LANGUAGE AND ENTREPRENEURSHIP: THE CREATIVE BRANDING AND SLOGANS OF NIGERIAN COSMETIC PRODUCTS

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ABSTRACT
Language and identity has become an issue that cannot be over-emphasized in a social milieu that is dotted by people of diverse cultures. This study therefore investigated entrepreneurship and creative branding with respect to some business names and slogans, especially cosmetic products. The need to be different and unique becomes paramount in the world market where survival strategy is the hallmark of every business enterprise, more so the upcoming small-scale businesses owned by individuals and groups. Sixty Cosmetic products were used. They were drawn from 210 recommendations by a class of 300 level undergraduates studying English, 42 in number, purposively selected in Ekiti State University, Emmanuel Alayande College of Education (EACOED), Oyo affiliate. A self-designed questionnaire was used, an aspect being a close type and the other being an open ended type in the collection of data. The grammatical category of the brand names/slogans was focused and this constituted the data for the study. Qualitative assessment was adopted through simple percentage. The study relied on theories of entrepreneurship and systemic functional grammar with a view to establishing the relationship between the concept and branding, using descriptive analysis. It was discovered that apart from the pragmatic essence of branding, the use of nominal and epithet (at the phrasal level) for affectivity dominated linguistic forms in cosmetics advertising. The study then concluded that the varied branding system and the slogans constituted a viable field of exploration in discourse pragmatics and recommended that more attention should be given to other areas of entrepreneurship as a field of social practice for language enrichment and for negotiating peace through affective deictic choices.
Key words: entrepreneurship, brand-name, slogan, creativity, trade-mark

Introduction
Man as a gregarious animal can hardly survive without the availability of the basic needs - food, clothing and shelter. The need to fulfill these obligations makes man to be adventurous. From time inmemorial, transactions has been a key word going by the fact that no individual group or community can lay claim to be utopian. Even when the use of currency was alien, people had resulted to trade by barter. Movement of people from one end to another is usually informed by what to keep the body and soul together, then comes in other motives like that of lording it over others because of the benefits attached, and that was the beginning of inequality - the bedrock of capitalism. What is regarded as the world market today started from bits of trade here and there. The so-called international trade fairs had their root in the small-scale enterprise. The assemblage of small-scale businesses is the propeller to the large-scale ones which necessitates industrialization and the growth of a country. Most of the countries with strong economic base rely on the promotion of small-scale businesses which in turn develop through the mobilization of available local resources. Such growth in businesses of individuals and groups has led to employment generation and industrial dispersal as well as mitigation of rural migration. Business provides financial opportunity and a chance to develop wealth. It is a venture where creativity ingenuity, strive, where motivated individuals exercise their talents and expertise attained through persistence and perseverance in the act. Such creativity does not leave out the need for branding. Every business of course craves for having an identity of its own in view of the fact that every big business starts as a small business, what you call an entrepreneur.

In Nigeria, big companies and industries started as a small scale enterprise. A good example is Dangote Group of Companies, Okada Airline. In fact, the name ‘Okada’ which is now synonymous with the transport system including the use of motor-bike for commercial purposes was popularized through the Airline, whereas the name itself happened to be the name of a village (perhaps a city now) where the founder of the business hailed from. Other notable businesses include’ Ekene Dili Chukwu Transport’, the FAN milk, Nnewi “Tokunbo” parts, the many petroleum filling stations, commercial banks and many other ventures. Obviously, small businesses, especially the private ones, are the
basis for the economic well-being of many developed nations including USA, Japan and China. Such businesses however cannot be a deed without a name (Shakespeare’s *Macbeth*).

In discourse parlance, business is a social practice that is tied to entrepreneurship. Entrepreneurship occurs when an individual develops a new approach to an old business or idea, or a unique way of giving the market place a product in service by using resources on a new way under conditions of risk. Small business flourishes and entrepreneurship are closely related to it. Entrepreneurship is what makes a small business successful.

