot correction. Cosmopolitan  
February 2014
923. OPI. The undeniable glamour of red. Cosmopolitan February 2014
924. Sally Hansen. The proof is in the polish. Cosmopolitan February 2014
925. Maybelline. Fall under the spell of the elixir effect. Cosmopolitan February  
2014
926. L'Oreal Paris. The art of the brow. Cosmopolitan UK February 2014
927. Vichy. The 1<sup>st</sup> skin idealiser by Vichy. Cosmopolitan UK February 2014
928. L'Oreal Paris. Beat the heat, boost your style. Cosmopolitan UK February 2014
929. ST. TROPEZ. The ultimate tan. Cosmopolitan UK February 2014
930. JOHN FRIEDA. Take the brunette to another dimension. Cosmopolitan  
Australia April 2014
931. Maybelline. Master the smoky eye. Cosmopolitan Australia April 2014
932. White Glo. The winning combination for a perfect smile. Cosmopolitan  
Australia April 2014
933. Herbal Essences. Join the buzz. Cosmopolitan UK October 2013
934. Clarins. One. With the power of two. Cosmopolitan UK October 2013
935. Aussie. Nobody paints the town quite like an Aussie girl. Cosmopolitan UK  
October 2013
936. TRESemme. Protects when the heat is on. Cosmopolitan UK October 2013
937. Rimmel. Go the extra mod. Cosmopolitan UK December 2013
938. Olay. For the perfect Christmas treat, try our No. 1 Best Sellers. Cosmopolitan  
UK December 2013
939. Maybelline. Meet BB cream! The 1-step wonder for a good skin day. Every day.  
Cosmopolitan October 2013
940. Algenist. The next generation face oil. Cosmopolitan October 2013
941. L'Oreal Paris. The un-makeup revolution. Cosmopolitan October 2013
942. L'Oreal Paris. Ultra fine precision. The exquisite winged line. Cosmopolitan  
September 2013
943. Garnier. Rock the curls. Cosmopolitan September 2013
944. Garnier. Lose the frizz. Cosmopolitan September 2013
945. Covergirl. Try the flamed out collection. Cosmopolitan July 2013
946. Covergirl. Set the world on fire! Cosmopolitan July 2013
947. L'Oreal Paris. Sun protection for every skin tone under the sun. Cosmopolitan  
July 2013
948. Lancôme. Recapture the skin you were born to have. See it. Feel it.  
Cosmopolitan July 2013
949. Living proof (hair). The weight is over. Cosmopolitan July 2013
950. L'Oreal Paris. Change the life of your hair. Cosmopolitan June 2013

951. Covergirl. Build the volume not the clumps. Cosmopolitan June 2013
952. Jergens. (skin) Feel free to lose the foundation. Cosmopolitan June 2013
953. Maybelline. Dare to come alive in the new vivids. Cosmopolitan June 2013
954. Maybelline. Go from thin to thick with just a twist of the wrist. Cosmopolitan June 2013
955. Pantene. The 1<sup>st</sup> BB CRÈME for your hair. Cosmopolitan June 2013
956. Perricone MD. The skin shield. Cosmopolitan August 2013
957. Covergirl. Hot looks to hit the books! Cosmopolitan August 2013
958. Max Factor. Steal the show. Glamour UK January 2014
959. Covergirl. (mascara) The making of a bombshell. Cosmopolitan January 2014
960. Estee Lauder. The new collection for nails, lips and eyes. Cosmopolitan October 2012
961. Dior. The new nude. Cosmopolitan October 2012
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963. Garnier. Forget heavy serums. Spray on the sleek! Cosmopolitan October 2012
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