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Appendices

Appendix 1: List of Figures

Pantene

Source: (<https://www.youtube.com/watch?v=kSzALmV2hqE>)

Figure 3: A woman with long curly hair



Figure 4: A woman with Pixie cut hair

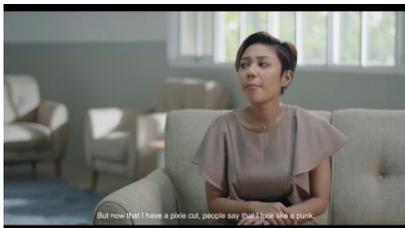


Figure 5: A women with puffy black hair



Figure 6: A women with dyed the hair colourful



Figure 7: Pixie Cut Hair is an attractive look because being different is a brave



Figure 8: Beauty knows no limit



DOVE

Source: <https://www.youtube.com/watch?v=KFV-BL7G95c>

Figure 10: Warm colour background



Figure 11: Fresh Trees Colour background



Figure 12: White colour dominated background



Figure 13: white dominated background



Figure 14: open space background

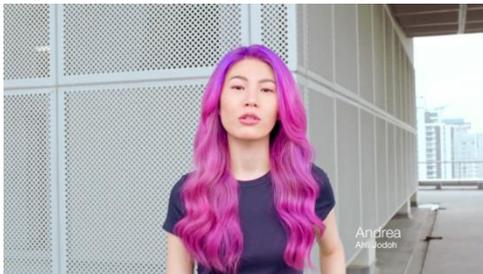


Figure 15: open space background



Figure 16: When Monalisa was told that she should have long hair, she said no



Figure 17: When Flore was told to straighten her hair because it looks neat



Figure 18: When Monalisa was told to straighten her hair because it is neater



Figure 19: When Andrea was told that her hair looks unprofessional



Figure 20: When Febrina was told that being bald looks like an alien

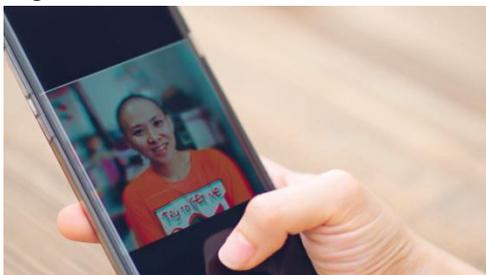


Figure 21: When Sherly was told to not using hijab and her hair is beautiful



MAD FOR MAKEUP

Source: <https://www.instagram.com/madformakeup.co/>

Figure 22: yellow eye shadow, bold lipstick, and piercing



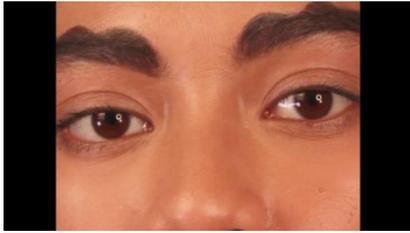
Figure 23: Eccentric Make up and Fashion style



Figure 24: Acceptable eyebrow standard (sleek and neat)



Figure 25: Unacceptable eyebrow style of bold and wavy



BLP

Source: https://www.youtube.com/watch?v=a68a33_8rHk&t=2s

Figure 26: BLP diverse women skin colour



Figure 27: Women with tall and big body



Figure 28: Representation is vital to make her confident

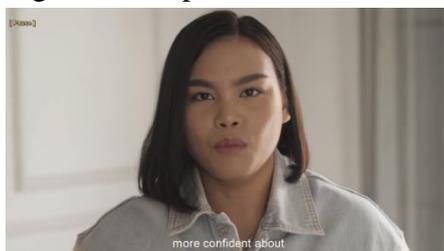


Figure 29: Women with big face, untidy teeth

MAD FOR MAKEUP

Source: <https://www.instagram.com/madformakeup.co/>

Figure 30: Her physical feature is her beauty signature



Thankfully Beby orangnya optimisss banget, akhirnya dia milih untuk cuek dan nerima diri dia apa adanya. Bagi Beby semua itu yang buat dia jadi orang yang unik dan spesial. "I'm happy to have my own signature beauty with my imperfections. I alway keep in mind that 'I am pretty in my own way' 🌸"

BLP, Source: https://www.youtube.com/watch?v=a68a33_8rHk&t=2s

Figure 32: Women have to embrace self-love and acceptance



Figure 33: Women have to embrace self-love and acceptance



Figure 34: a woman wishes for no beauty standards



Figure 35: a woman says that beauty limitless



Figure 36: a woman tells every other woman to be just the way they are



Dove

Source: <https://www.today.com/style/dove-body-wash-ad-stirs-controversy-final1C8368826>

Figure 37: comparison before-after using Dove body wash

before after

Visibly more beautiful skin from the most unexpected of places - your shower.