An entrepreneur, according to the Small Business Association, puts together a business and accepts the risk to make a profit. The simplicity of this definition accounts for its lack of phenomena comprehensibility. The theories of entrepreneurship encompass Economic Theories which see entrepreneurs as risk takers, focusing on economic conditions and the opportunities they create; Resource-Based Theories which leverage on different types of resources to get started; Psychological Theories which focus on the individual and the mental or emotional elements that drive entrepreneurial individuals including personality traits of creativity, resilience and optimism. The Sociological/Anthropological Theories center its explanation for entrepreneurship on the various social contexts: social networks, a desire for a meaningful life, ethnic identification and social-political environment factors_ that enable the opportunities entrepreneurs leverage. Opportunity-Based Theory as put forward by Peter Drucker contends that entrepreneurs excel at seeing and taking advantage of possibilities created by social, technological and cultural changes. For example, with the Nigerian situation of erratic electricity supply, people see importation of power generators as an opportunity, and in rural communities where electrification of houses is at a low rate, an entrepreneur might see it as a chance to open a shop to charge batteries for people using cell phone.

Nigeria as a case study is a country with teeming population of unemployed youths that probably informed the establishment of the National Directorate of Employment (NDE) which was intended to lure a lot of unemployed people including graduates into self-determination through self employment. It is daily becoming more glaring that government and the established private companies are not ready to come to the aid of the unemployed due to dwindling economic fortunes. As an alternative, coupled with the campaign of
diversification, Nigerians including the graduates of tertiary institutions are therefore launching themselves into various small-sale business ventures, such as cottage soap and cosmetics production, fast food, publishing, writing, block making, block making and decoration with interlocking, security outfit, refuse disposal, cleaning services, weaving, embroidery, beads making, tailoring, advertising agents and other business enterprises which depend on local raw materials. The zeal to succeed and excel in such ventures is fast becoming the order of the day; and this begins with the issue of a unique identity- the spring board to creative branding and slogan.

In this direction, government has enunciated various policies to encourage proliferation and competitiveness. Instances include the 7-Point Agenda of the Yar-adua administration, the Transformational Agenda of the Goodluck Jonathan regime and of course the Economic Recovery and Growth plan of Buhari’s administration whereby priority has been accorded industrialization with greater emphasis on small-scale enterprises.

Historically, the business climate on Nigeria was that of a total domination by the imperialists and their cohorts- the other European Multinational companies like Unilever Plc, Patterson Zochonis (PZ), United African Company (UAC) GB Olivan, British Petroleum (BP), etc. It was not until the end of the 1950s when the Nigerian Industrial Development Bank (NIDB) was founded to assist potential entrepreneurs to get involved in Agriculture exploration of national resources commerce and industrial production that indigenization of such entrepreneurs started gathering momentum. This had continued until present time when even in the names and branding of enterprises Nigerianism became the focus in place of those anglicized names. A major break-through in this direction came about through the indigenization Decree o 1972 and later the Nigeria Enterprises Promotion Act of 1977, thus making sure that Nigerians play an active role in the development of the economy.

The need to maintain a high profit-oriented business calls for a lot of strategy in a competitive market. This strategy that puts the customer’s interest at the centre with utmost commitment to satisfy their desire make branding or what others would call packaging, a vital cynosure. Information thereby becomes essential to the survival of any business; the kind of information includes the names, slogans and even jingles that get to the public awareness through channels like sign-posts, adverts in newspapers and online, bill-boards, leaflets including sponsored jingles on the radio and television. The town-
The need for a good name in business cannot be overemphasized in a free-market economy that is bombarded with both standard and sub-standard products. Consumers are usually very critical of the products they may buy going by the after-effect of their consumption and use. The complements range from poor quality, high prices, poor delivery system, poor packages and infiltration of quacks in the system. To safeguard the health of the citizens the Federal Government of Nigeria has taken steps in this direction, and this informed the establishment of agencies like the Standard Organization of Nigeria, SON, and National Agency for Food, Drugs Administration and Control (NAFDAC). The Corporate Affairs Commission (CAC) is the agency that oversees proper registration of all businesses and establishments. For proper identification therefore, no two enterprises or companies must bear same name or slogan. The need for a unique name and branding then becomes a task where linguistic ingenuity cannot be ruled out. Creativity in terms of name formation, adoption and the accompanied slogan goes a long way to enrich the language of expression.

