A near interpretation of the elements of this ad discloses that the graphic portrait, and the selected context, clearly target a female audience. Color design, picture positioning, product features, and the use of a dark-haired woman all cater to gender expectations. Women receive a visual representation coupled with credentials for the firm, implying that they (should) consider the things they purchase. Females are also stimulated to concentrate on their looks and feelings after using this product. The commercial skillfully exploits such potential assumptions about the womanly needs, and a female buyer may likely respond favorably.