

# Sustainability communication in the global beauty industry: the overview of persuasive appeals

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## **Abstract**

The main aim of the paper is to analyse the possibilities of positioning sustainable development values within the marketing communication of the beauty industry by using persuasive appeals. The paper utilized content analysis to examine marketing campaigns considering both for-profit and non-profit organizations. Based on the findings, campaigns linked to corporate marketing strategies are more visible compared to those tied to non-profit marketing strategies. Rational appeals are more prevalent than emotional ones. Regarding the TBL dimensions, it's evident that the environmental dimension holds the highest prominence, followed by the social dimension, while the economic dimension is relatively underrepresented. The guidelines were specifically aimed at reducing the negative impacts of the beauty industry on society and the environment, as well as personal welfare.

**Subject Areas:** *Advertising; Consumer Behavior; Customer Relationship Management and Customer Satisfaction; Marketing Strategy*