

# Women's rights and cosmetics advertising



EUROPEAN WOMEN'S  
**LOBBY**  
EUROPEEN DES FEMMES

- I. An introduction to the representation of women and men in advertising
- II. Women in advertising, and the impact upon women's rights and gender equality
- III. EWL recommendations



# I. An introduction to the representation of women and men in advertising



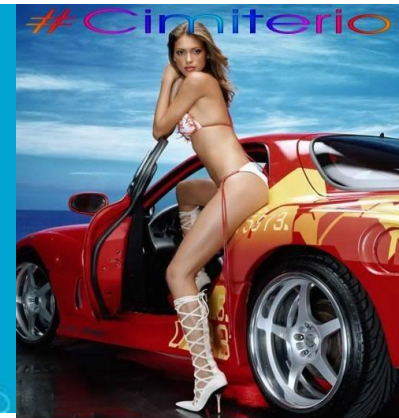
# (1) Women's bodies: an advertising prop



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# Women in advertising: the visual

- Women are the primary target audience of advertising, but even when men are the target audience, images of women are omnipresent.
- Women's bodies are the most utilised advertising prop – selling everything from food to cars, to men's clothing.



# 'Selling' women to men

- (Sexual) Objectification
- Submission
- Violence



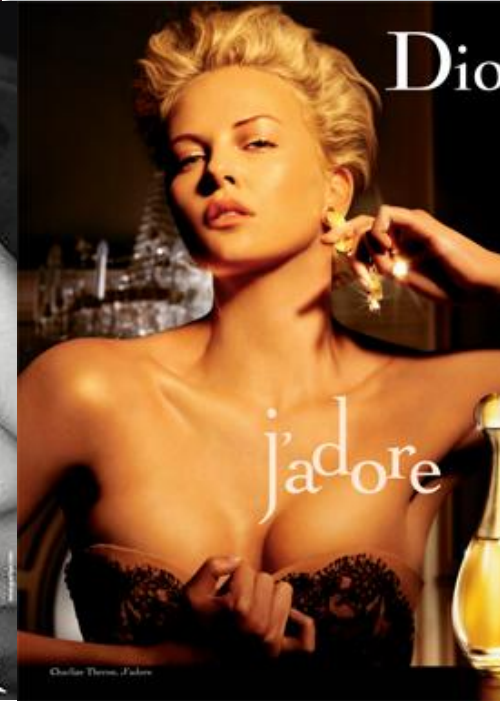
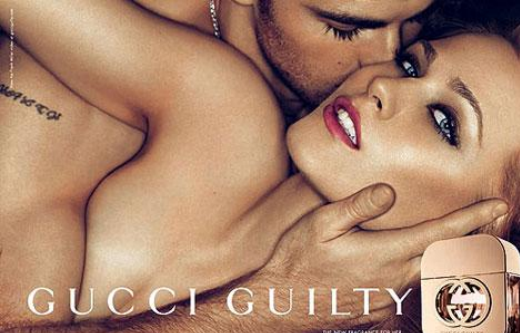
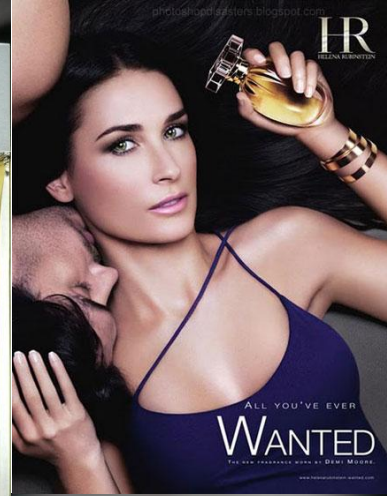
NATAN



# (2) Women and men in advertising



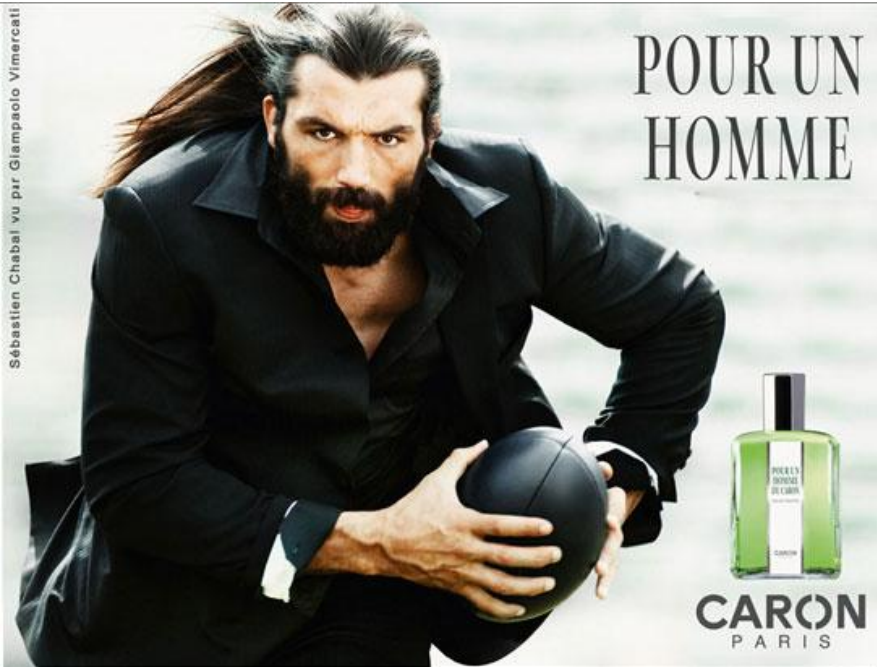
EUROPEAN WOMEN'S  
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For women : the norm



