

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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

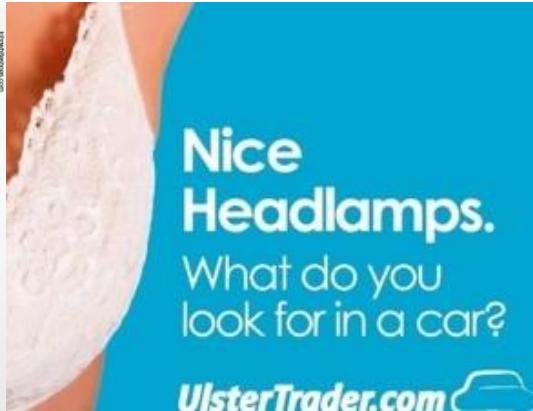
(1) Women's bodies: an advertising prop



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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

\$6.25
MEAL

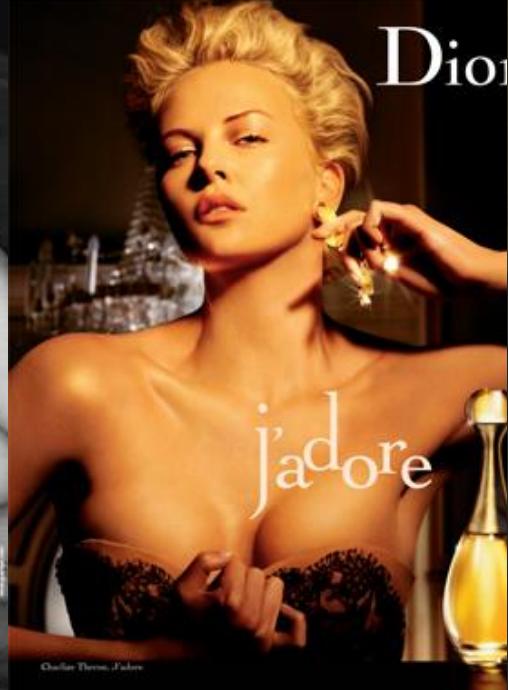
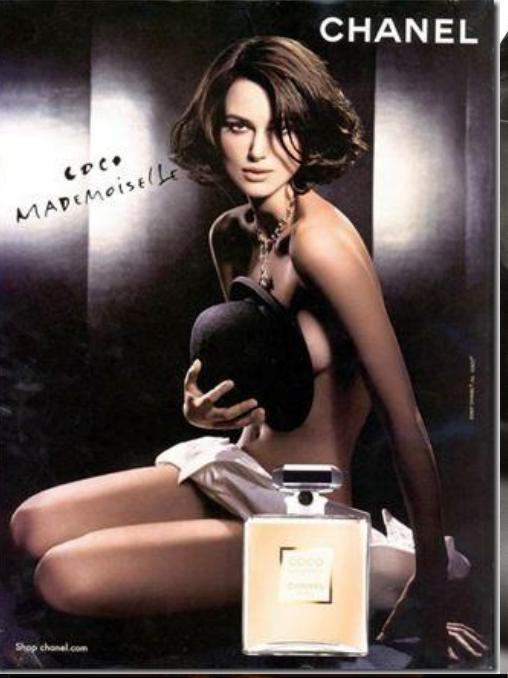


Fil your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yum for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A1® Thick & Hearty American Sauce.

(2) Women and men in advertising



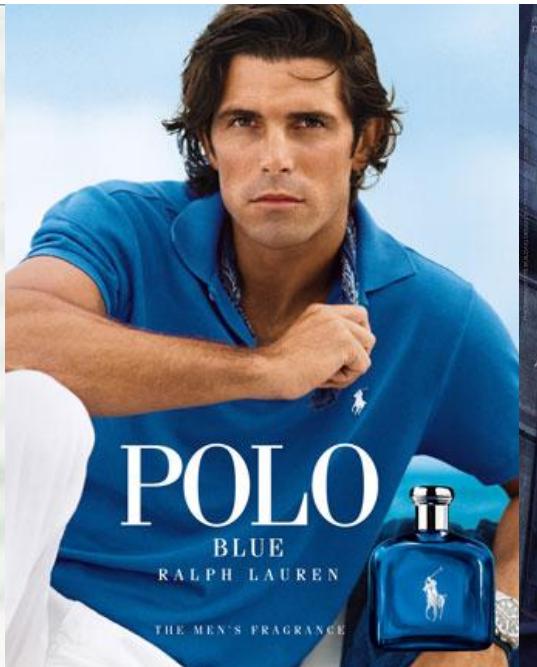
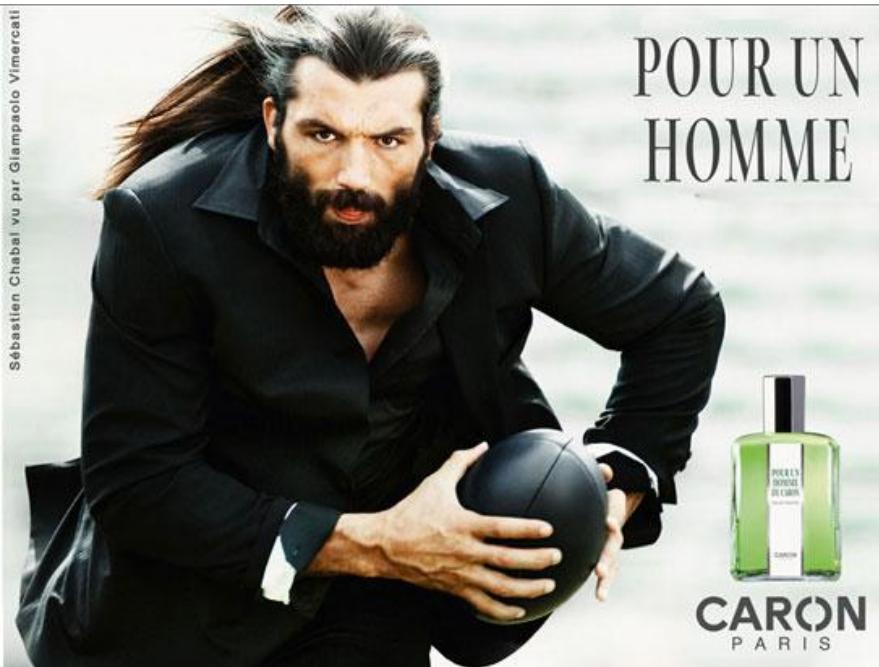
EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



