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## The influence of the English language on the description of cosmetic products

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### ABSTRACT

The influence of English as an international language has increased in many areas, from scientific, technological, economic and political fields to cinema, music and advertising. The use of English as a global language has exerted an enormous pressure over languages, especially on the lexical level. Since the second half of the 20<sup>th</sup> century, many works have already dealt with Anglicisms in Spanish (most cases of recent borrowings) in various fields, including fashion (Balteiro and Campos, 2012) and television cosmetics commercials (Rodríguez Medina, 2016a), but the study of descriptions provided by the brands for their cosmetic products has received less attention in Spanish. This paper provides an analysis of facial cosmetics descriptions selected from a corpus collected in 2016 from four Spanish cosmetic brands. Language creativity exploiting both the use of English borrowings and the influence of the English language in some orthographical patterns related to word-formation processes in Spanish in this genre will be discussed. The proportion of the influence of the English language on this kind of texts may be an important factor in determining its socio-psychological effect on the target public; besides, the quantitative results will be compared with those obtained in our previous studies in the fields of tourism and computing. A qualitative analysis of a selection of examples from our corpus will be offered. The present study intends to illustrate the influence of the English language on the information consumers can read about cosmetic products.

**Keywords:** Language of cosmetics, Anglicisms, false Anglicisms, English influence on orthographical word-formation patterns



## 1. Introduction

The study and research of the Cosmetology field has increased in the last years due to the socio-economic impact of the cosmetic industry on the world economy. The use of cosmetics is not a new practice; in fact, all civilizations have used cosmetics for different purposes, such as in religious rituals, to enhance beauty, and to promote good health. The history of cosmetics usage is as long as humankind; in fact, “early tomb paintings, frescoes, and mosaics all suggest that the use of cosmetics was widespread among people in ancient Mesopotamia and Egypt” (*The Use of Cosmetics in Bible Times*). The search and importance of beauty is a natural tendency in human beings and has been sought since ancient times in an attempt to change people’s appearance and benefit from being attractive.

Cosmetology is defined as “the cosmetic treatment of the skin, hair, and nails” (*Merriam Webster*); “the professional skill or practice of beautifying the face, hair, and skin” (*Oxford English Dictionary*); or “the art or profession of applying cosmetics” (*The Free Dictionary*). The term *cosmetics* derives from the Greek adjective *κοσμητικοζ*, which means ‘related to adornment’, and is defined as “of, relating to, or making for beauty especially of the complexion” (*Merriam Webster*); “a preparation applied to the body, especially the face, to improve its appearance” (*Oxford English Dictionary*); or “a preparation, such as powder or a skincream, designed to beautify the body by direct application” (*The Free Dictionary*).

Cosmetic products have managed to have great impact on our lives, fashion, culture and history. The reason for the popularity of cosmetic products is the important physiological and psychological benefit they impart to the consumer. Several studies have shown that, apart from the physiological effects, “there are very real psychological and social benefits to be gained from the use of cosmetics. It is these benefits that ensure cosmetic products are, and will remain, an integral part of life” (King, 2013). Therefore, consumers use cosmetic and personal care products every day to protect their health, ensuring their well-being and boosting their self-esteem, because they endeavour to look good and younger, also to be healthy, but enhancing beauty. Cosmetics play an important role in boosting one’s inherent beauty and physical features, and skin products are one of the most widely used by individuals. There is a progressive demand of cosmetic products that has led to the growth of the cosmetic market across the world. The importance of the cosmetics industry is growing in global economies and the distribution is part of the international economy. In fact, the cosmetic sector has been rising significantly over the last few years due to the increase of disposable income and the widespread concern about beauty. Several Spanish brands of cosmetics happen to be appreciated in the global cosmetic market. Therefore, four Spanish cosmetic brands internationally positioned in the market were selected to carry out this study on how English language affects the Spanish lexicon.

## 2. Theoretical framework

The English language has spread vastly, as the modern *lingua franca*, increasing its influence on the global market over the last few years, affecting every domain of the linguistic system. As pointed out by Kachru (1994: 135), “it is for the first time in linguistic history that a language has established contact with practically every language family, both formally and functionally”. The importance of English, its global dominance in science, technology, commerce, marketing, advertising, as well as sports, along with the concepts of prestige and modernity attached to it, have reinforced the power of this language around the world and have facilitated the continuous incorporation of English borrowings in Spanish in the last decades in a number of specialised fields.

The influence of English upon the Spanish language can be traced back to the Renaissance period, but the massive influx of borrowings is documented over the past sixty years. The influence of the English language on many different technical and scientific domains is undeniable, not only in Spanish but in most European languages (Görlach, 2001, 2002). The process of “Anglicization of European languages”, as some authors have denominated it (Pulcini, Furiassi and Rodríguez González, 2012: 3), has been possible because of the constant exchanges between English and the other languages since the 18<sup>th</sup> century. Although it is noticeable in all levels of language, its influence is most salient in the lexical and semantic fields.

Ever since the 1960s, several scholars have studied the phenomenon of Anglicisms, paying attention to theoretical aspects and analysing how these borrowings are being used and adapted into the recipient system. In fact, as Rodríguez Medina (2016b: 128) states, “[t]he study of Anglicisms in Spanish as a complex result of language contact and cultural globalization has increasingly caught scholars’ attention”. The pioneer in this field was Lorenzo Criado, who published several studies on the topic in the 1950s and continued doing so until the end of the 20<sup>th</sup> century (1996; 1999). Pratt (1980) shared many of Lorenzo’s views and like him concentrated mainly on lexical Anglicisms, establishing a categorization of English borrowings and analysing the orthographic, morphological and syntactic influence on the recipient language.

Another important scholar in the study of Anglicisms in the Spanish language is Rodríguez González who has covered diverse issues that had to do with borrowings: the process of semantic and morphological translations in the coining of calques (2002b, 2004) and analysed the spread of Anglicism in various jargons, like the language of sports (2012). He published in collaboration with Lillo Buades (1997) the most important dictionary on the topic, after the one published by the Panamanian linguist, Alfaro (1970). Rodríguez González also collaborated in the *Dictionary of European Anglicisms* (2001) edited by Görlach; after these lexicographical works, he explained the criteria that should be taken into account for the compilation of a corpus (2003) in order to elaborate this type of dictionaries and he has just published a new work, *Gran diccionario de anglicismos* (2017).

Many others contributed to the discussion of Anglicism, like Gimeno and Gimeno (2003) with a comprehensive view of the phenomenon within the languages in contact

framework established by Haugen (1950) or Weinreich (1953). Gómez Capuz (1998, 2000, 2004) worked on the classification of borrowings and paid attention to the group of pseudoanglicisms. Oncis Martínez (2012) approached Anglicisms in Spanish, mainly calques and semantic borrowings, by means of a corpus-based analysis, searching the CORDE (*Corpus Diacrónico del Español*) and the CREA (*Corpus de Referencia del Español Actual*) corpus, as he considers that their use “have become an indispensable tool for research on English loanwords” (2009: 116). These and other linguists, who have published on the topic, have helped to shape our conception of Anglicism and our way of dealing with the borrowing process.

Regarding the field of cosmetology, several authors have paid attention to the study of borrowings in Spanish in the field of fashion, which includes cosmetic products. Balteiro and Campos (2012) concentrated on the analysis of false Anglicisms in the Spanish language used in fashion and beauty, and compiled a corpus searching in lexicographic sources and online webpages to check uses of the examples. Their work concluded that “false anglicisms are an endless source of information on morphological and semantic evolutions in language contact [...], as part of the Anglicization of European lexis” (2012: 250). Rodríguez Medina (2016a) analyzed the use of Anglicisms in Spanish television commercials of cosmetics, hygiene and personal care products, and explained the reasons why Anglicisms are frequent in Spanish advertising, coming to the conclusion that their presence is related to the prestige of the products (2016a: 168).

Finally, it is also important to mention the previous work by Rodríguez Segura (1999) concerning the study of Anglicisms in the mass media. Her work included a list of Anglicisms, classified and illustrated with contextual information and explanations, and pointed out that this linguistic and sociological phenomenon was becoming important and more complex, as can be assured almost two decades after her study.

