Roles of English in facial cosmetic advertisements in Thai Magazines

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Abstract

An advertisement is one of the communication tools that product owners commonly produce to persuade potential customers to buy their products. To do so, choice of language in advertisements can be crucial not only to convey messages to customers, but also to play some other roles. In this era of globalization, English is very influential worldwide and thus it is a prevalent language choice in advertisements. The inclusion of English in advertisements might not be necessary, in terms of transferring meaning in situations where the target audience do not truly use the language. However, it can be observed that in a non-English speaking country like Thailand, English regularly appears along with the local language, Thai, in print advertisements, even for Thai products. To understand more about the roles of English in print advertisement in Thailand, this study analyses the language used in 100 facial cosmetic advertisements available in Thai magazines. The findings reveal that English is not really used for presenting meaning, rather it functions as a tool for getting attention, enhancing a product's image and value, and denoting modernization.

Keywords**:** Advertisement, Facial cosmetic, Print advertisement

บทคัดย่อ

การโฆษณาเป็นเครื่องมือหนึ่งในการสื่อสารที่ผู้ผลิตต้องการสื่อแก่ลูกค้าเกี่ยวกับผลิตภัณฑ์ของตน รวมทั้งการ
โน้มน้าวให้ลูกค้าซื้อผลิตภัณฑ์อีกด้วย เพื่อให้การสื่อสารประสบผลสำเร็จการเลือกใช้ภาษาหรือคำในสื่อ
โฆษณานั้นมีส่วนสำคัญอย่างยิ่งเพราะ ไม่เพียงช่วยในการส่งสารถึงผู้รับแต่ยังมีบทบาทอย่างอื่นที่สำคัญ
เช่นกัน ในปัจจุบัน ภาษาอังกฤษเป็นภาษาที่ได้รับการยอมรับเป็นภาษานานาชาติ ดังนั้นภาษาอังกฤษจึงเป็น
ภาษาที่ถูกเลือกใช้ในโฆษณาต่าง ๆ อย่างแพร่หลาย การใช้ภาษาอังกฤษในโฆษณาอาจจะมีความจำเป็นในแง่
ของการสื่อความหมายในสถานการณ์ต่างๆ ที่กลุ่มเป้าหมายไม่ได้ใช้ภาษาของตนจริงๆ อย่างไรก็ตามในประเทศ
ที่ไม่ได้ใช้ภาษาอังกฤษเป็นภาษาราชการ เช่น ประเทศไทย ภาษาอังกฤษนั้น จะปรากฏร่วมกับภาษาไทยทั้งใน
แผ่นพิมพ์โฆษณา หรือในผลิตภัณฑ์ ดังนั้นเพื่อที่จะเข้าใจบทบาทของภาษาอังกฤษที่มีต่อการโฆษณาในสิ่งพิมพ์
ในประเทศไทย การวิจัยนี้จึงได้ทำการวิเคราะห์การใช้ภาษาในโฆษณาเครื่องสำอางบนใบหน้าในวารสารใน
ประเทศไทย โดยได้ค้นพบว่าภาษาอังกฤษไม่เพียงแต่ใช้เพื่อสื่อความหมาย แต่ยังทำหน้าที่ในการดึงดูดความ
สนใจ เพิ่มภาพลักษณ์ เพิ่มคุณค่าของผลิตภัณฑ์และแสดงถึงความทันสมัยอีกด้วย

คำสำคัญ การโฆษณา เครื่องสำอางบนใบหน้า โฆษณาในสิ่งพิมพ์

Nowadays, English is widely accepted as the most commonly used language for international communication (Crystal, 2003; Seidlhofer, 2011). This means not only that English is used in communication among or with its native speakers, but also in communication among non-native speakers from various language backgrounds. Since English is the most influential language in terms of globalization, it is also used by global advertisers and marketers (Bhatia & Ritchie, 2004). Furthermore, in non-English-speaking countries, English in advertisements usually function as a language denoting globalization and modernity (Piller, 2003).

The status of English in Thailand is that of a foreign language (Baker, 2010). However, in practice, English seems to be more important than other foreign languages in that English is a de facto international lingua franca for Thai people to communicate with foreigners from any other language backgrounds (Smalley, 1994). That English is an international language in Thailand is not surprising. A closer look at the status of English one begins to observe that it play roles in intra-national communication as well. Language in advertising can be a good example as it usually incorporates the English.