For
women
: the
norm

For men: the norm

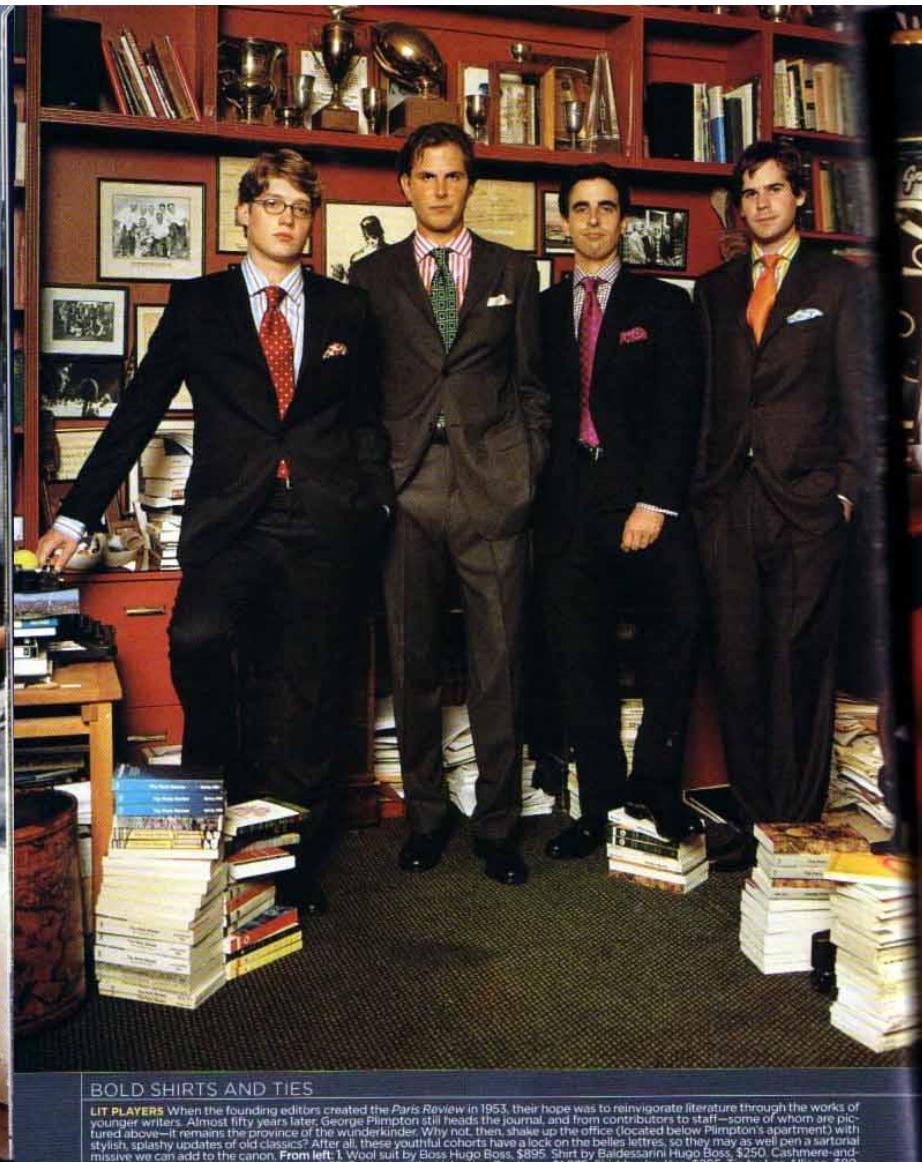
Sébastien Chabal vu par Giampaolo Vimercati



Side by side (1)



Opposite page: Extra towels (shown top) not shown by Calvin Klein, \$150. Cotton beach towel by Calvin Klein Home, \$25. Louis Rastournier Chardonnay from Chambolle at Sherry Leibowitz, N.Y.C., \$35.



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 pen 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 Kop, \$295. Tie by Lee Allison, \$20.

Side by side (2)



NAUTICAL BUT NICE
Braided-and-Lycra zambesi bikini by James Perse, \$32. Polyamide-and-elastin bikini (with metallic strap top not shown) by Nicole Miller, \$180. White-gold-and-diamond diamond necklace, \$3,425; white-gold-and-diamond Boucle d'Or bracelet, \$4,225; carmine Biwa-Bora bag, \$540 all by Hermès. Louis Riedel Crystal Sherry Johmann, N.Y.C., \$180. Cotton belt by Calvin Klein Home, \$35. Sanyo SCP-6000 Sprint PCS phone, \$300. Macau, China, see opening pages.

NOVEMBER 2001 GQ 397



TWEED

CHESS KINGS At the Chess Forum in Greenwich Village, the only squares are the sixty-four on the board. See, since the birth of chess, the game has been considered the pastime of the intellectual elite; yet, sadly, the chess connoisseurs aren't known for their style. If anything, the idea of a chess player is more likely to bring to mind a rumpled old man than a dapper young fellow. But at this New York downtown shop, we found that the natty tweed-and-elbow-patch look makes the sharp just a little sharper and proves yet again that dignified trumps disheveled. **From left:** 1. Wool-and-cashmere suit, \$1,295; silk tie, \$75; both, Polo by Ralph Lauren. Shirt by Charvet, \$295. 2. Wool tweed-patch jacket by Baldessarini Highgate, \$1,000. Suit, \$1,295; shirt, \$295; bow tie, \$75; all by Jay Kohl. 3. Wool blazer with wide elbow patches by Brooks Republic, \$175. Cashmere-and-linen sweater by John Varvatos, \$695. Shirt by Brooks Brothers, \$54. Tie by Paul Stuart, \$55. Corduroy pants by Jay Kos, \$195. Photographed at the Chess Forum, N.Y.C.

NOVEMBER 2001 GQ 405

Side by side (3)



Women: a prime target for cosmetics advertising



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

Google search ‘cosmetics’

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 [x](#)

Tout **Images** [Vidéos](#) [Actualités](#) [Livres](#) [Blogs](#) [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

Cosmetics
723 x 664 - 70 ko - jpg
[encognitive.com](#)
Rechercher des images similaires

For a while now the cosmetics
1097 x 1098 - 107 ko - jpg
[piercemattiepublicrelations.com](#)
Rechercher des images similaires

Eye Care cosmetics
431 x 302 - 33 ko - jpg
[sos-beaute.com](#)
Rechercher des images similaires

fafi-mac-cosmetics.jpg
480 x 500 - 97 ko - jpg
[miss-beauty.net](#)
Rechercher des images similaires

Cosmetics
540 x 320 - 18 ko - jpg
[thesun.co.uk](#)
Rechercher des images similaires

Nano Cosmetics and
300 x 300 - 40 ko - jpg
[nanoid.co.uk](#)
Rechercher des images similaires

youngblood-cosmetics
489 x 328 - 46 ko - jpg
[perspectives.3ds.com](#)
Rechercher des images similaires

Power of Chanel Cosmetics
269 x 322 - 32 ko - jpg
[askmissa.com](#)
Rechercher des images similaires

MAC Cosmetics Warehouse Sale
400 x 360 - 56 ko - jpg
[smartcanucks.ca](#)
Rechercher des images similaires

cosmetics - photo/picture
700 x 466 - 118 ko - jpg
[faq5.org](#)
Rechercher des images similaires

Cosmetics Story
640 x 465 - 56 ko - jpg
[osindak.com](#)
Rechercher des images similaires

Hello Kitty x M.A.C Cosmetics
530 x 353 - 93 ko - jpg
[materialiste.com](#)
Rechercher des images similaires

Cosmetics
600 x 400 - 68 ko - jpg
[chericherie.com](#)
Rechercher des images similaires