Descriptions of the cosmetic products are closely related to their advertising and commercialization processes. Several researchers (Bhatia, 2001 and 2006; Hsu, 2008; Martin, 2002, among others) have shown that English code-switching in advertising is a universal phenomenon as English language predominates in publicity and marketing. Language contact situations, the power of mass media, international marketing and advertising, information and communication technologies and, very often, poor and superficial translations have been regarded as the reasons for the widespread phenomenon of Anglicization.

### 3. Methodology

This study is included in the work carried out by the research team aLiLex (Acronym of the Spanish equivalent to *Lexical Linguistic Analysis — Análisis Lingüístico del Léxico*) starting back in 2003 and 2004. The work began dealing with the process of a textual corpus creation working firstly on texts related to computer science. In the following years, we based our research on the compilation and analysis of various genres from the tourist field examining several sources. Thus, we covered the healthcare world with specialized publications aimed at physicians, but also with more public outreach

magazines; and, finally, magazines aimed at a general audience interested in topics related to science and technology. In addition, we compiled documents and information on business and economy, sports, politics, general language in the mass media, etc. Some authors have been using corpora for the study of Anglicisms (Oncins Martínez, 2009; Balteiro Fernández, 2011). In fact, nowadays researchers consider that “in the study of Anglicisms, corpora are indispensable because they offer up-to-date source material from Anglicisms or new meanings/senses of Anglicisms may be detected” (Pulcini, Furiassi and Rodríguez, 2012: 18).

For the present article, we concentrate on the specialized field of cosmetology, so a corpus to study the presence of borrowings and the influence of English on this field has been compiled. As in previous research, we use authentic sources from the specialized domain. In this case, four Spanish commercial brands of cosmetics were selected: *Germaine de Capuccini* (Alicante), *Natura Bissé* (Barcelona), *SKinClinic* (Alicante) and *Farma Dorsch* (Madrid). Although all of them have international expansion, their trade volume differs and the number of lines and cosmetic products in each one varies too. The description of facial products, all the lines launched by those brands in 2016, form part of this study. The leaflets that accompany the products, also published in the web pages, were collected in order to prepare the corpus. The leaflets are divided in several sections, as cosmetic products must include information that explains what they are for, how to use them safely, and how to obtain the best result;<sup>1</sup> the main sections are the characteristics of the product, the ingredients, and the indications of how to use it. For this study, the ingredient lists and the name of the products have not been analyzed, although some ingredients, and even sometimes the names, appear in the data because they are mentioned in other sections of the leaflet.

Once the corpus was compiled and divided in four sub-corpora, SimpleExtractor<sup>2</sup> tool was used to extract terms, in order to obtain a list of candidate terms and the information about their frequency and their contexts of occurrence. After refining the list of candidate terms, the final list of Anglicisms<sup>3</sup> to analyze was obtained and were added to our database, named *anglicor*.<sup>4</sup> This database stores linguistic data on English loanwords. The database includes: grammatical information, such as category, gender and number; semantic information, such as definition and semantic field; etymology; graphic marking of loanwords; lexicographical information; and socio-pragmatic information. In this first step of the study, only parts of these fields were completed in the database for each Anglicism recorded. In figure 1, an example of the database is provided.

The screenshot shows the 'NUEVA UNIDAD LÉXICA' (New Lexical Unit) form in the Anglicor application. At the top, there is a header with the 'ANGLICOR' logo and a 'Cambiar Contraseña | Salir' link. Below the header, the user is identified as 'USUARIO: Isabel Cruz'. Navigation buttons include 'LISTAR TODOS', 'NUEVA PALABRA', and 'BÚSQUEDA'. The main form is titled 'NUEVA UNIDAD LÉXICA' and contains several sections:

- \*Unidad léxica:** A text input field for the word.
- Información Gramatical:**
  - Categoría:** A dropdown menu with 'Seleccionar' selected.
  - \*Género:** A dropdown menu.
  - \*Número:** A dropdown menu.
  - Adaptación:** A group of checkboxes: 'Ortográfica', 'Morfológica', 'Flexiva', and 'Derivativa'.
  - Pronunciación:** A text input field with a small icon to its right.
- Información semántica:**
  - \*Definición:** A large text area for the word's definition.
  - \*Campo semántico:** A dropdown menu with 'Seleccionar' selected.
- Etimología:**
  - OED Inglés:** A text input field.
  - Otra Lengua:** A text input field.
  - Americano Inglés:** A text input field.
  - Otra Lengua:** A text input field.
  - Etymonline Inglés:** A text input field.
  - Otra Lengua:** A text input field.
  - DRAE Inglés:** A text input field.

At the bottom right, there is a 'Cambiar nivel de zo' link.

Figure 1: Anglicor record

Although the classifications of borrowings from some of the previous authors mentioned above have been consulted, we have adapted the criteria to classify English borrowings in two groups, in order to compare the results with those previous studies that included this field:

- Anglicisms, words that come directly from English or English was the language of transmission, with no adaptation or partially adapted to Spanish, or derivative words, whereby an element from English origin is combined with a Spanish morpheme. Consequently, we have grouped several types of borrowings under this general heading.
- False anglicisms, also named pseudoanglicisms. Gómez Capuz (2004: 63-67) dealt with the different kinds of pseudoanglicisms or false borrowings. Recently, Furiassi (2010), among other researchers, studied these cases of borrowings and pointed out the problems of their identification. Balteiro and Campos (2012: 234-236) provided a review of the literature on the description and research on false Anglicisms.

All lexical items found in the corpus were looked up in several lexicographic sources:<sup>5</sup> general Spanish monolingual dictionaries, such as *Diccionario de la Lengua Española* (DRAE), *Diccionario Panhispánico de dudas* (DPD),<sup>6</sup> and works dealing with Anglicisms, such as the *Nuevo diccionario de Anglicismos* (NDAng), *A Dictionary of European Anglicisms* (DEAng) and *Gran diccionario de anglicismos* (GDAng)<sup>7</sup>. Besides, some items have also been checked in English monolingual dictionaries, such as the *Oxford English Dictionary* (OED), *Oxford Living Dictionaries* (OLD) and *Longman Dictionary of Contemporary English* (LDCE), regarding their meaning and use in English. We have decided to consult OLD and LDCE as both dictionaries use authentic

corpora in their compilation, therefore they record present-day English language which takes some time to be incorporated into other lexicographical works like the OED. The present study intends to illustrate the influence of English language on the information consumers can read about cosmetic products, paying special attention to lexical Anglicisms.

## 4. Results

### 4.1. Quantitative and qualitative analysis of Anglicisms

Although the main aim of our study is the qualitative analysis of the results obtained, firstly, we would like to offer some quantitative information from our research and will contrast the results with our previous studies dealing with the introduction of English loanwords in Spanish. Secondly, we will discuss several examples of the Anglicisms found in our study, comparing them with previous related research in the field.

The corpus compiled has 47,089 tokens in total, subdivided as follows in the four sub-corpora:

- Germaine de Capuccini: 13,726 tokens
- Natura Bissé: 17,899 tokens
- SkinClinic: 9,406 tokens
- Farma Dorsch: 6,058 tokens

From the analysis of the corpus, a total number of 51 different types of Anglicisms have been found. These lexical types distribute in the four sub-corpora as follows:

	<b>Germaine de Capuccini</b>	<b>Natura Bissé</b>	<b>SkinClinic</b>	<b>Farma Dorsch</b>
<b>Number of lexical types</b>	32	24	14	13

Table 1: Number of lexical types

The distribution of these lexical types in the four sub-corpora shows that 23 types are recorded in at least two of the cosmetic brands and 28 lexical types appear in one of the brands.

