



A Pragmatic Study of Hyperbole in Instagram Advertisements

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Abstract; This study investigates the pragmatic use of hyperbolic expressions in Instagram advertisements focusing specifically on skincare product advertisements. The research examines how hyperbole is strategically employed within the speech acts of these advertisements to enhance persuasion and shape consumer perception.

A mixed-methods approach combining both qualitative and quantitative analyses is adopted through a pragmatic discourse analysis of seven selected skincare advertisements in Instagram. The qualitative aspect focuses on identifying and interpreting the pragmatic functions of hyperbole while the quantitative aspect measures the frequency and distribution of hyperbolic types and their associated speech acts. The analysis relies on Searle's (1976) taxonomy of speech acts particularly representative, expressive, and directive acts as the main framework for categorizing utterances. In addition, Norrick's (2004) classification of hyperbole is applied to identify and distinguish the different types of exaggeration used.

The findings reveal that hyperbolic expressions are systematically used to increase the persuasive power of the advertisements. Such expressions blur the boundary between factual information and promotional rhetoric. Most of them take representative forms but serve manipulative and emotional functions. Examples like "everyone uses it" or "the routine everyone dreams of" illustrate the use of Extreme Case Formulations that promote universal appeal and social proof and expressive acts show emotional confidence in the product. In conclusion, hyperbole in skincare advertising functions as a deliberate rhetorical strategy that merges informative and affective discourse. The study contributes to a deeper understanding of how linguistic exaggeration operates as a persuasive tool in digital marketing and highlights the importance of developing critical media literacy among social media audiences.

Key Words: Hyperbole, Speech act theory, Instagram Advertising .

تحليل تداولي للمبالغة في إعلانات إنستغرام

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المستخلص

تتناول هذه الدراسة الاستخدام التداولي للتعبير المبالغ فيها في الإعلانات المنشورة على منصة إنستغرام مع التركيز على الإعلانات الخاصة بمنتجات العناية بالبشرة. وتهدف إلى تحليل الكيفية التي تُوظَّف بها المبالغة داخل الأفعال الكلامية في هذه الإعلانات بوصفها وسيلة إستراتيجية لتعزيز الإقناع وتشكيل تصوّر المستهلكين. اتبعت الدراسة منهجًا مختلطًا يجمع بين التحليلين النوعي والكمي من خلال تحليل تداولي لسبعة إعلانات مختارة لمنتجات العناية بالبشرة منشورة في منصة إنستغرام. ركّز الجانب النوعي على تحديد الوظائف التداولية للمبالغة وتفسيرها، في حين تناول الجانب الكمي قياس تكرار أنواع المبالغة وتوزيعها وعلاقتها بأنواع الأفعال الكلامية المستخدمة. واعتمد التحليل على تصنيف سيرل (Searle, 1976) للأفعال الكلامية، ولا سيما الأفعال التمثيلية والتعبيرية والتوجيهية، بوصفه الإطار الرئيس لتصنيف العبارات. كما استند التحليل إلى تصنيف نورك (Norrick, 2004) للمبالغة لتحديد أنواعها المختلفة والتميز بينها. كشفت النتائج أن التعبيرات المبالغ فيها تُستخدم بصورة منهجية لزيادة القوة الإقناعية للإعلانات، إذ تعمل على طمس الحدود الفاصلة بين المعلومات الواقعية والخطاب الترويجي. وتبيّن أن معظم هذه التعبيرات تتخذ شكل الأفعال التمثيلية لكنها تؤدي وظائف تلاعبية وعاطفية في الوقت نفسه. وتُعد العبارات مثل "يستخدمها الجميع" أو "الروتين الذي يحلم به الجميع" أمثلة على صيغ الحالة القصوى (Extreme Case Formulations) التي تعزّز الجاذبية الشمولية والدليل الاجتماعي، في حين تعبّر الأفعال التعبيرية عن الثقة العاطفية بالمنتج. وفي الختام تُظهر الدراسة أن المبالغة في إعلانات العناية بالبشرة تُعد إستراتيجية بلاغية مقصودة تدمج بين الخطابين المعلوماتي والعاطفي. وتُسهم هذه الدراسة في تعميق الفهم لكيفية عمل المبالغة اللغوية بوصفها أداة إقناعية في التسويق الرقمي، كما تبرز أهمية تنمية الوعي النقدي بالإعلام لدى جمهور وسائل التواصل الاجتماعي.