Cosmetics
1600 x 1200 - 174 ko - jpg
[yds-chemicals.be](#)
Rechercher des images similaires

Perfume and Cosmetic
400 x 320 - 15 ko - jpg
[mardenedwards.com](#)
Rechercher des images similaires

mac-cosmetics-canada
290 x 290 - 20 ko - jpg
[ravalement-de-facade.net](#)
Rechercher des images similaires

LAKME COSMETICS
300 x 300 - 18 ko - jpg
[herbalcareindia.com](#)
Rechercher des images similaires

mac-pro-cosmetics
1024 x 880 - 75 ko - jpg
[moderncosmetics.com](#)
Rechercher des images similaires

Giorgio Armani Cosmetics |
350 x 465 - 40 ko - jpg
[frillr.com](#)
Rechercher des images similaires

A lot of natural cosmetics
306 x 306 - 10 ko - jpg
[bellasugar.com](#)
Rechercher des images similaires

Goooooooooooooogle ►
1 2 3 4 5 6 7 8 9 10 [Suivant](#)

→ Google search ‘cosmetics ad’

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
[stylefizz.com](#)
Rechercher des images similaires

Vintage cosmetic ads from mid-
350 × 509 - 56 ko - jpg
[przservices.typepad.com](#)
Rechercher des images similaires

MAGAZINE COURTESY OF ANNA
595 × 800 - 555 ko - jpg
[criticalbeauty.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
[przservices.typepad.com](#)
Rechercher des images similaires

cosmetics ad featuring a
720 × 980 - 357 ko - gif
[nursingadvocacy.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
[twofla.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.



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

(1) Selling women on an ideal of beauty



EUROPEAN WOMEN'S
LOBBY
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.*

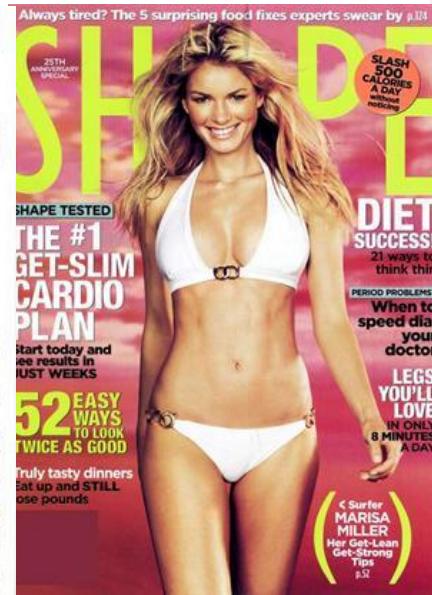
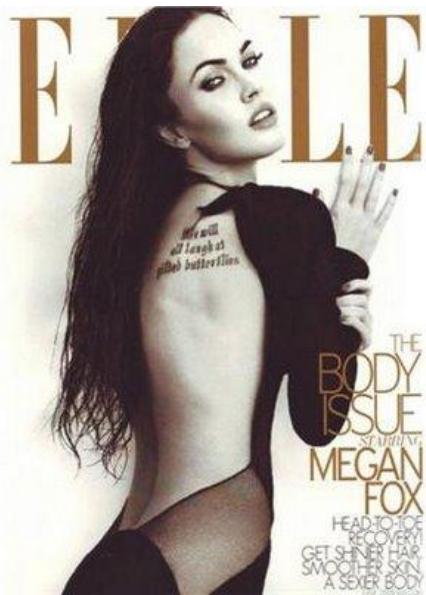


EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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



Worldwide, only 2% of
women say they feel
beautiful



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

Key message (1): beauty = youth



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



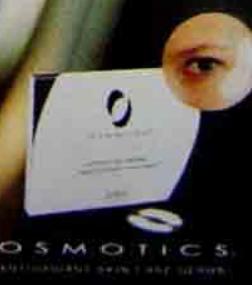
European women over 60 represent alone 34% of the facial skincare market. On average they buy twice as many products as women under 25 and spend more than 3,5 times the amount.

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.



Neiman Marcus

Nordstrom

Saks Fifth Avenue

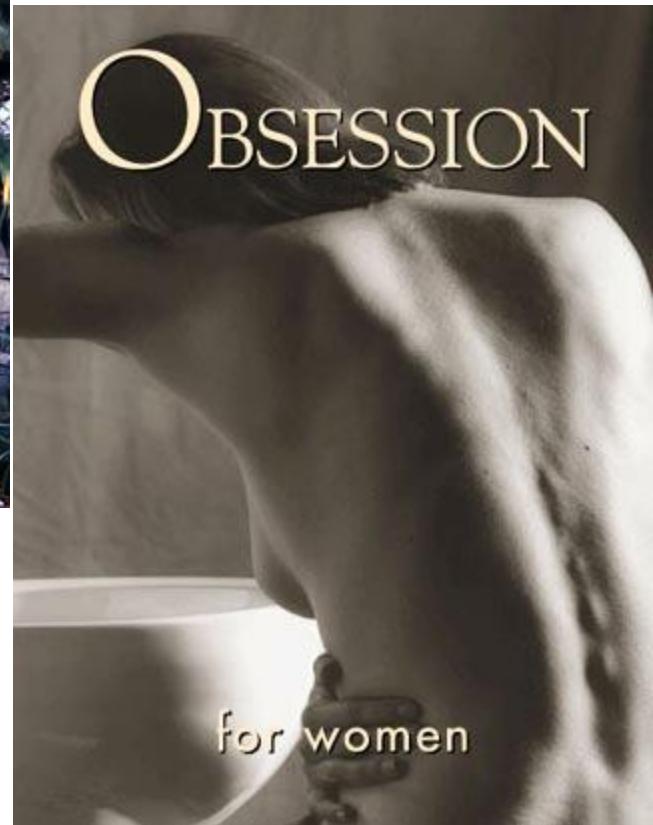
Up to the age of 34 women represent 79% of television presenters.