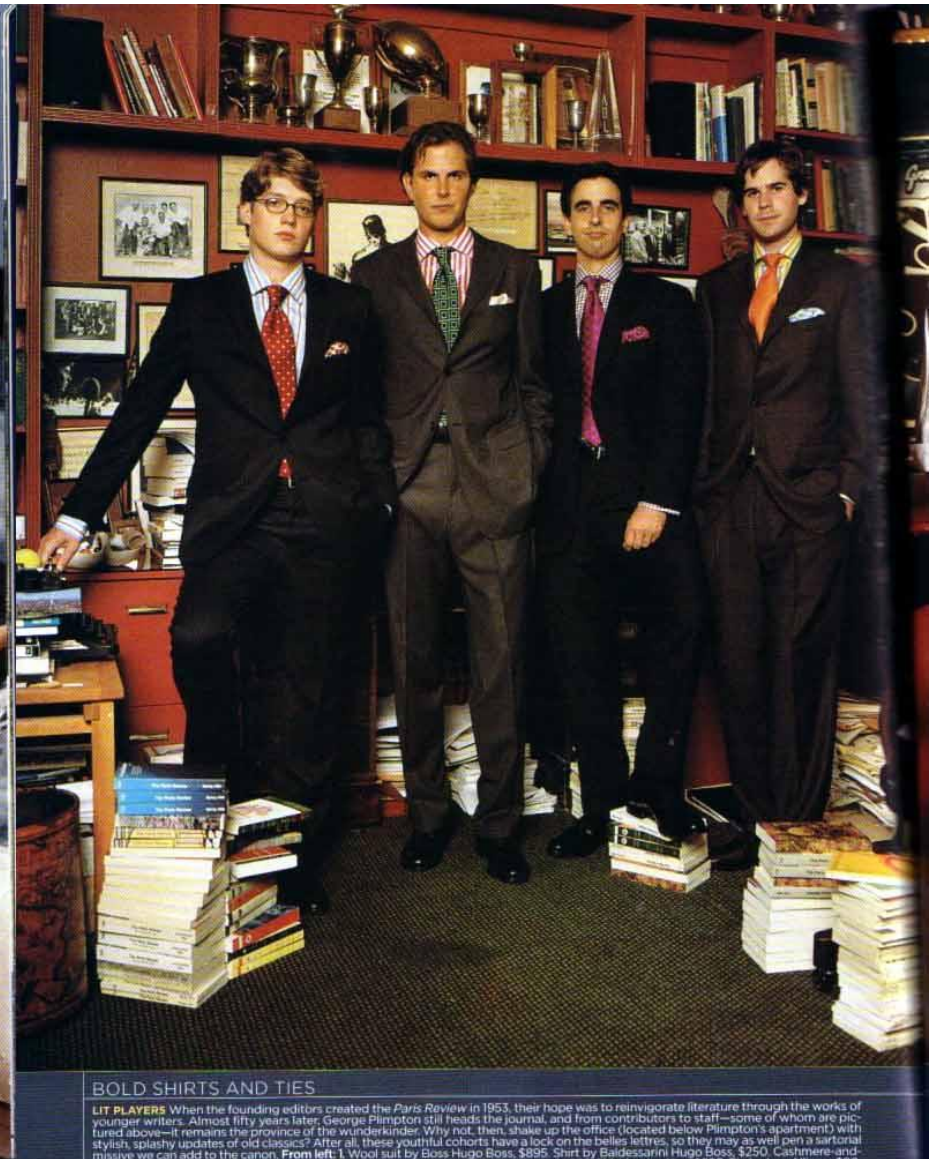
# For men: the norm



# Side by side (1)



Opposite page: (clockwise from top left) Calvin Klein, \$150; Cutler (shown), \$35; Louis Roederer, Cristal 1995; Champagne at Sherry's, \$180.



## BOLD SHIRTS AND TIES

**LIT PLAYERS** When the founding editors created the *Paris Review* in 1953, their hope was to reinvigorate literature through the works of younger writers. Almost fifty years later, George Plimpton still heads the journal, and from contributors to staff—some of whom are pictured above—it remains the province of the wunderkinder. Why not, then, shake up the office (located below Plimpton's apartment) with stylish, splashy updates of old classics? After all, these youthful cohorts have a lock on the belles lettres, so they may as well percolate a sartorial missive we can add to the canon. **From left:** 1. Wool suit by Boss Hugo Boss, \$895. Shirt by Baldessarini Hugo Boss, \$250. Cashmere-and-silk tie, Best of Class by Robert Talbott, \$175. 2. Wool suit by Valentino Boutique, \$1,875. Shirt by Jay Kos, \$295. Tie by Lee Allison, \$80.

# Side by side (2)



# Side by side (3)



# Women: a prime target for cosmetics advertising



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# → Google search 'cosmetics ad'

Google™ Google would like to have access to your location. The Google Toolbar will periodically use the network to keep your location up to date. [Learn more](#)

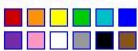
[Share my location](#) [Don't share](#)  Remember for this site

Tout  
Images  
Vidéos  
Actualités  
Plus


Toutes les tailles  
Grandes  
Moyennes  
Icônes  
Supérieure à...  
Exactement...

Tous les types  
Visages  
Photos  
Images clipart  
Dessins au trait


Toutes les couleurs  
En couleur  
En noir et blanc




selling cosmetics, the ad  
749 × 997 - 156 ko - jpg  
blog.lib.umn.edu  
Rechercher des images similaires




Ad Campaigns - F/W 08 09  
350 × 465 - 40 ko - jpg  
frillr.com  
Rechercher des images similaires




refined, Cosmetics+ad  
274 × 360 - 24 ko - jpg  
motorhelmets.com  
Rechercher des images similaires




Celebrity vs Model?  
550 × 566 - 35 ko - jpg  
theselittleblackboots.blogspot.com  
Rechercher des images similaires




ALEXANDRA DE MARKOFF  
450 × 300 - 39 ko - jpg  
your-cosmetics.com  
Rechercher des images similaires




Advertisement  
450 × 605 - 70 ko  
fashion-overload.com  
Rechercher des images similaires




ad for the cosmetics  
500 × 698 - 51 ko - jpg  
crushable.com  
Rechercher des images similaires




The ad has the Alice in  
440 × 576 - 63 ko - jpg  
glamourvanity.com  
Rechercher des images similaires




cosmetic ads.  
424 × 587 - 179 ko - jpg  
womenforchange.info  
Rechercher des images similaires




Dolce & Gabbana Cosmetics  
400 × 300 - 23 ko - jpg  
lutefiskmagazine.blogspot.com  
Rechercher des images similaires




Cosmetics ad campaign 09  
457 × 308 - 33 ko - jpg  
stylefrizz.com  
Rechercher des images similaires




Vintage cosmetic ads from mid-  
350 × 509 - 56 ko - jpg  
pzrsvices.typepad.com  
Rechercher des images similaires




MAGAZINE COURTESY OF ANNA  
595 × 800 - 555 ko - jpg  
criticalbeauty.com  
Rechercher des images similaires




Young made a cosmetics ad  
416 × 630 - 49 ko - jpg  
koreanidols.com  
Rechercher des images similaires




The cosmetics company turns  
336 × 440 - 64 ko - jpg  
bellasugar.com  
Rechercher des images similaires




Vintage cosmetic ads from mid-  
350 × 516 - 64 ko - jpg  
pzrsvices.typepad.com  
Rechercher des images similaires




cosmetics ad featuring a  
720 × 980 - 357 ko - gif  
whatsonxiamen.org  
Rechercher des images similaires




Paul & Joe Cosmetics Ad  
267 × 400 - 18 ko - jpg  
theessentialist.blogspot.com  
Rechercher des images similaires




French cosmetics giant,  
450 × 579 - 91 ko - jpg  
whatsonxiamen.com  
Rechercher des images similaires



Jolie's cosmetic ad  
566 × 387 - 27 ko - jpg  
chinadaily.com.cn  
Rechercher des images similaires



Vintage Cosmetics Poster  
360 × 247 - 6 ko - jpg  
twolia.com  
Rechercher des images similaires



Google

Internet 100%

# Women in Europe: a prime target of advertising for cosmetics

- The industry for women's cosmetics is worth €135bn, almost 50 times more than that for men's cosmetics, worth €3bn.
- Women make up to 85% of household purchases, including of cosmetics products for their partners.
- The EU cosmetics market represents €70bn, a third of the global total.
- Estimates of the number of ads each individual in Europe is exposed to per day vary between 600 and 3000.
- Research suggests the most effective messages are those received without conscious recognition.





