

WORD FORMATION PROCESS IN SOPHIE PARIS COSMETIC PRODUCTS

A FINAL PROJECT

In Partial Fulfillment of the Requirement for S-1 Degree in Linguistics in English Department, Faculty of Humanities Diponegoro University

Submitted by:

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FACULTY OF HUMANITIES
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2018

PRONOUNCEMENT

I state truthfully that this project is compiled entitled *Word Formation Process in Sophie Paris Cosmetic Products* by myself without taking the results from other research in my university, in S-1, S-2, S-3, degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for references mentioned in the bibliography.

Semarang, October 2018

Arina Nur Izzeti

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MOTTO AND DEDICATION

 $\label{thm:energy} Every one \ is \ rewarded \ for \ the \ effort \ one \ makes$

-The Quran 20:15-

You are today where your thoughts have brought you You will be tomorrow where your thoughts take you -James Allen-

This final project is dedicated to my beloved family and to everyone who helped me accomplished this final project

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always giving the writer strength.

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I realize that this final project is still far from being perfect. I, therefore

will be glad to receive any constructive criticism and suggestion to make this final

project better. Finally, I expect that that this final project will be useful for the

readers who want to learn about Word Formation Process in Sophie Paris

Cosmetic Products.

Semarang, October 2018

Arina Nur Izzeti

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ABSTRACT

Cosmetics are substances used to enhance or alter the appearance of the face, the hair and the body. They are generally mixture of chemical compound. Some are being derived from natural sources, and some are synthetic or artificial. In some brands of cosmetic products, they use a unique name to attract consumer's attention. *Sophie Paris* is one of cosmetic brands which uses a unique name in arranging its product names. The purposes of this study are to find out and explain the word formation process in *Sophie Paris* product names. In this study, the writer applies the theories from Katamba (1993), Hatch and Brown (2001), Aronoff, O'Grady and Dobrovolsky (1997). The writer chooses descriptive qualitative method to present the data. In collecting the data the writer uses observation method and note taking technique. Padan method is used to analyze the meaning of products names and agih method is used to analyze the word formation process. Compounding, clipping, derivation, inflection, initialization, acronym, coinage, and borrowing are found in the making of product names.

Keywords: word formation, cosmetics.



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1. Introduction

1.1.Background of the Study

Word formation is a process of making new word by using two or more morphemes compounded into one word. The use of word formation can be found in cosmetics products. Cosmetics product is a product used to enhance or to alter someone appearance. Many of the cosmetics products are designed for face, hair, also body. They are generally mixture of chemical compounds with natural sources in their material. Women or men use cosmetic products to complete their appearance.

To attract consumer attention, some cosmetics brands use unique name in the way to arrange their product names. The process of forming words is called word formation process. There are many types of word formation to form new words. In this research the writer decided to choose *Sophie Paris* as the object to be analyzed. *Sophie Paris* is a multi level marketing company built by Bruno Hasan and Sophie Martin in 1995. *Sophie Paris* product has a large number of consumers in Indonesia. As we know, *Sophie Paris* is one of cosmetic brands who apply word formation in forming their product names.

The unique product names in *Sophie Paris* catalogue become the reason for the writer to conduct this research. The researcher limits the research of product names by focusing only on the word formation process. In doing this research, the researcher analyzes the word formation

processes mostly used and discusses the new words formed without knowing the reason of creating the name.

1.2.Research Problem

- a. What types of word formation processes are used in Sophie Paris?
- b. How are the structures of word formation arranged in *Sophie Paris* based on the types of word formation?

1.3. Purposes of the Study

- a. To study the word formation processes in Sophie Paris' catalogue
- b. To find out the types of word formations those are included in *Sophie*Paris.
- c. To analyze the way of *Sophie Paris* in arranging the names of cosmetics products based on the types of word formation.

1.4. Scope of The Study

This research focuses on the analysis of the word formation in the name of cosmetics products. In this research, the researcher uses *Sophie Paris*' catalogue of cosmetics products published in 25 March 2017 number 162 edition as the object of the study. To limit the data analysis, the researcher limits the research by focusing on the process of forming word and explaining the types of word formation in *Sophie Paris* products..

