

Pink Solutions

Visual Analysis by Nakita Schneider

The March 2011 Seventeen Issue is bursting with ads for all sorts of products for teen girls. It contains an enormous assortment of clothing, glamour-wear, deodorant, and a large collection of other ads. One specific ad grabs my attention. This is the acne wash. Sure, there are a billion different kinds to brag about, but this one catches my attention the most.

At a first glance, all I see is pink standing out in the bright white background, and it automatically catches my attention. The pink bottle has a white pump lid, partially turned, facing the right. The bottle is located just a shift left of the center of the page and covers almost one-fourth of the entire page. The bottle front contains all I need to know about it. In bold, white letters, placed at the top, "Oil-Free Acne Wash" is printed. Underneath the big white letters, the bottle says it is pink grapefruit, hence all the pink. About three-fourths of the way down, the last label, "Neutrogena" is published in white letters inside a black rectangle with a narrow, silver ribbon just at the bottom of the black. Amidst the bottle, below the black label, I notice water splashing. The bottle is transparent which easily shows the water in the background, but it seems to be splashing out of the bottle, as well as around it.

To the right side of the bottle sits an upright pink grapefruit, turned the same direction as the pump lid of the bottle. The yellow skin is mostly covert, but it shows towards the bottom of the grapefruit. The pulp in the middle looks so juicy and delicious, it shines and almost glistens. Behind the grapefruit from the left, right, and top, the glistening, crystal-clear water splashes out.

Directly below and a bantam to the right of the bottle and grapefruit is the word *Neutrogena* in large, dark gray letters, as it was labeled on the bottle. The top right corner of the

ad says, “No more holding your breath when you wash your face.” Apparently the grapefruit smells wonderful. A couple spaces under that, additional information on the acne wash is given in two small sentences, and then the Neutrogena website is printed in red letters, all targeted toward teenage girls.

Overall, this ad is effective and persuasive. The picture lures teenagers, including myself, to read about Neutrogena, and the crystal clear water and grapefruit gives me a very clean and revived feeling. Girls will be persuaded to buy this product after seeing the splashing image. I personally would consider trying this face wash – even though I already have pink face wash – for myself. After all, it is pink and smells like grapefruit. Who would pass up that?