Some of the data related to the cosmetic brands analyzed are shown in the following table:

<b>Brand</b>	<b>N° of tokens</b>	<b>N° of types</b>	<b>% type/token</b>
<b>Germaine de Capuccini</b>	13,726	148	1.07%
<b>Natura Bissé</b>	17,899	122	0.68%
<b>SkinClinic</b>	9,406	106	1.12%
<b>Farma Dorsch</b>	6,058	65	1.07%
<b>TOTAL</b>	47,089	441	0.93%

Table 2: Type-token ratio: cosmetic brands

If we compare the results in the four brands, regarding the number of types in relation to the number of tokens, the brand SkinClinic has the highest type-token ratio. If we analyze the different types of Anglicisms recorded in relation to the types in each sub-corpus, the brands Germaine de Capuccini and Natura Bissé offer a richer variety; however, in the brand SkinClinic, Anglicisms are repeated very often in the descriptions. We can relate these results to the international growth of both brands, Germaine de Capuccini and Natura Bissé. In fact, both are very successful in the Asian cosmetics market, as Spanish cosmetics are gradually gaining their presence in China; for example, Germaine de Capuccini won the prize “Marca Líder en el Sector Profesional” in China Beauty Expo 2014.

As this study would be integrated in the corpus of specialized areas that is being compiled, we have attempted to check whether the presence of Anglicisms can be considered significant through frequency data in the three areas studied. If we compare the analysis of the impact of Anglicisms in two specialized languages previously analyzed (De la Cruz and Tejedor, 2012), Tourism and Computer, with the field of Cosmetology,<sup>8</sup> we can conclude that the number of English loanwords in Spanish computer language is obviously higher, similarly to what we deduced when comparing the fields of tourism and computer.



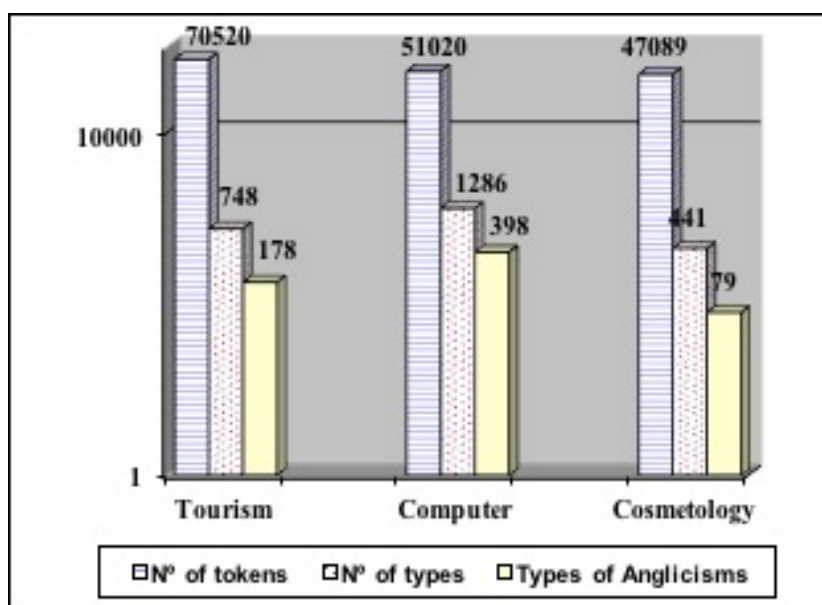


Figure 2: Presence of Anglicisms in three specialised languages

The use of technology has grown exponentially worldwide and it is contributing to the gradual expansion of English; moreover, this specialized area provides more borrowings from English to other languages. In addition, loanwords adopted from the Computer language affect not only general language, but also other specialized fields. For example, the Anglicism *3D* is used in the description of technology developed for skin care creams. Besides, borrowings successfully transferred across different specialized languages. Some examples found in our corpus demonstrate that the field of Cosmetology also incorporates lexical items from the field of photography, as the cases of *flash* having expanded its meaning as a beauty treatment that “aporta un rápido efecto y a la vez es de efímera duración, que tiene por objeto lograr resultados estéticos inmediatos tales como una piel descansada, más luminosa, que luzca recuperada y con expresión de relajación, eliminando los típicos signos de fatiga”,<sup>9</sup> and *soft focus*, as the “optical blurring of skin wrinkles caused by manipulating the transmission and scattering of light from and into skin”,<sup>10</sup> or lexical items from the field of psychology, as *stress-reduction* “to reverse the effects of stress-related skin conditions”.<sup>11</sup> All research carried out in different specialised fields during the last decades indicates that English loanwords are increasing their presence in the Spanish lexicon. Although quantitative analysis offers helpful information and points out the enormous amount of Anglicisms that have been adopted in the last decades, the qualitative study puts forward new factors to better understand other aspects of the borrowing process and how it affects the Spanish language.

From the 51 different lexical types of Anglicisms, 11 are recorded by the *Diccionario de la Real Academia Española* and two more are included in the *Diccionario Panhispánico de Dudas* (2005). Rodríguez González and Lillo Buades (1997) registered 18 Anglicisms and three new ones have been included in the new dictionary of Anglicisms (Rodríguez González, 2017), i.e. *anti-aging*, *detox* and *serum*. However, in

three cases in the first dictionary and four cases in the second one, the meaning recorded by the dictionaries does not correspond with the sense of the Anglicisms in our corpus. Regarding Görlach's lexicographical work (2001), 21 of the lexical types found in our corpus are included in the dictionary, but only 17 are recorded as being used in the Spanish language and four cases are not registered with the meaning of the Anglicisms in our corpus, i.e. *booster*, *coach*, *detox* and *flash*.

According to the criteria established for the classifications of the items, we have detected the following 18 false Anglicisms, representing a total of 35,29%, and 33 Anglicisms, standing for 64,70% in the corpus.

**False Anglicisms:** *acti-aging*, *anti-estrés*, *airless*, *booster*, *coach*, *flash*, *hydractivas*, *hydracure*, *hydra-flow*, *inflamm-aging*, *lifting*, *no-stress*, *peeling*, *phyto-complejo*, *relax*<sup>12</sup>, *stress-reduction*, *soft focus* and *water-oil-free*.

**Anglicisms:** *after-shave*, *aftersun*, *Aminoessence Cocktail*, *anti-aging*, *cocktail*, *confort/comfort*, *detox-diet complex*, *detox*, *detoxificar*, *detoxificación*, *detoxificante*, *detoxificador*, *estrés*, *eyeliner*, *film*, *ginger*, *kit*, *laser/láser*, *lipo-filling*, *oil-free*, *packaging*, *parabenes/parabenos*, *resilencia*, *roll-on*, *scrub*, *serum/sérum*, *3D*, *test*, *testado*, *voluminizador*, *voluminizar* and *waterproof*.

If we compare our results with the study about Anglicisms in TV commercials (Rodríguez Medina, 2016a: 162), from the 43 Anglicisms she recorded in the section 'anti-aging and sun creams', 35 were pure Anglicisms (81,3%) and only 8 pseudo-Anglicisms (18,6%). Therefore, the percentage of false Anglicisms is higher in our corpus, even though we have not analyzed the ingredients and names of the products.

The documentation process for the identification of false Anglicisms is quite complex as there are some lexicographical sources that record them as if they were Anglicisms, but when we compare the meanings and uses in monolingual dictionaries, we check that these items do not exist or they do not have the attributed meaning in the original language. We agree with Rodríguez Medina (2016a: 162-163) when she pointed out that pseudo-Anglicisms "are very useful to create English-looking pseudo-scientific words to name products" and not only for the name of the products, but also for the characteristics that they may have when being used by the consumers. In fact, sometimes one brand coins a new item or uses an existing one widening its meaning and becomes popular (well accepted by consumers), other brands incorporate it in future promotions or information of their products or try to create a similar one that can be associated with this brand or this product. Besides, we have also intended, while documenting the cases of false Anglicisms, to check the possibility of re-borrowing, "a false Anglicism may be re-imported into English through usage in other languages" (Balteiro and Campos, 2012: 238), by observing their occurrences in web pages. This re-borrowing process is quite complex as even the documentation process can be misleading.

