THE MESSAGE COMMUNICATED OF BEAUTY IN SCARLETT SKIN CARE'S ADVERTISEMENT

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Abstract: Scarlett advertisements establish a strong connection with women by aligning with their aspirations, concerns, and values related to beauty and self-care. The brand often features models that embody an idealized version of beauty, appealing to women who aspire to these societal standards. The advertisements also depict an aspirational lifestyle, linking beauty to success, happiness, and social activity. Inclusivity and diversity in Scarlett's marketing ensure that women of various skin tones, body types, and ages feel represented and valued. The research problem is what are the denotative and connotative meanings in Scarlett Skincare product advertisement and what is the myth revealed by manufacturer in "Scarlett" Skincare advertisement. Descriptive qualitative methods were considered the most appropriate research design for this study. The authors used library research methods and subjective representations. This study used a subjective methodology that focuses on understanding, representing, and validating history. Subjective means that the research is primarily based on a constructivist position regarding a wide range of socially developed personal encounters. The findings these ads construct a compelling universe where perfect skin is the pinnacle of beauty using a combination of visual imagery, engaging language, and aspirational storytelling.
Keywords: *Skincare, Beauty, Advertisement.*

INTRODUCTION

This chapter provides a brief history of the study and the reasoning for the choice of topic. The research analysis comprises background information as well as problem statements, study objectives, importance, scope, and restrictions. Each of these elements is used and combined to form a potent totality that gives each reader a unique perspective on the topic at hand.

Background Of The Study

Beauty is a highly valued quality for everyone in this day and age, but especially for women. With more brands and product varieties available to consumers, the skin care product market is expanding quickly as well. Advertisements for skin care products, however, conceal a beauty ideology that upholds the idealized ideals of beauty that the public finds attractive. Many women utilize skin care products that can maintain their faces clean and give them a more confident appearance when they leave the house in order to encourage their personal beauty. Beauty and women are related. According to Samanik (2018), each woman interprets beauty differently and believes that it is every woman's ambition. So that they might look attractive and fit the definition of a beautiful woman, many women go to great lengths to achieve this, including having smooth white skin, a small build, a sharp nose, and a large frame.

Scarlett advertisements establish a strong connection with women by aligning with their aspirations, concerns, and values related to beauty and self-care. The brand often features models that embody an idealized version of beauty, appealing to women who aspire to these societal standards. By emphasizing themes of empowerment and confidence, Scarlett suggests that using their products can enhance a woman's natural

beauty, leading to increased self-esteem. The advertisements also depict an aspirational lifestyle, linking beauty to success, happiness, and social activity. Inclusivity and diversity in Scarlett's marketing ensure that women of various skin tones, body types, and ages feel represented and valued. Additionally, Scarlett leverages social media influencers who share personal experiences with the products, building trust and relatability. The focus on personalized skincare routines and self-care further resonates with women seeking individual solutions to their beauty needs. Overall, Scarlett's advertisements create a compelling narrative that connects with women on both emotional and practical levels, making the brand relevant and appealing.

Advertisements themselves are thought to be able to generate stimulation and change viewer behavior through creative and persuasive audio and visual elements. Beautiful women are said to be white, slim, have long hair, always smile, and smell good. When analyzing advertising, it is necessary to pay attention to marking, the presence of images and symbols, social phenomena, advertising design, sales appeal and the existence of publications that create an illusion about the publication (Rido, 2020). Advertising's ability to construct reality and influence people's perceptions has led to various changes in lifestyle and culture. The majority of advertisements use spoken and written text, background audio, and video to effectively persuade viewers and promote your brand. Brands choose and mix these elements to showcase their definition of beauty in skincare advertisements. This gives you the opportunity to voice your opinions about beauty without having to speak them aloud. Thus, skincare companies have the power to alter people's perceptions of beauty through advertising. This indicates that people agree with all skincare brands say in their advertisements, including suggestions for attractive looks. This statement demonstrates the ability of individuals in charge of advertising, specifically skin care companies, to conjure up particular conceptions of beauty and utilize them to mislead consumers.

