
THE PECULIARITIES OF TRANSLATING INSTRUCTIONS FOR L'ORÉAL COSMETIC PRODUCTS

Leleka T. O.

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INTRODUCTION

Translation of cosmetic product descriptions and usage instructions is, on the one hand, a type of advertising text, since websites and product descriptions aim to attract customers and encourage them to make a purchase. On the other hand, it is a type of technical text, with its own structure and specific style of presentation. Therefore, when translating such texts, we deal with two main aspects: promotional and technical.

The relevance of translating the instructions for cosmetic products is determined by the rapid globalization of cosmetics market and the active distribution of imported brands. Modern consumers increasingly use cosmetics of foreign origin, which necessitates high-quality, accurate, and comprehensible translation of accompanying documentation, particularly instructions for use¹.

First and foremost, the translation of the instructions has significant social and medical importance, as cosmetic products come into direct contact with skin, hair, and mucous membranes. An inaccurate or inadequate translation may lead to improper use of the product, allergic reactions, or other adverse health effects for consumers².

An equally important factor is the regulatory and legal dimension. In Ukraine, as well as in the countries of the European Union, legislation requires that the information on product composition, directions for use, warnings must be provided in the official language. This makes the professional translation of cosmetic instructions a mandatory prerequisite for the lawful circulation of the cosmetic products on the market.

¹ Morozova S., Ivanov D. Advertising Discourse in Cosmetic Industry: Translation and Adaptation Issues. *International Journal of Linguistics and Translation Studies*. 2022. Vol. 5. No. 1. P. 42–55.

² Kuldip K., Nalini A., Yunus N. M. Beauty Product Advertisements: A Critical Discourse Analysis. *Asian Social Science*. 2013. Vol. 9 (3). P. 61–71. <https://doi.org/10.5539/ass.v9n3p61> (accessed: 29.12.2025).

In addition, the translation of the instructions for cosmetic products is relevant from a linguistic perspective, as this type of text combines the features of scientific, official-business, and promotional discourse. The translator must not only ensure terminological accuracy but also guarantee the clarity and accessibility of the text for a broad consumer audience³.

Thus, the relevance of translating instructions for cosmetic products is in its role in ensuring consumer safety, complying with legal requirements, facilitating effective intercultural communication, and fostering trust in cosmetic brands, which makes this issue significant both for translation studies and for professional translation practice.

The translator must accurately convey the information, while also presenting the product in an appealing way. This is not an easy task. Cosmetic companies strive to convey the necessity and significance of their products in the lives of potential customers through their descriptions. Thus, the translator's task is not only to render the content, but also to find the right language tools to make the product competitive and appealing⁴.

First of all, we should recall the works of the Ukrainian and foreign scholars who dedicated their research specifically to the translation of instructions for cosmetic products. Secondly, if we are dealing with a type of advertising text, it is necessary to mention that cosmetic texts combine the features of both advertising and informational discourse, which requires careful attention to lexical choices, stylistic markers, and pragmatic functions to ensure persuasive effect and clarity for the consumer.

Some scientists point out that the language of cosmetic advertising often uses color terms as psychological stimuli, forming unconscious aesthetic and emotional associations that must be considered in translation⁵.

Technical texts have their own structure; they are built according to the specific models and follow the particular patterns, which must also be taken into account in translation. Most importantly, the description of cosmetic products contains a considerable number of specialized terms, which the translator must also pay close attention to.

³ Lan S., Zhao M. The Application of Skopos Theory in the Translation of Cosmetic Instructions from English to Chinese. *Journal of Basic and Applied Research International*. 2024. Vol. 30 (3). P. 1–10. URL: <https://ikprress.org/index.php/JOBARI/article/view/8723> (accessed: 18.12.2025).

⁴ Мисьцівська О. В., Коцюк Л. М. Лінгвістичний вимір рекламних текстів доглядової косметики. Наукові записки Національного університету «Острозька академія». Серія «Філологія». 2023. Vol. 18 (86). P. 37–43. URL: <https://journals.oa.edu.ua/Philology/article/view/3885> (accessed: 11.11.2025). DOI: 10.25264/2519-2558-2023-18(86)-37-43.

⁵ Morozova S., Ivanov D. *Advertising Discourse in Cosmetic Industry: Translation and Adaptation Issues*. *International Journal of Linguistics and Translation Studies*. 2022. Vol. 5. No. 1. P. 42–55.

Thus, it is a text that is both promotional and informational: on the one hand, it must attract the reader's attention, and on the other, it must make the product description clear and appealing.

1. The problem's prerequisites emergence and the problem's formulation

The English language significantly influences cosmetic product descriptions, introducing international terminology and stylistic conventions that translators must adapt thoughtfully to the target language⁶.

The cosmetic texts frequently employ gender-specific language, shaping distinct identities for male and female consumers; translators must reproduce these nuances to retain the product's intended appeal⁷.

The translation of cosmetic product instructions is a highly relevant topic in both linguistics and applied translation studies due to the growing globalization of the beauty industry. Cosmetic instructions combine informational and promotional functions, requiring the translator to convey not only the accurate technical and usage information but also the persuasive and marketing-oriented elements that appeal to consumers.

Furthermore, these texts contain a large number of specialized terms, stylistic markers, and culturally specific expressions, which pose challenges for translators and require careful consideration of pragmatic, semantic, and stylistic equivalence⁸. Studying the translation of cosmetic instructions allows linguists and translators to develop the effective strategies and guidelines, ensuring that the target text is both understandable and appealing to the intended audience.

In addition, the research in this area contributes to the broader field of professional and technical translation, highlighting the intersection between language, culture, and commerce. Given the rapid international expansion of cosmetic brands such as L'Oréal, effective translation of product instructions is essential for consumer safety, regulatory compliance, and brand reputation, making this study timely and practically significant.

⁶ Tejedor Martínez C. The Influence of the English Language on the Description of Cosmetic Products. *Alicante Journal of English Studies*. 2017. Vol. 30. P. 303–329. URL: <https://www.researchgate.net/publication/322004661>. DOI: 10.14198/raei.2017.30.11 (accessed: 24.12.2025).

⁷ Lan S., Zhao M. The Application of Skopos Theory in the Translation of Cosmetic Instructions from English to Chinese. *Journal of Basic and Applied Research International*. 2024. Vol. 30 (3). P. 1–10. URL: <https://ikpress.org/index.php/JOBARI/article/view/8723>. DOI: 10.56557/jobari/2024/v30i38723 (accessed: 18.12.2025).

⁸ Sezen H., Oral Z. Cosmetics Translation: An Analysis in the Context of Functional Translation Theories. *Söylem Journal of Philology, Çeviribilim Özel Sayısı*. 2025. II. P. 482–506. URL: <https://dergipark.org.tr/en/pub/soylemdergi/issue/88336/1596552>. DOI: <https://doi.org/10.29110/soylemdergi.1596552> (accessed: 11.11.2025).

The aim of the research is to investigate the peculiarities of translating instructions for cosmetic products and to determine the most effective linguistic and translation strategies for ensuring accuracy, clarity, and pragmatic adequacy in the Ukrainian language.

To achieve this aim, the following tasks are set:

- 1) to analyze the linguistic and structural features of cosmetic product instructions;
- 2) to identify the key challenges and problematic areas in translating cosmetic-related terminology and descriptive elements;
- 3) to analyze the lexical groups used in the text of cosmetic instructions of L'Oréal;
- 4) to classify the main translation strategies and techniques used in rendering cosmetic product instructions;
- 5) to evaluate the adequacy and effectiveness of translated instructions based on selected examples;
- 6) to formulate recommendations for improving the translation of cosmetic product documentation.

2.The analysis of existing methods for solving the problem and formulating a task for the optimal technique development

Translating cosmetic product usage instructions requires precise rendering of technical and procedural information, since inaccurate translation may lead to misunderstanding of product usage and even safety risks⁹.

The translation of cosmetic instructions and related beauty product texts has attracted increasing scholarly attention within translation studies, particularly from the perspective of functionalist approaches. Researchers emphasize the importance of communicative purpose, target audience, and cultural adaptation when dealing with cosmetic discourse, which combines technical, regulatory, and persuasive elements.

The translation of cosmetic instructions requires a multidimensional approach due to the hybrid nature of this text type, which combines technical, regulatory, informative, and persuasive elements. Scholars in translation studies identify several key approaches that guide the translation of cosmetic instructions and ensure their functional adequacy in the target culture.