# I. Women in advertising, and the impact upon women's rights and gender equality



# (1) Selling women on an ideal of beauty



EUROPEAN WOMEN'S  
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EUROPEEN DES FEMMES

One out of four ads send some kind of 'attractiveness message', telling viewers what is and is not attractive.

*"With women, you can still touch upon beauty' and appealing to the opposite sex. That won't work for men" Zuckertnan, president of G-abriella Z Ltd.*

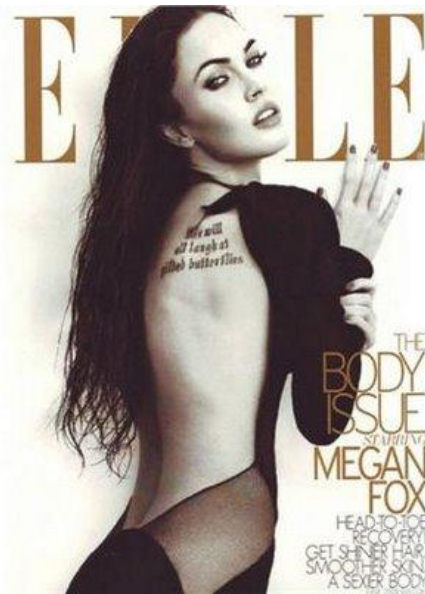


EUROPEAN WOMEN'S  
**LOBBY**  
EUROPEEN DES FEMMES

# Women in advertising - beauty and sex

- Beauty is being:

- young
- white
- tall
- skinny
- hairless
- sexy
- ...



# Cosmetics and unattainable beauty

The body type portrayed  
in advertising as the ideal  
is possessed naturally by  
less than 5% of females

GET THE LONDON LOOK >>

12 HOUR  
NO MESS  
MINERALS

NEW LASTING FINISH MINERALS  
UP TO 12HR FLAWLESS FINISH. 95% SKIN-LOVING MINERALS  
Mess free applicator FAST FORWARD TO A PERFECT FINISH

RIMMEL  
LONDON  
LASTING FINISH  
MINERAL POWDER FOUNDATION

RIMMEL  
LONDON

The advertisement features a close-up of a woman's face with a flawless complexion. A small jar of Rimmel London Lasting Finish Mineral Powder Foundation is shown in the bottom right corner. The background is white, and the overall aesthetic is clean and professional.

Worldwide, only 2% of  
women say they feel  
beautiful



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Key message (1):  
beauty = youth



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European women over 60 represent alone 34% of the facial skincare market. On average they buy twice as many products as women under 25 and spend more than 3,5 times the amount.



See your mother on holidays. Not every time you look in the mirror.

Maybe it's a line on your forehead. A crease or two around your eyes. Or a line above your lips. Whatever the wrinkle that bothers you, Osmotics introduces the first transdermal skin care patch with age-fighting Vitamin C to reduce its appearance.

Unlike the Vitamin C in antioxidant creams, which breaks down upon exposure to air, the active Vitamin C in the Derm saturates your wrinkles at a constant rate overnight. Within days, you'll see softer, smoother skin. And the person you want to see in the mirror.



OSMOTICS  
ANTI-WRINKLE PATCHES

Neiman Marcus

Nordstrom

Saks Fifth Avenue

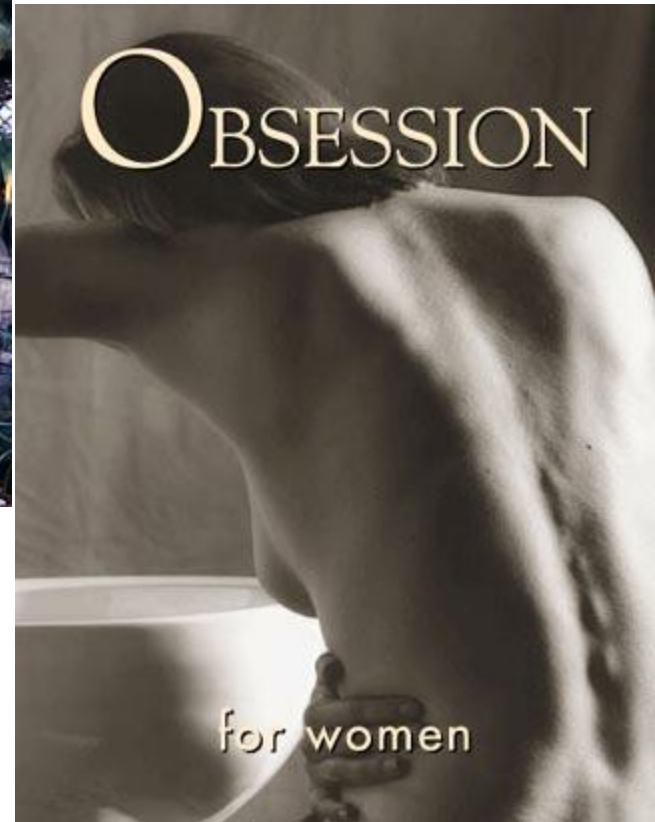
Up to the age of 34 women represent 79% of television presenters.

In the 50-64 age-bracket, they are just 7%.

Key message (2):  
beauty = skinny



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20 years ago, the average model weighed 8% less than the average woman – today's models weigh 23% less.