Advertising is well-versed in meaning, values, philosophy, culture, and other related topics. As a mass communication tool, advertising helps disseminate cultural values throughout the community. Ads that convey cultural norms frequently have an impact on how certain people of society behave. One of the most well-known and discussed types of advertising is advertising. (2020, Rido). Another crucial promotional strategy is advertising, particularly for businesses that provide goods and services to the general public. Advertising on YouTube and Instagram, two of the most popular channels for promoting beauty goods, has a significant influence on how consumers view beauty.

In Indonesia, Scarlett is a well-known skincare brand. Scarlett is well-known among Indonesian customers for its serum products. Felicya Angelista introduced the Indonesian brand Scarlett Whitening. It is safe to use because this local brand product has passed the Indonesian Food and Drug Supervisory Agency's (BPOM) testing. There are numerous options, including skin care products, body scrubs, body creams, and fresh-smelling shampoos. Scarlett is well-known not just in Korea but also among Indonesian influencers and artists. Not many individuals are unaware of this product.It is evident that Indonesia, as a melting pot of diverse cultures, is not an exception to its diversity of beauty ideals. Even within the same nation, different skin care products produced by the same company may have conflicting beauty standards depending on focus, target group, cultural climate, and brand positioning. This is because different skin brands, both foreign and local, carry beauty concepts related to

their country of origin. Because of Indonesia's diversified beauty culture, skin care products from other nations as well as indigenous enterprises with distinct beauty ideas are highly popular there (Rondilla, 2009). As of 2020, Scarlett makeup brands are well-liked in Indonesia (Top Brand Award). The fact that this product has been reviewed by so many beauty bloggers and vloggers could be a sign of its popularity. Scarlett is a popular local brand that advertises various kinds of skincare, both skin whitening and skincare only.

Ali (2015) focuses on semiotic analysis of cosmetic advertising in Pakistani print media. In order to comprehend how these signals affect society's views of gender, beauty, and related standards, this research examines the visual images, symbols, and language utilized in cosmetics advertising. The author's research and this study share commonalities in that they both employ advertising as their study subject. It does, however, only employ one semiotic theory Roland Barthes' semiotics.

This ad has the potential to alter Indonesian ideals of beauty. It is evident from this that the author wishes to examine the Scarlett product commercials in further detail, deciphering their semiotic sign system using Charles S. Peirce's theoretical framework. Many writers are interested in uncovering hidden meanings in advertisements, and they employ a variety of techniques to do so. Since ads frequently feature visuals along with other elements like sound, semiotic strategies can be considered. Semiotic elements are worth researching to learn the deeper meaning underlying their primary purpose of drawing people to a product, as they can elicit diverse interpretations. Linguistics' study of signs is known as semiotics. Three widely acceptep philosophies have significantly advanced this field. They are Roland Barthes, Charles Sanders Peirce, and Ferdinand de Saussure.

Tehseem (2015) studied the semiotics of beauty product advertisements, expanding the idea to multimodal social semiotic theory to highlight the significance of using a variety of signs in a social setting. This study illustrates how print media creates certain feminism-related ideology for their advertisements. Signs and words are utilized in advertising to play with the brains of women. This research differs from the author's in that, although the title expresses a feminist viewpoint, it does not provide a theoretical foundation for feminism or feminist ideology. In addition, the process of analyzing the data, including the theory, is very subjective.