1.5. Significance of The Study

This research is to analyze the word formation phenomena which happen in creating new words in our surrounding. Hopefully, this research can bring many advantages for students in increasing the linguistics study, especially in word formation process and for people who has interest in linguistics study especially in forming new words which is on morphology field in word formation process.

1.6.Previous Study

In this research, the researcher takes three previous studies as references. The first previous study was done by Fitria Indah (2009) on her research entitled *Word Formation Process in Friendster Testimonials Used by Different Sex Users* tries to explain about the differences in the formation of words that *Friendster* users use. In this study the writer used the method of simak libat cakap, techniques and substitution techniques.

The second previous study, the researcher takes from the thesis entitled *Word Formation Process On Kaskus* by Shalliny Florencia in 2016. Several theories as proposed by some experts like O'Grady (1996), Katamba (1993), and Hatch and Brown (1995) are used in analysing the data. This research is a kind of descriptive research with qualitative approach. Note-taking and Simak Bebas Libat Cakap (SBLC) techniques are used as the method of collecting the data. The result of the study shows that there are word formation processes used on *Kaskus* for communications.

The last previous study is from the thesis entitled *Word Formation*Process in Outdoor Advertisement. It was written by Desita Anggraeni in 2011. This study reveals the structure of words contained in Billboard ads in Semarang. This study aims to describe the process of word forming

contained in Billboard ads Semarang. Several theories related to word formation proposed by some linguistic experts such as, Hatch & Brown (1995), Katamba (1993), and O'Grady (1996) are used in analysing the data. This research uses qualitative and descriptive method.

According to the previous studies above, the writer finds similarity and dissimilarity. The similarity of those previous studies and this paper discusses the type of word formation processes. Contrast to the previous studies, this paper uses Padan and Agih method in analyzing the data. The object of this study is definitely contrast from previous studies.

2. Theoretical Framework

2.1. Morphology and Morphemes

According to Katamba (1993:19-20), morphology is the study of word formation and the internal structure of words. The term *morpheme* is used to refer to the smallest meaningful unit that is used to constitute words. By the definition, a morpheme cannot be decomposed into smaller units which are either meaningful by themselves or mark a grammatical function like singular or plural number in the noun.

2.2.Root and affixes

Katamba (1993:41) says that words have internal structure which is constructed by word-building elements. The elements consist of roots and affixes. A root is the primary lexical unit of a word, with nothing else attached to it. It is the part that is always present, possibly with some modifications, in the various manifestations of a lexeme. *Walk* is a root and it appears in the set of word-forms that instantiate the lexeme WALK such as *walk*, *walks*, *walking* and *walked*.

Katamba (1993:44) says that affixes are a morpheme which only occurs when attaching other morphemes. It can be in the front, middle or in the end part of other morphemes. When affixes are attached before a root (or stem, and base), it is called prefixes like <u>re-make</u>, <u>un-kind</u>, and <u>in-accurate</u>. Affixes occur in the middle or inserted into the root itself is called infixes. While, affixes that are attached in the end part of morpheme or after a root is called suffix like kind-ly, book-s, and play-er.

2.3. Word Formation

According to Hatch and Brown (2001), Francis Katamba (1993), Mark Aronoff, William O'Grady, and Michael Dobrovolsky (1997), there are 12 types of word formation processes that can be found in a sentence. The kinds of word formation are compounding, clipping, conversion, blending, backformation, acronym, coinage, initialization, borrowing, onomatopoeia, inflection and derivation. Meanwhile, the researcher only found 7 kinds of word formation process based on the data research.

2.3.1. Compounding

Mark Aronoff, William O'Grady and Michael Dobrovolsky (1997:133-134) wrote that compounding is a process of creating new words by combining two words or more together, and they have their own meaning. There are three kinds of compounding words presented as follows:

- a. Noun Compound contains two or more words that join together to make a single noun. E.g: postcard, greenhouse.
- b. Verb Compound is a multi-word compound that functions as a single verb. E.g: *spoon-feed*, *overlook*
- c. Adjective Compound is a single adjective made up of more than one word. E.g. *nationwide*, *redhot*.

2.3.2. Borrowing

Hatch and Brown (2001) state that borrowing process is all language borrowed word from other language. The forms of borrowed words are usually adapted to the phonology of the borrowing language.

2.3.3. Blending

Yule (1985:53) states that blending is two words in which their non-morphemic components are mixed into one. It is taking only the first syllable of one wordand joining it to the end of the other word.

