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APPENDIX A

QUESTIONNAIRE TO MEASURE THE UNDERLYING DIMENSIONS FROM VARIOUS EVALUATION CRITERIA CONSUMERS CONSIDER WHEN SELECTING A LIPSTICK



SECTION A: USAGE PATTERNS

1. Do you use lipstick?

Yes	No
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2. How regularly do you wear lipstick?

Never (don't use lipstick)	Seldom (0-2 occasions per week)	Regularly (2-4 occasions per week)	Fairly regularly (4-6 occasions per week)	Frequently (More than 6 occasions per week)
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SECTION B: IMPORTANCE RATING

When selecting a lipstick, how important would you consider each of the attributes listed below? Indicate the importance of each attribute, ranging from extremely important (EI) to totally unimportant (TU), by marking the appropriate alternative with a "x".

Example:

Extremely Important (EI)	Totally Unimportant (TU)
Leave lips soft: (EI)	X (TU)

Lipstick Attributes

Extremely Important (EI)	Totally Unimportant (TU)
Moisturises (EI)	(TU)
Light texture (EI)	(TU)
Creamy texture (EI)	(TU)
Long-lasting wear (EI)	(TU)
Hypoallergenic (EI)	(TU)
Not tested on animals (EI)	(TU)
Protects lips (EI)	(TU)
Nourishes (EI)	(TU)
Phytospheres (EI)	(TU)
Smooth (EI)	(TU)
Innovative formula (EI)	(TU)
Prevents dryness (EI)	(TU)
Polished colour (EI)	(TU)
Perfume-free (EI)	(TU)
Brand name (EI)	(TU)
Price (EI)	(TU)
Colour (EI)	(TU)
Vitamin E-enriched (EI)	(TU)
Conditioning colour (EI)	(TU)
Doesn't run or bleed (EI)	(TU)
Matt finish (EI)	(TU)
Stay on lips (won't kiss or rub off) (EI)	(TU)

SECTION C: PERFORMANCE SCALES

A: Based on your opinion, how would you rate each of the attributes listed below, ranging from excellent to poor, after reading through the advertisement for Clarins:

	Excellent (E)	Poor (P)
Moisturises	(E)	(P)
Light texture	(E)	(P)
Creamy texture	(E)	(P)
Long-lasting wear	(E)	(P)
Hypoallergenic	(E)	(P)
Not tested on animals	(E)	(P)
Protects lips	(E)	(P)
Nourishes	(E)	(P)
Phytospheres	(E)	(P)
Smooth	(E)	(P)
Innovative formula	(E)	(P)
Prevents dryness	(E)	(P)
Polished colour	(E)	(P)
Perfume-free	(E)	(P)
Brand name	(E)	(P)
Price	(E)	(P)
Colour	(E)	(P)
Vitamin E-enriched	(E)	(P)
Conditioning colour	(E)	(P)
Doesn't run or bleed	(E)	(P)
Matt finish	(E)	(P)
Stay on lips (won't kiss or rub off)	(E)	(P)

B: Based on your opinion, how would you rate each of the attributes listed below, ranging from excellent to poor, after reading through the advertisement for Ellen Betrix:

	Excellent (E)	Poor (P)
Moisturises	(E)	(P)
Light texture	(E)	(P)
Creamy texture	(E)	(P)
Long-lasting wear	(E)	(P)
Hypoallergenic	(E)	(P)
Not tested on animals	(E)	(P)
Protects lips	(E)	(P)
Nourishes	(E)	(P)
Phytospheres	(E)	(P)
Smooth	(E)	(P)
Innovative formula	(E)	(P)
Prevents dryness	(E)	(P)
Polished colour	(E)	(P)
Perfume-free	(E)	(P)
Brand name	(E)	(P)
Price	(E)	(P)
Colour	(E)	(P)
Vitamin E-enriched	(E)	(P)
Conditioning colour	(E)	(P)
Doesn't run or bleed	(E)	(P)
Matt finish	(E)	(P)
Stay on lips (won't kiss or rub off)	(E)	(P)