Each of the three has a unique theory; the theories of significance and signals were first proposed by Ferdinand de Saussure. Subsequently, Roland Barthes made a theoretical and denotative contribution to semiotics, while Charles Sanders Peirce presented the triad theory. Visual semiotics is a subfield of semiotics. The field of visual semiotics explains how visual cues can both convey meaning and explain the combination of text and image inside a single frame. Visual semiotics is also used to the study of language, images, artifacts, and interior design. Although semiotic analysis has been studied extensively, most of the items studied have been posters, logos, announcements, and the like. After that, semiotic components in the form of patterns are included in the following analysis stages, because they help in the construction of ideas. (Chandler,2007) "semiotics is the study of signs and does not only study visual signs but includes words, sounds and body language."(Mayr, 2012), Neither the language nor the images are neutral. Every language and image conceals and reveals a concealed ideology or point of view.

Sugiharti (2018) explores the hidden value displayed in advertising. Beautiful

women are white Korean women, while for Indonesian people who have genetic differences, this is a benchmark that cannot be compared. The use of advertising as a research object is a commonality between this study and the author's studies. But the distinction between this study and the author's research is that the author studies commercials using Peirce's semiotics of representation and objects, whereas this study just examines signs and objects in the analysis of advertisements. The mass media presents various concerns in accordance with their ideology, draws people's attention, and shapes people's ideas and notions through the use of certain language and imagery. One specific illustration of a structured belief is ideology. According to Eagelton (1991), knowledge is an ideology's collection of concepts or beliefs. It is said that ideology is knowledge-related. People, groups, and organizations all live their ideologies in daily life.

The author choose Scarlett's advertisement because it is a characteristic of women, namely beauty is something that women desire. The beauty desired by women is generally focused on clean and glowing skin. Beauty care products that can make the face cleaner and glowing are more trusted by consumers. Currently, various kinds of skin care products are circulating, one of which is skin care. This product can help women improve themselves, especially those who have problems with acne, pores, blackheads and wrinkles. Skin care is treatment carried out to repair, maintain and maintain the health, beauty and youthfulness of facial skin. The quality of the products offered by the Scarlett brand prioritizes safe facial skin care, and keeping skin moist and smooth. The prices offered by Scarlett skin care are relatively cheap, so this is one of the attractions for consumers in buying Scarlett compared to other brands.

Previous research examined the Scarlett skincare advertisement using object and interpretant theory using Peirce's (1839) theory, while the research I used examined the Scarlett skincare advertisement which used connotative and denotative using Barthes' theory. The selection of Barthes because Barthes' theory provides the picture of myth, mentions every object has meanings based on its transcends use. It means that objects insides printing advertisements has meaning to be discussed. In the semiotics perspective, signs in the printing advertisement would be deeply analyzed, the writer can get better interpretation.

METHOD

In this case, the author states that, in general, the research method is interpreted as a scientific way to obtain data with certain goals and uses. There are four keywords that need to be considered, namely, data redaction, verification, interpretation, and data presentation.

Research Approach

Descriptive qualitative methods were considered the most appropriate research design for this study. Krathwohi (1993) stated that descriptive research deals with data in the form of words and pictures rather than in the form of numbers and statistics. Because this study required data to be clearly classified, analyzed, or interpreted, descriptive qualitative methods were used. The author applied this theory to understand the meanings and symbols in skin care advertisements, so that the author's research would provide new knowledge to the readers.

The authors used library research methods and subjective representations. This study used a subjective methodology that focuses on understanding, representing, and validating history. Subjective means that the research is primarily based on a constructivist

position regarding a wide range of socially developed personal encounters. The information classification strategy was performed by exploring or reviewing information sources such as books, the Internet, and previous research reports. Most students find resources, information about the main library, chapter-by-chapter guides, and other reference materials in the library. Complex is certainly an essential resource for almost every writing student. The information verification process used in this study is a clear investigation. To corroborate this information, experts have searched for important information from various sources.

Source Of Data

The data for this study images of Scarlett's advertisements. The data comes from images downloaded from pages on the Scarlett website. The data source used in this study was an advertisement for Scarlett's beauty products, including her facial treatments. Advertisements were collected from her https://ScarlettWhitening.com on the website page.