Regarding the Anglicisms found in the corpus, only seven terms have been recorded in the four cosmetic brands: (efecto) *flash*, *laser/láser*, *lifting*, *parabenes/parabenos*, *peeling*, *sérum* and *test*; and only ten terms are included in at least two of the sub-corpora: *after-shave/aftershave*, *after-sun/aftersun*, *confort/comfort*<sup>13</sup>, *estrés*, *detox*, *detoxificante*, *film*, *kit*, *oil-free* and *testado*. We will comment the four most interesting cases in each of

these two groups (see appendix B for contexts and information from lexicographical sources and web pages consulted):

- *Flash*: This word is recorded as an Anglicism in the four main lexicographical works consulted (DRAE, NDAng, DEAng, GDAng), but its meaning refers to photography in all cases; therefore, a semantic extension or semantic shift has occurred. The change in meaning indicates that it should be classified as a false Anglicism in the specialised area of Cosmetology, meaning a beauty treatment that

aporta un rápido efecto y a la vez es de efímera duración. Tiene por objeto lograr resultados estéticos inmediatos tales como una piel descansada, más luminosa, que luzca recuperada y con expresión de relajación, eliminando los típicos signos de fatiga como pueden ser la sequedad o la falta de luminosidad y tonicidad.<sup>14</sup>

Whether the semantic extension has occurred spontaneously in Spanish or through the influence of English, it is not totally clear as the term *flash* is also being used nowadays in English for facial creams with softening and brightening results in the skin.

- *Lifting* (corresponding to the English *face-lift*) and *peeling* (corresponding to the English *exfoliation* and *facial scrub*): Although both are included in the three specialized works on Anglicisms (NDAng, DEAng, GDAng), *peeling* is not recorded in DRAE, whereas *lifting* is. For the classification of the first term, we agree with Balteiro and Campos (2012: 247) who explained that the first one is a false Anglicism, because it exists in English but it is used in Spanish with a different meaning and “it is not clear whether the metaphorical extension has occurred spontaneously in Spanish or through the influence of English”. In fact, the term *facelift* means “a cosmetic surgical operation to remove unwanted wrinkles by tightening the skin of the face” (OED);<sup>15</sup> the second element of the compound is used in Spanish to refer not only to the surgical operation, but to the effects some facial products would have in the skin, the action of lifting it and helping diminish visible signs of aging. In the case of the term *peeling*, the English verb *peel* is used in Spanish to refer to the “thick substance which you use to clean the skin on your face thoroughly” (LDCE) and to “wash or rub (a part of the body) with a granular substance to remove dead skin cells” (OLD). The word *peeling* is used in the English compound *peeling skin* (desquamation) which means “damage and loss or shedding of the outer layer of your skin (epidermis)”;<sup>16</sup> also, the word *peelings* does exist in English, meaning “strips of the outer skin of a vegetable or fruit” (OLD). Nevertheless, it is difficult to state whether the Spanish loanword has been coined by the ellipsis of one element in the compound *peeling skin* and a semantic shift, or a metaphorical extension of *peelings* to a different meaning in Spanish, “exfoliación suave de la superficie

- epidérmica” and “producto empleado en el tratamiento” (GDAng). However, we consider that it is possible to conclude that this loanword is also an example of false Anglicism.
- *Parabenes/parabenos*: DRAE has included this Anglicism and, although both spellings have been found in our corpus, it recommends the use of *parabeno*, but the use of both spellings is extended, becoming more common the one recommended by Real Academia de la Lengua.
  - *Serum/sérum*: This item is only recorded in Rodríguez González (2017: 884), being defined as “cosmético con textura en forma de gel que se aplica a la cara para hidratar, tensar y dar brillo a la piel”. He also explains that “El término es bien acogido en el campo de la cosmética en detrimento de su equivalente español *suero*, tan ligado al ámbito de la medicina” (2017: 884). The recommended term *suero* is only used by Farma Dorsch. Nevertheless, this meaning has not been found in any of the lexicographical English works consulted as part of this study. After expanding our search, two different English sources record this item: the *Merriam Webster Dictionary* defines serum as “a usually lightweight cosmetic preparation especially for use on the face; specifically: a typically water-based, often concentrated preparation that lacks lubricating and thickening agents”; and an article about skin care products provides information about the use of the product since mid 1990s and how the term comes from professional cosmetology.<sup>17</sup>As a consequence, this term should be considered an Anglicism.
  - *Aftershave* and *aftersun*: Both words are included in the three lexicographical reference works specialised in Anglicisms, indicating that their use in English is *aftershave lotion* and *aftersun lotion*, but they are not recorded in DRAE. Accordingly, they should be classified as false Anglicisms and this is the case in the study of Rodríguez Medina (2016a: 166). However, after checking both lexical items in the OED, we have confirmed that they do exist in the English language with the same meanings. *Aftershave* is defined as “any of various preparations and products applied to the skin after shaving; (now esp.) an astringent scented lotion applied in this way” and *aftersun* as “a product applied to the skin after exposure to the sun to help reduce sunburn, rehydrate the skin, or enhance tanning”. Besides, both compounds appeared spelled with space, and with/without hyphen. Consequently, we decided to include them in the group of Anglicisms.
  - *Detox*: Similarly to the example of *serum*, it is only recorded in Rodríguez González (2017: 287-288) with the meaning “referido a un proceso de desintoxicación o purificación, especialmente a la eliminación de toxinas mediante zumos. El método se ha popularizado hoy entre los que cuidan de su salud por influencia de nutricionistas y dietistas”. Even though this meaning is not recorded in the OED, a semantic widening has taken place in the English language before the borrowing process. Some dictionaries do show the new meaning of this word: “when you do not eat solid food or only drink special liquids for a period of time, which is thought to remove harmful substances from

your body” (LDCE). In conclusion, after checking all the sources, we decided to include it in the group of Anglicisms as the term is also used in English to refer to creams that detoxify the skin.

- *Oil-free*: This word is not included in any of the lexicographical sources, not even in the OED, although many English web pages on cosmetics use this compound. Again, we decided to check a monolingual dictionary compiled on corpus-based data and the lexical item is recorded with the meaning: “an oil-free liquid, skin treatment etc. contains no oil” (LDCE). Hence, as in the previous example, we classify it as an Anglicism.

Other Anglicisms found in the corpus that we consider worth commenting in this study are:

- *Anti-aging*: In this case, we decided to change the previous classification as pseudo-Anglicism (Rodríguez Medina, 2016a: 166), due to new meaning of the word recorded in the OLD: “(of a product or technique) designed to prevent the appearance of getting older”. Also, it has been included in Rodríguez González (2017: 23-24) as “referido a los tratamientos y productos que tienen la propiedad de evitar o retrasar el envejecimiento de la piel”. As a result, it was included in the group of Anglicisms.
- *Resilencia*: it is recorded in DRAE as Anglicism “Del ingl. Resilience” and defined as “capacidad de adaptación de un ser vivo frente a un agente perturbador o un estado o situación adversos”. The word *resilience* is defined in OED as “elasticity; the power of resuming an original shape or position after compression, bending, etc.”. Nevertheless, we found it complicated to classify this item, as it seems that the meaning recorded in both English and Spanish lexicographical sources refers to other semantic fields, not to Cosmetology, but the word is used in both languages to refer to the skin capacity to regenerate and fight external factors, improving its elasticity and youthful appearance. Whether the semantic extension occurred in the English language first, being then adopted in the Spanish language, it is difficult to state, although this could be the most probable borrowing process.
- *Airless*: The term *airless* is used as it were an English term for ‘sistema al vacío’ in our corpus, but this is not the real meaning of the English word, as can be checked from the definitions in the OED<sup>18</sup> and OLD.<sup>19</sup> It is not included in DRAE nor in any of the specialized dictionaries consulted. The compound *airless injection* is recorded in English and means “Injection of fuel into the cylinder of a diesel engine by means of a fuel pump rather than by compressed air; frequently attributive” (OLD). After searching the web, we have found the term *airless* used for a type of paint sprayers<sup>20</sup> and for bottles and containers used for cosmetic products;<sup>21</sup> therefore, the term exists in the English lexicon, but the new sense has not been recorded in dictionaries.