Introducing Dove VisibleCare, our new revolutionary line of body washes that actually improves the look of your skin. With our highest concentration of NatriumMoisture™, you'll see visibly more beautiful skin in just one week. NEW DOVE VISIBLECARE CREME BODY WASH.

dove.com

Always use in 1-2 weeks of daily use, based on clinical testing. In clinical testing, consumers rated their improvement after 1 week. Photos shown are direct improvement at 1 week.

Source: <https://www.dove.com/us/en/home.html>

Figure 38: Dove healthy hair long shining



Source: <https://scroll.in/article/853618/doves-tone-deaf-advertisement-and-the-racist-history-of-skin-whitening>

Figure 39: Dove skin colour transformation



Rollover Reaction

Source: <https://www.instagram.com/rollover.reaction/>

Figure 40: Rollover Reaction Model which contrast to beauty standard



Dove

Source: <https://www.dove.com/id/stories/campaigns/beauty-unites-us.html>

Figure 41: #CantikSatukanKita



Source: <https://www.dove.com/ca/en/stories/campaigns/dove-beauty-diversity.html>

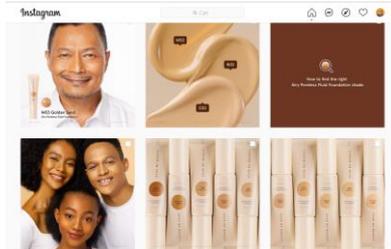
Figure 42: Limited edition body wash bottles



Dear Me Beauty

Source: <https://www.instagram.com/dearmebeauty/>

Figure 43: inclusive makeup shades for diverse skin colour and diverse age



Appendix 2: A Table

Figure 31: Table side to side comparison

No		Deconstruction					
		Hairstyle		Makeup & Fashion Style		Skin Colour, body size, tooth shape and face size	
		Old Beauty Concept	New Beauty Concept	Old Beauty Concept	New Beauty Concept	Old Beauty Concept	New Beauty Concept
1	Pantene "Interview Kerja yang Terberat (The Toughest Job Interview)"	Long, Coloured Black, shining, and Straight	<i>Visual:</i> Curly, Pixie Cut, Puffy, and Colourful hair (Pink, Blue, Ombre) <i>Written Text:</i> Bravery is beautiful, beauty knows no limit, represented in the hairstyle that is different and unique to the old beauty concept				
2	Dove "Rambut Aku, Kata Aku (My Hair, My Say)"	Following society's expectation of having Long, Coloured Black, and Straight Hairstyle	<i>Visual:</i> short and boyish hairstyle, curly, wavy, messy, colored purple-pinkish and ash brown <i>Written Text:</i> Beauty is represented in the capacity to make an individual's choices and feel happy about them.				
3	Mad For Makeup "#FBeautyStandard Photo Series"			Sleek and Neat eyebrow, natural makeup style, long black, and straight hair, and no piercing.	<i>Visuals:</i> Makeup Style (Eyebrow colored in blue and pink, Wavy and bold eyebrow, yellow and pink eyeshadow, bold lipstick), and Eccentric Fashion Style (piercing, intense blue color cloth, colorful chain necklace) <i>Written Text:</i> Beauty is the Uniqueness of expressed styles.		
4	BLP "More Than Skin Deep" & Mad For Makeup "#FBeautyStandard Photo Series"					White skin (fairer)small, skinny, and model-like body, tidy teeth, small face	<i>Visuals:</i> 12 skin colors ranging from fair, medium, and deep. Tall and big body. Big face and untidy teeth <i>Written Text:</i> Beauty is varied regardless of the physical appearance Beauty is embracing imperfections.