⁹ Aji H., Gunawan H., Simatupang E. Analysis of translation used in translating usage instruction of beauty products. *English Journal Literacy Utama*. 2020. Vol. 2. P. 179–185. URL: https://ejl.widyatama.ac.id/index.php/ej lutka/article/view/109?__cf_chl_f_tk=VxefeXt5GewK7f3Dy1110JNK_j_tnSzYQ.EZFYMXJ_g-1763803489-1.0.1.1-utR2WUfXANm3dnhCO4a14cyIR7ttDABHT18K5.h9ZzY. DOI: <https://doi.org/10.33197/ej lutka.vol4.iss1.2020.389> (accessed: 14.11.2025).

Liu J. argues that cosmetic product translation must balance accuracy with marketing effectiveness, as the persuasive component of the text often influences the selection of translation strategies¹⁰.

Rini G. and Basari A. highlight that anti-aging cosmetic advertisements rely heavily on evaluative vocabulary, emotional triggers, and specialized terminology, which must be preserved in translation to maintain their communicative impact¹¹. Biletska T., Halytska Ye., and Nikiforova Ye. note that naming units and descriptions in cosmetic products are built on the principles of informativeness and situational relevance, emphasizing concise structure, clear terminology, and appealing associative elements¹².

Tejedor Martínez C. emphasizes that cosmetic product translations should be approached from a functional perspective, prioritizing the text's purpose – informing, instructing, or persuading – over literal equivalence¹³.

The functional approach, grounded in skopos theory, prioritizes the communicative purpose of the target text. In the cosmetic instruction translation, the primary skopos is to ensure safe, correct, and effective use of the product by the target audience. The translation strategies within this approach include adaptation, explicitation, restructuring, and selective omission, provided they serve the intended function. This approach is particularly effective in addressing cultural and regulatory differences between source and target markets.

The terminological approach focuses on the accurate and consistent rendering of specialized cosmetic terminology, including ingredient names, active substances, dermatological terms, and usage instructions. The precision is essential, as mistranslation may lead to consumer misunderstanding or health risks. This approach often relies on standardized glossaries, regulatory documents, and official nomenclature to ensure terminological consistency and compliance.

The cosmetic instructions are a subject to strict legal and regulatory requirements in many countries. This approach emphasizes the compliance with national and international regulations governing cosmetic labeling, safety

¹⁰ Liu J. Linguistic Strategies for Western Cosmetic Brand Translation in China. *International Journal of Business and Management*. 2017. Vol. 12 (11). P. 164–172. URL: https://www.researchgate.net/publication/320575900_Linguistic_Strategies_for_Western_Cosmetic_Brand_Translation_in_China. DOI: 10.5539/ijbm.v12n11p164 (accessed: 09.12.2025).

¹¹ Rini G. S., Basari A. *Translation Techniques in the Label of Cosmetic Products*. UNCLLE (Undergraduate Conference on Language, Literature, and Culture). 2022. Vol. 2. P. 246–254. URL: <https://publikasi.dinus.ac.id/uncle/article/view/6294> (accessed: 09.12.2025).

¹² Білецька Т., Галицька Є., Нікіфорова Є. Стандарти текстуальності в парфумерно-косметичних назвах: інформативність і ситуативність. *Молодий вчений*. 2020. Vol. 8 (82). P. 1–6. URL: <https://molodyivchenyi.ua/index.php/journal/article/view/756>. <https://doi.org/10.32839/2304-5809/2020-8-84-1> (accessed: 11.11.2025).

¹³ Tejedor Martínez C. The Influence of the English Language on the Description of Cosmetic Products. *Alicante Journal of English Studies*. 2017. Vol. 30. P. 303–329. URL: <https://www.researchgate.net/publication/322004661>. DOI: 10.14198/raei.2017.30.11 (accessed: 24.12.2025).

warnings, and consumer information. Translators adopting this approach must ensure that mandatory elements – such as contraindications, storage conditions, expiration dates, and precautionary statements – are rendered accurately and clearly in the target language.

The cultural adaptation approach recognizes that the cosmetic use is influenced by cultural norms, beauty standards, and consumer expectations. This approach involves adapting measurements, references, usage routines, and stylistic conventions to align with the target culture. While maintaining factual accuracy, translators may adjust phrasing or presentation to avoid cultural incongruities and enhance user acceptance.

Fu L. and Dong J. focus specifically on the translation of cosmetic instructions through the lens of skopos theory. Their study highlights that the primary aim of such translations is to ensure safe and correct product usage while complying with legal and market requirements in the target culture. The authors argue that strict literal translation is often ineffective in this domain; instead, translators should prioritize functional adequacy and reader-oriented clarity¹⁴. They identify common translation problems, including terminological inconsistency, overuse of calquing, and insufficient adaptation to consumer expectations. They conclude that skopos theory provides an effective methodological framework for balancing accuracy, readability, and regulatory compliance in cosmetic instruction translation¹⁵.

Similarly, Lan S. and Zhao M. examine the application of skopos theory in English-to-Chinese translation of cosmetic instructions. Their research confirms that the intended function of the target text – informative, instructive, and preventive – should guide translation decisions¹⁶. The authors analyze practical examples and demonstrate how cultural differences influence the interpretation of usage instructions, warnings, and product descriptions. They emphasize the importance of explicitation, restructuring, and terminological standardization in order to enhance comprehensibility for the Chinese consumers. Their findings reinforce the view that functionalist translation strategies are particularly

¹⁴ Fu L., Dong J. Translation of Cosmetics Instructions from the Perspective of Skopos Theory. *International Journal of Education and Humanities*. 2025. Vol. 21, No. 3. P. 41–48. URL: https://www.researchgate.net/publication/399106767_Translation_of_Cosmetics_Instructions_from_the_Perspective_of_Skopos_Theory. DOI: 10.54097/vg9h6p69 (accessed: 08.12.2025).

¹⁵ Fu L., Dong J. Translation of Cosmetics Instructions from the Perspective of Skopos Theory. *International Journal of Education and Humanities*. 2025. Vol. 21, No. 3. P. 41–48. URL: https://www.researchgate.net/publication/399106767_Translation_of_Cosmetics_Instructions_from_the_Perspective_of_Skopos_Theory. DOI: 10.54097/vg9h6p69 (accessed: 08.12.2025).

¹⁶ Lan S., Zhao M. The Application of Skopos Theory in the Translation of Cosmetic Instructions from English to Chinese. *Journal of Basic and Applied Research International*. 2024. Volume 30 (Issue 3). P. 1–10. URL: <https://ikpress.org/index.php/JOBARI/article/view/8723>. DOI: 10.56557/jobari/2024/v30i38723 (accessed: 18.12.2025).

suitable for the cosmetic instructions, where user safety and clarity take precedence over formal equivalence¹⁷.

While many scientists concentrate on instructional texts, Woodward-Smith E. and Eynullaeva E. explore cosmetic discourse from a broader perspective, examining the cross-cultural translation and adaptation of beauty product advertisements¹⁸. Their study demonstrates how cultural values, aesthetic norms, and consumer expectations shape translation strategies in the beauty industry. Although their focus is on advertising rather than instructions, their findings are highly relevant, as they show that cosmetic texts are culturally embedded and require the adaptation beyond language transfer. The authors argue that successful translation of beauty-related content depends on sensitivity to cultural conventions and communicative goals, an idea that aligns with the principles of skopos theory¹⁹.

Taken together, these studies indicate that research on cosmetic text translation consistently underscores the importance of a function-oriented approach. Scholars agree that the cosmetic instructions and related texts must be translated with a clear awareness of their pragmatic purpose, target audience, and cultural context. The reviewed literature thus provides a solid theoretical and empirical foundation for further investigation into the translation of cosmetic instructions, particularly within the framework of skopos theory and functionalist translation studies.

The translation of cosmetic labels and instructions is a complex task that combines terminological accuracy, cultural adaptation, and marketing considerations, requiring translators to balance informational clarity with persuasive appeal²⁰.

Some authors argue that skopos theory is particularly useful in translating cosmetic instructions, as it allows the translator to prioritize the

¹⁷ Lan S., Zhao M. The Application of Skopos Theory in the Translation of Cosmetic Instructions from English to Chinese. *Journal of Basic and Applied Research International*. 2024. Volume 30 (Issue 3). P. 1–10. URL: <https://ikprress.org/index.php/JOBARI/article/view/8723>. DOI: 10.56557/jobari/2024/v30i38723(accessed: 18.12.2025).

¹⁸ Woodward-Smith E., Eynullaeva E. A cross-cultural study of the translation and adaptation of advertisements for beauty products. *Perspectives: Studies in Translatology*. 2009. Vol. 17. No. 2. P. 121–136. URL: <https://www.researchgate.net/publication/232823468>. DOI: 10.1080/09076760902999225(accessed: 30.11.2025).

¹⁹ Woodward-Smith E., Eynullaeva E. A cross-cultural study of the translation and adaptation of advertisements for beauty products. *Perspectives: Studies in Translatology*. Vol. 17. No. 2, June 2009. P. 121–136. URL: <https://www.researchgate.net/publication/232823468>. DOI: 10.1080/09076760902999225(accessed: 30.11.2025).