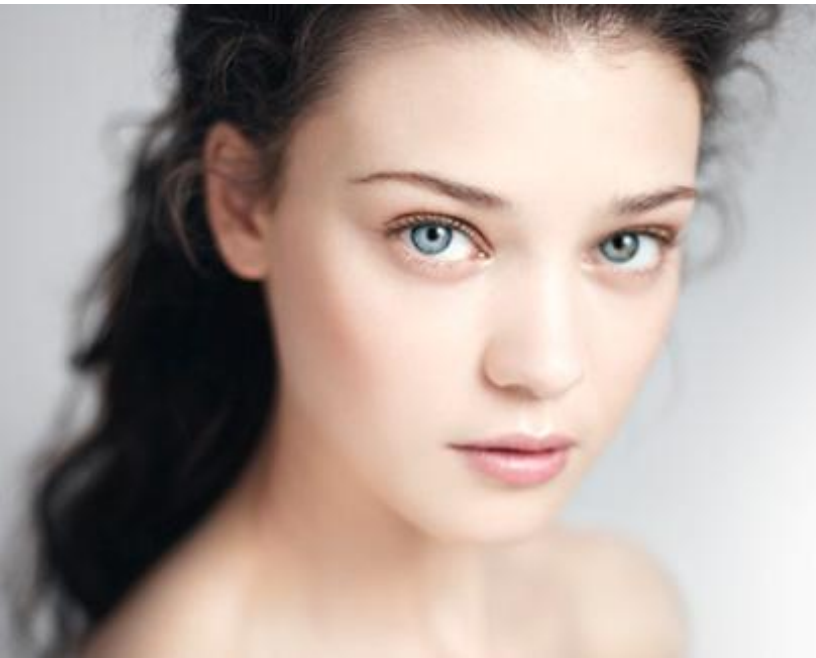
# Body image and eating disorders

- An estimated one in five women suffers an eating disorder
- An estimated 85-95% of people with anorexia nervosa and bulimia and 65% of people with binge eating disorders are female.
- Each year the U.S. spends over \$33 billion on weight-reduction programs, diet foods and beverages. 95% of diets fail.



# Body image and young girls

- Young girls think about their bodies every 10-15 minutes
- 86% percent of people with eating disorders report the onset of the illness by the time they reach the age of 20 (by no means is an eating disorder "less severe" when the eating-disordered person is above the age of 20).
- More than 80% of 9 year old girls have been on a fad diet.
- 81% of 10-year-olds are afraid of being fat.
- Young women that have anorexia are 12 times more likely to die than other women their age.



*My First Clarins*  
Éclat du jour



[Learn more](#)

Key message (3):  
beauty = white



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**L'ORÉAL PARIS**  
DERMO-EXPERTISE

Less yellowish complexion, more rosy glow.  
Reveal your true inner fairness!

**NEW**  
WITH TECHNOLOGICAL ADVANCEMENT

**L'ORÉAL PARIS**  
**WHITE PERFECT**  
Transparent Rosy Whitening

**Less Yellowish Complexion**  
with advanced Vitamin B3 to rapidly reduce production of the melanin.

**More Rosy Glow**  
Treatment stimulates to increase skin microcirculation.

**Tongue Chic**  
www.tonguechic.com

**L'ORÉAL PARIS**

**L'ORÉAL PARIS**

**WHITE PERFECT**  
Transparent Rosy Whitening

**NEW**

Stimulate the skin's microcirculation for a rosy glow.  
**MELANIN BLOCK AND UV FILTERS**  
Reduce dark spots and protect from skin darkening.

**TECHNOLOGICAL ADVANCEMENT**

**L'ORÉAL PARIS**  
**WHITE PERFECT (DAY SPF15)**  
Transparent Rosy Whitening

Normal whitening creams give you fairness.  
Now discover **fairness** with a **rosy glow**

"For me, the best fairness cream in the World!"  
Sonam Kapoor

Because you're worth it.  
**L'ORÉAL PARIS**

37% of Europeans say that multiple discrimination is widespread





Key message (4):  
radical change is  
possible



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# One step at a time – women as body parts



Almost 20% of females who participated in a recent telephone survey said they have had or think they will have cosmetic surgery at some point in their lives.



L' O R É A L PARIS  
DERMO EXPERTISE

Now, the power of collagen to diffuse the appearance of lines and wrinkles.

**WRINKLE DE-CREASE COLLAGEN FILLER**

**NEW WRINKLE REDUCER**  
with COLLAGEN Bio-Source & Bioneur®

- Action 1: Mimics wrinkles on the surface immediately! The collagen fibrous chains integrate to correct depth and length of facial lines.
- Action 2: With continued use, which causes an effect from within. As they come into contact with water present in the skin, **Collagen Bio-Source** hydrates the skin and fills facial lines and wrinkles.

**RESULTS:**  
Immediately: Vichy smoothes wrinkles around by up to 20%  
in 3 weeks: 40% saw fewer forehead wrinkles\*  
84% saw fewer lines around the eyes\*

DERMO-GENEAL  
From Research To Beauty.  
BECAUSE YOU'RE WORTH IT™

TARGETED ANTI-AGING ACTION

L'ORÉAL PARIS

\* Results in 12 weeks  
\*\* percentage of women who saw an effect



VICHY  
LABORATOIRES  
GEZONDHEID, OOK DOOR EEN GEZONDE HUID.

**D-STOCK**  
Afschermend anti-vetophagag

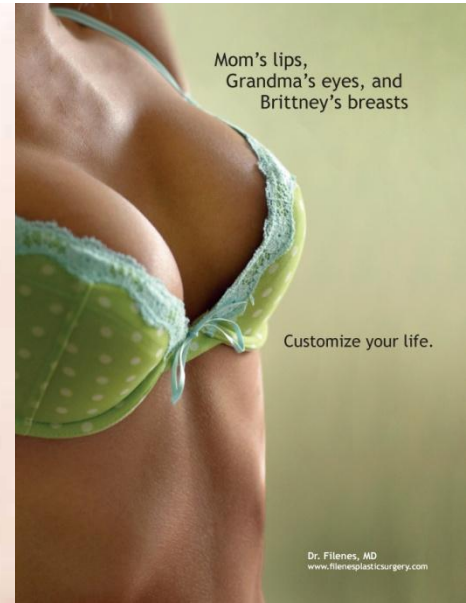
Herhaalde opslag van glucose.  
Cellulitis zet zich vast.

- 23,5% vermindering van onregelmatige vetophelingen in 1 maand.

**NIJEUW**  
TECHNIEK  
MET VERSTERKTE  
WATER

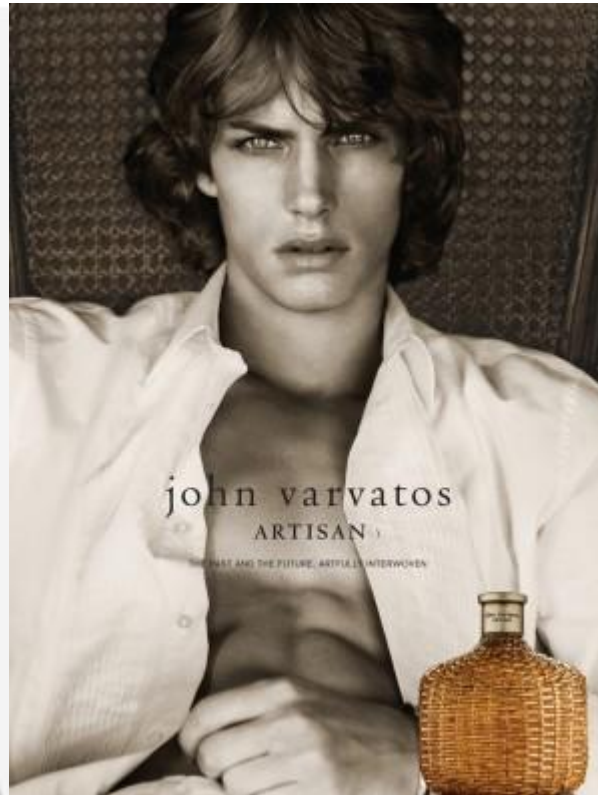
© 2011 Vichy  
\* percentage of women who saw an effect

- In 2001, more than 8.5 million people had cosmetic procedures in the United States. Of these, 88% were women.
- Over 385,000 people had liposuction in 2001, and over 215,000 people received breast implants.
- According to a recent survey, the thighs are the part of the body that women would most want to change, with 35% of women saying they would change their thighs if they could.