E.g: brunch from breakfast and lunch.

2.3.4. Initialization

According to Hatch and Brown (2001:210), initialization is another reduction process which each letter on the word is pronounced. The examples are *LA* for *Los Angeles*, *US* for *United State*.

2.3.5. Acronyms

Hatch and Brown (2001:210) state that acronyms are the process of creating new words by taking the initial letters of the words in a phrase or title and pronouncing them as a word. This phenomenon commonly appears in the names of organizations, military and scientific terminology. Some examples of acronyms are UNICEF, NASA, NATO, etc.

2.3.6. Inflection

Mark Aronoff, William O'Grady and Michael Dobrovolsky (1997:142) state that inflection is the process of creating new words by

adding affixes on the base but it does not change the word classes or the meaning of the base.

2.3.7. Derivation

According to Mark Aronoff, William O'Grady and Michael Dobrovolsky (1997:142), derivational is the process of creating new words by attaching affixes on the base and change the meaning/word classes of the base to which they are attached.

3. Research Method

The researcher uses qualitative approach to explore the data by using word rather than quantification in collecting and analyzing the data. The researcher also uses descriptive type of research that is used to describe characteristics of a population or phenomenon being studied. The data is taken from all cosmetics product names in *Sophie Paris* catalogue. The population of this research comes from English product names in *Sophie Paris* catalogue products. The sample of the data is taken from Sophie Paris product names which the products only used for face and can be analyzed by using word formation process.

The researcher applies Observation Method in collecting the data. This research also uses Note Taking technique to write the cosmetics products names which contain word formation process and connotative and denotative meaning. To analyze the data, the writer uses *Padan and Agih method* by Sudaryanto (1993). *Padan Method* is used to analyze the meaning of word and *Agih Method* is used to analyze the process of forming word. The researcher conducts some steps in analyzing the data. First, the researcher writes the collected data. The second step is identifying and categorizing each of the data into the types of word formation. The last step, after categorizing the data, the researcher tries to analyze the structure of word formation.

4. Discussion

In this research, the researcher will analyze and categorize the data based on the type of word formation process. The data is taken from *Sophie Paris'* cosmetics catalogue published in 25 March 2017 number 162 edition. There are 85 product names that can be analyzed using word formation processes. Compounding, blending, acronym, initialization, coinage, borrowing, derivation, and inflection are the processes used in arranging the names of cosmetics products. In the making of a product name, the process of forming word not only uses one process but also it uses two or more processes in one product name.

4.1.Compounding

Almost all products names in *Sophie Paris*use compounding process. In the way of making the product names, *Sophie Paris*only uses one type of compounding process that is noun compound.

$$Lip\ Color\ (Noun\ Compound) \longrightarrow Lip\ (N) + Color\ (N)$$

Loose Powder (Noun Compound)
$$\rightarrow$$
 Loose (Adj) + Powder (N)

4.2.Blending

In this research, 6 product names are found using blending process in forming words. The example of clipping process is the word "*Nutrilip*". "*Nutrilip*" is from the word "*Nutrious*" and "*Lip*". The back syllable of

word "Nutrious" is deleting in this process and adding the word "Lip" in the end word.

4.3.Derivation

From the data, the researcher found 34 products names used derivation process in forming words. There are four changing class of words in derivation process in this research. The changing class is from adjective into noun, verb into noun, verb into adjective, and noun into adjective. Beside of changing the word classes, derivation process in making new word also changes the meaning of a word form even withoutchanging the word classes.

4.3.1. Adjective into Noun

"Corrector" (noun) is from the word "correct" (adj) which means a true or an accurate. The meaning has changed after adding the suffix "-or". The word "corrector" has a meaning of a person or a tool used to make something correct.

4.3.2. Noun into Adjective

"Flawless" (adj) is from the word "flaw" (noun) which means an imperfection or weakness. After adding suffix "-less" in the end of the word, the meaning has a significant changes. The word "flawless" hasopposite meaning from the word "flaw".

4.3.3. Verb into Noun

"Action" is from the word "act" (verb) + suffix "-ion". Before the word "act" following by suffix "-ion" in the end of the word, it has a meaning of to do something or to behave in a particular way. While, after adding suffix "-ion" in the end of the word, "action" has a meaning of the process of doing something and typically to achieve an aim.