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

Key message (2): beauty = skinny



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



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

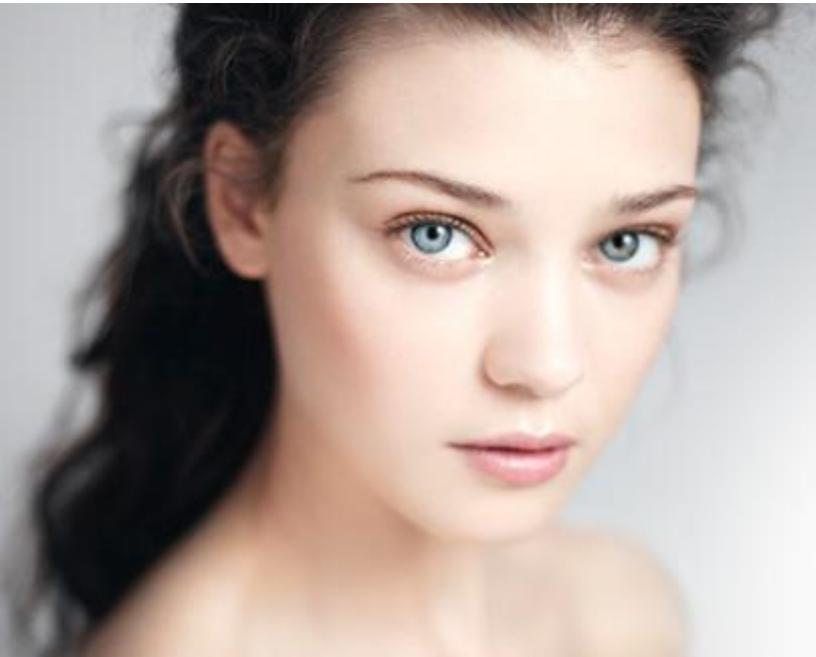
Body image and eating disorders

- 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

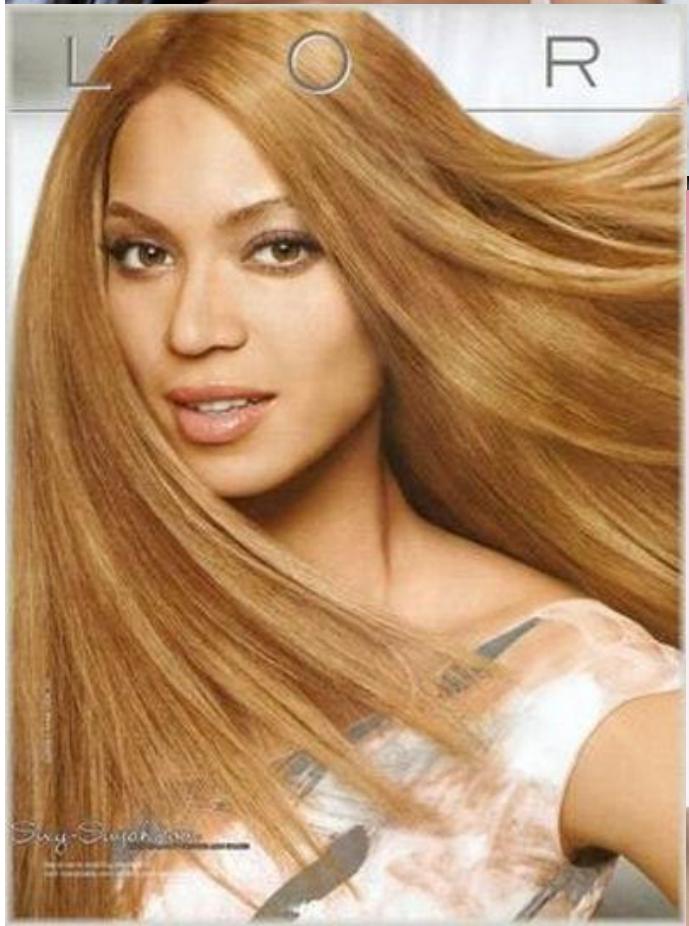


[Learn more](#)

Key message (3): beauty = white



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



L'ORÉAL PARIS DÉRMO-EXPERTISE

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

NEW

LESS YELLOWISH COMPLEXION
with Advanced Melanin Block to rapidly reduce production of the excess.

More ROSY GLOW
Tourmaline Gemstone is known to stimulate skin microcirculation.

Tongue Chic www.tonguechic.com

L'ORÉAL PARIS

L'ORÉAL PARIS

WHITE PERFECT

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

NEW

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

Tourmaline GEMSTONE

L'ORÉAL PARIS

WHITE PERFECT DAY SPF15
Transparent Rosy Whitening

L'ORÉAL PARIS

37% of Europeans say that multiple discrimination is widespread

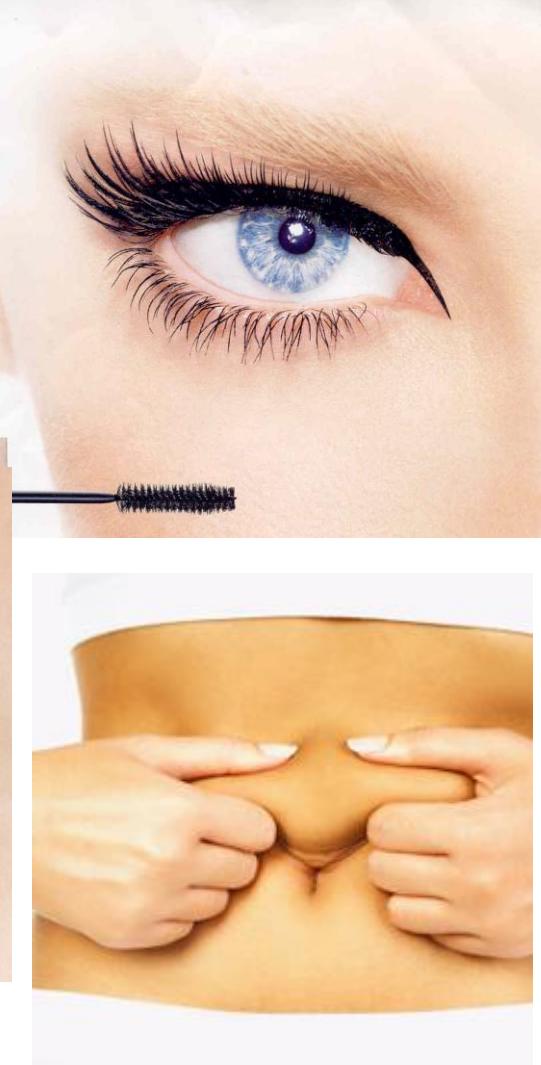


Key message (4): radical change is possible



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

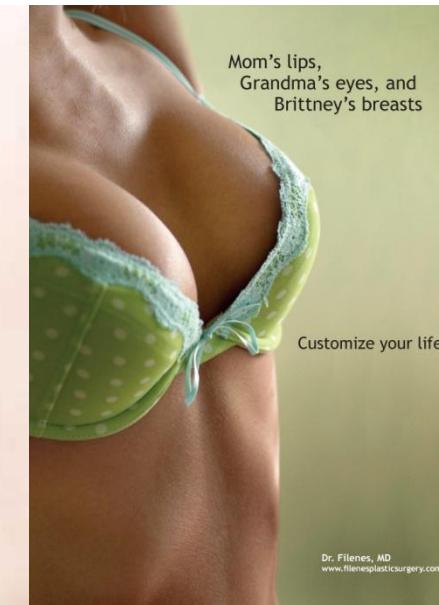
One step at a time – women as body parts



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.