The interface of linguistics and other fields of human endeavour has been established by many scholars. De Vos (2009) believes that linguists are needed in law, journalism and advertising, editing, management, communications and public relations. Existing studies have focused on small-scale industry in the area of bakery, garri processing from the economic point of view. Close to the trust of this study was a paper on ‘The Metamorphosis of ‘variables’ into ‘constant’ a phenomenal trend in Nigerian Enterprises’ ‘brand names’ ‘ (Adedeji 2016:125-139), where the predominating infinitive as sign-post being used as appellation of institutions was examined.

Kadiri, (2012) examined the contribution of small and medium scale Enterprises (SMEs) to employment generation in Nigeria. His study affirmed that virtually all the SMEs sampled in his analysis relied on the informal sources of finance to start their business. The study suggested the need for the integration of the activities of the formal with that of the informal financial institutions.

According to Peterise (2003) SMEs both in the formal and informal sectors employ over 60% of the labour force in Nigeria. Odubanjo (2000); Onwumere (2000) and Nnanna (2001) all support that SMEs help in the achievement of
improvement in rural infrastructure and improved living standard of the rural dwellers. In Wahab and Ijaiye’s (2006) findings, the SMEs with more than 300 workers account for 99.5% of the factories in Tokyo and employs 745 of work force there. In the United States of America, the SMEs account for 87 percent of the country work force. The German SMEs employs about 72.6 percent of its labour force. If such conditions obtain in those countries, Nigeria as a developing economy should not differ. What then prevents Nigeria from producing lemon drinks for instance, or juice out of oranges, mangoes, water melon and the like and package it for both internal consumption and export? This is the essence of good branding and packaging of products which calls for creative ingenuity.

**Theoretical framework**

The systemic functional grammar which this paper adopts emphasizes one paramount theme of the theory which was text in context. The SFG accounts for the nature of the linguistic system available to the native speaker of a language and for the selection of options which a person makes when using a language. Apart from the syntax, the meaning options are realized as component elements of the language structure, which are the various contributing parts of the total lexical, syntactic and phonological structure of the language. It was Wittgenstein who further developed the contextual account relating to word use, which is termed to be operational explanation of meaning. In his *Philosophical Investigation*, he concerns himself with linguistic concepts, where he demonstrates that many words used in naturally occurring languages do not have fixed meanings.

**Statement of the problem**

Many scholarly works have focused on items like garri processing, detergents, palm oil, bakery and the like. As far as Nigeria is concerned, there is dearth of research in creative branding of cosmetic products. This is the area which has attracted our attention in this study, with particular emphasis on private initiative in the area of cosmetics. This study is aimed at investigating how private business owners (entrepreneurs) come about the branding of their trade, what informed such coinages/formations and the semantic import of such appellations. The research is purported to answer questions like how are customers attracted to products? What is the relationship between product
quality and brand names? Of what relevance is packaging to the economic capability of customers?

The objectives of this study are:
1. To determine whether or not brand-names/slogans have pragmatic import on private businesses
2. To ascertain if small business enterprises make a significant positive impact on our total economic system through the sale of a given product or not
3. To identify areas of contribution of entrepreneurial branding and slogans to the linguistic repertoire and recommend such identified existentialities for pragmatic purposes.

This study is of great importance in the following areas:
1. It will serve as a boost to private business establishment in view of their contribution to the enrichment of vocabulary.
2. It will be an avenue for understanding language forms and functions the more.
3. The riddles about brand names become solved through this investigation and that names in the Nigerian cultural milieu have communicative and evaluative effects.