4.3.4. Verb into Adjective

"Define" (verb) + suffix "-ing" = "Defining" (adjective). The word "defining" in the product name of Mascara Defining Black is from the word "Define" (verb). When the word "define" is adding by the suffix "-ing", the word class change into adjective because the function is used to modify the word "black".

4.3.5. Changing the Meaning Without Changing the Word Classes

"Art" (noun) + suffix "-ist" = "Artist" (noun). "Art" has the meaning of expressing ideas or feeling, particularly in painting, drawing, or sculpture. However, "Artist" has the meaning of a person who creates a work of art.

4.4.Inflection

No more than 6 products names use inflection process in making new words. The process of making inflection words is by adding suffix "-s", "-ing" and affix "re-".

"Lips" (N) is taken from the word Lip (N) + suffix "-s".

"Refill" (V) is from the word "Fill" (N) + prefix "re-".

"Peeling"(V) is from the word "Peel" (V) + suffix "-ing".

4.5.Initialization

Only 3 product names contain initialization process in forming new words. "BB" from the product of BB Cream is one initialization example process. The initialization of "BB" is taken from the word Blemish Balm or Beauty Balm. It is a kind of formula in cosmetics products to protect skin and provide coverage in the skin.

4.6.Acronym

Based on the data, there are 14 product names which contain acronym in their process of making words. However, there should be only 1 acronym names found that is SAS from the word "Son Altesse Sophie". The products use the same acronym name in first but the last word is different from each other. The products are SAS Beauty Pro Flawless, SAS Blotting Powder, SAS Couture Lipstick Stage, SAS Duo Eye Brush, SAS Eyeshadow, SAS

Fabulous Heated Eyelash Curler, SAS Glamorous Eyelash, SAS Glamorous Lip Gloss Luster, SAS Infinite Brown Liner, SAS Intense Shadow Stick, SAS Lip Brush, SAS Make Up Corrector, SAS Matte Liquid Foundation, and SAS Two Way Cake.

4.7.Borrowing

In borrowing process, 4 product names are found using borrowing process to arrange their names. The product names are *Kluge Triple Treat Lip Pallete, Muslimah Compact Powder, Muslimah Delicate Two Way Cake, Muslimah Lip Care, Muslimah Make Up Pallete, SAS Matte Liquid Foundation, Silky Matte Mini Lipstick, Soft Matte Lip Color, and Silky Matte Lipstick. The borrowing names are "kluge", "muslimah", "Pallete", and "Matte". The origin of the word "kluge" is from German (klug) which means "clever", while the word "muslimah" are from Arabic (muslim) which means someone who follows and practices <i>Islam*. The word "Pallete", and "Matte" are from French (palette, matt)

4.8. Multiple Processes

Last but not least, the writer found 58 product names categorized as multiple processes. According to Yule (1985:56), there is a potential of creating new words with more than one process at work in a particular word. "Eyeliner" is one example of multiple processes found in the data. It is multiple processes of compounding process and derivation process. "Eyeliner" is a combination of the words "eye", "Line" and

suffix "-r". The term "eyeliner" is classified as a noun compound because it is combining of two noun words and does not change the class of word. It is classified as derivation process since the word "eyeliner" is attached by suffix "-r".

5. Conclusion

After conducting the research and analysing the data, the researcher concludes that there are 9 processes of word formation in Sophie Paris' cosmetics products names. The processes are compounding, initialization, clipping, borrowing, coinage, acronym, derivation, inflection, and multiple processes. The researcher found 85 products names that used word formation process in arranging their names. In making product name, *Sophie Paris* not only uses one process but also it uses two or more processes in one product name.

Compounding process is the most common process used in making products names. 34 products names are found using derivation process, 14 products names are used acronym process, 4 products names are used borrowing process, 6 products names are used clipping process, 6 products names are used inflection process, 5 product names are used coinage process, 3 products names are found using initialization process, and 58 product names are found using multiple process in arranging their names. Hopefully, this research can be used and bring many advantages in the future for the understanding in the linguistics study.

