



“To be nobody but yourself—in a world which is doing its best, night and day, to make you everybody else—means to fight the hardest battle which any human being can fight, and never stop fighting.”

EE Cummings, English Poet

## Injecting a message

Have you seen the latest advertisement by L’Oreal for a wrinkle filler? A completely unwrinkled, unblemished, airbrushed super model holds a syringe shaped tube, in an injecting grip to her porcelain perfect cheek. What a cheek, we say! Is skin care taking on a new self harming face we ask? One where we no longer gently apply moisturizer to nourish the skin but one where we fill cracks and holes like plaster walls?

Now, at 41 I can put my hand up to using wrinkle creams and facial scrubs, and I also put my hand up to experiencing that sinking feeling when the realization hits that I don’t even come close to matching the image in the ad! Whilst purchasing beauty products and treatments is our freedom of choice, also feel free to question and view critically the information and messages contained in marketing material and weigh up the damage it can do to our body and self image. Be sure to turn an imperfect cheek to it and maintain a firm grip on your individuality and sense of who you are – wrinkles, dimples and all!

## get real



Black Dog congratulates Garnier for presenting a realistic image which seems to have escaped air-brushing—pity about the unrealistic message that goes with it though -

‘your skin will look ten years younger naturally.’

**WARNING:** Mixed message

Getting old and having wrinkles is natural, it’s OK!

‘Contradiction bell’ rings . . .

We should be striving to look younger . . . by spending more money on wrinkle creams.