**Activity 8. Presenting the product**

After producing the cream, your group is challenged to make an advertisement: a booklet or poster or an advertisement in the style of “TV Shop“: the product can be presented by a specialist (cosmetician, dermatologist, scientist), or a consumer. It is advised that the possible audience would be convinced about the scientific content of the product..

The advertisement should include the description of both the target audience as well as the effect of the product, its ingredients and their function. Furthermore, it would be good to think about what kind of advantages should be emphasized in the given cosmetic product (see Appendix 2). For example:

* Are the ingredients natural (from the so called pure nature).
* Bring forth the advantages of the product compared to the others that might include preservatives such as parabens, triclosan or sodium lauryl sulfate e. SLS.

When groups are presenting their products, the rest of the class could be the judges, giving their opinions about how convincing the presentation of the product was: what was done well, but also giving suggestions for any improvements that could be done. Moreover, ethical issues could be posed after watching the presentation: were the methods to influence the possible consumer ethical?