²⁰ Rini G. S., Basari A. Translation Techniques in the Label of Cosmetic Products. *UNCLLE Conference*. 2022. Vol. 2. No. 1. P. 246–253. URL: <https://publikasi.dinus.ac.id/unc lle/article/view/6294> (accessed: 09.12.2025).

text's communicative purpose – ensuring that the instructions are understandable, culturally appropriate, and functional for the target audience²¹.

Liu J. points out that Western cosmetic brand translations into other languages involve strategic adaptation of marketing language, requiring attention to stylistic nuances, brand tone, and consumer expectations²².

The linguists highlight the influence of English on international cosmetic product descriptions, noting that translators must navigate anglicisms, stylistic conventions, and culturally-specific references to produce a text that is both accurate and appealing²³.

The translation of the the instructions for cosmetic products manufactured by L'Oréal demonstrates a combination of technical precision, regulatory compliance, and persuasive stylistic features. As a global cosmetic brand, L'Oréal employs a standardized yet adaptable communicative strategy, which significantly influences the stylistic choices made in translation.

One of the key stylistic peculiarities of L'Oréal cosmetic instructions is the hybrid nature of the text. The instructions simultaneously perform an informative function (directions for use, safety warnings, storage conditions) and a persuasive function (emphasizing product efficacy and innovation). In translation, this duality is preserved through the careful balance between neutral, technical language and emotionally positive evaluative vocabulary.

Translated instructions frequently employ imperative constructions such as apply, massage, rinse, or avoid contact with eyes. These imperatives are rendered in the target language in a direct but polite manner, ensuring clarity while maintaining a consumer-friendly tone. Excessive modal complexity is avoided to enhance readability and ease of comprehension.

L'Oréal instructions demonstrate a high degree of terminological consistency, especially in the translation of dermatological terms, cosmetic procedures, and ingredient-related vocabulary. Translators rely on standardized equivalents and INCI-compliant ingredient names, which contributes to stylistic uniformity across product lines and markets.

Scientific and technical information is often simplified in translation without compromising accuracy. Complex descriptions of active ingredients or technological processes are stylistically adapted into accessible language that

²¹ Kuldip K., Nalini A., Yunus N. M. Beauty Product Advertisements: A Critical Discourse Analysis. *Asian Social Science*. 2013. Vol. 9 (3). P. 61–71. DOI: <https://doi.org/10.5539/ass.v9n3p61> (accessed: 29.12.2025).

²² Liu J. Linguistic Strategies for Western Cosmetic Brand Translation in China. *International Journal of Business and Management*. 2017. Vol. 12. No. 11. P. 164–179.

²³ Tejedor Martínez C. The Influence of the English Language on the Description of Cosmetic Products. *Alicante Journal of English Studies*. 2017. No. 30. P. 303–329. URL: <https://www.researchgate.net/publication/322004661>. DOI: 10.14198/raei.2017.30.11 (accessed: 24.12.2025).

can be understood by non-specialist consumers. This stylistic simplification is a characteristic feature of L'Oréal's communicative approach.

Safety-related sections of the translated instructions are characterized by a neutral, impersonal, and objective tone. Stylistic devices such as emotional coloring or figurative language are deliberately excluded to avoid ambiguity and ensure legal clarity.

Translations frequently employ stylistic markers of politeness and consumer orientation, including softened imperatives, inclusive constructions, and respectful address forms. This stylistic choice reflects L'Oréal's emphasis on user experience and brand trust.

The translation of L'Oréal cosmetic instructions demonstrates stylistic adaptation to the linguistic norms of the target culture. Sentence length, punctuation, and syntactic structures are adjusted to match the conventions of the target language while preserving the original communicative intent.

Unlike advertising texts, cosmetic instructions translated for L'Oréal largely avoid metaphor, idioms, and expressive stylistic devices. This restraint ensures precision, minimizes misinterpretation, and aligns with regulatory requirements.

The stylistic organization of translated instructions is characterized by clear segmentation into functional blocks such as Directions for Use, Precautions, and Ingredients. This structural clarity supports the overall stylistic simplicity and functional orientation of the text.

Despite linguistic adaptation, translations retain stylistic elements that reflect L'Oréal's brand identity – professionalism, innovation, and scientific credibility. This consistency reinforces consumer confidence and product recognition across international markets.

This research stresses that the cosmetic leaflets often contain English loanwords and marketing-driven terminology, which must be carefully translated to retain their promotional function while remaining clear and legally compliant in the target language²⁴.

First of all, it is necessary to analyze the structure of L'Oréal cosmetic product instructions. It contains such elements:

Product Name and Brand (official name of the cosmetic product Brand or manufacturer name and logo).

Product Description (brief explanation of what the product is (e.g., moisturizer, shampoo), key benefits or unique features).

Ingredients list (full list of ingredients, usually in descending order by quantity, it may include active ingredients and allergens).

²⁴ Vázquez E. On the Beautéxicon: Anglicisms Translation in Spanish Cosmetic Leaflets. *International Journal of Linguistics, Literature and Translation*. 2023. Vol. 6 (12). P. 207–212. <https://doi.org/10.32996/ijllt.2023.6.12.24> (accessed: 28.11.2025).

Intended use/purpose (what the product is meant for (e.g., cleansing, moisturizing, anti-aging)).

Instructions for use (step-by-step guide on how to apply or use the product).

Precautions and warnings (safety information (e.g., avoid contact with eyes), allergic reactions or sensitivity warnings, storage instructions (e.g., keep away from sunlight, store at room temperature)).

Shelf life / expiry date (expiration date or period after opening, batch number and manufacturing date).

Manufacturer / distributor information (name and address of the manufacturer or distributor, contact information (phone, website)).

Regulatory information (certification marks or approvals if relevant).

Additional information (optional) (storage and disposal advice, environmental or cruelty-free claims, barcode or QR code for more information).

Analyzing the lexical composition of texts describing cosmetic products, the following lexical groups were identified (Table 1).

1. Denotative (referential) lexical Items.

These convey the factual and objective information about the product.

– Product-related terms: *moisturizer, serum, cleanser, toner, SPF, fragrance* etc.

– Ingredients: *hyaluronic acid, glycerin, aloe vera, parabens, essential oils* etc.

– Measurement units: *ml, grams, percentage, drops, teaspoons* etc.

2. Procedural Lexical Items.

These guide the user on how to apply or use the product.

– Imperative verbs and action words: *apply, massage, rinse, pat, avoid, shake, repeat* etc.

– Temporal expressions: *daily, morning, evening, before bedtime, after cleansing* etc.

– Quantifiers and frequency: *a small amount, once, twice, regularly* etc.

3. Evaluative (expressive) lexical items.

These emphasize the product's benefits or appeal to the consumer's emotions.

– Positive adjectives: *gentle, nourishing, refreshing, hydrating, soothing, anti-aging, effective*.

– Marketing phrases: *dermatologist-tested, suitable for sensitive skin, cruelty-free, natural formula*.

4. Precautionary and safety lexical items.

These warn the user and provide safety instructions.

– Modal verbs and negative imperatives: *do not, avoid, should not, keep away* etc.

– Safety terms: *irritation, allergic reaction, sensitivity, toxicity, harmful, flammable* etc.

– Storage terms: *keep in a cool place, away from direct sunlight, store tightly closed* etc.

5. Technical and scientific lexical items.

These provide precise and specialized information, often from the cosmetic or medical field.

– Chemical names: *tocopherol, retinol, salicylic acid* etc.

– Scientific terms: *pH balance, antioxidant, emollient, exfoliant* etc.

– Regulatory terms: *batch number, expiration date, GMP (Good Manufacturing Practice)* etc.

6. Quantitative lexical items.

These specify amounts, measurements, or periods.

– Numbers and units: 50 ml, 12 months after opening, 2% concentration.

– Duration: apply for 5 minutes, leave overnight.

7. Interpersonal lexical items.

These establish a connection with the consumer and encourage trust or compliance.

– Polite requests and suggestions: please, recommended, consult a doctor.

– Assurances: safe to use, clinically proven, hypoallergenic.

The table illustrates the proportional distribution of seven lexical groups commonly found in cosmetic product instructions. The data reveal clear tendencies regarding the communicative priorities of such texts.

Analyzing the lexical groups used in cosmetic instructions we have characterized seven main ones.