Only about 60% of the women surveyed said that being content with their current appearance is what would prevent them from having cosmetic surgery.

# Going the same way as women??



# (2) Sexual objectification and violence against women



# For men: using women





# Selling the male sexual fantasy to women (1)

IMEDEEN  
SINCE 1991

*My secret to beautiful skin?  
I swallow.*

*Zoe Tay*  
MediCorp Artiste  
Imedeen user since 1993

Nourish your skin from within

Imedeen tablets work from inside the body to target the deeper layers of your skin. This is the inner supportive layer of the skin where you can make a real difference. And the result? Skin that is naturally luminous, healthy and beautiful.



Available at the Imedeen Boutique, now open at Level 3, Palais Renaissance, 390 Orchard Road  
Full range of Imedeen skincare tablets also available at Guardian, Watson's and other leading retailers  
Imedeen Hotline 1800 323 1605 imedeen-info@p.6900at.com [www.imedeen.com](http://www.imedeen.com)

*The brightest jewel of all can be your lips...*

*Tangee* PRESENTS  
**"BRIGHT & CLEAR"**  
*a new shade... a new shade... just right for you, darling!*

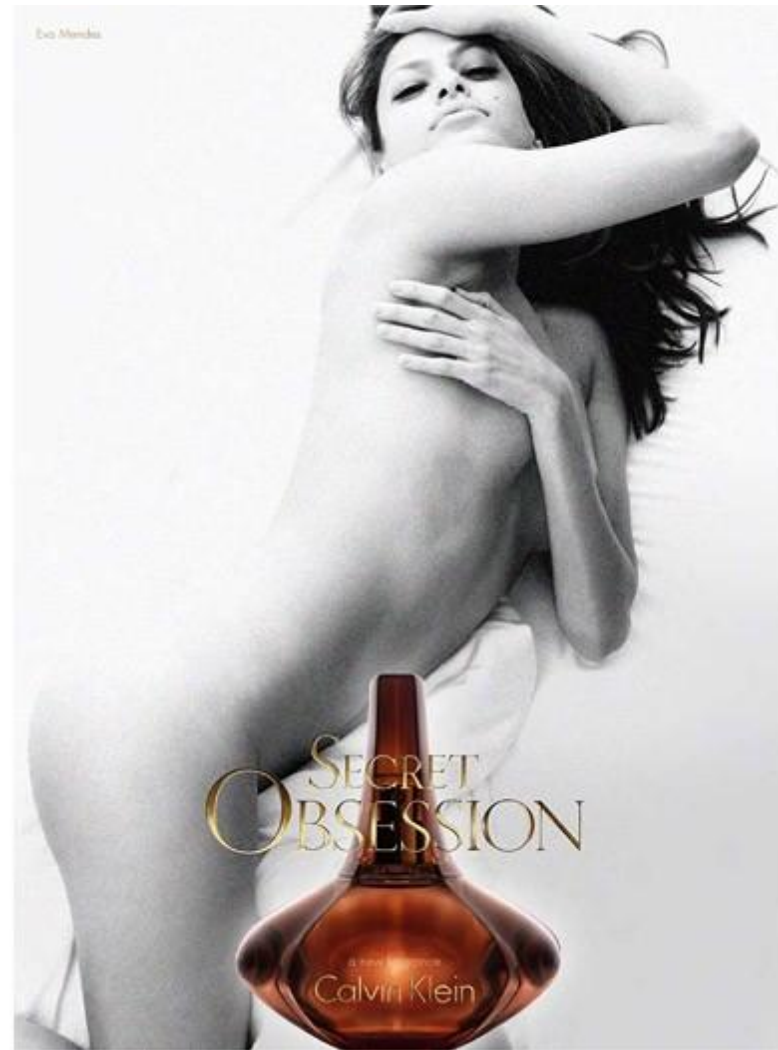
LUXURY REBORN  
[www.belvedere.com](http://www.belvedere.com)

**SHE WENT ALL THE WAY**

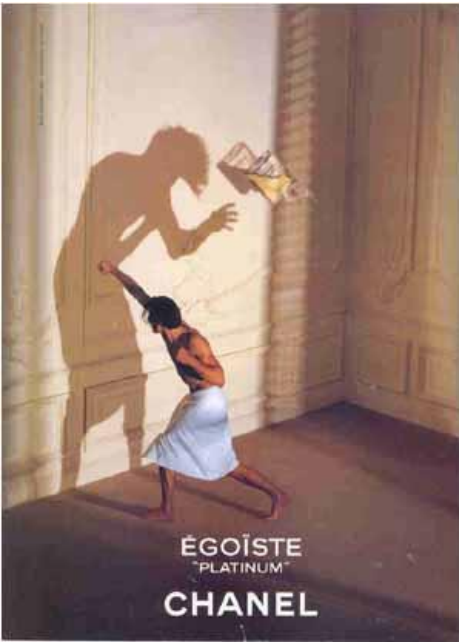
TAKE YOUR COLOR ALL THE WAY... WITH ULTRESSI!

• The Only Intimizer with Two Tubes of Color!