Data Collection Procedure

Data collection techniques are the methods researchers use to identify the sources of data. The methods used by the researchers in this study are:

1. Observation

Observation is a data collection activity by communicating a purpose. In this study, we make observations while selecting advertisements. Researchers created a list of words, phrases, and sentences in advertisements. The researchers then identified the linguistic features of the words, phrases, and sentences. Finally, the researcher analyzed the semiotic strategies used in the advertising text.

2. Documentation

Documentation is a record of past events. In this document, we used images from advertisements saved from the catalog on the pages of the website http://ScarlettWhitening.com. Next, the researchers focused on the text used in facial treatment advertisements and transcribed the semiotics of the advertisements. Finally, the researchers selected her 8 advertisements that were more appealing and appealing to consumers.

Data Analysis Procedure

This study uses Barthes (1983) semiotic theory to analyze connotative and denotative meanings. The data analysis process was done by observing each scene, starting from words, phrases, sentences, motion and images. In this research data analysis techniques are divided into four types, namely:

1. Data Reduction

Data reduction is the act of selecting and focusing selected data for discussion. In this context, refers to the process of distilling and summarizing key points or trends within the vast amount of information related to beauty ideologies in skincare advertising.

2. Verification

Verify if the skincare products adhere to regulations and standards set by health and beauty authorities in different regions. This includes ensuring that product claims comply with guidelines and that any images or testimonials are genuine. The content that the writer will analyze from the website https://ScarlettWhitening.com.

3. Interpretation

Saved from the catalog on the pages of the website. Examine the visual elements of the advertisements, such as models' appearances, skin tones, and body types. Interpret how these visuals align with or challenge prevailing beauty standards and whether they

reflect inclusivity and diversity.

4. Data Presentation

Presenting data on the ideology of beauty in skincare advertisements involves organizing and visually representing information to convey key insights. Develop side-by-side comparison charts that analyze multiple skincare advertisements.

RESULTS AND DISCUSSION

Your analysis of the "Scarlett" skincare product advertisements explores the complex interplay between visual and linguistic elements and the cultural myths they propagate. Here's a breakdown of your findings and discussion:

Findings

Within the field of advertising, the beauty sector has consistently captured our interest with its intricate storylines and painstakingly crafted ideals. Skin care commercials, which are deliberately designed to seduce and enchant, stand out among this huge terrain as a gripping medium that maintains a certain beauty ideology. These commercials build an enthralling universe where perfect skin becomes the pinnacle of beauty using a combination of visual images, compelling language, and aspirational storytelling.

The belief that perfection is achievable and that skin care products are the means to this idealized condition is at the core of this aesthetic worldview. The commercials cleverly showcase a variety of beauties with complexions that appear immaculate, their glowing skin glowing ethereally. The combination of subtle lighting, well-placed shadows, and immaculate post-production methods produces an almost unreachable ideal of beauty that captivates the audience and transports them to a realm where flawless skin is possible.

These commercials use similarly creative language, utilizing well chosen phrases to evoke feelings of empowerment and metamorphosis. Terms like "rejuvenation," "revitalization," and "transformation" are used often in the stories, suggesting that using their goods will result in a self-rejuvenation. The phrase is meant to arouse in the reader a strong desire to become the best version of oneself, as if applying the promoted skin care product alone will grant the user a renewed sense of self-assurance and brightness.

The Roland Barthes Theory

Table 1 Roland Barthes Theory

CONCEPT	Explantion in Scarlett Skincare Context
Sign	The combination of images, words, and symbols used in Scarlett Skincare advertisements to convey meaning.
Signifier	The form the sign takes, such as images of models with clear skin, product packaging, and the Scarlett brand logo.
Signified	The concepts or ideas these signifiers refer to, such as beauty, youth, health, and confidence.
Denotation	The literal meaning of the images and words used in the advertisement. For example, an image of a skincare product denotes a facial cream or serum.
Connotation	The secondary meanings or cultural associations. For instance, clear skin might connote health, purity, and high social status.
Myth	The cultural narratives that these advertisements promote, such as the myth that flawless skin is essential for personal and social success.