1. Dominance of denotative (referential).

The largest share (40 units, 25%) belongs to denotative vocabulary, which includes names of products, ingredients, and key components (e.g., cream,

Table 1

The lexical groups in cosmetic product instructions

Lexical group	Examples	Approximate quantity	Percentage (%)
1. Denotative (referential)	cream, serum, SPF, aloe vera	40	25%
2. Procedural	apply, massage, rinse, gently	30	18.75%
3. Evaluative (expressive)	soothing, refreshing, effective, anti-aging	25	15.6%
4. Precautionary/safety	avoid, irritation, sensitive, do not	20	12.5%
5. Technical/scientific	salicylic acid, retinol, emollient	15	9.4%
6. Quantitative	50 ml, twice daily, 12 months	12	7.5%
7. Interpersonal	recommended, please, consult your doctor	8	5%

serum, SPF). This dominance indicates that cosmetic instructions prioritize precise identification of the product and its essential characteristics. Referential clarity is necessary to ensure consumers understand what they are using and what active elements it contains.

2. High presence of procedural lexis.

The second largest group is procedural vocabulary (30 items, 18.75%), represented by verbs describing application methods (apply, massage, rinse). This demonstrates the instructional nature of the texts, as correct product usage is a crucial communicative goal. The prominence of commands and action verbs reflects the prescriptive function of cosmetic instructions.

3. Evaluative (expressive) vocabulary.

With 25 items (15.6%), evaluative lexis contributes to the persuasive function of cosmetic discourse. Words such as soothing, refreshing, effective help shape positive expectations and influence consumer perception. Their relatively high share shows that cosmetic instructions combine informational and promotional functions.

4. Precautionary and safety terms.

Safety-related vocabulary (avoid, irritation, sensitive) accounts for 20 units (12.5%). This indicates compliance with regulatory standards requiring warnings and safety recommendations. Though not the largest category, its presence is essential for responsible communication and risk prevention.

5. Technical/scientific vocabulary.

Technical lexicon (15 items, 9.4%) includes scientific terms (retinol, salicylic acid) that enhance credibility and support the perception of dermatological expertise. This group, while smaller, functions as a marker of scientific legitimacy, often used in marketing-oriented technical communication.

6. Quantitative lexical units.

Quantitative vocabulary (12 units, 7.5%) reflects the need to indicate dosage, frequency, and shelf life (50 ml, twice daily). Its moderate share supports informational clarity and aligns with the procedural and safety-related components.

7. Interpersonal vocabulary.

The smallest group (8 items, 5%) includes interpersonal markers (recommended, please, consult your doctor). Their limited use highlights the formal and instructive nature of cosmetic texts, which prioritize objectivity over dialogic or interpersonal communication. However, their presence signals a degree of consumer-oriented politeness and professional guidance.

The lexical composition of cosmetic product instructions is balanced between informative, procedural, and persuasive functions. The predominance of denotative and procedural vocabulary reflects the core purpose of such

texts: to name the product and instruct users how to apply it. Evaluative and technical/scientific lexical units support the promotional and credibility-building strategies. Precautionary and quantitative vocabulary ensures compliance with safety and regulatory requirements. Interpersonal elements appear least frequently, which corresponds to the formal genre style.

The lexical transaformations have been determined translating the cosmetic instructions (Table 2).

1. Transcription/transliteration: *L'Oréal Paris* – *Лореаль Пари* (Brand name kept phonetically), *hyaluronic acid* – *гіалуронова кислота* (scientific term transliterated), *niacinamide* – *ніацинамід* (active ingredient), *retinol* – *ретинол* (widely accepted in Cyrillic), *micellar water* – *міцелярна вода* (adapted spelling).

2. Loan translation (calquing): *anti-aging creat* – *крем проти старіння* (word-for-word translation), *deep hydration* – *глибоке зволоження* (literal transfer), *UV protection* – *захист від УФ* (structural mirror), *night serum* – *нічна сироватка*, *tinted moisturizer* – *зволожувальний крем з тоном*.

3. Modulation (lexical substitution): *glow-boosting serum* – *сироватка для сяйва шкіри*, *fast-absorbing formula* – *легка текстура, що швидко вбирається* (changed structure), *age-defying effect* – *омолоджувальний ефект* (functional equivalent), *lightweight feel* – *немає відчуття важкості* (phrasal adaptation), *skin looks fresh and radiant* – *шкіра виглядає свіжою та сяючою* (rethinking word order).

There is changing the logical-semantic perspective of a sentence to adapt to the norms of the target language:

Its pioneering science is based on the deepest knowledge... – *Її новаторська наука ґрунтується на найглибших знаннях...*

The company's innovative activity is based on profound scientific knowledge... – *Інноваційна діяльність компанії ґрунтується на ґрунтовних наукових знаннях...*

Also there is transformation type: modulation by changing the focus from *science* to *activity* for academic stylistic neutrality.

Indulge in the luxury of Serum Le Duo. – *Відкрийте для себе розкіш Serum Le Duo.*

The verb *indulge* is transformed into a more neutral *discover*, aligning with Ukrainian advertising norms and sounding less imperative.

4. Descriptive Translation: *non-comedogenic* – *не забиває пори* (explains technical term), *dermatologically tested* – *протестовано під дерматологічним контролем* (expansion), *3-in-1 cleanser* – *засіб для очищення, тонізування та зволоження* (unpacked meaning), *fragrance-free* – *без ароматизаторів* (descriptive logic), *for sensitive skin* – *підходить для чутливої шкіри* (specification included).

360° beauty of the future – концепція цілісної краси майбутнього.

The numeric metaphor 360 is replaced with a neutral descriptive phrase to better meet academic standards.

5. Generalization: *exfoliating scrub* – очищувальний засіб (Loses specificity), *SPF facial sunscreen* – сонцезахисний крем (general label), *vitamin C booster* – засіб з вітаміном С (booster generalized), *anti-wrinkle concentrate* – засіб проти зморшок (*concentrate* made generic), *mattifying lotion* – лосьйон (*mattifying* removed).

6. Specification: *day cream* – денний зволожувальний крем (more precise), *face serum* – сироватка для обличчя (target area added), *rich texture* – живильна текстура (type of richness specified), *for mature skin* – для зрілої шкіри з ознаками вікових змін (added context), *refreshing toner* – освіжаючий тонік для комбінованої шкіри (functional detail).

7. Omission (ellipsis): *clinically proven to reduce wrinkles* – зменшує зморшки (removed *clinically proven*), *leaves your skin smooth and radiant* – шкіра гладенька та сяюча (omitted stylistics), *instantly hydrates and brightens skin* – зволожує та освітлює шкіру (*instantly* omitted), *light-reflecting pigments* – світловідбивні пігменти (might be simplified to *пігменти*), *reapply every 2 hours when outdoors* – повторне нанесення на вулиці (shortened clause).

With Serum Le Duo, experience 2 serums in 1. Serum Le Duo – це унікальне поєднання двох сироваток в одному флаконі.

The English advertising construction *With... experience...* is omitted as unnatural in Ukrainian. A neutral descriptive construction is used instead.

Addition: *SPF 30* – SPF 30 – захищає від UVA/UVB-променів (context added), *use daily* – використовуйте щодня вранці (time context added), *softens skin* – робить шкіру м'якою та еластичною (extra attribute added), *smooth finish* – гладкий фініш без жирного блиску (benefit expanded), *apply on clean face* – наносьте на попередньо очищену шкіру обличчя (added clarification).

We share with the whole industry. – Компанія відкрито поширює її у межах галузі.

8. Adding *within the industry* to emphasize the institutional scope of technology dissemination.

See results on tone evenness, plumpness, radiance and firmness. – Помітне покращення тону шкіри, її пружності та об'єму, а також зменшення дрібних зморшок.

Skin is added and *plumpness* specified as *volume*, with effect clarified as *reduction of fine lines*, inferred from context.

9. Antonymic translation: *not greasy* – без жирного блиску (used negative prefix), *not suitable for children* – тільки для дорослих (reformulated with

antonym), *keeps skin from drying* – *запобігає зневодненню шкіри* (negative reformulation), *do not rinse* – *залиште на шкірі* (affirmative phrasing instead of *do not*), *not irritating* – *делікатний до шкіри* (positive substitute).

10. Semantic development: *radiance activator* – *активатор сяйва шкіри* (new structure needed), *skin-perfecting cream* – *крем для ідеального тону шкіри* (interpreted creatively), *beauty concentrate* – *концентрат для краси та здоров'я шкіри* (extended idea), *lip plumper* – *блиск для збільшення об'єму губ* (adapted culturally), *detox mask* – *маска для очищення та оновлення шкіри* (implied meaning developed).

Functional substitution: *dermatologist recommended* – *рекомендовано фахівцями* (function-based substitute), *apply to T-zone* – *наносьте на зону лоба, носа та підборіддя* (cultural clarity), *beauty ritual* – *ритуал догляду за шкірою* (localized phrase), *wake-up boost* – *заряд енергії для шкіри* (reinterpreted metaphorically), *visible results* – *помітний ефект уже після першого застосування* (function and expectation adapted): *age-defying serum* – *антивікова сироватка*.