#### 4.2. Analysis of the influence of English word-formation orthographical patterns on Spanish

The influence of the English language does not only affect the borrowing process, but also appears in the orthographical patterns of Spanish derivatives and neoclassical compounds. We will analyze the list of prefixed items and neoclassical compounds found in our corpus (see table 3). In fact, the use of some prefixes and combining forms in Spanish words followed by a hyphen imitates the English orthographical structure. The prefixes and combining forms used in the examples in table 3 do exist in Spanish, according to RAE, but the orthographical pattern does not follow the rules in the Spanish language. According to RAE (2010: 535), “no se consideran ortográficamente adecuadas las grafías en las que el prefijo aparece unido con guion a la palabra base (\*anti-mafia, \*anti-cancerígeno) o separado por ella por un espacio en blanco (anti mafia, anti cancerígeno)”. Similarly, RAE explains that the combining forms used in these formations “Si va antepuesto, se denomina elemento compositivo prefijo: biodiversidad, ecosistema; si va pospuesto, se denomina elemento compositivo sufijo: antropófago, neuralgia” (DPD) and the examples provided in the explanation clearly show that the hyphen is not used in the Spanish word-formation process, for example, *biodegradable* is recorded in RAE, but without the hyphen. Similarly, Fundeu<sup>22</sup> (2017) explains that “el prefijo **anti-**, como todos los prefijos, se escribe por regla general **unido a la palabra a la que precede sin guion**” and that “el elemento compositivo eco-, que significa entre otras cosas ‘ecología’ y se emplea en términos como ecoparque, ecotasa o ecoterrorismo, se escribe unido a la palabra a la que se incorpora, sin guion ni espacio intermedios”.

Consequently, the examples found in the corpus show a foreignization of the Spanish orthographical patterns of prefixed items and neoclassical compounds. However, we cannot really claim them as being Anglicisms, although the number of examples retrieved from the corpus is quite significant. One of the possible reasons for imitating the pattern is to create a parallelism with the English language in the consumer. This linguistic creativity is used to resemble English patterns and can have a visual effect provoking an attention-grabbing effect in consumers.

Besides, other examples included in the list are word creations resembling English morphological patterns, like the pattern ‘prefix+hyphen+root’, for example: the English equivalent of *anti-radical* is *free radical*, but the former has been coined in Spanish; and the English expression for *anti-bolsas* is ‘eye cream for bags’, but the derivative has been created in Spanish. In some other cases, *antienvjecimiento* and *antiedad* are recorded in Rodríguez González (2017: 24) without the hyphen too and explaining that both are calques in Spanish.

	Germaine de Capuccini	Natura Bissé	SkinClinic	Farma Dorsch
<b>Anti-</b>	Anti-arrugas	Anti-arrugas		Anti-arrugas
				Anti-bolsas
	Anti-edad /antiedad	Anti-edad /antiedad		Anti-edad /antiedad
		Anti-envejecimiento		
		Anti-estrés /antiestrés		
		Anti-estrías		
	Anti-fatiga	Anti-fatiga		Anti-fatiga
		Anti-flacidez		Anti-flacidez
				Anti-irritante
				Anti-ojeras
		Anti-oxidante		Anti-oxidante
	Anti-polución / antipolución			
		Anti-poros		
		Anti-radicales		
				Auto-protegerse
	<b>Bio-</b>	Bio-degradable		
				Bio-estimulación
Bio-tecnológico				
<b>Dermo-</b>		Dermo-compatibles		
		Dermo-cosmética		
<b>Eco-</b>				Eco-sostenible
<b>Extra-</b>	Extra-confort			
	Extra-rica			
<b>Micro-</b>	Micro-capas			
		Micro-circulación	Micro-circulación	
	Micro-colágeno			
	Micro-encapsulado			
	Micro-esferas			
	Micro-exfoliante	Micro-exfoliante		
		Micro-inflamación		
	Micro-inyecciones	Micro-inyecciones		

		Micro-lifting / microlifting		
		Micro- reflectores		
<b>Multi-</b>		Multi-activa		
	Multi-corrección			
	Multi-estratégica			
	Multi-lamelar			
	Multi-protección			
	Multi-reparador			
<b>Post-</b>		Post-baño		
			Post-peelings	
		Post-partos		
	Post-quirúrgicas			
<b>Pre-</b>			Pre-estrés	
<b>Re-</b>	Re-esculpe			
	Re-generación			
<b>Ultra-</b>	Ultra-calmante			
	Ultra-corrector			
	Ultra-dosificado			
	Ultra-eficaz			
	Ultra-fresco			
			Ultra- hidratante	Ultra- hidratante
		Ultra-sensorial		
	Ultra-suave			

Table 3: Examples from the corpus: prefixed items and neoclassical compounds

The processes of derivation from loanwords are also interesting in that they reveal the richness of lexical coinage. The Anglicism *detox* has been completely assimilated in the Spanish language, as users have coined derivatives, such as a verb, a noun and two adjectives: *detoxificar*, *detoxificación*, *detoxificante*, *detoxificador*. We can compare this case with others such as, for example, *turístico* and *liderar*, whereby an English borrowing, *turismo* and *líder*, is combined with a Spanish suffix to form a derivative.

We have found two more items that should be explained: the terms *voluminizar* and *voluminizador*, which are not included in DRAE. We searched the web to check the number of occurrences and the sources in which they are used, and can conclude that both are lexical coinages from the English terms: *volumize* (“Of a product or styling technique: to enhance the thickness of or give body to (hair or eyelashes)” OED) and *volumizing* (“That gives hair (or eyelashes) body or thickness” OED). Nevertheless, the term *volumen* does exist in Spanish with the meaning: “1. Corpulencia o bulto de algo. 2. Magnitud física que expresa la extensión de un cuerpo en tres dimensiones, largo, ancho y alto, y cuya unidad en el sistema internacional es el metro cúbico” (DRAE). However, it seems quite probable that the derivatives have been coined taking the English roots as bases and adding the Spanish morphemes.

Some of the borrowings analyzed in the study already have and others will be transferred to the general lexicon of the language, as these products are commercialized, advertized and popularized, hence known, bought and used by consumers. Because, as



we have already explained, the borrowing process in this specialised field is closely related to the popularity of cosmetics and their impact on the consumers.

## **5. Conclusion**

The impact of English upon Spanish in the field of cosmetology is undeniable and comparable to the Anglicization process in several languages that some authors have already pointed out (Kachru, 1994; Furiassi, Pulcini and Rodríguez, 2012). The progressive Anglicization of Spanish lexis can be corroborated with all the research carried out by many scholars in the last decades, as all the studies mentioned have shown. Moreover, a number of factors explaining the adoption and use of Anglicisms have been explained.

The English language is generally used as a strategy to provide Spanish speakers with a certain taste of modernity and other positive values as it is seen as an attractive and fashionable language. Thus, attention-getting can be regarded as one of the most important techniques for using Anglicisms and pseudo-Anglicisms in the information included in the leaflets of cosmetic products, which also serves as a basis for the advertisements prepared to sell those products. Besides, borrowings and the influence of English orthographical word-formation patterns on Spanish words found in cosmetics information may help to reach the goals of sales promotion and may have the intention of persuading consumers to buy these products. Nevertheless, it would be necessary to carry out a sociological study to examine if the influence of the English language on the Spanish language has an impact on consumers.

The tendency to use technical or pseudo-scientific terms that originate from English, sometimes using prefixes or Latin and Greek combining forms and creating lexical items that do not exist in English or resembling English word-formation orthographical rules (i.e. *anti-radical*, *anti-bolsas*, *bio-degradable*, *eco-sostenible*, *dermo-cosmética*) has been observed in our study and in previous ones (Rodríguez Medina, 2016a: 159-160). The use of English fulfills mainly socio-psychological effects, and is commonly employed to evoke connotations of professionalism and medical expertise. In fact, it is undeniable that today society associates the English language to modernity and fashion or technical and economic progress, and “the prestige associated with English, sheer snobbery, linguistic interference or even stylistic creativity” (Oncins Martínez, 2012: 235). Hence, the phenomenon of borrowing should be addressed from a linguistic and psychological perspective in order to cover the angles of the process.