In skin care ads, this philosophy of beauty is constructed in a way that goes

beyond words and pictures. It explores the viewer's psyche and takes advantage of our desires and fears. Through the presentation of a well crafted story of perfection and the benefits that come with it, these ads appeal to our primal need to better ourselves, fit in, and be respected. They skillfully fabricate a compelling illusion, obfuscating the distinction between desire and reality, and persuading us that the promoted product is a necessary step toward obtaining happiness and beauty. Ads for skin care products have a tremendous influence on how we view beauty. Through their painstakingly crafted stories, they transport us to a world in which having perfect skin is not only feasible but also a means of gaining personal. Through the integration of language, imagery, and emotional impact, these ads uphold a beauty ethic that piques our interest and inspires us to strive for more. They act as a powerful wake-up call to the social constraints and standards that still shape our perception of beauty, showing us how closely the pursuit of perfection is entwined with the messages we are exposed to.

Moreover, the commercials create a storyline centered on the idea that success and happiness are inextricably linked to beauty. The audience is taken to a universe where having perfect skin serves as a trigger for both professional and personal accomplishments through a sequence of vignettes. The underlying message is very evident, regardless of the situation a job advancement, a fulfilling social life, or a love connection having flawless skin will lead to a happy and fulfilled existence. This subtle link between having perfect skin and being happy plays on our innermost needs for approval and validation, leading us to feel as though the promoted product is the secret to a better existence.

1. Beautiful Women Are Whom Look Like East Asian Women

Over time, Indonesia's perception of beauty has evolved in response to prevailing trends, culminating in the creation of a popular culture influenced by advertising. These days, Indonesian ladies want their complexion to be as light and radiant as that of East Asian countries like Japan and South Korea. This tendency is demonstrated by the profusion of beauty products available in Indonesia that feature models with appearances similar to those of these two countries—and sometimes even employ international models or celebrities for commercial endorsements. One example of a product like this is the Scarlett Whitening commercial, which uses the South Korean girl trio Twice as its model.

a. Beautiful like K-Pop Idols

Figure 1 Eight members of Twice in a Scarlett Whitening commercial

Figure 1 shows eight members of the South Korean girl group Twice wearing dresses in shades of pink and purple, with big smiles on their faces and carrying Scarlett skincare products. One of the sound bites from the scene is "This is Twice's favorite skincare... Scarlett." The hidden message of the advertising is that Indonesian

women's perception of beauty has altered because to South Korean women's attractiveness, which is exemplified by their youthful, radiant complexion. This is supported by the usage of Twice as the advertisement model. With their vividly colored gowns, the ladies in the advertising epitomize elegance and sophistication while capturing grace and delicacy. The combination of these two symbols maintains the impression that white skin is still a desirable beauty standard, even with the inclusion of the word "glow," which has come to represent "beautiful" in South Korea. This is being made worse by the Hallyu wave that has swept across several areas, including Indonesia.

B. Beautiful like Japanese Women

Figure 2 Four members of JKT48 in the Scarlett Whitening advertisement

Four female members of the girl group JKT48 are depicted in Figure 2. They wear colorful clothing and have pale skin. They are having a wonderful time dancing. According to this image, women who resemble Japanese beauty standards—that is, who are fair, bright, mild, and uncomplicated—will be regarded as gorgeous and joyful. The usage of an Indonesian girl group created in Japan as the ad model perpetuates the false belief that white skin and bright complexion are still the ideal beauty standards in Indonesia, even though the majority of Indonesian women have dark complexions.

