

tum (petroleum jelly), mineral oil, glycerine, zinc oxide, butyl stearate and diglycol laurate.

*Lanolin.* Lanolin is a thick substance derived from the sebaceous gland of sheep. It is a thick moisturizing agent. It is a common additive in cosmetic products for the moisturizing of skin, hair and nails. It works as an emulsion blending with any other cosmetic product.

*ALS-Ammonium lauryl sulphate.* Ammonium lauryl sulfate (ALS) operate as an anionic surfactant avoiding surface tension in liquids. Due to this property it is used in cosmetics like cleansing agents, hair shampoos and in bathing agents. These ALS are irritants to eyes and has very low acute toxicity.

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### **DANGEROUS COSMETICS**

Although the beauties of previous eras did not have access to plastic surgery, they risked no less than our contemporaries because of deadly cosmetics and procedures that crippled women.

#### 1) Belladonna

The belladonna plant is poisonous from the root to the last leaflet. Women used belladonna juice to give their eyes an irresistible sheen. Shining and bottomless eyes gradually lost their sight, and then there was complete blindness.

#### 2) Arsenicum

Pharmacists of the XIX century used small doses of poison for medicinal purposes. Arsenicum tablets were prescribed to even out skin tone, get rid of thinness, due to the development of toxic goiter.

#### 3) Hydrargyrum

Pharmacists used hydrargyrum to prepare anti-inflammatory drugs. A hydrargyrum ointment from freckles was banned only in the 70s of the twentieth century.

#### 4) Plumbum

The beauties of the Middle Ages smeared their faces with white lead. The skin of women really acquired a porcelain hue. And at the same time, aristocrats refined received the remaining symptoms of lead poisoning: thinness, disorientation in space, lack of appetite.

#### 5) Radium

The main novelty of the 1930s was the line of French cosmetics Thoradia. Its composition included hazardous substances such as radium bromide and thorium chloride. Advertising promised a rejuvenating effect by "improving blood circulation, narrowing pores, getting rid of acne and pigmentation."

#### 6) X-ray radiation

X-ray radiation was considered a reliable means for depilation. After several sessions, unwanted hair fell out. At the same time the skin was thinning. The worst consequences came in a few years. X-ray depilation has led to an increase in the incidence of skin cancer.

In the past, many cosmetics concealed mortal danger. Unfortunately, many women learned about this too late.

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### LES MOYENS D'INFORMATION

Un moyen de communication est un support qui permet la diffusion d'informations. Les moyens de communication permettent de transmettre un message. Il est impossible d'imaginer notre vie sans les moyens de communication modern. Les medias sont des moyens de diffuser des infirmations à un grand nombre de personnes, à l'aide des moyens de communication modern. Nous les utilisons pour nous informer et pour nous divertir. Pour traiter et diffuser l'infirmité il existe trois "medias": la radio, la télévision et Internet.

#### *La radio*

La radio présente tous les atouts pour une communication de proximité et permet de toucher un maximum de personnes en un minimum de temps.

C'est un média d'actualités, qui convient parfaitement aux actions de proximité, comme l'annonce d'évènements, lancement d'un produit, d'offres spéciales, promotions, l'organisation de journées portes ouvertes ... ainsi qu'aux actions de notoriété.

La radio est omniprésente. La radio fait partie de notre quotidien, elle permet de communiquer avec les consommateurs tout au long de la journée, qu'ils soient chez eux, à la maison, au travail, en déplacements. Avec sa capacité à être présente partout et tout le temps, *la radio* reste en contact permanent avec le consommateur.