The purposes of integrating English into advertisements can include representing modernity (Kachru, 1986; Piller, 2001; Gao, 2005), adding product value (Cook, 1992), and enhancing a product's image (Chantarothai, 2011). Certainly, advertisements of non-Thai products sold in Thailand have to include, at least some, English since it is an international language used to communicate with their Thai customers. However, it is interesting to see that for advertisements of Thai products, in which English might not be necessary for the sake of communication with prospective Thai customers, English emerges.

To understand this phenomenon, this study then pays particular attention to print advertisements of facial cosmetic products. The first reason is that the facial cosmetic industry is highly competitive. Thus, product advertisements are vital. The second is that facial cosmetic products are generally considered luxury goods. To persuade customers to buy the product, the image of the product represented through its advertisement should be carefully created. Findings from this study could then shed some light on the roles of English in advertisements in Thailand, as well as how it might influence customers' perceptions of the product's image and social values.

Literature review

Generally speaking, an advertisement is a medium used to draw somebody's attention to something or to inform somebody of something (Dyer, 2008). More specifically to business, an advertisement is a form of non-personal presentation for promoting the ideas, goods and services by a sponsor, and this form has some cost (Kotler et al., 1999). An advertisement can also be defined as, "communication via a recognizable advertisement placed in a definable advertisement medium, guaranteeing delivery of an unmodified message to a specified audience in return for an agreed rate for the space or time used" (Crosier, 1999, p. 266). An advertisement is related to branding and it is a kind of non-personal communication with its main purpose to convey a message about a product, service, or idea to its target audience.

To facilitate a discussion of advertisements, they can be categorized based by their medium, types of product or service, advertisement techniques, and target consumers (Cook, 1992). Advertisement medium can be printed books, newspapers and magazines, radio, television, and the internet. In terms of product or service types, advertisements can be categorized as food products, clothes products, and so on. Advertising techniques can be categorized as either 'provisions of reasons' or 'tickles' (Bernstein, 1974). Reasoning techniques in advertisements will motivate customers to purchase the product by giving reasonable information about it, while 'tickling' techniques in advertisements play with emotion, humor and mood. In terms of target consumers, advertisements typically categorize them by age group or by gender.

Apart from considering the categories, to understand advertisements more deeply, the main components of advertisements should be studied as well. Advertisements are commonly composed of two main components: text and context (Cook, 1992). Text means linguistic forms, and context means the other things besides text such as pictures and paralanguage, e.g. font sizes. However, to analyze English language, text is the focus in this study. Then, according to Bhatia's (2006) model, text in an advertisement may be divided into different common sections, namely: product name, headline, body, and slogan. For each element, linguistic analysis may be applied.

A number of research studies on the use of English in advertisements in countries where English is not the native language has been conducted. Many of them have suggested that the use of English in advertisements is associated with modernity, quality, innovation and glamour (Bhatia & Ritchie, 2004; Kelly-Holmes, 2005a, 2005b). Similar to the study of the use of English in Japanese advertisements, it has been shown that the use of English enhances a sense of modernity and product image (Takashi, 1990). A study of English mixing in French print advertisements shows that it instills customers' positive attitudes toward the products in terms of technological advance, reliability, business efficiency and sophistication (Ruellot, 2011). Also, a study of English mixing in Persian print advertisement discourse illustrates the roles and impact

of English in magazine print advertisement in Iran. The results indicate that English represents attention-getting, persuasion, international brands, prestige, modernity, globalization, premium quality, fun, innovation, and creativity (Shooshtari & Allahbakhsh, 2013). Such studies seem to provide the same suggestion that using English in advertisements in EFL (English as Foreign Language) countries, together with the local languages, could help advertisers achieve positive effects on the attitudes of target audiences and their behavioral intentions (Planken, Meurs, & Radlinska, 2010).

In Thailand, the studies of the English language in Thai advertisements, or any mass media, are still scarce (Sanprasert-Snodin, 2014). One study conducted in 1986 named "The power of the English language in Thai media" by Masavisut, Sukwiwat and Wongmonthat revealed that English is used for expressing "the culture power" in Thai advertisement messages. Another study showed that English has formed a significant function in the make-up of the mass media community in Thailand and that the power of English will be more pervasive in the next decade (Sanprasert-Snodin, 2014). Also, the researchers claimed that in every area of Thai media, English names as well as code-mixed names of English and Thai can be seen, some of which have undergone changes to reflect the linguistic creativity and local characteristics of Thailand, where English is neither the official nor the national language. Another study (Chantarothai, 2011) investigated the use of English in advertisements in Thailand focusing on print advertisements and the effect of code-mixing between Thai and English on product knowledge and understanding, as well as attitudes and purchase intention. This study found a relationship between the use of English and the customer's educational backgrounds. The researchers concluded that using code-mixing (Thai-English) advertisements created better understanding for those of higher educational background than not using English. All the previous studies mentioned above have denoted the influence of English in advertisements in many countries, including non-native English speaking countries. It is then interesting to know more about its role and function in Thai print advertisements.