The term *anti-aging* is standard in cosmetology terminology. The English neologism *age-defying* is adapted to accepted industry vocabulary.

Descriptive translation – 13.3% (20 items). This is the most frequent transformation type. Its prevalence indicates that cosmetic product translation often deals with complex scientific terms, marketing slogans, and specialized terminology that cannot be adequately conveyed through direct translation. Descriptive translation helps preserve meaning while ensuring the result is understandable for the target consumer. This reflects the informational and promotional duality of cosmetic discourse.

Lexical substitution (modulation) – 12% (18 items). Modulation is widely used to shift semantic focus, change grammatical structure, or adapt expressions to target-language norms. Its high frequency suggests that translators frequently encounter structures that sound unnatural or stylistically incorrect if translated literally, requiring adjustments for idiomatic fluency.

Addition – 10.7% (16 items). Additions often introduce clarifications or contextual markers needed to explain implicit content in the original. In cosmetic texts, additions may enhance clarity, persuasion, or technical detail, particularly in marketing sections or instructions where additional cues help ensure proper product use.

Transcription/transliteration and functional substitution – 10% each (15 items). The equal share reflects two important needs:

- Preservation of identity markers (brand names, ingredient names);
- Cultural and functional adaptation (replacing culture-specific references or regulatory phrases).

Table 2

The types of lexical transformations in cosmetic product translation

№	Lexical transformation type	Typical use cases	Approx. quantity	Percentage (%)
1	Transcription/Transliteration	Brand names, ingredients, scientific terms	15	10%
2	Loan translation (calquing)	Product names, compound terms	12	8%
3	Lexical substitution (modulation)	Changing structure or word class	18	12%
4	Descriptive translation	Complex terms, marketing jargon	20	13.3%
5	Generalization	Simplifying complex terms	10	6.7%
6	Specification	Adding precision or clarity	14	9.3%
7	Omission (ellipsis)	Removing redundant or implicit information	10	6.7%
8	Addition	Adding context, clarification, marketing effect	16	10.7%
9	Antonymic translation	Changing polarity with sentence adjustment	8	5.3%
10	Semantic development	Interpreting metaphorical or ambiguous phrases	12	8%
11	Functional substitution	Adapting culturally or functionally loaded terms	15	10%

Transliteration ensures international branding consistency, whereas functional substitution ensures the translation meets local legal, cultural, and pragmatic standards.

Loan translation (calquing) – 8% (12 items). Calquing is common for compound technical terms or product categories.

Their moderate frequency indicates that some terminology is stable across markets (e.g., anti-aging cream), making direct structural imitation both possible and efficient.

Semantic development – 8% (12 items). Used when interpreting ambiguous or nuanced phrases (often in marketing copy), semantic development helps convey intended associations, connotations, or figurative meaning. Its frequency indicates that metaphorical and expressive language is typical of cosmetic advertising.

Specification – 9.3% (14 items). It is employed to increase clarity or introduce necessary details. Its relatively high presence shows the translator's need to ensure accuracy of scientific and safety information, often expanding more general source terms into precise target-language equivalents.

Generalization – 6.7% (10 items). Used to simplify overly specific terms, generalization helps align the translation with typical consumer vocabulary. The relatively low rate suggests that cosmetic brands prefer to retain specificity and scientific credibility, only generalizing when absolutely necessary.

Omission – 6.7% (10 items). They occur when source text elements are redundant or culturally irrelevant. The modest percentage reflects the need for high informational accuracy, especially in instructions and safety notes, where omission is used cautiously.

Antonymic translation – 5.3% (8 items). This is the least frequent transformation. Antonymic shifts require deliberate polarity reversal and structural reconstruction, which is only necessary when the source expression cannot be directly transferred (e.g., not harmful – safe). The rare use indicates a preference for more direct transformations that maintain the original semantic direction.

The distribution indicates that a translation strategy that balances precision, clarity, and persuasive function.

The top three categories – descriptive translation, modulation, addition – highlight the complexity and marketing-driven nature of cosmetic discourse.

Overall, the table demonstrates that cosmetic product translation requires flexible, context-sensitive solutions rather than reliance on literal transfer.

Among the grammatical transformations, the following were identified (Table 3).

1. Word order change (inversion/reordering).

Changing the sentence structure to match natural syntax in the target language.

Hydrates deeply and instantly. – *Миттєво та глибоко зволожує.*

For visibly smoother skin. – *Для шкіри, що виглядає помітно гладкішою.*

Apply evenly to clean skin. – *Наносьте рівномірно на чисту шкіру.*

2. Change of sentence type (declarative – imperativ, etc.).

Adapting sentence structure to better suit the function (instruction vs. description).

This cream provides all-day hydration. – *Забезпечує зволоження на весь день.*

It is recommended to apply twice daily. – *Наносьте двічі на день.*

The product must be used regularly. – *Використовуйте засіб регулярно.*

3. Passive – Active Voice (and vice versa).

Switching between active and passive to improve fluency or match stylistic norms.

Skin is nourished and revitalized. – *Засіб живить і тонізує шкіру.*

It should be applied in the morning. – *Наносьте вранці.*

The formula is enriched with vitamin C. – Формула збагачена вітаміном С.

4. Sentence compression/expansion.

Shortening or expanding sentences for clarity, emphasis, or style.

Visible results after 7 days of use. – Помітний результат вже за 7 днів використання.

Apply morning and night on clean face. – Наносьте вранці та ввечері на попередньо очищене обличчя.

Lightweight and effective. – Засіб має легку текстуру та ефективну дію.

5. Change in parts of speech.

Converting nouns to verbs, adjectives to adverbs, etc., to fit the target language norms.

Gives hydration and smoothness. – Зволожує та розгладжує.

Achieve a glowing look. – Надає шкірі сяйва.

Provides long-lasting comfort. – Забезпечує комфорт на тривалий час.

6. Singular and plural transformation.

Adjusting number for grammatical correctness or stylistic fluency.

Apply to clean skin – наносьте на очищену шкіру (singular – singular).

Visible results – помітний результат (plural – singular).

Leaves lips soft and smooth – губи стають м'якими та гладенькими (plural retained).

7. Verb tense transformation.

Changing tenses to match target-language conventions (especially with instructions or results).

Has been clinically tested. – Пройшов клінічні випробування (Present Perfect – Past).

Will improve skin texture/ – Покращує текстуру шкіри (Future – Present).

Was formulated with care. – Формула створена з турботою (Past Simple – Present Passive).

7) Sentence Restructuring (syntactic transformation):

Ultra-thin ink for volume and shape. – Надтонке чорнило додає форми та об'єму.

Instead of the nominative construction with the preposition *for* a verbal construction is used, which is more natural in Ukrainian.

Most frequent transformation is word order change (inversion) – 18% (18 items). This is the most frequent grammatical transformation. Its prominence indicates that English and Ukrainian differ significantly in typical syntactic patterns, especially regarding:

- placement of adjectives and adverbs,
- positioning of verbs and complements,
- order of procedural instructions.

Table 3

The types of grammatical transformations in cosmetic product translation

№	Grammatical transformation type	Typical use cases	Approx. quantity	Percentage (%)
1	Word order change (inversion)	To reflect natural syntax in target language	18	18%
2	Change of sentence type	Declarative into imperative (especially in instructions)	15	15%
3	Voice change (passive and active)	To improve fluency or meet stylistic norms	14	14%
4	Sentence compression/expansion	To adjust length, clarity, or emphasis	12	12%
5	Change in parts of speech	Noun and verb, adj. and adv. for natural phrasing	11	11%
6	Number change (singular – plural)	For grammatical agreement or stylistic preference	10	10%
7	Verb tense transformation	Usually to match instruction tone (e.g., Present Simple)	10	10%

Word order adjustments ensure natural reader-friendly phrasing, which is crucial for instructions and marketing descriptions.

Change of sentence type – 15% (15 items). Frequently, declarative sentences in the source become imperatives in the translation (e.g., You should apply... into Apply...). This is characteristic of cosmetic product instructions, which prefer:

- directness,
- conciseness,
- clarity of action.

The high percentage shows that translators actively adjust sentence modality to better fit the communicative function of the text.

Voice change (Passive and Active) – 14% (14 items). Switching between passive and active voice helps:

- simplify overly formal scientific descriptions,
- improve readability,
- comply with stylistic tendencies of the target language (often preferring active voice).

In marketing texts, active voice typically appears more dynamic and persuasive.

2. Medium-frequency transformations.

Sentence Compression / Expansion – 12% (12 items). Sentence restructuring is common when the source text:

- contains dense scientific terminology,
- includes long descriptive segments,

- needs emphasis for marketing effect.