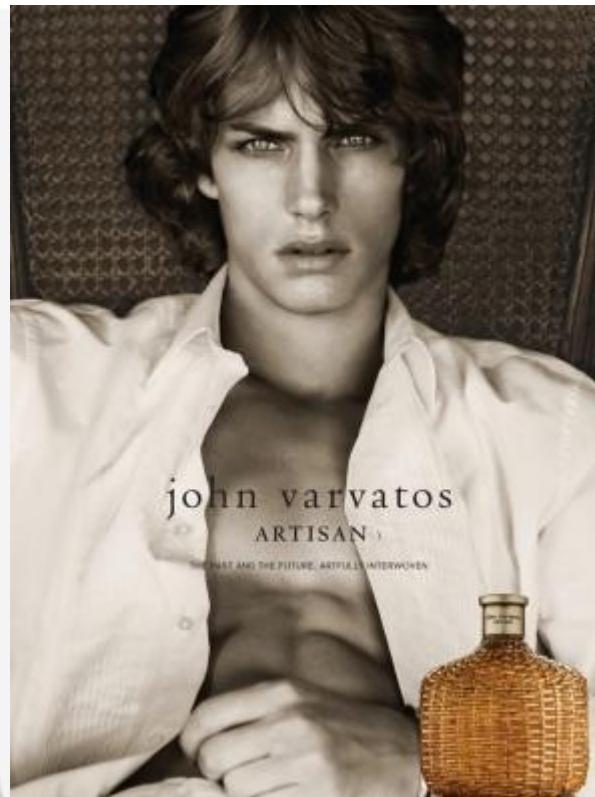
The image displays two side-by-side cosmetic advertisements. On the left is an L'Oréal Paris advertisement for 'WRINKLE DE-CREASE COLLAGEN FILLER'. It features a woman applying cream to her face. The product tube is labeled 'WRINKLE DE-CREASE COLLAGEN FILLER' and 'NEW Wrinkle Reducer pure COLLAGEN Bio-Spheres & Rosehip'. Text on the ad includes: 'Now, the power of collagen to diffuse the appearance of lines and wrinkles.', 'WRINKLE DE-CREASE COLLAGEN FILLER', 'NEW Wrinkle Reducer pure COLLAGEN Bio-Spheres & Rosehip', 'BEFORE: 1. Minutes wrinkles on the surface immediately. The collagen diffuses off your wrinkles to reduce depth and width of facial lines.', 'AFTER: 2. With repeated use, wrinkles are filled from within. As newly-activated collagen is laid down, wrinkles are reduced by up to 20%. Collagen Bio-Spheres expand to plump and fill facial lines and wrinkles.', 'RESULTS: Immediately: Visibly smoother wrinkle creases by up to 20%. In 3 weeks: 40% less lower forehead wrinkles. 84% saw lines less around the eyes.', 'Dermo-Expertise', 'PUSH REACHES TO BEAUTY', 'BECAUSE YOU'RE WOMEN IT.', 'TARGETED ANTI-AGING ACTION', 'L'ORÉAL PARIS'. On the right is a Vichy advertisement for 'D-STOCK'. It features a woman's leg with cellulite. The product tube is labeled 'D-STOCK'. Text on the ad includes: 'VICHY LABORATOIRES GEZONDHEID, OOK DOOR EEN GEZONDE HUID.', 'D-STOCK', 'Aftersun gel anti-cellulite', '- 23,5% vermindering van onregelmatige vetophopingen in 1 maand.', 'NIEUW', 'TECHNOLOGIE MET VELVETONDER INGREDIELEN', 'Herhaalde opname van glucose. Cellulitis zit zich vast.', 'n bronza...', 'S... W...', 'VICHY'.

- 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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

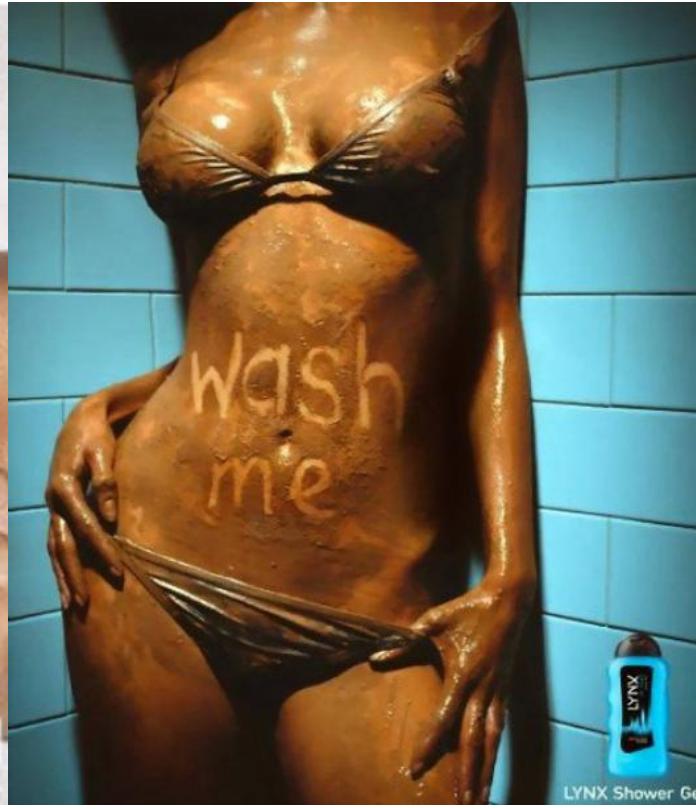
For men: using women



TOM FORD
THE FIRST FRAGRANCE FOR MEN FROM TOM FORD.



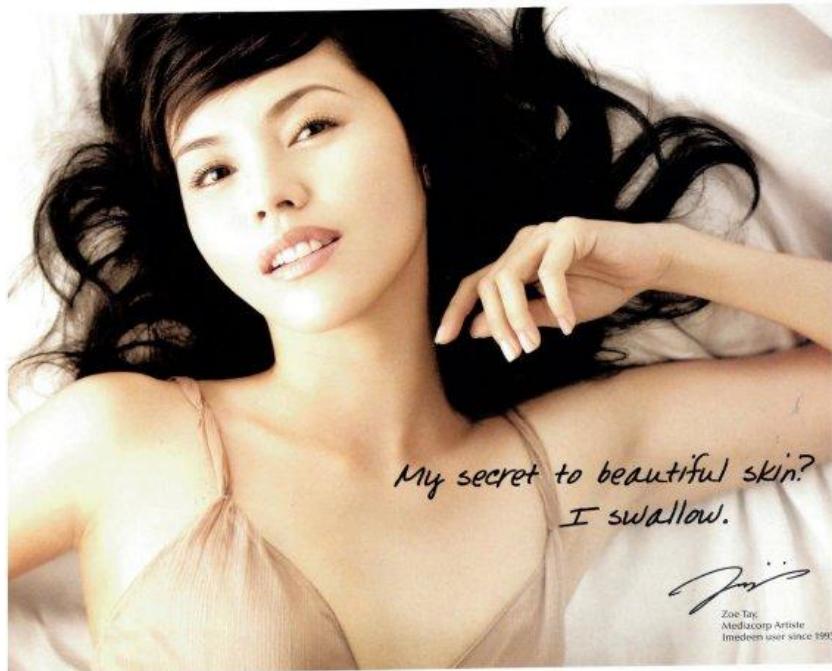
TOM FORD FOR MEN
THE FIRST FRAGRANCE FOR MEN FROM TOM FORD



LYNX Shower Gel

Selling the male sexual fantasy to women (1)