The scope of this study is private business enterprises with particular focus on cosmetics.

With reference to the practice of social semiotics which implies how things get done through language use, each context in different situations has its own constraints which guide the language user to choose between alternatives; for instance, an advertising agent in his packaging of information will look for emotive, persuasive words to appeal to his audience in advertising either ideas or products.

Methodology
We live in a world of identities as well as a business-oriented world. This idea informed the notion of entrepreneurship which cannot operate without creative branding and slogans. This study is interested in the communicative essence of such creative branding and slogans as far as cosmetic products are
concerned. The participants for this study were a 300 level class of undergraduates of Ekiti State University, EACOED affiliate studying English Education. The class was 42 in number,(12 males and 30 females), purposively selected, and in order to elicit a wide range of cosmetic brand names and slogans, each was to list five cosmetic products he/she was familiar with, and probably being used. This covered varieties like Body cream, Hair cream, Powder, Perfume, Lipstick/Eye lashes. The list totaled 210 items from which we arrived at a summary of 60 brand names/slogans. To get the respondents’ emotive reaction, a self-structured questionnaire was prepared for responses. The questionnaire was in two parts apart from the Bio-data. The first part contained 5 questions. The second part was an open ended question bothering on respondents’ recommendation and why. The research instrument adopted was percentage.

Data analysis/Discussion
The idea of constraint in labelling, branding or re-branding leads to an array of product identities with or without slogans in a competitive market. With cosmetics taken as our focal point in the world of private entrepreneurship, the following products have attracted our attention for discussion. This discussion operates within the frame of systemic functioning linguistics theory of language in line with entrepreneurship which entails creativity.

Make-up Art Cosmetic (MAC)
*M.A.C. is a manufacturer found in Toronto in 1984 by Frank Toskan and Fran Angelo with the slogan:
All ages, all races, all sexes (NP)
The slogan implies the celebration of diversity

*Maybelline cosmetics-Eye-lashes
The company was invested by a 19 years old entrepreneur named Thomas Lyle William in 1915, after he noticed his elder sister Mable applying a mixture of Vaseline and local coal dust to her eyelashes to give them a darker, fuller look. He adopted it with a chemistry set and produced his cosmetic. The company is named after his sister Mable, with the slogan-“May be she is born with it, maybe it is Mabelline”

*Benefit, another cosmetics located in San Francisco.
Conceptually, the brandname means ‘to gain from’, which translates into the user of that product getting beauty extra-ordinarily. Other data labeled (A-F) are contained in the appendix.

The collection (SLOGANS) totaling sixty (60) items as contained in the data (see appendix) is tabularized below for grammatical analysis.

*Table 1: Selected slogans' grammatical category*

<table>
<thead>
<tr>
<th>Grammatical category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noun phrase (NP)</td>
<td>36</td>
<td>60</td>
</tr>
<tr>
<td>Adjective phrase (Adj. p)</td>
<td>05</td>
<td>8.3</td>
</tr>
<tr>
<td>Prepositional phrase (Prep. p)</td>
<td>02</td>
<td>3.3</td>
</tr>
<tr>
<td>Nominal clause (N. Cl)</td>
<td>01</td>
<td>1.7</td>
</tr>
<tr>
<td>Adverbial clause (Adv. Cl)</td>
<td>02</td>
<td>3.3</td>
</tr>
<tr>
<td>Verbal +object (V+O)</td>
<td>04</td>
<td>6.7</td>
</tr>
<tr>
<td>Imperative sentence (Imp. Sent.)</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>Declarative sentence (Decl. sent.)</td>
<td>04</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Our selection of brand names of cosmetics and slogans agrees with the terms ‘headlines and the signature line’ of entrepreneurship. While the headlines are undoubtedly the nominal, the slogans that follow fall in the category of another nominal, a verbal group or a complete sentence.