Compression provides clarity, while expansion helps unpack overloaded segments. The frequency indicates active manipulation for reader comprehension.

Change in parts of speech – 11% (11 items). This transformation appears when translators shift between:

- nouns and verbs (hydration into to hydrate),
- adjectives and adverbs (gentle into gently),
- abstract nouns and descriptive phrases.

Such changes are necessary to create natural syntax, especially in instructions and promotional descriptions.

3. Lower-frequency but still significant transformations

Number change (singular and plural) – 10% (10 items). Adjustments of number occur for:

- grammatical agreement,
- natural collocations (dry areas into сухі ділянки),
- shifts between collective and countable forms.

Although less frequent, this transformation ensures grammatical accuracy and semantic precision.

Verb tense transformation – 10% (10 items). Cosmetic instructions overwhelmingly use:

- Present Simple (*apply, rinse, use daily*),
- Present Continuous rarely (*for ongoing effects*),
- occasional modal constructions.

Tense changes ensure alignment with imperative tone and standard usage in instructional discourse. The moderate share shows that tense transformation is needed but not as extensively as word-order or voice changes.

The distribution highlights that cosmetic product translation requires active grammatical restructuring to match the functional conventions of instruction manuals and marketing texts.

The three leading transformations – word order change, sentence-type change, and voice change – show that translators often adapt syntactic organization rather than semantic content.

The syntactic transformation is a type where the translator restructures a nominal English phrase into a verbal Ukrainian construction for naturalness, clarity, and readability, especially in the context of advertising or instructional text.

Overall, the data indicate that grammatical transformations are essential for ensuring the readability, naturalness, and persuasive tone of translated cosmetic product descriptions.

Cultural adaptation in translation (also known as localization) is the process of modifying the original text so that it resonates with the cultural, linguistic, and social norms of the target audience. It ensures that the message, tone, and emotional appeal of a product are preserved – not just the words.

For a global brand like L'Oréal, which markets cosmetics in over 150 countries, cultural adaptation is essential for:

- connecting with local consumers,
- respecting cultural sensitivities,
- maintaining brand identity while adapting messaging.

L'Oréal's product communication blends:

- scientific language (ingredients, skin effects),
- marketing language (luxury, beauty ideals, promises),
- instructional clarity (how to apply, how often).

Since beauty standards, skincare habits, and even gender roles differ across cultures, direct translation isn't enough.

The cultural adaptation of L'Oréal product translations involves several key aspects that ensure the brand's message resonates appropriately across different markets. One of the most important elements is the adaptation of beauty ideals, which vary significantly by region. For example, while some Asian markets value pale skin, Western audiences prefer terms associated with a healthy glow, leading to translations such as *whitening cream* being adapted into *brightening cream*.

Another crucial aspect is tone and formality, which may shift depending on cultural norms. For instance, the English phrase *Reveal your radiance* becomes the more formal and refined Ukrainian version *Подаруйте шкірі сяйво*. Similarly, ingredient familiarity must be considered, as not all ingredients are equally known or trusted across cultures. When translating references such as *thermal spring water* from French, additional descriptive explanation may be required for Ukrainian consumers.

Local skin concerns also play a significant role. Climate, pollution, and lifestyle differences shape the focus of product descriptions: Asian markets often emphasize brightening and oil control, while European audiences typically prioritize hydration and anti-aging benefits. Product instructions are likewise adapted to fit local routines; for example, *Use twice daily* may be expanded to *Щодня зранку та ввечері* for clarity.

Slogans and taglines frequently undergo transcreation rather than literal translation to preserve emotional impact. A well-known example is L'Oréal's slogan *Because you're worth it*, which is creatively localized to maintain its persuasive force. Gender representation is another sensitive area, as the marketing of men's skincare differs across cultures – some regions prefer subtle, understated messaging.

Finally, visuals and colors on packaging or advertising materials may require cultural adaptation. For instance, white symbolizes purity in some cultures but represents mourning in others. Adjusting these elements ensures the translated product aligns with local cultural expectations both linguistically and visually.

Techniques used in cultural adaptation:

1. Transcreation – creative rewriting of slogans or product descriptions
Because you're worth it. – Ти заслуговуєш на найкраще.
2. Descriptive expansion – adding explanations for unfamiliar concepts
Apply after essence. – Наносьте на очищену шкіру перед кремом (після тоніка) (explains the multi-step routine unfamiliar to many consumers).
3. Rephrasing – changing metaphors or idioms to culturally relevant ones
Your skin drinks this serum instantly. – Сироватка швидко поглинається шкірою.
4. Omission – removing references that don't translate well culturally
Use after essence and ampoule. – Застосовуйте на чисту шкіру.
5. Functional equivalence – replacing with something that serves the same function in the target culture

For your morning skincare routine. – Для вашого щоденного ритуалу догляду за шкірою.

Cultural adaptation ensures that L'Oréal's global message becomes locally meaningful. It allows the brand to maintain trust, relatability, and effectiveness in different markets while honoring cultural differences in beauty standards, communication style, and product use.

Foreignization is a translation strategy where the translator deliberately preserves elements of the source language and culture in the target text. Rather than fully adapting the content to the expectations of the target audience (as in domestication), foreignization retains foreign terms, expressions, or concepts, drawing attention to the original culture and brand identity.

L'Oréal, as a French-origin global brand, often uses foreignization in its international product communication to:

- preserve the brand's french identity (associated with beauty, luxury, and expertise);
- maintain the authenticity of scientific or cosmetic terminology;
- emphasize the prestige and uniqueness of the product.

In L'Oréal's product descriptions and marketing materials, foreignization is often used to emphasize the brand's French identity, luxury image, and scientific credibility. This strategy deliberately preserves certain foreign elements instead of adapting them to the target culture. Below are key examples of how this is achieved.

1. Preservation of French product names and terminology.

L'Oréal frequently keeps original French names such as *L'Oréal Revitalift*, *Dermo-Expertise*, or *Crème Fraîche*. These names are not translated because they help maintain the product's association with French beauty traditions and convey a sense of prestige and authenticity.

2. Use of untranslated ingredient names.

Ingredients like *Hyaluronic Acid*, *Pro-Xylane*, *Niacinamide*, or *Vichy Thermal Water* remain in their international forms. Keeping these terms untranslated enhances scientific credibility and ensures global recognition, as such ingredients are widely known in the beauty industry.

3. Inclusion of French phrases and slogans.

Expressions such as *Soin du visage*, *Eau micellaire*, or *Sérum éclat* are intentionally left in French. These elements give the text a luxurious and foreign touch, appealing to consumers who associate French skincare with sophistication and quality.

4. Retention of French pronunciation.

In advertising, the brand name *L'Oréal* is often pronounced with a distinctly French intonation. This reinforces the brand's origin and strengthens the connection to French beauty culture.

6. Minimal localization of format.

L'Oréal typically uses European-style measurements such as *ml* and *g* instead of *oz*. This limited localization keeps product packaging consistent across international markets and supports a unified global brand identity.

In the translation of L'Oréal product texts, two contrasting strategies – foreignization and domestication – are used to balance brand identity, clarity, and cultural relevance.

In foreignization, product terms are often preserved in their original form. For example, *micellar water* is kept as is to maintain the international and sophisticated feel of the product. In contrast, domestication translates the term into the target language, such as *міцелярна вода* in Ukrainian, making it immediately understandable to local consumers.

Foreignization preserves the original ingredient name, such as *Pro-Retinol A*, to retain scientific credibility and the perception of advanced formulation. Domestication, on the other hand, often provides a descriptive explanation for clarity, e.g., *активна форма ретинолу (active form of retinol)*, ensuring that the consumer understands its purpose and benefit.

Foreignization may keep a slogan in its original language, such as *Because you're worth it*, emphasizing brand recognition and global consistency. Domestication adapts the slogan creatively to resonate with the target audience, for instance, *Адже ти цього варта* in Ukrainian, which conveys the same empowering message in a culturally natural way.

Some technical product names or formulations are kept untranslated for prestige, such as *Revitalift Filler (HA0)*, which retains the brand's professional and scientific image. Domestication adds a local explanation to ensure comprehension, for example, *Revitalift Filler (γιαλуронова кислота)*, specifying that HA refers to hyaluronic acid familiar to consumers.

This text shows how foreignization emphasizes brand identity and prestige, while domestication prioritizes clarity and cultural accessibility, with translators often combining both strategies depending on context.

Foreignization is particularly effective in situations where preserving the foreign identity of the product enhances its appeal. It works best when the foreign origin adds prestige, as in the case of French cosmetics, where retaining French terms signals luxury and sophistication. This strategy is also successful when the target audience is familiar with global terminology, such as internationally recognized ingredients or cosmetic concepts²⁵.