C: Based on your opinion, how would you rate each of the attributes listed below, ranging from excellent to poor, after reading through the advertisement for Maybelline:

	Excellent (E)	Poor (P)
Moisturises	(E)	(P)
Light texture	(E)	(P)
Creamy texture	(E)	(P)
Long-lasting wear	(E)	(P)
Hypoallergenic	(E)	(P)
Not tested on animals	(E)	(P)
Protects lips	(E)	(P)
Nourishes	(E)	(P)
Phytospheres	(E)	(P)
Smooth	(E)	(P)
Innovative formula	(E)	(P)
Prevents dryness	(E)	(P)
Polished colour	(E)	(P)
Perfume-free	(E)	(P)
Brand name	(E)	(P)
Price	(E)	(P)
Colour	(E)	(P)
Vitamin E-enriched	(E)	(P)
Conditioning colour	(E)	(P)
Doesn't run or bleed	(E)	(P)
Matt finish	(E)	(P)
Stay on lips (won't kiss or rub off)	(E)	(P)



APPENDIX B

THREE DIFFERENT LIPSTICK ADVERTISEMENTS PRESENTED TO A SAMPLE OF LIPSTICK USERS

Clarins

Ellen Betrix

Maybelline



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

ROUGE ECLAT CLARINS.

Pure brilliance
for lips.

NEW!

Colour that also treats
and protects the lips.

Created to truly care for
the lips, Rouge Eclat protects,
enhances and nourishes.
Phytospheres, unique to
Clarins, continuously release
moisture to keep lips soft
and supple.

An object of desire.
A jewel for the lips.

CLARINS & A. CHIFFRE 9009

Rouge Eclat offers
perfect colour.

Rouge Eclat has a stunning
range of shades, available
in three harmonies: Reds,
Pinks and Corals.
Each perfectly complements
your individual style.

Smooth as silk.

The light, creamy texture
glides smoothly across
the lips. Rouge Eclat
delivers pure brilliant
colour formulated for
long lasting wear.