Methodology Data

Print advertisements of facial cosmetics in Thailand were collected from a wide range of women's magazines available in coffee shops and hair salons in the Bangkok area with their price ranging between twenty and two-hundred Baht. This price range was chosen so as to include a variety of target audience of the print advertisements. As this is an exploratory study in facial cosmetic advertisements, women's magazines were found to be the richest source of facial cosmetics advertisements. A total of one hundred print advertisements were collected: fifty Thai facial cosmetic products and fifty non-Thai facial cosmetic products. Different product advertisements from the same brands were included. Thai products and Non-Thai products were classified by their country of origin. For instance, the country of origin for SK-II is Japan while

the country of origin for KA is Thailand. Therefore, SK-II is categorized as a non-Thai product and KA is categorized as a Thai product.

Analysis

According to Cook (1992), an advertisement consists of 'text' and 'context'. Since this study analyzes the language used in print advertisements, only text will be considered. Therefore, the semiotic elements, such as images of products or presenters, colours, layouts and so on, in the print advertisements were excluded. Each advertisement was classified into one of two groups: non-Thai product and Thai product. As mentioned earlier, an advertisement can be divided into sections namely: (1) product name, (2) headline, (3) body, and (4) slogan (Bhatia, 2006). However, while we were collecting data, we found another interesting element, brand, which needed to be included for the analysis, while slogans mostly could not be found. Therefore, each advertisement was segmented into four sections: (1) product name, (2) headline, (3) body, and (4) brand.

An example below shows the classification of the print advertisement elements.

Figure 1. Print Advertisement of 'Artistry'

There are two characteristics of text in an advertisement. First are the proper names, which include the brand and product names. Second, are the sentence-like structures which are found in

the headline and the body (Bhatia & Ritchie, 2004). Therefore, two characteristics of text should be separated in two patterns for the analysis.

The first pattern was applied for brand and product names which were comprised of only single words and short phrases. From our pilot study, six subtypes under this pattern were identified: (1) English language written in English script, (2) English language written in Thai script, (3) English language written in both Thai and English script, (4) Thai language written in English script, (5) Thai language written in Thai script, and (6) Thai language written in both English and Thai script.

The second pattern was applied to the 'Headline' and 'Body' categories, which came in form of word chunks or clauses. Basically, in these domains, the native language—or the Thai language–overrides the English language because of the narrative nature of the categories. However, mixing between the two languages was commonly found. Therefore, the second pattern was separated into three types: (1) English language, (2) Mixing between English and Thai language, and (3) Thai language.

Table 1

Analysis Patterns

Pattern	Type	
1ST Product name, Brand	English	English language written in English script
		English language written in Thai script
		English language written in both of Thai and English script
		Thai language written in English script
	Thai	Thai language written in Thai script
		Thai language written in both of Thai and English script
2nd Headline and Body		English language: exists both in English Script and in Thai script
		Mixing between English and Thai language
		Thai language

Note. The examples of data are provided in appendix A.

Figure 1 shows the classification of print advertisement elements of 'Artistry'. The example of analysis result of this advertisement is shown as follows.

Table 2

Example of 'Artistry' Advertisement Analysis Result

Types		Result
For Brand		
English	English language written in English script	No
	English language written in Thai script	No
	English language written in both of Thai and English script	Yes *ARTISTRY* เครื่องสำอางค์อาร์ทิสทรี
Thai	Thai language written in English script	No
	Thai language written in Thai script	No
	Thai language written in both of Thai and English script	No
For Product name		
English	English language written in English script	Yes *YOUTH XTEND ULTRA*
	English language written in Thai script	No
	English language written in both of Thai and English script	No
Thai	Thai language written in English script	No
	Thai language written in Thai script	No
	Thai language written in both of Thai and English script	No
For Headline		
	English language: exists both in English Script and in Thai script	No
	Thai language	No
	Mixing between English and Thai language	Yes เพื่อผิวกระชับ เปล่งประกาย ชมพูระเรื่อ *ROSY GLOW*
For Body		
	English language: exists both in English Script and in Thai script	No
	Thai language	No
	Mixing between English and Thai language	Yes ด้วยสารสกัดจาก เรด คาเวียร์

Findings

The Findings of this study are presented below. They are divided into four main sections related to Bhatia's divisions of print advertisement components; namely Brand, Product name, Headline and Body.