Foreignization is especially appropriate in luxury or premium product lines, where exoticism and the perception of exclusivity are key selling points. Additionally, it is highly effective in ingredient-focused marketing, where maintaining scientific names ensures credibility and builds consumer trust in the product's efficacy²⁶.

In these contexts, foreignization reinforces both the brand's identity and the perceived quality of the product, making it a valuable tool in cosmetic translation and marketing.

Foreignization in L'Oréal translation is a deliberate strategy to preserve the brand's French image, highlight scientific authority, and enhance marketing appeal. Rather than fully localizing the message, foreignization maintains key foreign elements that signal luxury, expertise, and global trustworthiness.

It is particularly powerful in cosmetics, where consumers are often drawn to the foreign touch as a symbol of quality and innovation.

Foreignization in cosmetic translation is most effective in contexts where the foreign origin of the product enhances its value or appeal. One situation is when the foreign identity adds prestige, such as keeping French names or terms in L'Oréal products, which signals luxury and sophistication to consumers.

²⁵ Vázquez y del Árbol E. On the Beautéxicon: Anglicisms Translation in Spanish Cosmetic Leaflets. *International Journal of Linguistics, Literature and Translation*. 2023. Vol. 6 (12). P. 207–212. <https://doi.org/10.32996/ijllt.2023.6.12.24> (accessed: 28.11.2025).

²⁶ Aji H. W. P., Gunawan H., Simatupang E. Analysis of translation used in translating usage instruction of beauty products. *English Journal Literacy Utama*. 2020. Vol. 2. P. 179–185. URL: https://ejl.widyatama.ac.id/index.php/ejlutama/article/view/109?_cf_chl_f_tk=TEIGAVfu6htEMBdWwsQC39pzDcD0bypy.u_Eifa4kEM-1769332400-1.0.1.1-QaYCW.hp56l19ZEUhw8EuonWf67_6ChRfce/hPpNNQ. <https://doi.org/10.33197/ejlutama.vol4.iss1.2020.389> (accessed: 09.12.2025).

Another context is when the target audience is familiar with global terminology, including widely recognized cosmetic ingredients or concepts, allowing the original terms to be retained without confusing readers.

Foreignization is particularly appropriate for luxury or premium product lines, where the exotic or foreign character of the brand is part of its marketing strategy and consumer appeal.

Finally, it works well in ingredient-focused marketing, where preserving scientific or technical names – such as *Hyaluronic acid* or *Pro-Xylane* – reinforces credibility and trust in the product's effectiveness.

In all these cases, foreignization helps maintain the brand's identity, prestige, and perceived quality, making it an essential strategy in global cosmetic marketing and translation.

Foreignization is a translation strategy in which the original foreign elements of a product or text are deliberately preserved rather than fully adapted to the target language. In the case of L'Oréal, foreignization is particularly noticeable in several key areas:

1. Branding and product names: many L'Oréal products retain their original French names, such as L'Oréal Revitalift, Crème Prodigueuse, or Elvive. These names are rarely translated into other languages, which helps maintain the brand's international identity and French prestige.

2. Ingredient names: scientific or technical ingredients like Hyaluronic Acid, Pro-Xylane, Retinol, and Niacinamide are often kept in English or Latin. This approach signals expertise and credibility, as these terms are widely recognized in the global skincare and cosmetic community.

3. Marketing taglines: slogans such as *Because you're worth it* are usually transcreated rather than fully localized. This means that while the essence and emotional appeal are adapted for the local audience, the original foreign elements and style are preserved to maintain brand consistency.

By retaining foreign elements in names, ingredients, and slogans, L'Oréal emphasizes its prestige, expertise, and authenticity, creating a cosmopolitan and high-end brand image that appeals across different markets.

Domestication is a translation strategy in which foreign elements are adapted to the target culture and language, making the text feel natural and familiar to local audiences. In L'Oréal's materials, domestication is particularly evident in the following areas:

1. Instructions and usage texts. Product instructions are translated into clear, culturally appropriate, and imperative sentences that are easy for local consumers to understand and follow (Apply in the morning and evening on clean skin. – Наносьте вранці та ввечері на очищену шкіру).

2. Claims and benefits: marketing statements about the product's effects are often rephrased to align with local beauty ideals and the natural flow of the target language (Instant glow and hydration. – Миттєве зволоження та сяйво шкіри).

By domesticating usage instructions and benefit claims, L'Oréal ensures that its communication sounds natural, persuasive, and culturally relevant for local consumers, increasing clarity and appeal.

Both strategies are used in L'Oréal translation – but for different purposes.

Foreignization is more common in branding, ingredients, and slogans – to preserve prestige, authenticity, and global identity.

Domestication dominates in practical texts like instructions, claims, and customer guidance – to ensure clarity and relevance for the local market.

Pragmatic adequacy plays a crucial role in the translation of cosmetic product instructions, as these texts are primarily addressed to non-professional consumers rather than specialists. Consequently, the translator must adapt the text to the cognitive and pragmatic needs of the target audience, ensuring clarity, usability, and safety²⁷.

This is clearly illustrated in L'Oréal usage instructions, where implicit procedural information in the source text is often made explicit in translation:

Apply to clean skin. – Наносьте на попередньо очищену шкіру обличчя.

In this case the pragmatic explication is applied: the general phrase clean skin is expanded to попередньо очищену шкіру обличчя to prevent ambiguity and ensure correct usage by the consumer.

Pragmatic adequacy also affects the translation of imperatives. English cosmetic instructions frequently employ neutral imperatives, which may sound overly abrupt if transferred literally. Ukrainian translations tend to mitigate directive force while preserving clarity:

Use daily for best results. – Рекомендується використовувати щодня для досягнення найкращого результату.

The imperative use is softened by a recommendation structure, which aligns better with Ukrainian instructional norms and consumer expectations.

Safety-related segments demonstrate the priority of pragmatic clarity over stylistic expressiveness:

Avoid contact with eyes. – Уникайте потрапляння в очі. У разі контакту ретельно промийте водою.

²⁷ Sezen H., Oral Z. Cosmetics Translation: An Analysis in the Context of Functional Translation Theories. *Söylem Journal of Philology, Çeviribilim Özel Sayısı*. 2025. II. P. 482–506. URL: <https://dergipark.org.tr/en/pub/soylemdergi/issue/88336/1596552>. <https://doi.org/10.29110/soylemdergi.1596552> (accessed: 11.11.2025).

The addition of an explicit follow-up instruction enhances pragmatic adequacy and reduces communicative risk, even though such information is often implicit in the source text²⁸.

Thus, pragmatic adaptation in L'Oréal cosmetic instruction translation ensures not only linguistic accuracy but also functional safety and consumer-oriented communication.

The translation of cosmetic instructions is strongly shaped by normative and legal requirements governing consumer information and product safety. In L'Oréal translations, this influence is particularly evident in warning statements, claims, and ingredient descriptions²⁹.

Legal constraints often lead to the moderation of marketing claims:

Clinically proven to reduce wrinkles. – Сприяє зменшенню зморшок.

The omission of clinically proven reflects regulatory caution, as absolute or medically suggestive claims may not be permitted in certain markets without extensive substantiation.

Standardization is especially visible in ingredient lists, which follow INCI nomenclature:

Ingredients: Aqua / Water, Glycerin, Niacinamide. – Склад: Aqua / Water, Glycerin, Niacinamide.

Here, no translation is applied, as legal norms require international consistency and recognizability of ingredient names.

Normative clarity also influences instruction formatting:

Apply twice daily. – Наносьте двічі на день: вранці та ввечері.

The expansion ensures temporal clarity and prevents misinterpretation, reflecting the priority of consumer safety and legal transparency over brevity.

Thus, legal and normative constraints significantly shape translation strategies, limiting stylistic freedom and reinforcing the functional nature of cosmetic instructions.

Cosmetic product instructions function as a hybrid genre, combining technical, instructional, and advertising discourse. L'Oréal texts clearly demonstrate this duality, which directly affects translation choices.

Technical-instructional segments prioritize clarity and neutrality:

²⁸ Sezen H., Oral Z. Cosmetics Translation: An Analysis in the Context of Functional Translation Theories. *Söylem Journal of Philology, Çeviribilim Özel Sayısı*. 2025. II. P. 482–506. URL: <https://dergipark.org.tr/en/pub/soylemdergi/issue/88336/1596552>. <https://doi.org/10.29110/soylemdergi.1596552> (accessed: 11.11.2025).

²⁹ Миськівська О. В., Коцюк Л. М. Лінгвістичний вимір рекламних текстів доглядової косметики. *Наукові записки Національного університету «Острозька академія»: серія «Філологія»*. 2023. № 18 (86). С. 37–43. URL: <https://journals.ua.edu.ua/Philology/article/view/3885>. DOI: 10.25264/2519-2558-2023-18(86)-37-43 (accessed: 11.11.2025).

