

# MARKETING

## MISLEADING ADS



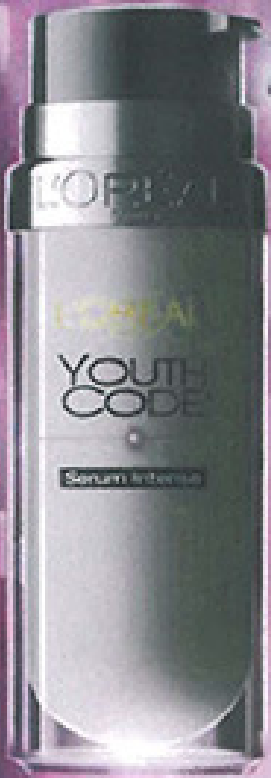
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# **MISLEADING ADVERTISEMENTS: AN ETHICAL PERSPECTIVE**

**Misleading advertising occurs when companies exaggerate or misrepresent their products or services in order to impact customers. These practices can take many forms, such as false claims about effectiveness, hiding important information, or implying benefits that the product does not actually provide.**

# L'OREAL PARIS CASE

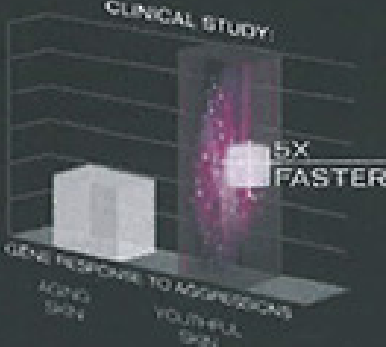
NEW  
**YOUTH CODE™**  
Youth Regenerating Skincare



GENE SCIENCE.

Imagine, what if you could grow young? Every great discovery begins by pushing the boundaries of science. After 10 years of research, now we know that recovery genes in youthful skin respond 5x faster to aggressions than aging skin does. So even though you can't grow young, we now have the knowledge to help you begin cracking the code to younger acting skin.

**CLINICAL STUDY:**



Category	Gene Response to Aggressions
AGING SKIN	1x
YOUTHFUL SKIN	5x FASTER

A dramatic new possibility against the signs of aging: L'Oréal introduces Youth Regenerating Skincare: New Youth Code Serum Intense with GenActiv Technology™. Designed to help increase skin's ability to recover faster from aggressions more like it did when it was younger! With Youth Code, now you can instantly improve skin quality while revealing the new youth of your skin!\*

10 YEARS OF GENE RESEARCH  
INTERNATIONAL PATENT

In its ads, L'Oréal Paris claimed that these creams could affect people's genes and make their skin look younger. But there was no strong scientific evidence to support these claims, so the company was accused of using wrong advertising.

## NEGATIVE OUTCOMES OF CASE;

- **L'OREAL'S REPUTATION WAS DAMAGED**
- **CONSUMERS LOST TRUST**
- **COMPANY LEARNED THE IMPORTANCE OF TRANSPARENCY, HONESTY, EVIDENCE BASED MARKETING.**
- **DAMAGING THE ENVIRONMENT**
- **IGNORING THE AFTER SALES SERVICES**

## ETHICAL ANALYSIS; WHAT WAS WRONG?

- **LACK OF TRANSPARENCY**
- **MANIPULATIVE LANGUAGE (SCIENTIFIC TERMS)**
- **FALSE CLAIMS**
- **EXAGGERATION**

Thank you for  
listening!