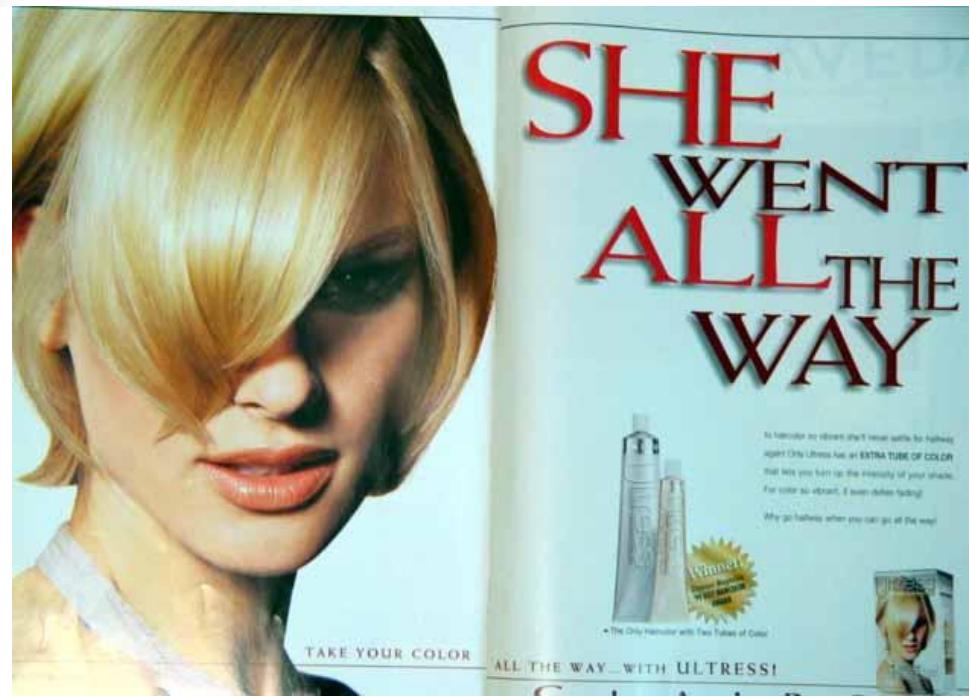
IMEDEEN
SINCE 1991



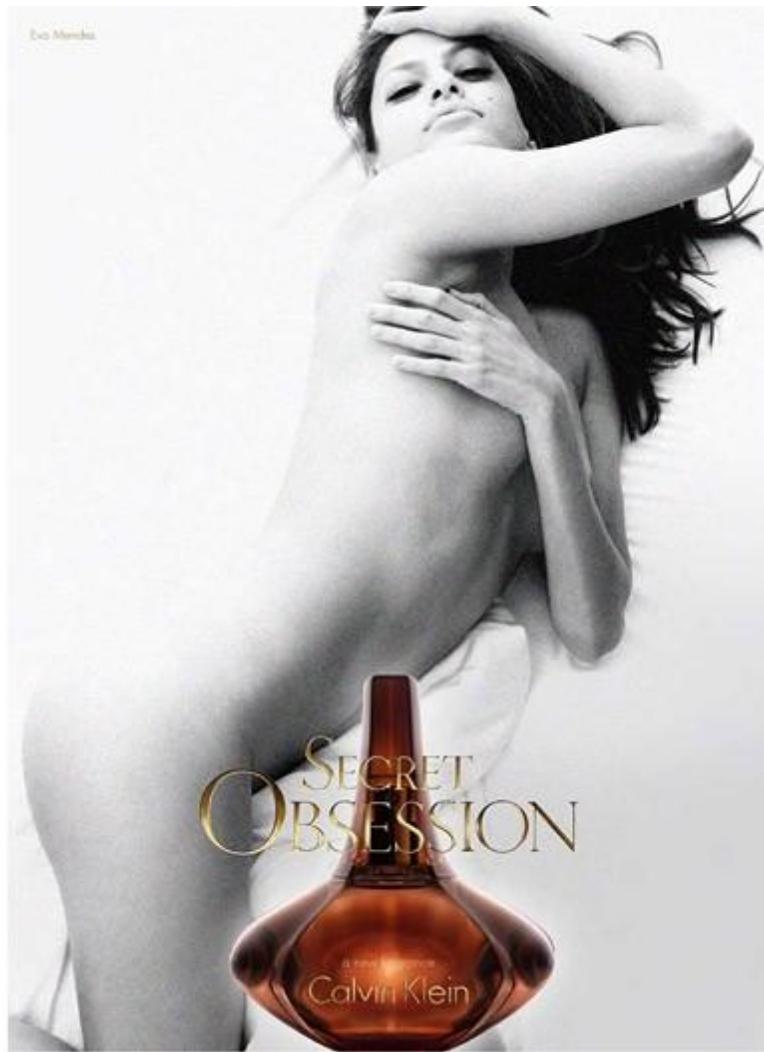
Nourish your skin from within

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.

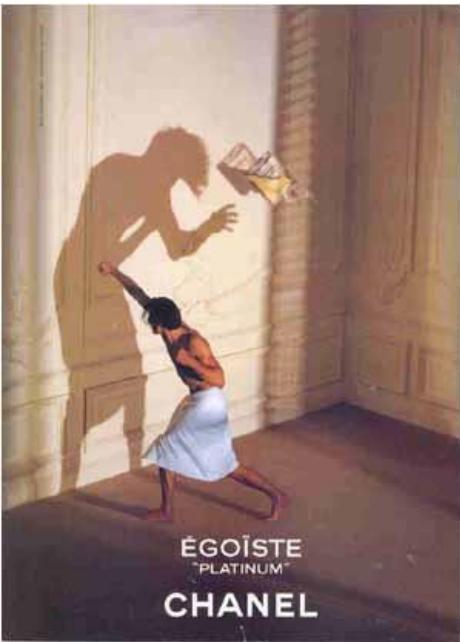
Available at the Imedeen Boutique, now open at Level 3, Palais Renaissance, 390 Orchard Road. Full range of Imedeen skincare tablets also available at Guardian, Watson's and other leading retailers. Imedeen Hotline 1800 323 1605 imedeen-selv@tp.torosan.com www.imedeen.com



Selling the male sexual fantasy to women (2)

