**Table 1**

*Synesthetic Binomial Associations in the Beauty Product Advertising Texts*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BINOMIAL ASSOCIATIONS | | | | | | |
| PRIMARY SENSES | SYNAESTHETIC SENSES | | | | | TYPE OF SYNAESTHESIA |
| Sight | Smell | Taste | Hearing | Touch |
| Sight |  |  | + |  |  | Visual-gustatory synaesthesia |
|  |  |  |  | **+** | Visual-tactile synaesthesia |
| Smell |  |  |  | + |  | Olfactory-auditory synaesthesia |
|  |  | + |  |  | Olfactory-gustatory synaesthesia |
|  |  |  |  | + | Olfactory-tactile synaesthesia |