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TABLE LIST

Table 1. Table of Classified Data

No.	Product Names	Word Formation Process	Processes of Forming Word
1	3 in 1 Eyeshadow Razor	compounding	N = N + N
2	Adorable Color Eyeshadow	compounding	N = adj + N
3	BB Compact Powder	initialization	
		compounding	N = N + N
4	BB Cream	initialization	
		compounding	N = N + N
5	Beautiful Perfect Collection	compounding	N = adj + adj + N
		derivation	N = V + (ion)
6	Blush On	compounding	N = N + Prep
7	Brow Artist Set	compounding	N = N + N + N
		derivation	N = N + (ist)
8	Brush Set Package	compounding	N = N + N + N
		derivation	N = V + (age)
9	Color Eyepencil	compounding	N = N + N
10	Compact Powder	compounding	N = N + N
11	Cosmetic Acrylic Case	compounding	N = N + adj + N
12	Creamy Compact Powder	compounding	N = adj + N + N
		derivation	ADJ = N + y
13	Divine Lipstick	compounding	N = adj + N
14	Double Core Lipstick	compounding	N = adj + N + N
15	Duo Eyepencil	compounding	N = N + N
16	Duo Lips	compounding	N = N + N
		inflection	N = N + (s)
17	Duo Perfect Eye Shadow	compounding	N = N + adj + N + N
18	Eyebrow Liner	compounding	N = N + N
		derivation	N = N + (r)
19	Eyebrow Stencil Kit	compounding	N = N + N + N
20	Eyelash Curler	compounding	N = N + N
		derivation	N = N + (r)
21	Eyeliner	compounding	N = N + N
		derivation	N = N + (r)
22	Eyeshadow Primer	compounding	N = N + N
		derivation	N = N + (r)
23	Gel Eyeliner	compounding	N = N + N

		derivation	N = N + (r)
24	Handy Brush Set Package	compounding	N = adj + N + N + N
	Trainey Brush Set Fuellage	derivation	ADJ = N + (y)
25	Heated Eyelash Curler	compounding	N = adj + N + N
	110 WOO	derivation	ADJ = N + (ed)
26	Instabright Lotion	compounding	N = adj + N
	8	clipping	j
27	Juicy Lip Nutrition	compounding	N = adj + N + N
	<u> </u>	derivation	ADJ = N + (y)
28	kluge Triple Treat Lip Pallete	compounding	N = N + adj + N + N
		coinage	Ţ.
		borrowing	
29	Lip Gloss	compounding	N = N + N
30	Lip Gloss Mini 3D	compounding	N = N + N + adj + adj
		initialization	
31	Lip Liner	compounding	N = N + N
		derivation	N = N + (r)
32	Lip Triple Action	compounding	N = N + adj + N
		derivation	N = V + (ion)
33	Lipnicure Lip Color	compounding	N = N + ADJ + N + N
		clipping	
34	Lipnicure Top Coat	compounding	N = N + ADJ + ADJ + N
		clipping	
35	Lipstick	compounding	N = N + N
36	Liquid Eyeliner	compounding	N = adj + N
		derivation	N = N + (r)
27	Look at My Lash Mascara	1'	N = V + prep + pronoun
37	Black Look at My Lash Mascara	compounding	+N+N+adj
38	Transparant	compounding	N = V + prep + pronoun + $N = N + N + adj$
39	Loose Powder	compounding	N = adj + N
40	Magic Peeling Ultra Smooth	compounding	N = N + V + ADJ + ADJ
	magre reeming entra smooth	inflection	V = V + (ing)
	Magic Pink Blackhead Nose	minetion	, , , (mg)
41	Mask	compounding	N = N + adj + N + N + N
42	Magic Pink Cream	compounding	N = N + ADJ + N
43	Magic Pink Instant Remover	compounding	N = N + ADJ + ADJ + N
		derivation	N = V + (r)
44	Magic Pink Lipstick	compounding	N = N + ADJ + N
	Magic Pink Secret Egyptian		N = N + ADJ + ADJ + N
45	Cream	compounding	+N
		derivation	N + (ian)

