

Peyton Pupil

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English Composition I

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Garnier Fructis Longer and Stronger

Garnier Fructis Longer and Stronger shampoo advertisement promote their new shampoo product. The primary purpose of this ad is to target women who want longer, stronger, and better hair. In this advertisement, *logos*, *ethos*, *pathos*, and other rhetorical strategies are used effectively to convey the message.

The Garnier Fructis company was made by the L'Oréal Group, which has many other beauty lines and products. Garnier was founded in 1904 by Alfred Amour Garnier. This company is known for its hair and skin products. In 2003, Garnier launched Fructis introducing new products with fruit ingredients.

This advertisement appeals to women because it addresses concerns about beauty, specifically hair. The first thing that catches your eye in this ad is the woman. She is confident, skinny, has perfect skin, and beautiful hair, and looks as though she is perfect. She is the ideal woman. This ad implies that the product they are selling will give you these qualities. As well it says "take care" in the bottom right corner indicating that taking care of your hair is important.

Logos, *ethos*, and *pathos* are strategies used to persuade readers. *Logos* is a logical appeal that appeals to the audience's reason. *Ethos* is an ethical appeal, appealing to credibility and reliability. *Pathos* is an emotional appeal that generates emotions and feelings.

The Garnier Fructis shampoo advertisement appeals to *logos* by promising that it “makes hair up to 5x stronger and reduces breakage, so hair can grow longer, stronger, and better.” Like the woman in the photo, her hair is long and shiny and seems to be strong as she is pulling it around the bottle, making it overall better.

Another way this shampoo ad appeals to *logos* is through the fruit in the background. Fruit is often associated with health, beauty, and fitness. The fruit also connects to the name of the brand: Fructis, which implies their products contain fruit. Furthermore, the bright oranges and yellows also suggest fruit. It shows with the fruit that this product uses natural ingredients instead of harsh chemicals and synthetic ingredients.

This ad also appeals to *ethos*. In the text box at the bottom, it states they have proven results of anti-breakage, anti-dullness, and anti-split ends. As well they confirm their product contains fruit. In the small text box between the woman and the bottle, it says, “enriched with fruit concentrates.”

The ad has a strong appeal to *pathos*. Every woman wants to feel and be confident, beautiful, and perfect like the one portrayed in the ad. Looking at the ad can make you feel insecure, making you want to buy the product this beautiful woman is using. Another way this ad shows *pathos* is through the color they use. Green is often associated with positivity, nature (such as the fruit), and growth.

The colors used in this advertisement create harmony and draw attention to the eye. First, green is bright and catches the eye. The woman's shirt in the photo also matches the rest of the ad. The orange stripes are the same color as the “5x”, the yellow stripes match the squiggly line in the upper third of the bottle, the white stripes tie in the text, as well as the blue seam on her

shirt matches the blue on the bottle. The chestnut brown hair also creates a contrast with the rest of the colors in the ad. Additionally, blue and orange are complementary to green making all the colors really pop.

The layout of the ad is very balanced and easy to follow. The first thing you see is the woman, then your eyes flow over to the other side of the ad to the words “longer,” “stronger,” and “better.” These letters then lead your eyes over to the bottle. The two halves of the paper are well-balanced. An image of the woman, lime, and logo can be seen on one side of the ad. On the other, you’ve got the bottle and the text, and the hair which ties it all together.

Along with using effective colors, Garnier does a wonderful job of showing the audience exactly what they are getting. However, the bottle is not actually as big as you, it does appear to be a decent size. The lemon also implies that the shampoo will be lemon-scented. However, they do not mention how much this shampoo costs, or where to buy it. The lack of information could prevent people from knowing where they can purchase this product or if it is in their price range.

This ad is very convincing, but there is one way it could be improved: make the text box bigger. For the words to be visible, you must get uncomfortably close to the image. Most of the credibility mentioned before was in that box. Most often viewers will not stop to take the time to look closely at the tiny words. If you can’t easily see what’s in the box how will viewers know that you are reliable?

Overall, Garnier Fructis did a fantastic job on their Longer and Stronger shampoo advertisement. Ads like these make women feel insecure and make them want to look like the girl in the ad, hence they want to buy the product. It’s a very cruel way to make people buy your product, but it seems to work. The ad successfully uses *ethos*, *pathos*, and *logos*, to appeal to the

reader. They use color to evoke good and create an eye-catching advertisement. This ad also is reliable in stating the proven results of using their product.

**LONGER.
STRONGER.
BETTER.**

**THE ALL NEW
GARNIER
FRUCTIS**

FORTIFYING

LONG & STRONG

**ANTI-BREAKAGE,
ANTI-SPLIT ENDS**

5X STRONGER HAIR*

Take care.
GARNIER

The all new Garnier Fructis Long & Strong, enriched with active fruit concentrates with vitamins, makes hair up to 5X stronger* and reduces breakage, so hair can grow longer, stronger and better.

Proven Results

- **Anti-Breakage:** Hair is protected and fortified
- **Anti-Dullness:** Hair shines intensely
- **Anti-Split Ends:** Helps prevent new ones from forming

STRONGER HAIR GROWS LONGER.

www.garnier.in

*Shampoo + Conditioner vs. Ordinary Shampoo.
Any claims / complaints?
Call or e-mail address on 1800-20-3000 or
E-mail: skincare@garnierusa.com or 365 on 172755
Garnier - Never - Compromise. Strength up to No. 2 per 2005.

Works Cited

“About Us - Skin Care, Hair Care, Hair Color & Hair Styling.” *Garnier*,

<https://www.garnierusa.com/about-garnier>.