

Evolution

Zoom in

1. Describe the woman when **she arrives at the studio**.

The woman who arrives at the studio is probably not a top model. She is an ordinary person who wears no make-up. Moreover, she looks a bit tired.

2. Explain what has changed in her face **after the photo session**.

Her skin looked pink and a bit oily, with some spots/ pimples. All her skin flaws have been erased, and her skin looks darker and less shiny now. Her eyebrows are longer and darker. Her hair has been adjusted and curled. It has been given extra volume, contrast and shine.

3. Say what has changed **after the digital editing**.

The woman's lips look plumper, her neck longer, her eyes larger, her ears smaller, her face rounder, etc.

Look back

4. Explain why all these modifications have been made to her face.

5. What is the aim of this ad?