Brand

Table 3

Frequency Table for Brand

Type	Brand		
	Thai products (50)	Non-Thai products (50)	Total (100)
English Name	42 (84%)	50 (100%)	92 (92%)
written in English script	28 (67%)	26 (52%)	73%
written in Thai script	0 (0%)	0 (0%)	0%
written in both English & Thai	14 (33%)	24 (48%)	19%
Thai Name	8 (16%)	0 (0%)	8 (8%)
written in English script	2 (25%)	0 (0%)	2%
written in Thai script	0 (0%)	0 (0%)	0%
written in both English & Thai	6 (75%)	0 (0%)	6%
Total	50 (100%)	50 (100%)	100 (100%)

According to Table 3, all six data type for brand names can be grouped into two main types and for each main type, there are three sub types. By considering the total percentages of the use of English and Thai for both Thai and non-Thai product brands, it is shown that English was used much more than Thai, overall. It is not surprising to find that English was used in 100% of the non-Thai product brands. However, that English was used much more often than Thai, for Thai products, was not quite expected. More than that, out of 8 Thai products with Thai Brands, all of them contained English script and two of them had no Thai script at all.

Product Name

Table 4 shows the findings in terms of the use of English and Thai to present the product names of Thai and non-Thai products.
Table 4

Frequency Table for Product Name

Type	Product Name		
	Thai products (50)	Non-Thai products (50)	Total (100)
English Name	50 (100%)	50 (100%)	100 (100%)
written in English script	28 (56%)	45 (90%)	73%
written in Thai script	0 (0%)	0 (0%)	2%
written in Both English & Thai	22 (44%)	5 (10%)	27%
Thai Name	0 (0%)	0 (0%)	0 (0%)
written in English script	0 (0%)	0 (0%)	0%
written in Thai script	0 (0%)	0 (0%)	0%
written in Both English & Thai	0 (0%)	0 (0%)	0%
Total	50 (100%)	50 (100%)	100 (100%)

100% of Thai products used English to explain their product names. English seems to play an important role here as 56% of the advertisements contained only English and 44% included both English and Thai. Thai does not seem to play any role in explaining the product names of Thai products since none of them ever used the Thai language to do so.

For non-Thai products, the results were similar to Thai products in that 100% of the product names were presented in English. The only difference is that most of them (90%) applied an English script and only a few of them (10%) included Thai script along with English script. Last, there were no advertisements in which only Thai was used.

Headline

Table 5 shows that the advertisements for both Thai products and non-Thai products used English in Headlines more often than they used Thai.

Table 5

Frequency Table for Headline

Type	Headline		
	Thai products (50)	Non-Thai products (50)	Total (100)
English Headline only	8 (16%)	15 (30%)	23%
Mixing between English and Thai	28 (56%)	31 (62%)	59%
Thai Headline only	14 (28%)	4 (8%)	18%
Total	50 (100%)	50 (100%)	100%

For Thai products, the most commonly used language pattern in the headline was "Mixing between English and Thai" (56%). The second most used pattern was "Thai only" (28%). English only occurred in 16% of the advertisements. As for non-Thai products, it was similar to Thai products in that the most commonly used language pattern was "mixing between English and Thai" (62%). However, the second most used pattern was English only (30%) whereas "Thai only" comprised 8% of the advertisements.

Body

Table 6 illustrates the finding of language used in the body section of facial advertisements.

Table 6

Frequency Table for Body

Type	Body		
	Thai products (50)	Non-Thai products (49)[1]	Total (100)
English Body only	0 (0%)	0 (0%)	0%
Mixing between English and Thai	47 (94%)	46 (94%)	94%
Thai Body only	3 (6%)	3 (6%)	6%
Total	50 (100%)	49 (100%)	100%

Note. [1] One advertisement of non-Thai products did not have a Body element.

The pattern of language use was similar for both Thai and non-Thai products, 94% of the advertisements mixed English and Thai in the body sections. English-only use never occurred, while Thai-only use occurred in only 6% of the advertisements.