*Table 2: Questionnaire/summary of responses*

<table>
<thead>
<tr>
<th>Q1 Which one of the itemized cosmetic takes priority over the others?</th>
<th>Body Cream</th>
<th>Powder</th>
<th>Perfume</th>
<th>Hair Cream</th>
<th>Eye lashes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57.1%</td>
<td>42.9%</td>
<td>14.03%</td>
<td>7.1%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q2 Which of the following</th>
<th>Content</th>
<th>Brand name</th>
<th>Slogan</th>
<th>Cost</th>
</tr>
</thead>
</table>
The linguistic mechanisms for the sharing of emotions, tastes and normative assessments otherwise referred to as ‘affect’ are demonstrated through the slogans on one hand as demonstrated through the table above, and through the respondents’ assessments and responses to why they would recommend the given cosmetics of their choice on the other hand. Table 3 below shows:

<table>
<thead>
<tr>
<th>Recommended Brand Name</th>
<th>Reason for recommendation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nominal</td>
<td>Epithet</td>
</tr>
<tr>
<td><strong>Venus</strong></td>
<td></td>
<td>Succulent</td>
</tr>
<tr>
<td><strong>Jordana</strong></td>
<td>Quality</td>
<td>-</td>
</tr>
<tr>
<td><strong>Sleek</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Baby and me</strong></td>
<td>-</td>
<td>Good, Smooth</td>
</tr>
<tr>
<td><strong>Caro White</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Nivea Cream</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Caro tone</strong></td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
The table above indicates that many of the products have only one respondent recommending it with the percentage of 2.4%, a few like Idol, Jengens, Miss Cherry have two respondents to recommend them with 4.8% while Cocoa Butter and Skin Light attracted the highest percentage of recommendations (7.1% each). The reasons adduced were linked to patriotic feelings as well as the effect the product has on the body of each user; that is, one is locally made (Cocoa Butter), the other lightens the body (Skin Light). The brand names of these two products are suggestive of their denotations.
The study discovered that, in consonance with the ideology of entrepreneurship, positive evaluation of entities (cosmetic product in this case) is the concern of entrepreneurs in their texts. This is achieved through their use of epithets predominantly, nominal and verbs, corresponding to the use of affect as quality, affect as state-of-affairs and affect as ‘process’. Our investigation revealed that 8.3% of the slogans use adjectives, 60% use nominal while 6.7% use verbal group. Information elicited from the respondents also followed the same trend as the rationale behind their own recommendations of cosmetics showed the highest frequency of epithet, followed by the use of the verbal, indicating affect as ‘process’. Regarding the responses to the questionnaire, use of Body cream with 57.1%, takes priority over the use of other cosmetics. With question 2, (i.e. Which of the following attracts you to your choice cosmetics?) 50% of the population were attracted by the ‘content’ to the brand-name while 38.1% were attracted due to the slogan. In other words, the percentage of the brand name/slogan taken together (45.2%) ranked next to ‘efficacy’ of the content. On the frequency of use of cosmetic products, daily application had the highest frequency with 71.4%. The table 2 equally showed that the main rationale for using cosmetics was ‘attraction’, a metaphor for human body as an object for sale too, more so, when the majority of the population (32=71.4%) was female. Business enterprises can therefore gain some insight from this finding for a more result-oriented business strategy.

Some noun phrases (NPs) in Tallerman’s (2015:48) conception most typically function as the argument of verbs, fulfilling either semantic or syntactic function. The semantic roles, which are mainly focused here are also known as thematic (or theta) roles. It is the verb that determines what semantic roles its argument must take. However in brand names/slogans, the construction is verb-less in most cases whereby, syntactically, it is implicitly an occurrence of agent/verb/complement. For example,

\[ \text{S v c} \]

Iman lip gloss (is) Long lasting.

