



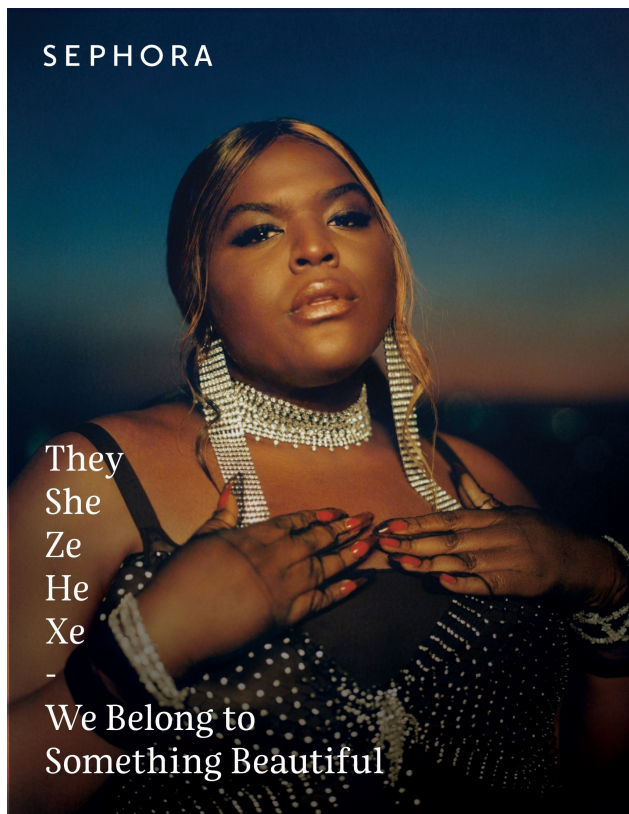
#### Denoted-

- Woman with smooth, light, clear skin
  - Thick black eyelashes, thick black hair
- White background
- Cover girl concealer shown in tube
- “Flawless appearance, no disappearance”
- “Katy Perry wears outlast all-day concealer and outlast all day matte finishing powder in Light”

#### Connoted-

- Katy Perry is a well known celebrity
- White background and white tanktop- clean
- Flawless appearance- Katy Perry is flawless; having thick eyelashes and clear skin is what is flawless

- If you buy the same makeup that Katy Perry is wearing, you can be as flawless as her
- Katy Perry is a beauty ideal and we can look like her if we buy Covergirl makeup



Denoted-

- They, she, Ze, he, xe
- Sunset-like background
- A woman with her hands placed on her chest
  - Wearing diamond earrings and necklace, has her nails done and is dressed in a fancy outfit

- She is looking at the viewer

Connoted-

- Xe (neutral nonbinary), ze (gender neutral “they”)
- Fatima Jamal- trans black woman who is also overweight; not the beauty standards normally pushed on society
- People who shop at sephora are a community
- Sephora is a brand for all kinds of people to express themselves
  - We belong to something beautiful- Sephora is an inclusive makeup brand that is open to anyone who wants to use makeup as a form of self expression

This is an advertisement for Covergirl, a makeup brand that is less expensive and sold at drugstores like CVS and Walgreens; this is a brand for the working middle class and lower classes that is affordable and easy to find. The goal of this advertisement is to use a celebrity who is well known for her beauty, Katy Perry, to sell their makeup. In the bottom right corner of the ad, it says, “Katy Perry wears outlast all-day concealer and outlast all-day matte finishing powder in Light”. It is pretty obvious that she is wearing a lot more makeup than just concealer and powder, as well as the fact that the photo was more likely than not edited and airbrushed before being released. It also says “flawless appearance, no disappearance!”, insinuating that the makeup makes your skin look flawless, and that if you wear the same makeup that Katy Perry is, you will be as beautiful as she is.

The Covergirl slogan that also appears in the bottom right corner of the advertisement is “easy, breezy, beautiful”, insinuating that the Covergirl brand is easy to use and will make you beautiful. In reality, Katy Perry is wearing more makeup than what is being advertised, and the photo has been touched up. Katy Perry in person most likely does not look as “flawless” as she

does in the photograph. This ad reinforces the idea that beauty is a specific look; clear skin, thick eyelashes, and thick hair. The ad uses Katy Perry as an example of a beautiful person that people should aspire to look like, and buying Covergirl products will get you even closer to being like her. Katy Perry's status as a celebrity carries weight because she is a popular female icon, and having a recognizable face in the ad makes more sense for the demographic it is appealing to. Again, Covergirl is a brand that can be found at local drugstores, and it is accessible and affordable for a working class American. The average American probably does not know a lot about makeup or fashion models, so using a recognizable face from pop culture helps to bring a product that is also a status symbol to the general public in a way that they are able to relate to. If Katy Perry was replaced with a not-so-well-known model, the average person at CVS might not pay as much attention to it. Katy Perry in this ad brings her own personal clout into the ad, making the average person that admires Perry as a celebrity connect her success and beauty with the brand itself, even though it is unclear as to whether or not Perry even uses this brand in real life. We associate her beauty and looks with Covergirl, and those who admire Perry for her music, stage personality, and beauty automatically connect any knowledge they have of this star with the brand she is representing.

Sephora is a high-end makeup brand that is not affordable for the average working class American. The ad portrays Sephora as an inclusive brand that is accepting of all people regardless of gender or physical attributes such as weight and skin color. The model in this ad is named Fatima Jamal; a trans black woman who does not fit into the beauty ideals that are normally depicted in makeup ads. This representation goes hand in hand with Jamal's work as an artist, writer, and public speaker. Her work involves beauty, identity, and gender, and she refers to herself as a "fatfemme", which she explains to be "[a space] that people are afraid to occupy" (<http://fatimajamal.com>). This particular advertisement almost seems to be an extension of Jamal's personal work.

Another component of this advertisement is the inclusion of the multiple different pronouns. Makeup is a form of self expression that ideally should be available to all people who are interested in it, but makeup advertisements are made with female audiences in mind. At first glance, if you are not familiar with Jamal, you would not necessarily know that she is transgender. Adding the nonbinary pronouns into the advertisement makes it clear that the purpose of the advertisement is to use Sephora as a platform for individuality; a safe space for those who may not conform to societal norms in the same way that the ad does not conform with most other makeup ads. "Sephora" is printed at the top left hand corner, but there are no other indicators of specific makeup or products that are being sold to the consumers. Personally, I think the ad is less about the makeup and more about promoting the store as a progressive company that is accepting of any kind of person that wants to shop there. The ad insinuates that if you shop at Sephora, you are giving money to an organization that is trying to normalize all types of bodies and people (WE belong to something beautiful, with something beautiful being the fact that everyone is included).