**Table 2**

*Synesthetic Polynomial Associations in the Beauty Product Advertising Texts*

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