The data collected buttress the fact that ‘agent’ and ‘subject’ are not equivalent at all: subjects are very often agents, but certainly not always. Most subjects (NPs), being inanimate only serve as the stimulus (object) which prompts those feelings captured in the epithet.
Where the NP-agent is the stimulus, the syntactic category that follows is a verb. Thus, the brand name with the slogan can be regarded as a complete sentence as exemplified below:

1. Explore
   Cool breeze (VO)
2. Passion body cream
   Moisturizes dry skin (SVO)

In semantics, the action of picking out entities or labeling with words is often called referring or denoting. In view of the referential (or denotational) theory of meaning, nouns/noun phrases are meaningful because they denote entities (such as the cosmetic products under the focus of this study) and sentences because they denote situations and events. Our ability to talk about the world depends on our mental models which often translate into connotations.

Ogunwale (2016:15-16) asserts that, ‘Nothing exists in any society without a name given to it, at least for pragmatic purposes... The names primarily given to objects may vacillate meaning from one context to the other, thereby constituting elements of variations in time, social, regional, and cultural perspectives.’

Going by the register of entrepreneurship, brand names and slogans come under “signature line” of Leech’s (1996) definition of commercial consumer advertising, advertising directed towards a mass audience with the aim of promoting sales of a commercial product or service. While Leech’s layout has four components (Headline, Body copy, Signature line and Standing details), Jefkins (1991:182) identifies seven copy elements: headline, subheadings, the text, price, name and address, coupon, signature slogan or strapline. Their concern is that the layout determines a referent by an existential relation between sign and referent. The brand name of cosmetic products and the accompaniment of a slogan or trade-mark in each case explain such existential relation in this study. The term ‘headline’ according to Bovee and Arens (1982; 260 cited in IBJES 2008:13) refers to “the words in the heading portion of the advertisement, that is the words that will be read first (or heard first in case of non-print branding) or that are positioned to draw the most attention”.

**Conclusion/Recommendation**

A business by whatever categorization (small or big, simple or complex, private or public) is created to provide competitive prices. From the linguistic point of view, these businesses especially the privately owned ones which this
study focused have in a way enrich language and our knowledge of existentialities in the Nigerian sociolinguistic milieu. Language use in the branding of products and slogans has therefore become a means of survival. The sign-posts and leaflets from which the data for our analysis were gathered, apart from the few radio jingles are veritable sources of instruction and education to the populace, which indirectly impact on the linguistic competence of learners in a second language situation. As the country’s small scale entrepreneurship constitutes the fountain head of vitality for the ailing Nigerian economy, the varied branding system and the slogans constitute an exploration in discourse pragmatics.

The ‘value’ of discourse in entrepreneurship which attracted our attention in this study buttresses the notion that ‘evaluation is precisely one of the ways in which culture gives a shape to our affects’ (Malrieu 2005:1); as further evidence, adjectives of ‘positiveness’ such as radiant, attractive, pleasing or natural, etc. can be adapted to any reality. This exercise is equally in tandem with giving attention to the interpersonal and the evaluative in language, (Halliday and Hassan, 1985). It is therefore recommended that since words of positive values especially creative branding promote sales and impact meaningfully on human existence, words denoting abhorrence or connoting hatred should be avoided in discourse. This calls for more caution in the area of deictic choices to ensure mutual understanding and peaceful discourses.

References

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http://www.ru.ac.za/englishlanguageandlinguisticsandyourcareer.


www: <http://www.advertisingarchieves.co.uk/index.php>

**Appendix**

BODY CREAM  (DATUM A)

*Bio skin  Body cream

*Passion body cream

Moisturizes dry skin (V+O)

*Miss Cherie
Natural Body lotion (NP)
*Jergens

*Ultra healing (NP)
*Nivea body cream

*Pride in body beauty (NP)
*Cocolight Shea butter body cream

*A nourishing body moisturizer rich in vitamin E (NP)
*Vital Radiance

Revitalizing Beauty for your changing skin (V+O+A)
*ABF body cream

Forever beautiful (Adj P)
*Cocoa butter body cream

Nourishes your skin (V+O)
*Nature Essence

Younger looking skin Naturally (NP)
*Venus skin toning cream

For a fair & even skin tone (Prep. P)
*Perfect White (body cream)