# Selling the male sexual fantasy to women (2)

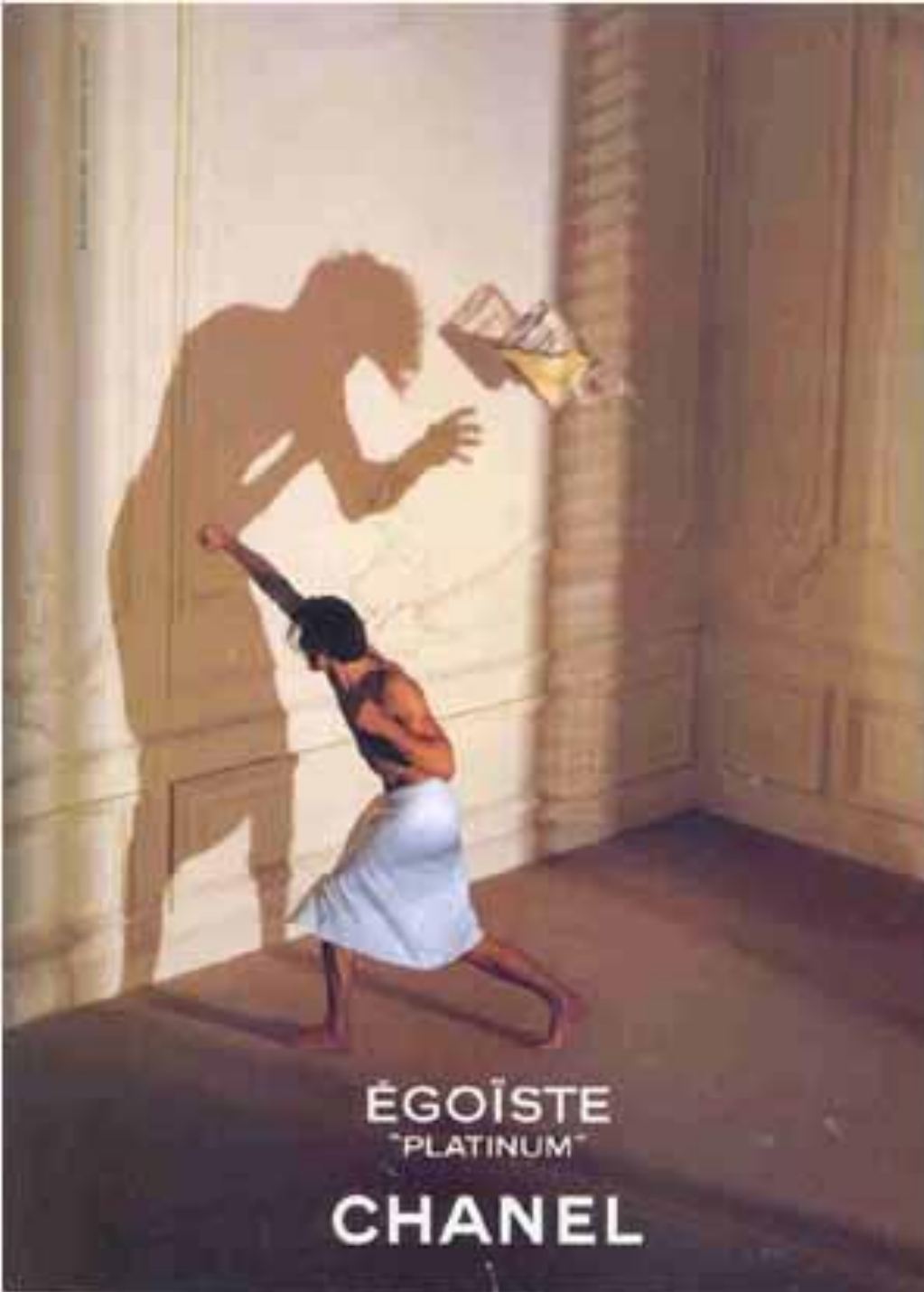


# 'Trivialising'/promoting?? violence



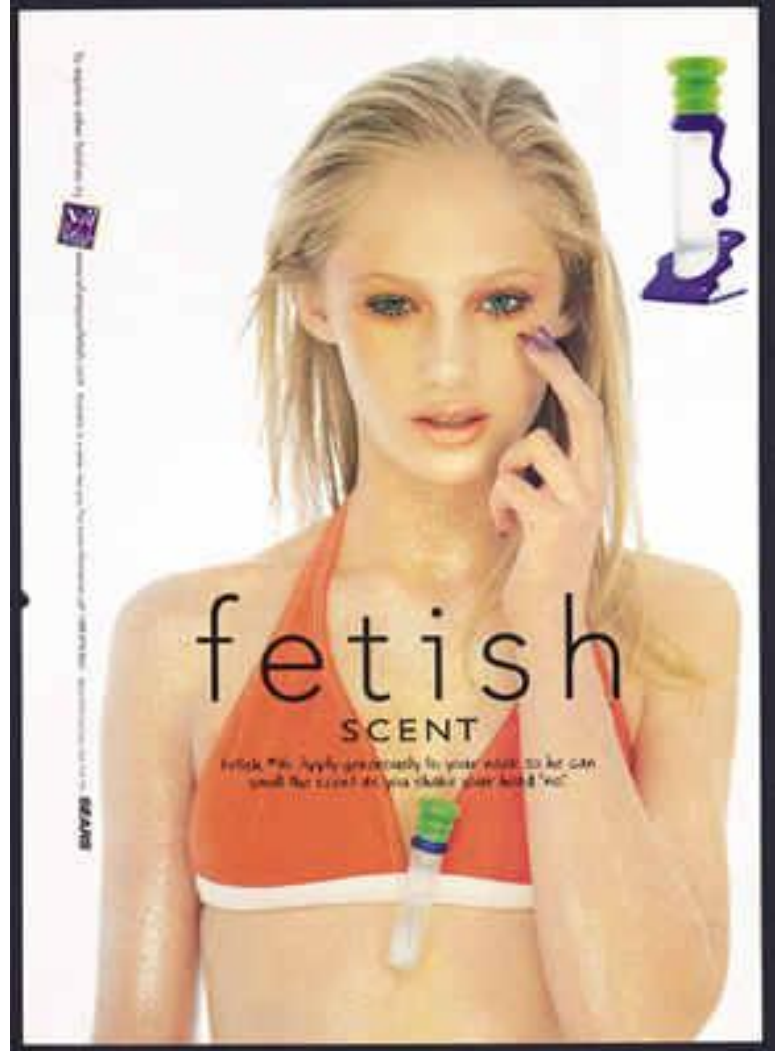
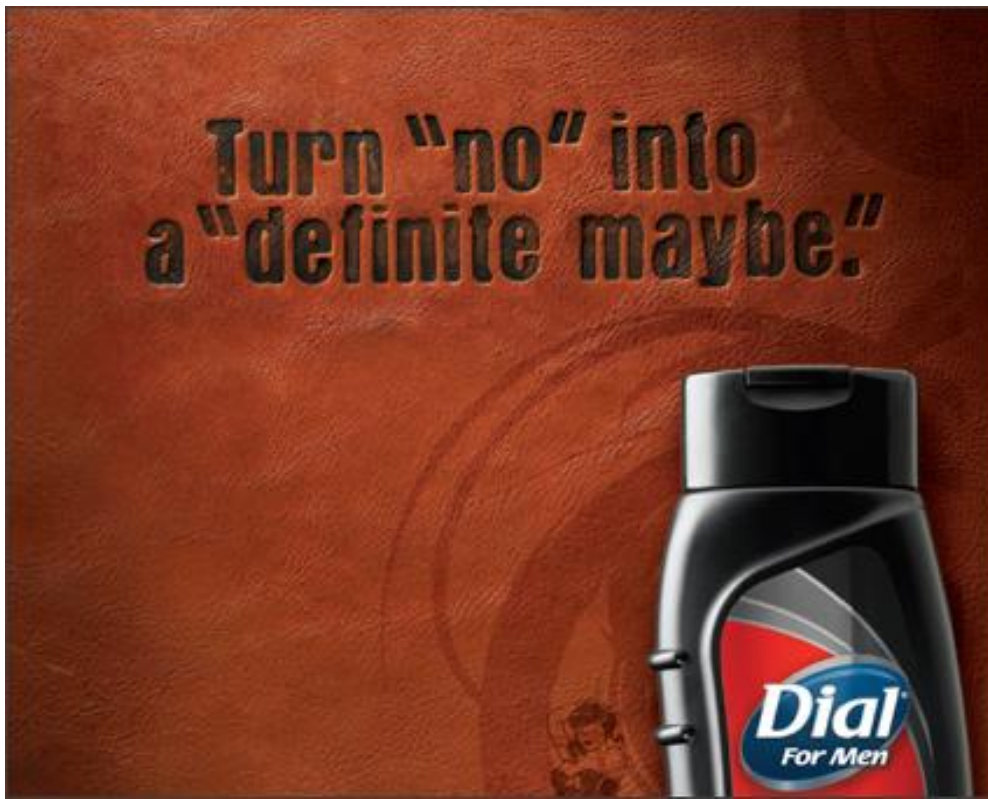
# For men: using women





