

Nadya Vento
Studio: Project four - Build a better...

-who buys it? Who is the Ad geared towards?
Women buy it and the way this Ad is being portrayed it seems like it's leaning towards abused women trying to hide their bruises.

-where is it made? Where does it end up? Made in America, ends up in many stores including: Ahold, Albertsons, Bartell Drugs, Bilo / Bruno, CVS, Drug Emporium, Duane, Reade, Fred Meyer, Giant Eagle, Harmon Discount Health & Beauty, Harris Teeter, H-E-B, Kinney Drugs, K-Mart, Kroger, Meijer, Navarro, Pathmark, Rite Aid, Safeway, Shopko, Target, Ulta, Walgreens, Walmart, Wegmans, and Winn Dixie.
<http://www.revlon.com/about/where-to-buy>

-when was it invented? Created? Marketed in this way?
Revlon was founded in the Great Depression in 1932. Was founded by Charles Revson, his brother Joseph, and Charles Lachman, who contributed the "L" in the Revlon name.
<https://en.wikipedia.org/wiki/Revlon>

-how is it made? What type of labor, manufacturing, etc. The Revlon Photoready translucent Finisher includes bismuth oxychloride, which can cause acne. This product is also manufactured.
<https://www.makeupalley.com/product/showreview.asp/ItemId=127190/PhotoReady-Translucent-Finisher/Revlon/Pressed-Powders>



REVLON

Does not take away The pain
But conceals what happened

REVLON PhotoReady
with formulated specially designed to cover bumps and scar

REVLON PhotoReady
Powder
SPF 14

OTHER KEY QUESTIONS:

--What about the "real" thing interests me? It's interesting how many people said they liked it but it still gave them acne. Some people said if you are dark you shouldn't use it because it makes you look very pale.

--What bothers me about the real thing or its uses, advertising, or outcomes? It really bothers me how in the Ad I chose they made it seem like this makeup can cover anything, including a girl's beat up face.