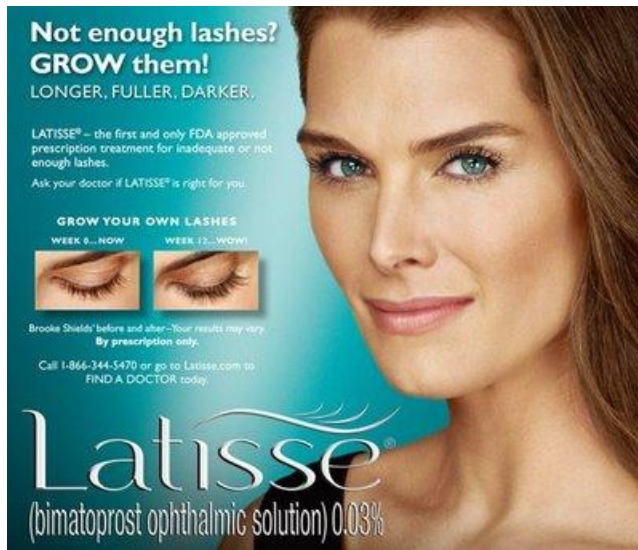


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The type of advertising that I first noticed about this advertisement was that it is an **endorsement**. The image of celebrity Brooke Shields with the implication that she uses Latisse, and the allowance she gave Latisse to use her image is an indication that this is an endorsement. The smaller image on the ad with Shields' eye lashes before and after also implies that she is using the product. In reality this ad is also a weasel word ad because it never says Brook Shields' before and after using Latisse, but rather says "Brooke Shields before and after". There is no proof or claim that Shields' lashes got that long using Latisse and not another product. Brooke Shields is out of public drama enough that she can be trusted but is also attractive enough that people envy her, so for an advertisement she is a great candidate to have endorse your product. The part of the advertisement that says "the first and only FDA approved prescription treatment for inadequate or not enough lashes" is also a way of appealing to basic human fears and weakness. The statement of saying inadequate lashes implies that the eye lashes you have are not good enough or long enough and there for are inadequate and people strive to be just as good as those around them.

The claims being made about this product are that it will make your eye lashes grow “longer, darker, fuller”. According to this advertisement using Latisse will help you gain enough and adequate eye lashes.

This advertisement leads me to have little faith in Latisse. The advertisement does not explain how the product makes your eye lashes longer and it also does not forewarn about any of the adverse side effects of the product which I know from the television advertisement for the product include permanent eye pigment discoloring which is a pretty severe side effect in my opinion. The part of the advertisement that lists the number in which to search for a doctor’s phone number also pushes me away from the product. I think it is a safe bet that on the other side of that phone line is a list of doctors who have been persuaded to refer patients to Latisse. I would have more faith in the product if it suggested calling your own physician to find out more information.



This advertisement qualifies under the category of **appeal to basic human weakness and fear**. The image of these two people sitting with embarrassment on their faces says that they are not only not comfortable with their own morning breath, but the non-verbal communication of turning away from each other gives the idea that they are not comfortable with each other's morning breath as well which would definitely appeal to human fear. Consumers have a fear of smelling bad because advertisements strive very hard to make them feel as though natural human smells are off putting and will effect popularity. This advertisement also uses humor which draws consumers in on in because consumers like to get a chuckle when browsing through magazines and this advertisement could do just that. The advertisement also uses puffery by saying that "Minty-fresh Scope. Fights bad breath, doesn't give medicine breath." The promotion of how the product is minty-fresh, fights bad breath, and kills germs too, are all a magnification of the things that this product does for a customer. Using puffery constantly reminds the consumer why they should use a product and in reminding them they become convinced enough to put their trust in the persistence of the product. This advertisement also uses the advertising

technique of sex appeal by showing the kissing couple at the bottom. This image implies that when you use this product you have really intimate kisses while cheesily smiling. Companies have an easy escape when it comes to advertising because many different types of advertising can go hand in hand, such as sex appeal and appeal to human fear and weakness. People are afraid to look or be different and they are scared into wanting to be sexually appealing because advertising in television and magazines tries to convince us that the most wealthy and popular people are sexually appealing. The goal of trying to convince people to think that 'normal' people should want to be popular and wealthy is an easy way to tug on the sensitive heart strings of consumers. Consumers who feel weak and inferior are more likely to spend money on products that they believe will make them superior.

This product is claiming to give you fresh breath, remove your morning breath, kill germs, and to avoid giving you medicine breath. All of these are trying to make you feel secure about yourself by putting in your mind that something that you did not feel insecure about before should make you feel insecure.

I try to pride myself on not being totally blind or corporate agenda so this advertisement does not convince me that if I don't use Scope mouth wash in the morning that I will be less appealing to those around me, especially my significant other. The advertisement does however remind me that Scope mouth wash exists, so if I was looking for mouth wash at the store there is a good chance Scope would come to mind. I have no less faith in Scope but rather a greater sense of disappointment in the consumers who buy into a product that makes them feel weak or inadequate. If this advertisement gave more information about the flavors and other options that Scope offered I would be more interested in reading about it. It would also be nice to see information on ways to practice healthy oral hygiene on the advertisement. Overall I don't feel

that this product could harm me but I feel that this advertisement is definitely full of corporate techniques.



This advertisement uses a few **attention grabbers** to persuade buyers. The advertisement claims to be a “breakthrough skin care technology”, “new!”, “miraculous”, and a “miracle worker”. The advertisement also claims to make you ageless which is an attention grabbing word. Not only does the advertisement have attention grabbing words but the two different bottles on the advertisement are also littered with attention grabbing words. The catchy words on this advertisement draw consumers in and promise them results that are hard to measure or account for. There is also great visual imagery on this ad too with a bottle of their “miracle worker” pouring into their miracle cream. The work miracle is an exaggeration of the results of the product which also is a puffery technique.

The advertisement promises to “significantly improve the appearance of wrinkles, discoloration, pore size, and dullness”. In actuality these are all things that can happen over time without the use of this product as well.

This advertisement doesn’t tell me anything about the product. I don’t know how it works or even who it is targeted at. It makes claims to make you ageless but then it uses poor visual imagery to tell you how it will make you ageless. The advertisement doesn’t even tell you if they are selling the liquid or the cream that the liquid is pouring into. For these reasons I have no trust in this advertisement or product. I would be much more likely to buy this product if the advertisement gave more information as to what the product is or how it works.