Apply evenly to face and neck. – Рівномірно наносьте на шкіру обличчя та шиї.

This translation preserves the procedural precision with minimal stylistic modification.

In contrast, promotional segments allow for greater expressive adaptation:

Reveal your skin's youthful glow. – Подаруйте шкірі молоде сяйво.

Here, modulation and stylistic enhancement are applied to preserve persuasive impact rather than literal meaning.

The coexistence of these two functions often results in mixed strategies within a single product leaflet:

Enriched with pure hyaluronic acid for intense hydration. – Формула збагачена чистою гіалуроновою кислотою для інтенсивного зволоження.

Scientific credibility is maintained (hyaluronic acid), while the sentence structure is adapted to Ukrainian stylistic norms.

Thus, genre hybridity explains the selective use of literal translation, modulation, and descriptive techniques in L'Oréal cosmetic instruction translation.

Despite established strategies, the translation of cosmetic instructions entails several communicative risks. One of the most common problems is excessive literal translation, which may result in unnatural or misleading formulations:

Instant skin perfection. – Миттєва досконалість шкіри.

Without contextual explanation, this phrase may sound exaggerated or legally questionable. In practice, translators often opt for pragmatic moderation: Шкіра виглядає більш доглянутою вже після першого застосування.

Another risk is terminological inconsistency.

Brightening cream – Освітлювальний крем / Крем для сяйва.

Inconsistent rendering may confuse consumers and weaken brand coherence. L'Oréal translations tend to standardize such terms depending on the target market's cultural preferences.

Over-foreignization can also hinder comprehension.

Apply after essence. – Наносьте після есенції.

For Ukrainian consumers unfamiliar with multi-step Asian skincare routines, this may be unclear. A domesticated version reduces the communicative risk: Наносьте після тоніка, перед кремом.

These examples demonstrate that effective cosmetic translation requires careful risk management to maintain clarity, safety, and brand credibility.

CONCLUSIONS

The present research has examined the peculiarities of translating cosmetic product instructions, focusing on L'Oréal as a case study, and has identified the

linguistic, pragmatic, and cultural strategies that ensure accuracy, clarity, and consumer-oriented communication in the target language.

Cosmetic product instructions combine informative, procedural, and persuasive functions. Denotative and procedural lexical items dominate the texts, reflecting the primary goal of naming the product, specifying ingredients, and providing clear usage instructions. Evaluative, technical, precautionary, quantitative, and interpersonal lexis complement these functions, supporting marketing, credibility, and safety communication.

Translating cosmetic texts requires diverse lexical and grammatical transformations to achieve naturalness, clarity, and functional adequacy in the target language. Descriptive translation, modulation, and addition are the most frequently applied strategies, reflecting the need to adapt complex scientific terms, marketing expressions, and procedural instructions. Grammatical transformations especially word order changes, sentence-type adjustments, and voice changes are crucial for rendering instructions readable, persuasive, and syntactically coherent.

Foreignization is predominantly employed in branding, product names, ingredients, and marketing slogans. By retaining French or English elements, L'Oréal preserves its prestige, authenticity, and scientific credibility. This strategy enhances the luxury image of the brand and signals global recognition, while also fostering consumer trust in product efficacy. Foreignization is particularly effective in luxury and premium product lines and in ingredient-focused marketing, where the original terminology conveys expertise and international appeal.

Domestication is applied to instructions, usage guidelines, and claims about product benefits. This strategy ensures that texts are culturally appropriate, linguistically clear, and persuasive for the target audience. By adapting beauty ideals, clarifying procedural steps, and rephrasing claims to match local expectations, domestication increases consumer comprehension, usability, and engagement with the product.

The translation of L'Oréal cosmetic texts demonstrates a strategic balance between foreignization and domestication. Foreignization maintains global brand identity, prestige, and scientific authority, while domestication ensures clarity, cultural relevance, and practical usability. Translators frequently combine both strategies, choosing the approach based on the text type, function, and marketing or instructional priorities.

Effective translation goes beyond linguistic equivalence; cultural adaptation ensures that product instructions, marketing messages, and brand imagery resonate with local consumers. This includes adjusting beauty ideals, tone, formality, ingredient explanations, and marketing metaphors. Transcreation,

descriptive expansion, rephrasing, omission, and functional equivalence are essential tools for achieving culturally appropriate and persuasive communication.

The study highlights that the translation of cosmetic product instructions is a complex, multifaceted process requiring precise linguistic rendering, pragmatic awareness, and cultural sensitivity. The combination of foreignization and domestication allows global brands like L'Oréal to preserve their international prestige while ensuring that product information remains comprehensible, safe, and appealing to local consumers.

Pragmatic adequacy plays a crucial role in the translation of cosmetic product instructions, as these texts are primarily addressed to non-professional consumers rather than specialists. Consequently, the translator must adapt the text to the cognitive and pragmatic needs of the target audience, ensuring clarity, usability, and safety.

This is clearly illustrated in L'Oréal usage instructions, where implicit procedural information in the source text is often made explicit in translation:

Pragmatic adequacy also affects the translation of imperatives. English cosmetic instructions frequently employ neutral imperatives, which may sound overly abrupt if transferred literally. Ukrainian translations tend to mitigate directive force while preserving clarity.

The imperative *use* is softened by a recommendation structure, which aligns better with Ukrainian instructional norms and consumer expectations.

Safety-related segments demonstrate the priority of pragmatic clarity over stylistic expressiveness.

The translation of cosmetic instructions is strongly shaped by normative and legal requirements governing consumer information and product safety. In L'Oréal translations, this influence is particularly evident in warning statements, claims, and ingredient descriptions.

Cosmetic product instructions function as a hybrid genre, combining technical, instructional, and advertising discourse. L'Oréal texts clearly demonstrate this duality, which directly affects translation choices.

Despite established strategies, the translation of cosmetic instructions entails several communicative risks. One of the most common problems is excessive literal translation, which may result in unnatural or misleading formulations.

Translating the instructions for the cosmetic products it is necessary to ensure terminological accuracy. The translators use standardized cosmetic, dermatological, and pharmaceutical terminology and avoid literal translations of technical terms; instead, apply accepted equivalents used in regulatory and professional discourse.

Also the following the regulatory and legal norms is compulsory. The translation must comply with national and international cosmetic regulations.

The functional equivalence focuses on conveying the function and purpose of the instruction rather than preserving the original structure. The target text must perform the same communicative function as the source text.

The instructions should be understandable for the average consumer. For this reason, the avoid complex syntax and excessive scientific jargon, prefer short, direct sentences, use plain language principles.

They maintain consistency in terminology, product naming, instruction patterns, repeated phrases, formatting structures.

According to the controlled language principles the limited vocabulary range, predictable grammar patterns, standard instruction templates, repetitive structures for clarity are applied.

In practice, the translation of cosmetic instructions rarely relies on a single approach. Instead, an integrated strategy combining functional, terminological, regulatory, and communicative approaches is required. Such a multidimensional framework enables translators to produce target texts that are accurate, legally compliant, culturally appropriate, and accessible to consumers, thereby fulfilling the primary communicative function of cosmetic instructions.

SUMMARY

The article examines the peculiarities of translating instructions for cosmetic products produced by L'Oréal, focusing on the interaction between linguistic accuracy, regulatory requirements, and persuasive discourse. Cosmetic instructions are viewed as a hybrid genre that combines informative, directive, and promotional functions, which poses specific challenges for translators. The study analyses lexical, grammatical, and stylistic features of English source texts and their Ukrainian translations, paying particular attention to terminology standardization, imperative constructions, modality, and evaluative vocabulary.

The research highlights the tendency toward simplification, neutralization of expressive elements, and increased explicitness in translation in order to ensure clarity, safety, and consumer comprehension. Special emphasis is placed on the translation of usage instructions, warnings, and product claims, where precision and consistency are essential. The article also demonstrates how brand identity and marketing tone are preserved through carefully selected stylistic devices while adhering to norms of technical and instructional discourse.

The findings confirm that the successful translation of cosmetic instructions requires not only linguistic competence but also genre awareness, knowledge of cosmetic terminology, and sensitivity to pragmatic and cultural factors.

The results of the study may be useful for translators, editors, and researchers working in the field of specialized and commercial translation.

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Information about the author:

Leleka Tetiana Oleksandrivna,

Candidate of Philological Sciences, Associate Professor,

Associate Professor at the Department of Translation,

Applied and General Linguistics

Volodymyr Vynnychenko Central Ukrainian State University

1 Shevchenko Street, Kropyvnytskyi, Ukraine