46	Mascara Defining Black	compounding	N = N + V + ADJ
	<u> </u>	derivation	ADJ = V + (ing)
47	Mascara Guard and Lash	compounding	N = N + N + N
48	Mini Lipstick	compounding	N = ADJ + N
49	Mini Mood Lipstick	compounding	N = ADJ + N + N
50	Mood Lipstick	compounding	N = N + N + N
51	Muslimah Compact Powder	compounding	N = adj + N + N
	-	coinage	
		borrowing	
	Muslimah Delicate Two Way		N = ADJ + ADJ + N + N
52	Cake	compounding	+ N
		coinage	
		borrowing	
53	Muslimah Lip Care	compounding	N = ADJ + N + V
		coinage	
		borrowing	
			N = ADJ + V + ADV +
54	Muslimah Make Up Pallete	compounding	N
		coinage	
		borrowing	
	Natural Glow Liquid		
55	Foundation	compounding	N = ADJ + V + ADJ + N
	N. D. D. I	borrowing	NI NI NI NI
	Nose Pore Pack	compounding	N = N + N + N
57	Nutrilips Lipstick	compounding	N = ADJ + N + N
		clipping	
		inflection	N + (s)
58	Nutrilips Mini Lipstick	compounding	N = ADJ + N + ADJ + N
		clipping	
		inflection	N + (s)
50	Dlay with Colon Evalinan	aamnaundina	N = V + PREP + ADJ +
59	Play with Color Eyeliner	compounding derivation	$N = N + \langle r \rangle$
60	Dragicion Eva Dan		N = N + (r)
60	Precision Eye Pen SAS Beauty Pro Flawless	compounding	N = ADJ + N + N $N = ADJ + N + ADJ$
61	SAS Deauty P10 Flawless	compounding	N = ADJ + N + ADJ
		acronym	ADI — N + (1222)
		derivation	ADJ = N + (less)
60	CAC Diotting Davids	clipping	N – ADI + N
62	SAS Blotting Powder	compounding	N = ADJ + N
		acronym	NI NI (')
- (2	CAC Contract 1: 4: 1 G	derivation	N = N + (ing)
63	SAS Couture Lipstick Stage	compounding	N = N + N + N

		acronym	
64	SAS Duo Eye Brush	compounding	N = N + N + N
	·	acronym	
65	SAS Eyeshadow	compounding	N = N + N
		acronym	
	SAS Fabulous Heated		
66	Eyelash Curler	compounding	N = ADJ + N + N + N
		acronym	
		derivation	N = N + (r)
			ADJ = N + (ed)
67	SAS Glamorous Eyelash	compounding	N = ADJ + N
		acronym	
		derivation	ADJ = N + ous
	SAS Glamorous Lip Gloss		
68	Luster	compounding	N = ADJ + N + N + N
		acronym	
		derivation	ADJ = N + ous
69	SAS Infinite Brown Liner	compounding	N = ADJ + ADJ + N
		acronym	
		derivation	N = N + (r)
70	SAS Intense Shadow Stick	compounding	N = ADJ + N + N
		acronym	
71	SAS Lip Brush	compounding	N = N + N
		acronym	
72	SAS Make Up Corrector	compounding	N = V + ADV + N
		acronym	
		derivation	N = ADJ + (or)
	SAS Matte Liquid		
73	Foundation	compounding	N = ADJ + ADJ + N
		Acronym	
		Borrowing	
74	SAS Two Way Cake	compounding	N = N + N + N
		acronym	
75	Satinlips Lipstick	compounding	N = ADJ + N + N
		inflection	N + (s)
76	Silky Matte Lipstick	compounding	N = ADJ + ADJ + N
		derivation	ADJ = N + (y)
		borrowing	
			N = ADJ + ADJ + ADJ +
77	Silky Matte Mini Lipstick	compounding	N
		derivation	ADJ = N + (y)
		borrowing	

78	Silky Soft Lipstick	compounding	N = ADJ + ADJ + N
		derivation	N + (y)
79	Soft Matte Lip Color	compounding	N = ADJ + ADJ + N + N
		borrowing	
80	Sparkling Eyeliner	compounding	N = ADJ + N
		derivation	ADJ = V + (ing)
		derivation	N = N + (r)
81	Trio Blush On	compounding	N = N + N + PREP
		derivation	
82	Trio Eyeshadow	compounding	N = N + N
		derivation	
83	True Secret Concealer	compounding	N = ADJ + ADJ + N
		derivation	N = V + (er)
84	Two Way Cake	compounding	N = N + N + N
85	Two Way Cake Refill	compounding	N = N + N + N + N
		inflection	(re) + V