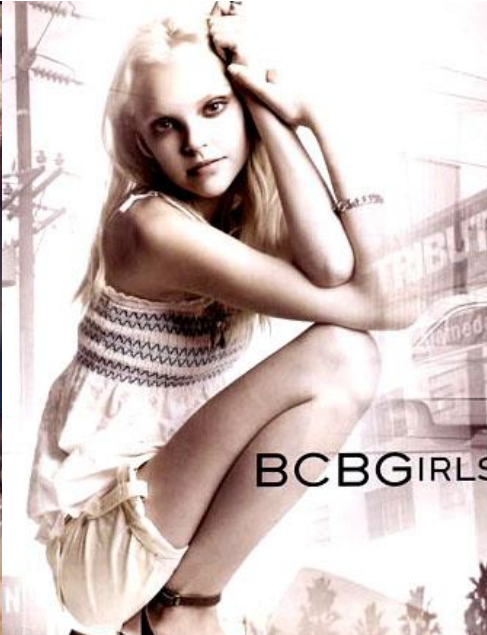
One in five women in Europe is a victim of domestic violence. In France, one woman is killed every 3 days by her partner or ex-partner.

One in 10 women in Europe is a victim of sexual violence, defined as rape or forced sexual acts – victims are often blamed for the assault

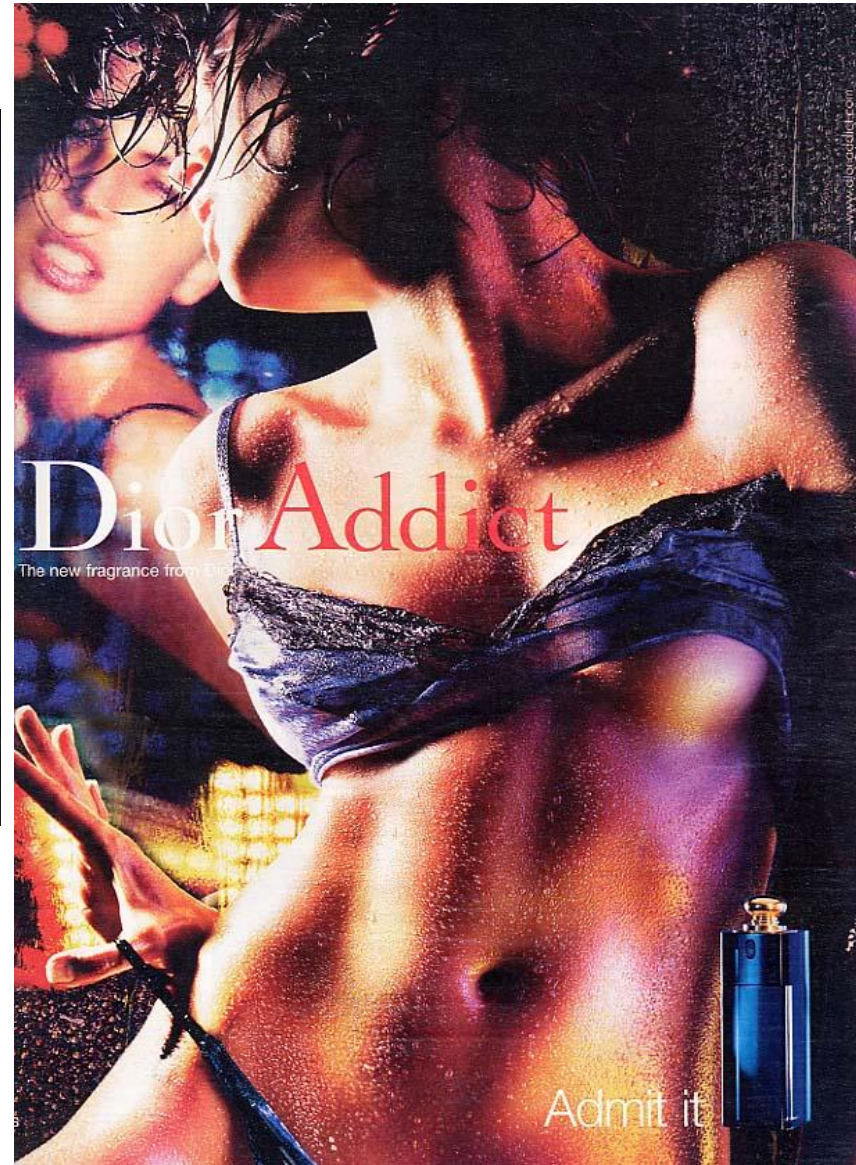


*Apply generously to your neck so that he can smell the scent as you shake your head "no".*

# Eroticisation of young girls, vulnerability and violence



# Drugs??





# III. EWL Recommendations



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# Time for change in the interest of the industry

- Practitioners in every sphere share an interest in seeing that marketing communications are welcomed and trusted by their audience; unless they are accepted and believed they cannot succeed. If they are offensive or misleading they discredit everyone associated with them and the industry as a whole.
- Surveys make it clear that consumers do not feel ads stereotyping women (their bodies or roles) or showing women as inferior or sexual objects are acceptable.



Encouraging women to feel good about their bodies works! When the Australian magazine *New Woman* recently included a picture of a heavy-set woman on its cover, it received a lorry-load of letters from grateful readers praising the move.



**There are 3 billion women  
who don't look like supermodels  
and only 8 who do.**



too old to be in an anti-aging ad.



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wrinkled?