2. Beauty is Represented by a Male Model

Figure 3 Song Joong-Ki in a Scarlett commercial

The denotative connotation is illustrated in Figure 3, which shows a South Korean man in a room with white skin, white physical attributes, and a spotless white shirt. With a smile on his face, the man appears radiant. A South Korean advertising model with a proportionate body, white complexion, and a confident, well- groomed demeanor that nevertheless exudes softness and masculinity a quality of South Korean masculinity described as "soft masculinity" conveys the connotative notion. The misconception that only women use care products persists in Indonesia, a nation that upholds a patriarchal society. Scarlett's campaign offers a novel perspective, though: beauty products aren't just connected to women anymore. The idea of

masculinity is linked to the image of beauty in men because men are often portrayed as having a softer side and exercising self-care, attributes associated with the concept of masculinity in men.

Tabel 2 The Denotative and Connotative Meanings

PICTURE	DENOTATIVE	CONNOTATIVE
Scarlett Body Serum (Body Treatment) This is **Momo's Choice** (Body Serum 3X Brightening) 	The ad features Momo, a beauty influencer showcasing Scarlett Skincare Body Serum 3X Brightening. * This product is claimed to provide 3X the benefits of brightening and tightening the skin evenly.	Emphasizing the brightening and color-leveling benefits of products can evoke feelings of confidence and self-assurance, as customers seek to improve their appearance and feel more radiant.
Scarlett Glowing Serum (Face Treatment) (The **Secret..** to **Glowing Skin…)**Momo	The ad highlights the product's key ingredients, such as vitamin C,	The phrase "The Secret to Glowing Skin..." creates a sense of intrigue
Glowtening Serum 	niacinamide, and hyaluronic acid, which work together to provide these benefits.	and exclusivity, making viewers feel like they are about to uncover a hidden truth. The use of the word "Glowing" evokes feelings of warmth, lightness and energy, which are often associated with positive emotions and a sense of well-being.

(Body Treatment) Scarlett. Song Joong Ki, Will you be my glowing partner ?	The phrase "Will you be my glowing partner?" is a rhetorical question intended as a metaphorical invitation to join Scarlett's Skincare community.	The use of the word "partner" implies a sense of shared commitment and collaboration, which can create a sense of belonging and connection with the brand. The emphasis on "glowing" skin creates a sense of excitement and anticipation, along with customers' expectations of achieving their desired level of brightness.
(Body Treatment) Glowing…bareng Oppa (Glowing Together with OPPA) Body Scrub: Helps remove dead skin cells. Shower Scrub: Helps cleanse the body to the maximum Body Lotion helps nourish the skin.	The phrase "Glowing Together" refers to the idea that Scarlett is united to help customers get radiant and glowing skin.	The emphasis on glowing skin creates a sense of excitement and anticipation, as customers look forward to achieving their desired level of brightness. The ad may also evoke feelings of confidence and self-assurance, as customers seek to improve their appearance and feel more radiant.

(Body Treatment) Notice me, Oppa!... Siapkan kulit glowingmu untukoppa… (Prepare your glowing skin for oppa)….. 	The phrase "Prepare your glowing skin for OPPA" refers to the idea that Scarlett Skincare can help customers achieve radiant, glowing skin that is perfect for a special occasion or event.	The phrase "Prepare your glowing skin for OPPA" creates a sense of excitement and anticipation, as customers look forward to achieving their desired level of glow.
(Face Traetment) This is **my Bet for Acne problems** you too? 	The phrase "This is my bet" suggests that the individual in the ad has found a reliable solution to her acne problem and is willing to recommend it to others. The question "you too?" is an invitation to customers to share their experiences and struggles with acne, creating a sense of connection and community..	The phrase "This is my bet" creates a sense of reliability and trust, as the individual in the ad has found a solution that works for them. The use of "you too?" creates a sense of inclusivity and empathy, as customers feel that they are not alone in their fight against acne. .