Discussion

To present the brands of Thai products, the findings show that English was used more often than Thai. Since English is a global language, the use of English for the names of the Thai brands may help the portrayal of an international image for Thai products. Kachru (1986) argued that in many areas around the world, English is used as a marker of modernization and Thailand is not an exception. Therefore, the use of English for Thai product brands seems to be a symbol of modernity as well (Friedrich, 2002; Smalley, 1994). In case of the use of English in Thai script, Sanprasert-Snodin (2014) claimed that the use of English names in Thai script can make the names appealing to Thai audiences and make them comfortable for Thai people.

English words for naming Thai brands are usually easy and catchy, for example, 'BEAUTY PLUS', 'ROMANCE', 'AURA', and 'REFACE'. With these names, Thai audiences will remember the Thai products easily without too much effort. This is the product memorability facilitated by easy and catchy name (Shooshtari & Allahbakhsh, 2013). The memory of an advertisement improves brand recall (Ruellot, 2011).

Findings on 'product names' show 100% use of English names either written in English or Thai for both Thai products and non-Thai products. According to Shooshtari and Allahbakhsh (2013) and Friedrich (2002), English words will be used inevitably when the product is originally from abroad and the word in the local language is much longer or more complicated than the English word. This explanation could be perfectly applicable to those non-Thai products. However, for the Thai products, they might use this strategy to show customers that the products are similar to those non-Thai ones, as Thai customers may hold their perception that facial cosmetics from abroad have a higher quality than those produced in Thailand. In addition, Thai may lack terms for specific product names. Therefore, those scientific or technical words tend to be borrowed into Thai, and even Thai people who do not speak English at all are familiar with the terms, e.g. 'Serum', 'UVA' and 'UVB'. Furthermore, it should be noted that although some English product names can be translated into Thai, the translation might show a negative connotation and thus downgrade the product, e.g. 'Whitening cream' to 'ครีมหน้าขาว' (cream face white). This might be why Thai names are not preferred.

Findings on the use of English in headlines show that the highest percentage occurrence was the mixing of English and Thai. To facilitate Thai audience's understanding, headlines for Thai advertisements should be in Thai. The implicit purpose of using English in a headline may be to

get the attention of the audience who are expected to be educated and proficient in English (Ustinova, 2008). However, the use of English in Thai script should help the products reach a wider audience, including those who are not proficient in English. Since the majority of Thai people do not use English in daily life, and some of them may not have a high English competency; therefore, the use of English in Thai script helps as an attention grabber.

The results from the analysis of the body section also show that the mixing between English and Thai has a high percentage of occurrence in both Thai products and non-Thai products. The body is the part which explains the product's features, main ingredients, and descriptions. Therefore, the mixing between English and Thai in the body descriptions shows that using only Thai could not succeed in conveying its message. The English ingredient names could be found in English script and in Thai script. Therefore, English is associated with product values due to its use in explaining product ingredients (Cook, 1992). Using Thai script for the English proper name of ingredients shows that the product owners or marketers have some concern for comprehensibility for the Thai audience. For instance, 'อัลฟา อาร์บูติน' is shown in the body without the English script 'Alpha Arbutin'. This might imply that the acquisition of using English, whether in English script or Thai script in the body, signifies the power of English in advertisements in the expanding circle (Bhatia & Ritchie, 2004).

English that was used in brand and product name categories usually comes in the short form of words. This short form of an English word has some roles in facial cosmetic advertisements in Thai magazines such as: being a symbol of modernity, a tool for the portrayal of an international image, and as a tool for getting attention and creating something memorable for the audience. On the other hand, English that is used in the headline and the body categories usually comes in a sentence-like structure or as a chunk of words or clauses. This form of English is not really used for describing the products but rather to denote the product values from technological words or to signify product image from catchy phrases or clauses.

Conclusion

The purpose of this study is to find out the roles of English in print advertisements of facial cosmetic products in Thai magazines. Data from facial cosmetic advertisements were collected, classified as either 'Thai products' or 'non-Thai products', and analyzed by counting the frequency of the use of English both in English script and in Thai script. Also some elements in advertisement were analyzed for the frequency of their use of Thai, both in English and in Thai script as well.

The roles of using English in each element in facial cosmetic advertisements in Thai magazines are related to memorability, technology, attention-getters, product values, international image and modernization. Another important role is to emphasize a Thai message with concern to its

intelligibility for the Thai audience in English. One significant factor that influences English to be represented in Thai script successfully in these mentioned roles in Thailand is the competency of English.