Our study indicates that a considerable number of Anglicisms and false Anglicisms are being used in the cosmetic field. When comparing our results (35,29% false Anglicisms) with a previous study (18,6% false Anglicisms) (Rodríguez Medina, 2016a: 162), the examples of false Anglicisms have significantly increased (16,69%). In fact, we do agree with the idea that “false anglicisms are an endless source of information on morphological and semantic evolutions in language contact and on sociolinguistic factors for language borrowing” (Balteiro and Campos, 2012: 250). Even so, we consider that if the ingredient lists and the name of the products had been part of the corpus in this study,

the results would have been different and an attempting hypothesis could be that an exponential increase in the number of false Anglicisms would have been expected. Moreover, the number of Anglicisms is lower than in the previous mentioned study (Rodríguez Medina, 2016a: 162); therefore, extensive research and a larger corpus will be necessary to examine “the prestige of English in today’s world has contributed to the fact that most Anglicisms are used in their original form” (Rodríguez González, 2012: 295).

Future research is needed as in this work we have not examined the degree of acceptance (Görlach, 2001: xxiv) and the gender assignment of the Anglicisms adopted in Spanish. Additionally, part of the information from the leaflets was not used. Therefore, we consider it would be worth analyzing the names of the products and carrying out a longitudinal study examining whether the names have changed due to the influence of the English language, for example, looking at the cosmetic products advertisements in Spanish magazines from the second half of the 20<sup>th</sup> century.

Furthermore, we would like to analyze all the cosmetic products, not only the facial ones, produced and distributed by the four cosmetic brands in order to offer a complete analysis of the increasing influence of English on the field. This study could offer us more data to be able to show progressive growth in the number of Anglicisms and false Anglicisms, that is, the Anglicization process of Spanish lexis.

## Notes

1. <https://www.cosmeticseurope.eu/cosmetic-products/understanding-label/>
2. [http://www.dail-software.com/help/9\\_en/index.html](http://www.dail-software.com/help/9_en/index.html)
3. See appendix B.
4. <http://www3.uah.es/anglicor/index.php>
5. We have consulted the online versions of DRAE, DPD, OED, OLD and LDCE; and the paper versions of NDAng, DEAng and GDAng.
6. These two dictionaries have been used for our research because they are prescriptive and establish the standard use of the terms consulted.
7. This dictionary has been added for this study, as is not included in our database (lexicographical information).
8. It is important to mention that we have not included in the study of the field of Cosmetology the lists of ingredients included in the leaflet and the names of the products, which may have changed partially the results.
9. <http://www.lafiebredelamoda.com/belleza-cuidado-personal/complementos-de-belleza-tratamientos-efecto-flash>
10. <https://knowledge.ulprospector.com/692/pcc-soft-focus-technology/>
11. <https://bhskin.com/stress-and-your-skin/>
12. Even though, Real Academia de la Lengua considers the term *relax* an Anglicism from the English verb *relax*, another possible interpretation is to classify it as a false Anglicism deriving from the English noun *relaxation*.
13. Real Academia de la Lengua explains that the final etymon in the borrowing process is the English language. This type has been recorded with both spellings in our corpus.

14. <http://blog.nutritienda.com/trucos-de-belleza-conoces-el-efecto-flash/>
15. Even one of the senses of the verb *lift* is recorded in OED as being synonym of *facelift*.
16. <https://www.healthgrades.com/symptoms/peeling-skin>
17. <http://www.ost-cosmetics.com/about-skin-care/anti-aging-serum.html>
18. “Stuffy; unventilated, not open to the air. Not using or breathing air. Without air; lacking an atmosphere”.
19. “Stuffy; not ventilated. Without wind or breeze; still”.
20. Airless paint sprayers: <http://www.portlandcompressor.com/airless/index.aspx>
21. <http://airlessbottles.com/>
22. <http://www.fundeu.es/>

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## Appendices

### A. Lexical items included in the four cosmetic brands

	Germaine de Capuccini	Natura Bissé	SkinClinic	Farma Dorsch
acti-aging				X 1
after-shave		X 1	X 3	
after-sun		X 1	X 1	
airless				X 10
aminoessence Cocktail		X 7		
anti-aging			X 2	
antiestrés		X 1		
booster	X 3			
coach	X 2			
cocktail		X 2		
comfort	X 1			
confort	X 37	X 14	X 5	
detox	X 4	X 1		
detox-diet complex		X 2		
detoxificar	X 1			
detoxificación	X 1			
detoxificante	X 4	X 1		
detoxificador				X 2
estrés	X 11	X 9		
eyeliner		X 1		

flash	X 2	X 1	X 6	X 4
film	X 1		X 2	
ginger				X 2
hydractivas	X 10			
hydracure	X 4			
hydra-flow		X 3		
inflamm-aging		X 1		
kit	X 1	X 1	X 4	
láser/laser	X 1	X 2	X 7	X 3
lifting	X 11	X 18	X 15	X 6
lipo-filling	X 5			
no-stress	X 2			
oil-free	X 1		X 24	
packaging	X 1			
parabenos/parabenos	X 1	X 12		X 24
peeling	X 1	X 2	X 20	X 5
phyto-complejo	X 5			
relax		X 1		
resiliencia cutánea	X 3			
roll-on	X 2			
scrub			X 4	
sérum	X 14	X 29	X 11	Suero/suerum 5
Stress-reduction	X 2			
tecnología 3D		X 2		
tecnología soft focus	X 1			
test	X 1	X 2	X 1	X 1
testado	X 12	X 4		X 1
voluminizador	X 2			
voluminizar				X 1
waterproof	X 1			
water-oil-free			X 1	
TOTAL lexical types: 50				
	<b>148</b>	<b>122</b>	<b>106</b>	<b>65</b>
TOTAL tokens:	<b>440</b>			

## B. Anglicisms: contexts and information from sources

	Contexts from corpus	Information from Spanish dictionaries	Information from English dictionaries and web pages
<i>acti-aging</i>	TECNOLOGÍA CORRECTIVA ACTI-AGING CON ALFAHIDROXIACIDOS. (FD)		
<i>after-shave/ aftershave</i>	Para pieles atópicas y como aftershave. (SC) Es el after-shave ideal para las pieles masculinas tras el afeitado diario. (NB)	En inglés, <i>after-shave lotion</i> (NDAng)	Any of various preparations and products applied to the skin after shaving; (now esp.) an astringent scented lotion applied in this way.(OED)
<i>after-sun/ aftersun</i>	regenerador celular, cicatrizante, recuperador y aftersun. (SC) Es un after-sun ideal para tu piel. (NB)	En inglés, <i>after-sun lotion</i> (NDAng)	A product applied to the skin after exposure to the sun to help reduce sunburn, rehydrate the skin, or enhance tanning. (OED)
<i>anti-estrés</i>	el cual proporciona un excepcional efecto calmante y antiestrés. (NB)		Stress-free (OD) pertaining to or possessing freedom from mechanical or biological stress.(OED)