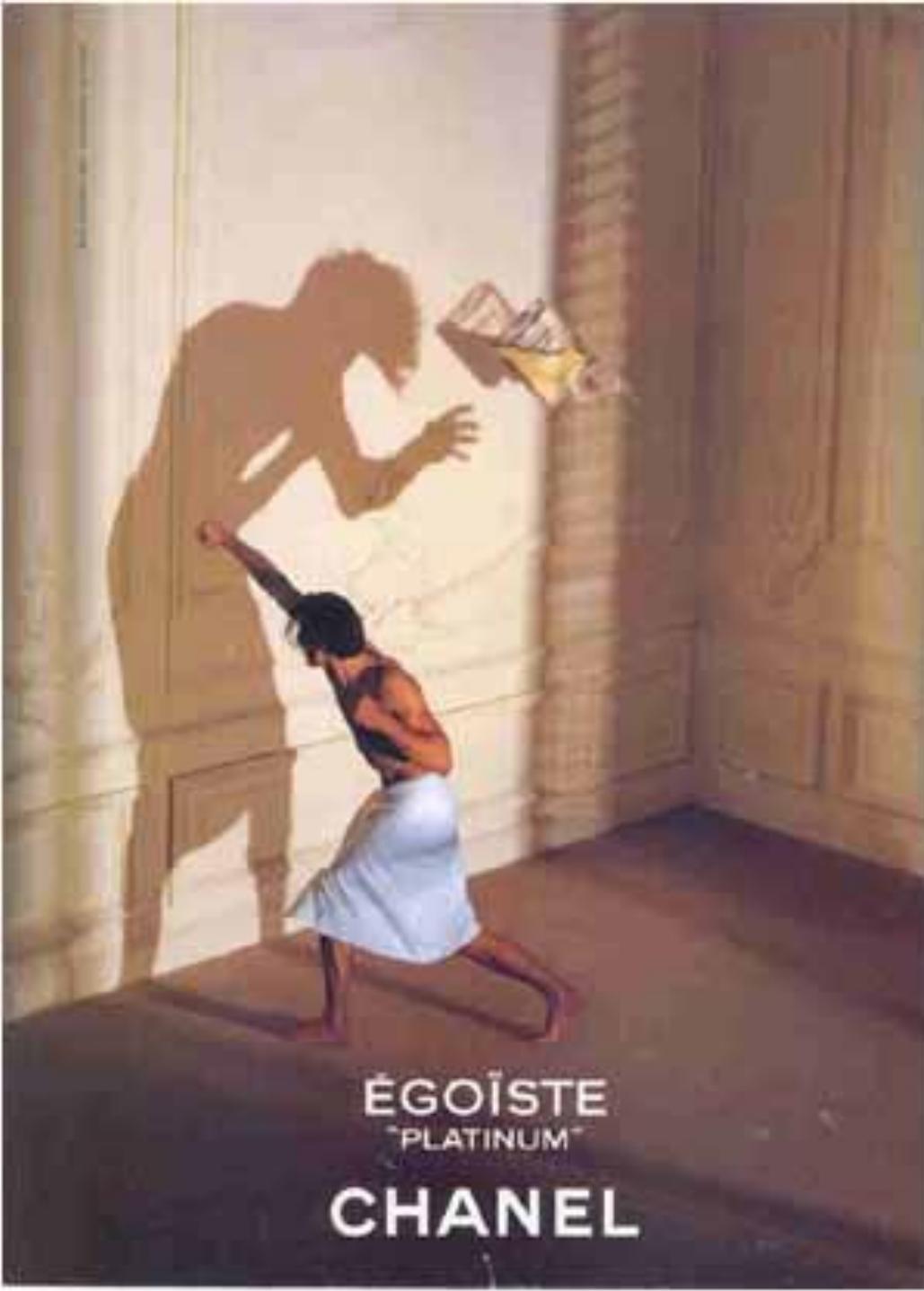


'Trivialising'/promoting?? violence



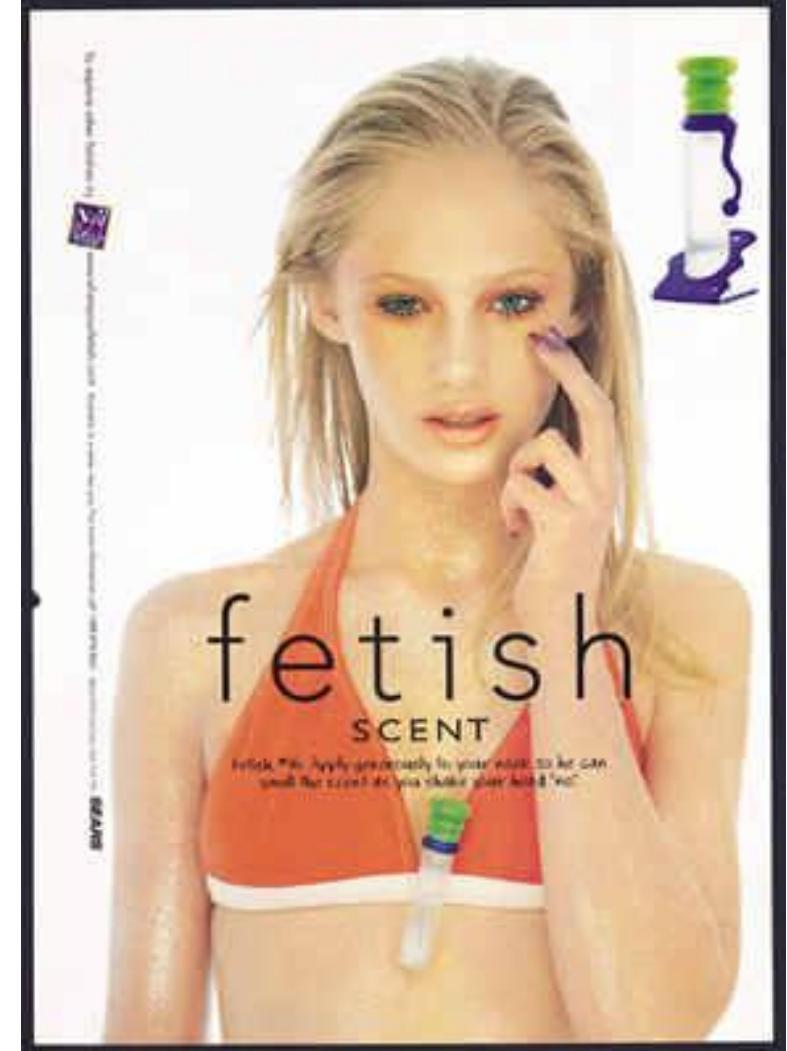
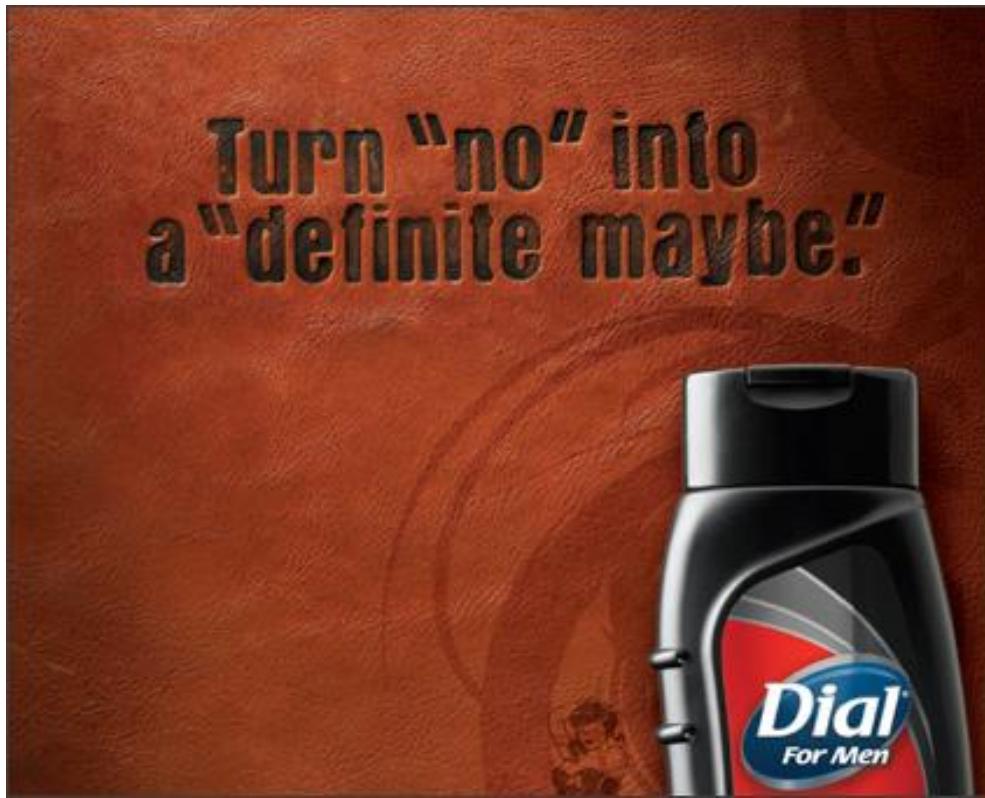
For men: using women