(Face Treatment) **Blooming…** Like Flowers 	The phrase "Blooming... Like Flowers" suggests that Scarlett Skincare products or treatments can help customers' skin "Blooming" or flourishing, like flowers blooming in a garden. The ad emphasizes the key benefits of the product or treatment, such as its ability to improve skin texture, reduce fine lines and wrinkles, and improve overall skin health.	The phrase "Blooming...Like Flowers" creates a sense of vibrancy and beauty, as customers imagine their skin blossoming and radiating health and vitality. The use of "Like Flowers" creates a sense of naturalness and purity, as customers associate flowers with a connection to nature and the outdoors.
(Face Treatment) My Day and Night **Guard…** 	The phrase "My day and night guard" suggests that the product is personalized and tailored to individual skin needs. The ad emphasizes the product's key benefits, such as its ability to provide antioxidant protection, hydrate the skin, and improve skin elasticity.	The use of "guard" suggests a sense of protection and defense, as customers feel like they are protecting their skin from harm. The ad may evoke a feeling of calm and serenity, as customers imagine their skin being protected & nourished while sleeping.

DISCUSSION

The Myth of Scarlett Skincare Advertisement

Scarlett Skincare products can eliminate all skin problems. This is a common myth in the skincare industry. People may believe that using certain products will provide an instant solution to all their skin problems, even though each individual has a unique skin condition and skincare products do not always provide the same results for everyone.

figure 4 The best for brighten up face treatment

The more expensive the skincare product, the more effective the results. Although price is often an indication of quality in the skincare industry, this is not always the case. Sometimes, more affordable products can provide just as good results as more expensive products.

Figure 5 Crystal skin for face treatment

Natural ingredients are always better for the skin. Even though many skincare products promote natural ingredients, this does not mean that all natural ingredients are suitable for all skin types. Some natural ingredients can even cause irritation or allergic reactions in some individuals.

Figure 6 Healthier skin for body treatment

Scarlett skincare can make your skin look like the celebrities advertised. Advertisements often show celebrities with skin that looks perfect after using certain products. This can give rise to the myth that using this product will give exactly the same resultsto everyone, even though the results can vary depending on each person's skin condition.

Figure 7 Bodycare treatment

Just using Scarlett skincare without any other treatments is enough to get perfect skin. This myth may make people believe that just by using certain skincare products, they can have healthy and beautiful skin without paying attention to other factors such as diet, lifestyle and genetic factors.

Figure 8 Shining rose for face treatment

CONCLUSION

In order to attract clients and emphasize the benefits of various skincare products, advertising has been proven to be effective. To create credibility and attractiveness, these advertisements often feature visually appealing images, a captivating message, and celebrity or skincare expert endorsements. The benefits that can be attained through product usage, such as enhanced skin texture, decreased symptoms of aging, or specialized remedies for specific skin conditions, are how skincare advertisements successfully appeal to consumers' wishes for healthier and more radiant skin. Also, the use of endorsements or before-and-after photos can provide verifiable evidence of the product's effectiveness, convincing customers of its value. However, it's imperative that buyers critically assess skincare advertisements, consider their particular skin types and needs, consult with specialists, and carry out more research before making a purchase.

Suggestion

Imagery and Aesthetics: The advertisement employs a sophisticated, high-glamour approach that accentuates flawless, gorgeous skin, according to traditional

ideas of beauty. Pastel colors, soft lighting, and serene backgrounds all contribute to an impression of purity and perfection. Models and Representation: One of the most important aspects in communicating concepts of beauty is the choice of models. The models that are showcased typically possess qualities that are highly regarded by the media, such as symmetrical features, clear skin, and slim bodies. This choice could reject a range of attractive shapes in favor of narrow definitions of beauty. Language and Message: The advertisement's language emphasizes transformation, brightness, and confidence, suggesting that utilizing Scarlett Skin Care products can result in attractiveness. Phrases such as "unlock your natural beauty" and "achieve".

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