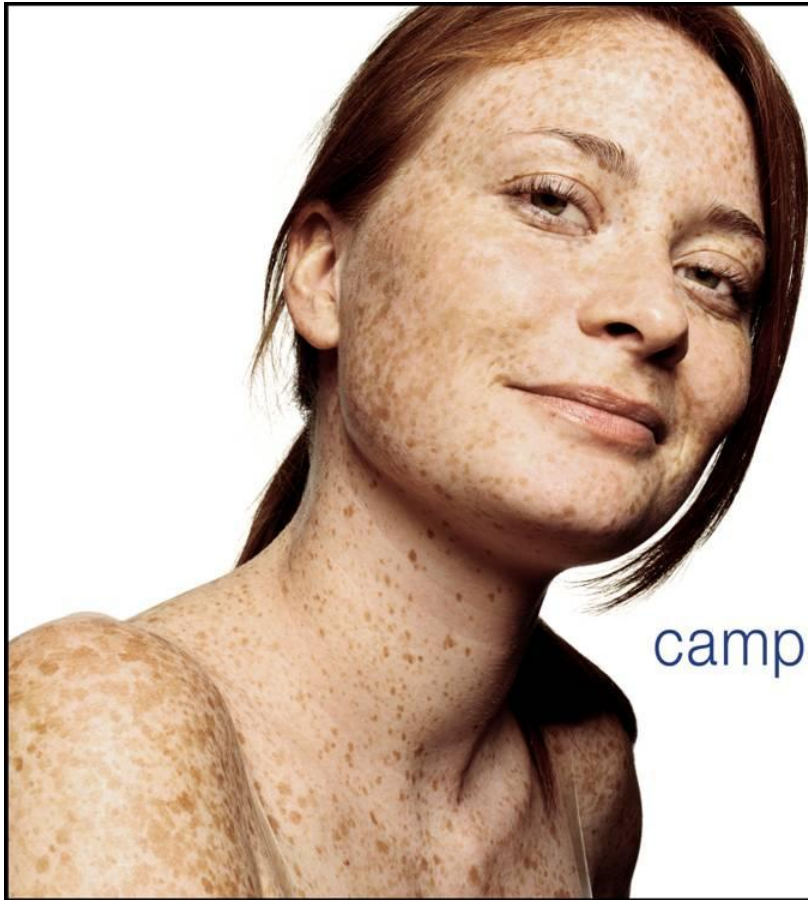
wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | *Dove*



EUROPEAN WOMEN'S  
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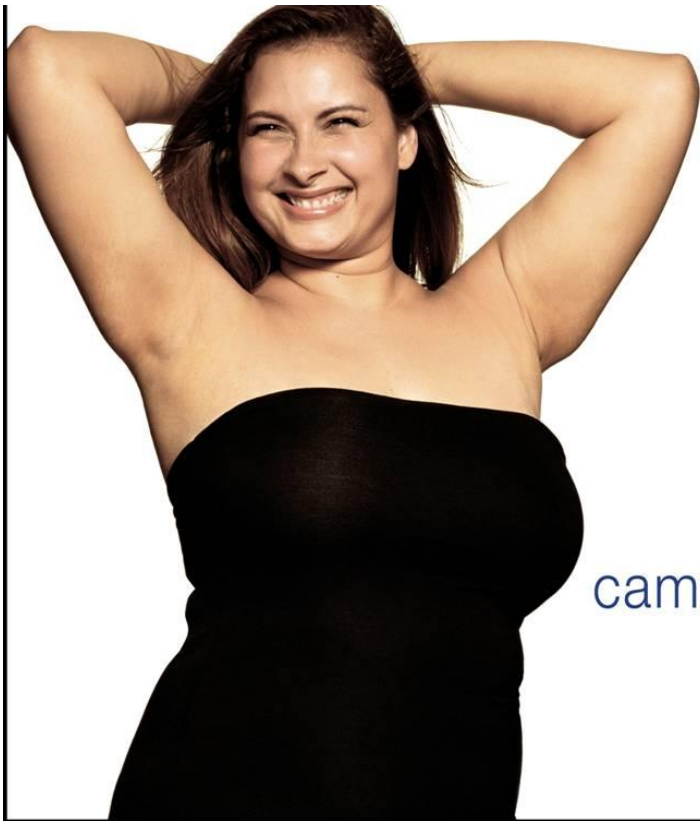


- ugly spots?
- beauty spots?

[campaignforrealbeauty.ca](http://campaignforrealbeauty.ca)  | *Dove*



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fat?

fab?

[campaignforrealbeauty.ca](http://campaignforrealbeauty.ca)  | *Dove*



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# (1) Time for change – the case for regulation





Women's rights, the protection of human dignity and gender equality are fundamental European values; all societal actors have a duty to comply with these rights and values, and governments to promote them!



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- Only some countries have adopted general laws on discrimination in advertising
- Only a few countries have public bodies monitoring complaints against discriminatory advertising
- Rules on advertising are rarely concerned with bans on sexual discrimination or the avoidance of stereotypes
- The degree of protection differs considerably from country to country
- The number of complaints received and dealt with when public monitoring bodies exist remains very low



- Develop and enforce a system of effective sanctions penalising the promotion of degrading images of women in all media
- Establish a European Media Monitoring Group with a specific gender equality branch and expertise to receive and consider complaints and monitor media content
- Empower independent national authorities able to receive and respond to complaints from the public, and enforce judgments
- Promote awareness-raising campaigns aimed at women and girls, and the general public
- Promote gender equality as a module for marketing training and studies



# (2) Time for change – Self-regulation



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# (Self) regulation – Ensure general provisions + precise examples of sexism and stereotyping in advertising

- The roles of women or men are represented in a stereotyped manner which calls into question gender equality
- A form of submission or service is represented suggesting toleration of acts of violence or domination
- A person represented serves as a prop, has a purely decorative function
- A person represented is compared or confused with the product advertised
- A person is reduced to a given role (e.g. seductress or doll) or characteristic (e.g. stupid, servile or passive)
- A person is represented as sexually available, a sexual object
- Children or adolescents are represented in a manner incongruent with their young age



## (Self) regulation – Ensure specific standards for representation of beauty ideals

- Represent a diversity of ages, body shapes, sizes and ethnicities
- Use realistic and natural images (and inform of digital manipulation)
- Use models of an appropriate age (over 16)
- Do not use underweight models
- Refrain from representing bodies as parts, objects

➔ Promote diverse and balanced pictures of women and men



# Self-regulation – some recommendations

- Develop standards and codes of conduct, monitoring, review and sanctions in collaboration with women's organisations and women's rights experts
- Integrate a gender equality dimension in quality strategies
- Devote resources to projects and independent research on the impact of advertising / media on women's rights / gender equality and body perception
- Promote feedback from consumers and public
- Develop media monitoring projects in collaboration with women's organisations and women's rights experts
- Institute and promote positive action programmes / best practice awards
- Ensure strategies cover all media, including new media



THANK YOU FOR YOUR ATTENTION!

For more information visit  
[www.womenlobby.org](http://www.womenlobby.org)



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