



The original ad is for the makeup brand MaXFactor but specifically this is picturing the CC cream product. This ad, while being one of the more innocent I came across, still contributes to the toxicity that is the idea of perfection. The largest font being used is for the word *Perfected*; it is in big, bold, black letters and was the first thing I saw when scrolling through the numerous other ads. The problem I have with this is that by having the product so small next to an aesthetically beautiful white woman with the word *Perfection* across her slender neck, the ad continues to sell beauty as someone who is blonde, blue-eyed and flawless. The statement *I am perfected* sets this woman on a fictitious pedestal, that one can only hope to reach if they remove all of their flaws and are able to look like her: something this ad seems to be offering. The effortless beauty that the product is promoting is furthered by the model's "no makeup" look but

unfortunately does include unnecessary Photoshopping and touch-ups. Another thing to take note of is that both the colours being advertised are for light skin tones. This is not an unusual occurrence as many makeup brands leave out darker skin tones or have a very limited selection. The lack of tone variety and models that are pictured wearing them, promotes the negative idea that lighter skin is the only beautiful colour tone and that is not true. The fact that this brand is promoting perfection as a light skinned woman is a huge problem.

The assumption this advertisement gives is that perfection is attainable and does so through the large-print PERFECTED. The word *perfected* is printed larger than the brand name as well as placed more prominently than the brand's logo which is a faded X up by the woman's ear. I jammed this aspect of the ad by crossing out the focal point of *perfected* and replaced it with the more realistic word *flawed*; however, I do not mean this in a negative sense but rather it is directed towards the idea that flaws are human and trying to sell the product of perfection is misleading. Along with this, I tried to enhance the freckles and/or moles she has on her collar bone and chin. While doing this on Pixlr, I tried the Autofix application and found it interesting when the Autofix lightened the picture which removed the so called 'blemishes' even more. By placing *Flawed* in the centre it also helps contradict idea that makeup is all a person needs to be perfect. Moreover, the makeup is not just offering perfect skin, it is also being branded towards certain skin tones and for the case of this ad, it is displaying two lighter options. This is why for the next aspect of the jam, I decided to make the colours of the darker variety. Considering there is already a model with light skin in the ad, it made more sense for advertising purposes to include other shades so that more women would be able to use the product. Unfortunately, by including *perfected* and then two bottles of light-tone CC cream, it gives the impression that perfect skin needs to be light. To finish, I added the phrase "Be yourself everyday" this is not because I think it is necessarily good for the ad campaign but I felt that rather than making makeup out to be a product that "fixes" imperfections, it helps makeup be seen as something that only the wearers themselves need to have an opinion on.