<i>airless</i>	Innovador envase con sistema al vacío (airless). (FD) Envase con sistema “airless”. Una vez levantada la tapa encontrará el dosificador airless. (FD)		Stuffy; unventilated, not open to the air. Not using or breathing air. Without air; lacking an atmosphere. (OED) Stuffy; not ventilated. Without wind or breeze; still. (OLD)
<i>aminoessence Cocktail</i>	El exclusivo <b>Aminoessence Cocktail</b> es un completísimo cóctel de aminoácidos que constituye un verdadero tratamiento de choque para la firmeza y redensificación de la piel. (NB)		Amino Essence contains all of the essential amino acids to rapidly stimulate the build up of muscle mass, aswell as supporting the repair and recovery of muscles after intense training. <a href="http://www.fatbirds.co.uk/298597/products/powerbar-amino-essence-drink-400g-lemon.aspx">http://www.fatbirds.co.uk/298597/products/powerbar-amino-essence-drink-400g-lemon.aspx</a> <b>Tea &amp; Amino Essence Moisturizing Facial Mask</b>
<i>anti-aging</i>	Sérum concentrado anti-aging y luminosidad. Recupera la piel opaca en segundos. (SC)	Antienvejecimiento es el calco más literal, pero en tiempos recientes se prefiere antiedad, por resultar más eufemístico. (GDAnG)	Not included in OED. Adj. (of a product or technique) designed to prevent the appearance of getting older. (Oxford dictionaries)
<i>booster</i>	<i>Booster Generador de Luz y Juventud.</i> (GC)	≠ different meaning. Propulsor utilizado en lanzadores y aviones militares para proporcionar un mayor empuje en el despegue. Del inglés, lit. ‘propulsor’.	Med. A dose or injection of a substance that increases or prolongs the effectiveness of an earlier dose or injection. (OED)
<i>coach</i>	Un auténtico “coach” para la piel. (GC)	Persona encargada de prestar apoyo a otra para alcanzar determinados objetivos (físicos, pero también psicológicos, laborales, etc.), como si se tratara de un entrenador. (GDAnG)	To prepare (a candidate) for an examination; to instruct in special subjects; to tutor; also, to train for an athletic contest, as a boat-race. (OED)
<i>cocktail</i>	Natura Bissé ha dado con el cocktail perfecto para que sientas la vida con intensidad. (NB)	La voz inglesa <i>cocktail</i> se ha adaptado al español con dos acentuaciones, ambas válidas. La forma llana <i>cóctel</i> (pl. <i>cócteles</i> ), que refleja la pronunciación etimológica, es la única usada en España. (DPD)	Any combination of ingredients, factors, or circumstances. (OED)
<i>comfort</i>	otra más ligera, Comfort, con las mismas propiedades para pieles normales. (GC)		State of physical and material well-being, with freedom from pain and trouble, and satisfaction of bodily needs; the condition of being comfortable. (OED)
<i>confort</i>	Su textura elegante y suntuosa proporciona una sensación inmediata de confort y nutrición a la piel. (NB)	Confort. Del fr. confort, y este del ingl. comfort. l. m. Bienestar o comodidad material. (DRAE)	

<i>detox</i>	Nueva Fórmula detox iluminadora – bolsas y ojas que combate el “cansancio celular”. (GC) Hidratante detox con color. (NB)	El anglicismo adaptado <i>detox</i> y su traducción desintoxicante son ambas válidas para referirse a este tipo de dieta o menú. El término inglés <i>detox</i> se ha asentando en el campo de la nutrición y la dietética (Fundeu) Referido a un proceso de desintoxicación o purificación, especialmente a la eliminación de toxinas mediante zumos. El método se ha popularizado hoy entre los que cuidan de su salud por influencia de nutricionistas y dietistas. (GDAnG)	= detoxification n. at <i>detoxicate</i> v. Derivatives Also: a detoxification centre. Frequently attrib., esp. of a place used for the treatment of alcoholics or drug addicts. Detoxicate. To deprive of poisonous qualities. (OED) 2 when you do not eat solid food or only drink special liquids for a period of time, which is thought to remove harmful substances from your body. (LDCE)
<i>detox-diet complex</i>	Incorpora un complejo purificante, Detox-Diet Complex con extractos de berro, té blanco y té verde, que desintoxican la piel y la protegen frente a los radicales libres. (NB)		
<i>detoxificar</i>	Revitaliza, detoxifica e ilumina. (GC)		
<i>detoxificación</i>	supone un notable avance en la detoxificación celular. (GC)		
<i>detoxificante</i>	Su poder antiarrugas y detoxificante, reafirma la piel de los párpados. (NB)		
<i>detoxificador</i>	Antioxidante, detoxificador y reestructurador cutáneo. (FD)		
<i>estrés</i>	Para todo tipo de pieles, especialmente fatigadas y expuestas a un estrés externo extremo. (GC) la refuerza frente al estrés diario y previene la aparición prematura de signos de la edad. (NB)	Del ingl. <i>stress</i> . l. m. Tensión provocada por situaciones agobiantes que originan reacciones psicósomáticas o trastornos psicológicos a veces graves. (DRAE)	An adverse circumstance that disturbs, or is likely to disturb, the normal physiological or psychological functioning of an individual; such circumstances collectively. Also, the disturbed state that results. (OED)
<i>eyeliner</i>	Con un bastoncillo de algodón humedecido en este producto puedes retocar tu eyeliner o tu sombra de ojos. (NB)	Producto normalmente líquido que se emplea, con la ayuda de un pincel, para delinear el borde de los párpados. (En inglés hay tres clases: <i>pencil eyeliner</i> – el más corriente y fácil-, <i>liquid eyeliner</i> y <i>gel eyeliner</i> ). (GDAnG)	A cosmetic applied in a line bordering the eye, generally in order to accentuate it; (also) a brush or pencil for applying this. (OED)
<i>flash</i>	Aplicar una pequeña cantidad para un efecto flash. (SC) Hidrata y revitaliza la piel con un efecto flash. (FD)	Impresión repentina y placentera. La connotación del placer se basa en su asociación con la acepción 7, y su instantaneidad se refuerza al evocar también la visión de una imagen como la	Burst of light or flame. (OED)



		producida por el flash de la fotografía. (GDAng)	
<i>film</i>	Despegar el film de plástico y aplicar sobre la piel impregnada con sustancias cosméticas. (SC)	Película muy fina de plástico u otro material utilizada para envolver o embalar algunos productos. (GDAng)	Material in the form of a very thin flexible sheet. (OLD)
<i>ginger</i>	Extracto de Ginger o Jengibre orgánico. (FD)		
<i>hydractivas</i>	Una selección de activos sumamente cuidada convierte su fórmula en hydractiva, 100% actividad hidratante. (GC)	Hidro- 1. elem. compos. Significa 'agua'. (DRAE)	Miscellaneous terms, in which hydro- has the sense of 'water'. (OED) Hydra- Of or belonging to a hydra, hydralike; having as many heads, or as difficult to extirpate, as the Lernaean hydra. (OED)
<i>hydracure</i>	Hydracure realiza una máxima actividad hidratante. (GC)		Cure: A substance or treatment that cures a disease or condition. (OLD)
<i>hydra-flow</i>	el complejo Hydra-Flow que aporta hidratación y frescor de forma inmediata. (NB)		Hydrate: A compound of water with another compound or an element. (OED)
<i>inflamm-aging</i>	las consecuencias del inflamm-aging: una micro-inflamación silenciosa. (NB)	Unión de los vocablos ingleses "inflammation" (inflamación) y "ageing" (envejecimiento). Este fenómeno describe cómo los procesos inflamatorios conducen a un envejecimiento prematuro de la piel. <a href="http://www.montibello.com/esp/in-beauty/2640-inflamm-aging-combate-el-envejecimiento-prematuro-de-las-pieles-sensibles">http://www.montibello.com/esp/in-beauty/2640-inflamm-aging-combate-el-envejecimiento-prematuro-de-las-pieles-sensibles</a>	The primary feature of inflamm-aging is an increase in the body's proinflammatory status with advancing age <a href="https://www.hindawi.com/journals/jir/2016/8426874/">https://www.hindawi.com/journals/jir/2016/8426874/</a> As the concept of inflammaging goes mainstream, it may result in a widespread change in the professional skin care industry, transforming everything from the ingredients that professionals use to the methods by which they use them. <a href="http://www.skininc.com/skinscience/physiology/Inflammaging-Changing-the-Face-of-Skin-Care-185422772.html">http://www.skininc.com/skinscience/physiology/Inflammaging-Changing-the-Face-of-Skin-Care-185422772.html</a>
<i>kit</i>	Skinclinic ha ideado este kit de tratamiento facial para cuidar y prevenir la piel del envejecimiento y protegerla del sol diario. (SC)	Del ingl. <i>kit</i> , y este del neerl. <i>kit</i> . 1. m. Conjunto de productos y utensilios suficientes para conseguir un determinado fin, que se comercializan como una unidad. (DRAE)	A set of articles or equipment needed for a specific purpose. (OLD)
<i>láser/laser</i>	Alivio de cualquier sensación de la piel después de tratamientos láser, depilación. (SC) Calma de forma inmediata la sensación de irritación en la piel ocasionada por el sol, quemaduras leves, afeitado, depilación, sequedad, tratamientos con láser. (FD)	Del ingl. <i>laser</i> , acrón. de <i>light amplification by stimulated emission of radiation</i> 'amplificación de luz mediante emisión inducida de radiación'. 1. m. Dispositivo electrónico que, basado en una emisión inducida, amplifica de manera extraordinaria un haz de luz monocromático y coherente. 2. m. Haz de luz emitido por un láser. (DRAE)	Any device that is capable of emitting a very intense, narrow, parallel beam of highly monochromatic and coherent light (or other electromagnetic radiation), either continuously or in pulses, and operates by using light to stimulate the emission of more light of the same wavelength and phase by atoms or molecules that have been excited by some means. (OED)
<i>lifting</i>	Acción lifting mirada despierta. (GC) Conseguirás, de inmediato una piel renovada, extraordinariamente luminosa y con un espectacular efecto lifting. (NB) que induce un efecto lifting, aumentando el tono muscular y	Voz inglesa que se usa con frecuencia en español con el sentido de 'operación de cirugía estética consistente en el estiramiento de la piel, generalmente de la cara y el cuello, para suprimir	