Limitation of the study

The main limitation to the findings of this study is that the advertisement data concerned only advertisements of facial cosmetic products. Therefore, the findings cannot be generalized to all advertisements in Thai magazines. However, the data still serves the purpose of this study: to find out the frequency and characteristics of English used in each element in the advertisements. For future study, we recommend collecting data from advertisements of many kinds of products and classifying frequency types. This may enable any future studies to better understand the phenomenon of using English in advertisements in Thai magazines and, by extension, the second language acquisition process in Thailand.

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APPENDICES

Appendix A
Examples of Data Analysis

Brand

Thai language written in both English and Thai

Thai language written in English script
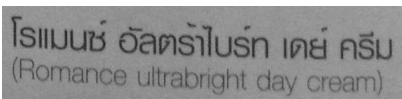

English language written in English script

English language written in both English and Thai script

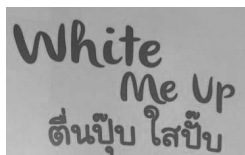**Product Name**

English language written in English script

English language written in both English and Thai script

Headline

Imagine your skin without its age.

Headline in English language

White
Me Up
ตื่นปุ๊บ ใสปั๊บ

Headline in Mixing between English and Thai

ดำดิ่งสู่ทะเลลึก ชะลอความเปลี่ยนแปลงแห่งวัย

Headline in Thai language

Body

ทรงประสิทธิภาพการฟื้นบำรุงผิวให้ดูอ่อนเยาว์แล
กระชับได้รูป ด้วย 3 พลังจากธรรมชาติอานุภาพสูง
Indian Commiphora เปลือกไม้มากคุณค่าจากอินเดีย
เสริมการทำงานของไฮยาลูโรนิก มอบผิวที่ดูอิ่มเอิบ
เปล่งปลั่ง ผสานกับ **African Anogeissus** จากทวีป
แอฟริกา ตรงเข้าดูแล 4 สัญญาณปัญหาผิว
พลัพธ์ ริ้วรอย ร่องลึก รอยเหี่ยวย่นแลดูจางลง
ผิวดูเรียบเนียนขึ้นและ **Centaurium** ช่วยให้ผิวดู
กระชับแลได้รูปทัวใจ เปล่งประกายความสดใส
ดูอ่อนเยาว์ยาวนาน
**Guarantee Result : Suddenly
skin is looking up, up, up!**

Body in Mixing between English and Thai

นวัตกรรมอันก้าวล้ำ
ที่ช่วยฟื้นบำรุงผิวและริ้วรอย
อย่างมีประสิทธิภาพ
ได้รับการพิสูจน์แล้วว่า
"ริ้วรอยแลดูตื้นขึ้นทันทีที่ใช้"

Body in Thai only

Appendix B
Brand of Facial Cosmetic Thai Products

Thai Products	ANGEL's SECRET
	ASADA
	AURA
	BANCHOMNARD
	BANCREAM
	BEAUTISE COSMETIC
	BEAUTY PERFECT
	BEAUTY PLUS
	BENNETT
	BLINK BRIGHT BEAUTY
	BSC PANADDA
	B-VARIETY
	CHAME
	DARIN
	DERIAN
	DOCTORKT
	EVERY
	IBELLE BY PLAK
	JULA'S HERB
	KA
	KISSU KISSU
	LEVIYA
	LOMONĔ
	MALISSA KISS
	MARK UP COSMETIC
	MCL
	MINLADA
	MISSY
	MOMOKO
	MY VITAMIN
	PAN DERMACARE
	PHARIS
	PRETTY
	REFACE
	ROMANCE
	SABAINANG
	SAINTCLAIRECOSMETICS
	SCHIZO DERMA
	SECRETS BEGIN
	THANN
	VERENA
	VIN DERMA
	VIN21
	YANHEE
	ZOLUTION
	Z-PEL

Appendix C
Brand of Facial Cosmetic Non-Thai Products

	ARTISTRY
	BLISS
	CELLECTIVE
	CHANEL
	CLINIQUE
	COVERMARK
	DERMALOGICA
	DHC
	DIOR
	DR LEWINN'S
	ESTEE LAUDER
	KOSE
	LA MER
	LANCÔME
	L'OCCITANE
	L'ORÉAL
	MAMONDE
Non-Thai Products	ORIGINS
	PONDS
	REPECHAGE
	ROJUKISS
	SEOUL SECRET
	S-ERUM
	SHISEIDO
	SHU UEMURA
	SISLEY
	SK II
	SULWHASOO
	SWISS LINE
	TELLME
	THE BODY SHOP
	THREE
	VALMONT
	VICHY LABORATORIES
	YVES ROCHER