

# Cosmetics : Endorsements

# Celebrity

Celebrity endorsement plays an important role in luring young consumers

to purchase cosmetics and toiletries products. Lancaster's licensing agreement

with Jennifer Lopez for a line of products under the J.Lo brand name is just

one example. Moreover manufacturers play on teens' image-conscious attitude

and their desire to imitate pop idols by introducing

affordable versions of products used by stars. (Source: The lure of generation Y

<http://www.euromonitor.com/article.asp?id=194> )

Gwyneth Paltrow [new face of Estee Lauder](#)

[AVON BREAKS NEW GROUND WITH SALMA HAYEK PROJECT](#)

<http://www.adage.com/news.cms?newsId=41858>

Ashley Judd – the face of American Beauty cosmetics

Britney Spears-Elizabeth Arden