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

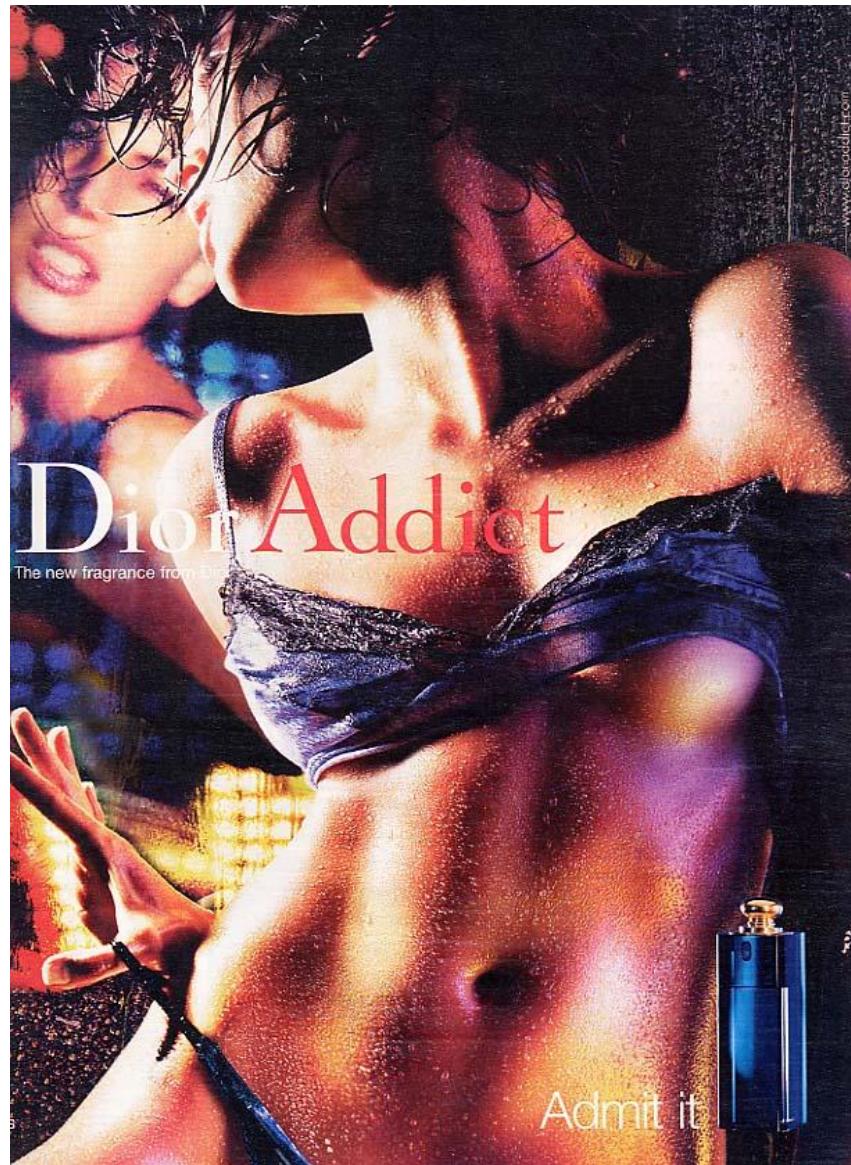


Apply generously to your neck so that he can smell the scent as you shake your head “no”.

Eroticisation of young girls, vulnerability and violence



Drugs??



III. EWL Recommendations



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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.



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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.





too old to be in an anti-aging ad.



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



- wrinkled?
- wonderful?

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

campaignforrealbeauty.co.uk | Dove



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

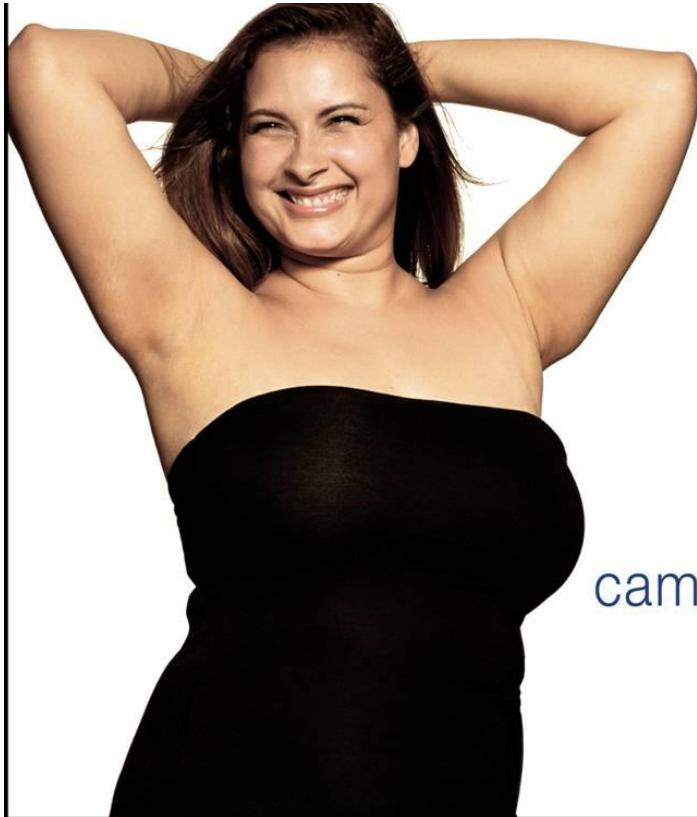


- ugly spots?
- beauty spots?

campaignforrealbeauty.ca  | Dove



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES



fat?

fab?

campaignforrealbeauty.ca | Dove



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

(1) Time for change – the case for regulation



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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!



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

- 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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

- 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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

(2) Time for change – Self-regulation



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

(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



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

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