	favoreciendo la capacidad tensora. (SC) <b>Reafirma</b> la piel produciendo un <b>efecto "lifting"</b> inmediato. (FD)	las arrugas'. Se recomienda sustituirlo por el equivalente español <i>estiramiento (facial)</i> .(DPD)	
<i>lipo-filling</i>	más conocido como el 'hongo de la larga vida', de él se extrae un activo que, gracias a sus propiedades "lipo-filling". (GC)		Lipo-: combining form of Greek λίπος fat, used in various pathological terms, chiefly modern Latin, in Biochem. and other fields.(OED)
<i>no-stress</i>	Aplicar <b>Crema hidratante no-stress</b> sobre la piel limpia y renovada de rostro, cuello y escote. (GC)		
<i>oil-free</i>	Cuidado facial oil-free de la piel grasa o acnéica. (SC)		An oil-free liquid, skin treatment etc contains no oil. (LDCE)
<i>packaging</i>	Sus fórmulas, packaging, etiquetado y publicidad estén acordes con los valores de protección del medio ambiente. (GC)	Material empleado para empaquetar productos. Del inglés, lit. 'embalaje'. (GDAnG)	Materials used to wrap or protect goods. (OLD)
<i>parabenes/ parabenos</i>	<b>ALTA TOLERANCIA SIN PERFUME, ALERGENOS NI PARABENES</b> (FD) que no contienen siliconas, parabenes ni colorantes artificiales. (GC) Es un producto libre de alcohol y parabenes. (NB)	Parabeno. Del ingl. paraben, acrón. de para-'para-' y hydroxybenzoic [acid] '[ácido] hidroxibenzoico'. (DRAE)	Any of a group of compounds which are alkyl esters of para-hydroxybenzoic acid and are used as preservatives in pharmaceutical and cosmetic preparations and in the food industry. (OED)
<i>peeling</i>	Mantenimiento tras tratamiento peeling o láser despigmentante. (SC) PEELING EXFOLIANTE E HIDRATANTE CON CÉLULAS MADRE VEGETALES PARA CARA Y CUERPO. (FD)	1.Exfoliación suave de la superficie epidérmica (...) En inglés se emplea <i>exfoliation</i> . 2.Producto empleado en este tratamiento. En inglés se emplean otros términos como <i>facial scrub</i> . (GDAnG)	
<i>phyto-complejo</i>	PhytoComplejo Stress-Reduction. (GC)		Phyto- with the sense 'of, relating to, or resembling (that of) a plant or plants'. (OED)
<i>relax</i>	Es ideal como tratamiento de relax para cuando sientes la piel de tu rostro fatigada. (NB)	Relajamiento (muscular), relajación, distension, Descanso, bienestar. En inglés se emplea <i>relaxation</i> . (GDAnG) Del ingl. Relax.1. m. Relajamiento físico o psíquico producido por ejercicios adecuados o por comodidad, bienestar o cualquier otra causa.	Make or become less tense or anxious. (OLD)
<i>resiliencia (cutánea)</i>	Tratamiento de día que favorece la "óptima resiliencia" cutánea fundamental para preservar la belleza y juventud de la piel. (GC)	Del ingl. resilience, y este der. del lat. resiliens, -entis, part. pres. act. de resillire 'saltar hacia atrás, rebotar', 'replegarse'. 1. f. Capacidad de adaptación de un ser vivo frente a un agente perturbador o un estado o situación adversos.2. f. Capacidad de un material, mecanismo o sistema para recuperar su estado inicial cuando ha cesado la perturbación a la que había estado sometido. (DRAE)	Elasticity; the power of resuming an original shape or position after compression, bending, etc.(OED)

<i>roll-on</i>	Su aplicador en roll-on maximiza su acción global. (GC)	A deodorant stick, etc. (DEAng)	Of liquid (esp. a deodorant): that is applied by means of a rolling stopper at the mouth of the container. (OED)
<i>scrub</i>	Higiene y limpieza física por efecto scrub sobre la piel. (SC)		A deep-cleaning, mildly abrasive soap. Frequently in facial scrub.(OED) A semi-abrasive cosmetic lotion applied to the face or body in order to cleanse the skin. (OLD)
<i>sérum</i>	Sofisticado sérum concentrado, altamente rejuvenecedor capaz de mantener la salud de nuestras células en perfecto estado. (NB) Suero Antiedad Hidratante y Redensificante para cara y cuello. (FD)	El término es bien acogido en el campo de la cosmética en detrimento de su equivalente español <i>suero</i> , tan ligado al ámbito de la medicina. (GDAng)	Watery animal fluid, normal or morbid; spec. blood-serum, the greenish yellow liquid which separates from the clot when blood coagulates. (OED)
<i>Stress-reduction</i>	PhytoComplejo Stress-Reduction. (GC)		Mindfulness-Based Stress Reduction [ <a href="http://www.umassmed.edu/cfm/mindfulness-based-programs/">http://www.umassmed.edu/cfm/mindfulness-based-programs/</a> ]
<i>(tecnología) 3D</i>	Su avanzada tecnología 3D actúa triplemente en la arruga. (NB)		The quality of being three-dimensional. (OLD)
<i>(tecnología) soft focus</i>	Vanguardista tecnología soft focus: millones de microesferas que contienen diminutos corazones de diamante luminiscentes compensan la falta de resplandor del relieve cutáneo y éste adquiere un aspecto radiante. (GC)		Deliberate slight blurring or lack of definition in a photograph or film. (OLD)
<i>test</i>	Dermatológicamente Probado con Test de Irritación y Sensibilización. (FD) * Test de eficacia en 40 voluntarias de 32 años de edad media durante un mes de aplicación mañana y noche. (GC)	Del ingl. <i>test</i> . 1. m. Prueba destinada a evaluar conocimientos o aptitudes, en la cual hay que elegir la respuesta correcta entre varias opciones previamente fijadas. (DRAE)	
<i>testado</i>	Testado en todo tipo de piel, incluyendo piel sensible. (NB) Testado dermatológicamente sobre pieles sensibles. (GC)		
<i>voluminizador</i>	Aplicar <b>ultra-corrector voluminizador labios y contorno</b> mediante suaves lisajes y movimientos circulares en la zona de labio y su contorno. (GC)		
<i>voluminizar</i>	<b>Voluminiza, rellena y disminuye</b> las arrugas. (FD)		
<i>waterproof</i>	Fórmula bi-fásica altamente eficaz que elimina con suavidad y rápidamente el maquillaje de ojos y labios, incluso si éste es de larga duración o waterproof. (GC)	Referido al producto cosmético que resiste al agua. Del inglés waterproof, lit. 'a prueba de agua'. (GDAng)	Of a thing: impervious to water, impermeable. (OED)
<i>water-oil-free</i>	Gel barrera silicónico. Water-oil-free. (SC)		