Fast Action (NP)
*Passion (cream)

Good for the family (Adj, p)
*Dove cosmetics

Rich Nourishing Body fairness (NP)
*Honey Baby Cream

“Refresh and prevent skin rashes in Baby Body” (NP)
*Venus skin care

For beautiful skin (Adj, p)
*Mercy ointment

Discover the secret of true beauty (Imp. Sent.)
*Carotone cream

Brighten up your skin complexion in just 3 weeks (Imp. Sent.)
*Haiku body cream

Pearlized shower gel (NP)

*Fitness Together

Because lipo leaves marks (Adv. Clause)
The slogan contains a morphological chipping. The word 'lipo' comes from the original 'liposuction' denoting a cosmetic surgery operation that removes fat from the body by using suction.

*Baby and me perfumed Jelly
*It gives Your sKin a golden shiny and healthy look (Declarative sent.)
*Caro white
*It makes your skin light, manageable and satin-smooth (Declarative sent.)
*Dettol
*Maximum protection and Antibacterial skin jelly (NP)
*Sociel
*What beauty is all about (Nom. clause)
*Dallas
*Perfumed BodyJelly

HAIR CREAM (DATUM B)
*Damarto hair cream
*Always grow (NP)
*Mega growth
  *Super moisturizing 3ple action (NP)
*So-fine (hair cream)
*Black is beautiful (Decl. sent.)
*Soulmate
*With protein and panthenol (Prep. p)
*Hair Monitor
*Hair growth enhancer (NP)
*Sheree (hair cream)
*Herbal hair cream (NP)

PERFUME (DATUM C)
*Avon deodorant roll
*Flawless Roll on (NP)
*Giordani Gold Originale perfume
*An eye for quality, a passion for life (NP)
*Neso perfumed body spray
  *Pure elegance (NP)
*Explore
Cool breeze (NP)
*Possess perfume
The world is yours (Decl. sent.)
*Valentino
Rock 'n' Rose (Imp. Sent.)
*Vanila Sky
Refreshing of all the body (NP)
*Nivea Roll-on
Cool kick (NP)

POWDER (DATUM D)
*Rimmel powder foundation
Lasting and softness (NP)
*Oriflame Sweden
Look great, make money, have fun (Imp. Sent.)

*L’Oreal’
Because you’re worth it (Adv. Clause)
*Passion Talcum powder
Wrap yourself with passion (Imp. Sent)
*Ponds (powder)
Safe and Natural (Adj. p)
*Black Opal
Oil control formula (NP)
*Max factor make up
The powder of the makeup artiste (NP)
*BonneBell makeup
   Bonnebell. Beautiful. Colourful you (NP)
*Barry M. fashion cosmetics UK
The most colourful (NP)
*A.O. face my love powder
Leaving your skin feeling soft and smooth (NP)

LIP STICK/EYE LASHES (DATUM E)
*Giodarni Gold make up
*Love raised me, lipstick saved me (Imp. Sent.)
*Rimmel
  3X MORE LASHES, NEW LASH MAXXX MASCARA" (NP)
*Iman lip gloss
  Long lasting (Adj. p)
*Sara Rose lipstick
  24 hours (NP Metaphor)
*Squeeze-n-lovely
  Super shiny tasty lip gloss (NP)
*JB cinema lipstick
  Romantic Skinning Professional (NP)

FACE CREAM (DATUM F)

*RDL/Baby face (face cleanser)
  Baby face (NP)
*Night Pink Rose’s
  Crystal white and beautifying the skin (NP)
*Beauty Magic
  Whitening and spot removal cream (NP)
*Caike Red Ginseng
  Whitening spot removal cream (NP)