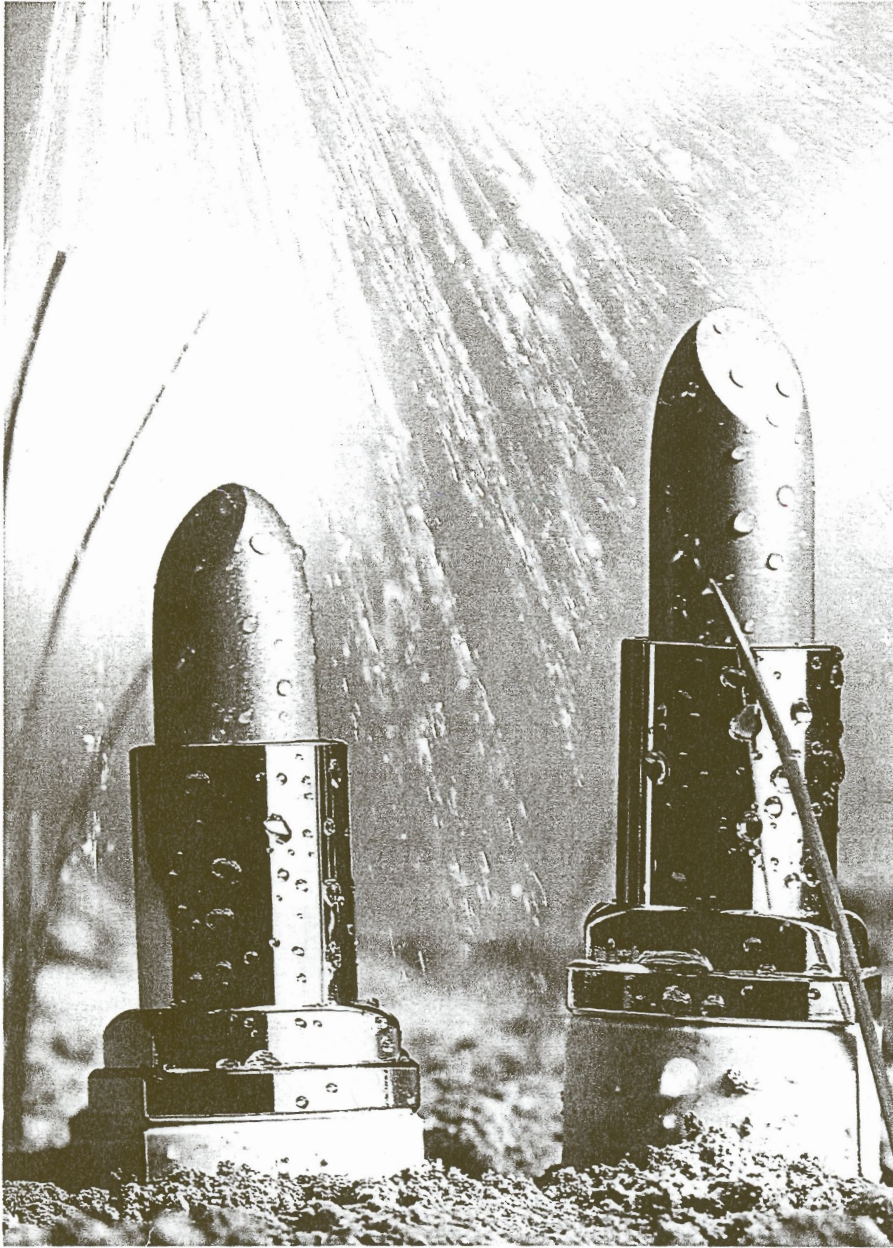
Rouge Eclat is hypo-
allergenic and has not
been tested on animals.

CLARINS
— PARIS —

The natural sequel to skin care



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA



*Fresh from Mother Nature:
Our delightful new dew-fresh lipsticks.*

PURE + NATURAL LOOK
THE COLOURS OF NATURE



SONNENBERG 10, RIVIER-LEUENKOPPEL 010034

**ELLEN
BETRIX**



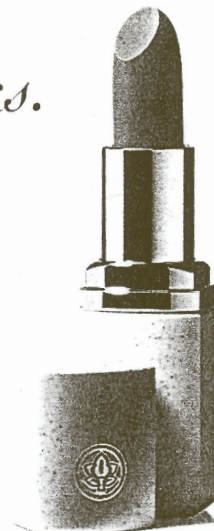
THE CARE COMPANY

Skin as fresh as a spring breeze. Cheeks as fair as the dawn. Lips as delicate as the dew. When it comes to beauty and colour, Mother Nature is simply second to none.

And this is where we went to look for inspiration when we designed our new Pure & Natural Look range of colours. So we bring you dew-fresh lipsticks to pick and choose. Light, tender eyeshadows soft as the spring. Each and everyone available in gentle colours to bring out your natural beauty.

All Pure & Natural products are hypo-allergenic and perfume-free, making them very compatible and gentle with your skin. So if you want to linger in nature a

little longer, go to your nearest Ellen Betrix counter and discover Mother Nature's latest wonder: Pure & Natural Look. The colour cosmetics line for the natural look. From Ellen Betrix, naturally.





UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Exceptional.

A woman who

seems to **feel** so **good** in lipstick.

Like it's part of her

and **not** some heavy

lip-sticky add-on

Kissed by fate?

Nonsense.

Moisture Whip

Lipstick by Maybelline.

Polished colour.

Innovative formula.

With skin care ingredients
to prevent dryness.

**MAYBE SHE'S
BORN WITH IT.**

**MAYBE IT'S
MAYBELLINE.**

