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takes

As the bloom of youth fades from a woman's cheeks, does she come to resent the young lovelies who adorn ads for beauty products? Not enough so that advertisers should use plain faces instead. A survey by DiMassimo Brand Advertising found 67 percent of women over 40 saying they'd be less likely to buy a beauty product if it featured plain-looking people in its advertising. Having grown up amid politically correct hostility to the "beauty myth," just 21 percent of the survey's younger women confessed they'd be put off by plain-faced ads.