الكلمات الدالة: المبالغة، نظرية أفعال الكلام، الإعلانات على إنستغرام.

1. Pragmatics Perspective on Hyperbole

Many scholars have examined hyperbole through semantic and pragmatic lenses as a way to define the difference between what is literally said and what is meant. Yule (1996, p.3) describes pragmatics as the study of speaker meaning, putting particular emphasis on the two-part communication system of how the speaker expresses meaning and how the listener interprets that meaning. Similarly, Levinson (1983, p.15) argues that pragmatics is the study of the relationship between producing and using formal linguistic structures in different contexts while semantics focuses on the abstract theory of meaning. Likewise, Cruse (2006, p. 136) believes that semantics studies the natural meaning of words while pragmatics studies the use of words in different contexts in order to derive meaning.

Mora (2009, p. 25) claims that hyperboles are frequently employed by speakers to improve the listener's comprehension of their meaning for various reasons. A speaker's role is dynamic in creating and defining how hyperboles are

interpreted since hyperboles depend on the context in which they are produced. Thus hyperbole is said to have a pragmatic nature. Depending on the grammatical category, hyperboles can occur as adverbs, adjectives, nouns, verbs, numbers, and superlatives, however hyperboles have a pragmatic force when understood in a contextual manner rather than as words used in a literal sense.

Claridge (2011, p. 37) expands on this by linking hyperbole to rhetorical, literary, and stylistic contexts. She describes it as both semantic and pragmatic depending on whether interpretation relies on context or on the literal meaning of expressions. Hyperbolic utterances carry strong emotional and attitudinal significance, requiring background knowledge from both speaker and listener for successful communication.

2.Speech Act Theory

The Speech Act Theory is regarded as a foundational aspect of pragmatics. Initially introduced by Austin (1962) and later refined by Searle (1969), the theory posits that language serves not only as a medium for conveying information but also as a means of performing various communicative actions. Rather than viewing utterances as mere descriptive tools, this theory conceptualizes them as actions executed by a speaker within a specific communicative context involving an addressee (Qasim, 2025, p.296).

Searle (1972, p. 136-137) states that we use speech act to communicate with others through linguistic interaction. When a person engages in a distinct type of action for example asserting, commanding, questioning, or promising, These acts are thus considered the basic units of communication with another person therefore, an utterance cannot have meaning unless it is produced with the intent of achieving a communicative goal.

According to Levinson (1983, p. 226) Speech Act Theory has received much attention from scholars in a variety of fields. Psychologists see the comprehension of speech acts as key to general language development. Literary critics use Speech Act Theory to assist in understanding the formal characteristics of literary forms as well as the structure of narratives within each genre. In anthropology, the principles of speech acts have been employed to study the characteristics of the language used in rituals and the use of language in relation to magic and the supernatural. Linguists

have applied Speech Act Theory to a range of topics such as studying grammar, semantics, second language acquisition and other general linguistics.

2. 1 Searle's Classifications of Speech Act

According to Austin (1962, p.130), There are three kinds of speech acts which are locutionary, illocutionary, and perlocutionary. Searle's (1979, p.10) five classifications of illocutionary acts are intended to have precise definitions for each class and therefore provide systematic criteria for comparing all categories. By developing these criteria, Searle refutes Austin's previous classification by pointing out its lack of coherent organization and the significant conceptual overlap between some classes as well as many inconsistencies within a few categories.

1-Assertives (Representatives): According to Searle, assertive (or representative) speech acts are those in which a speaker commits to the truth of what they say. Typically, the content of such utterances is based on the speaker's observation of a certain object or circumstance and consists of a literal statement (fact) or opinion (subjective) that relates to a fact-based observation. Assertives express a speaker's belief in the content of the asserted item being true as well as a communication that can be labelled either factual, conclusive, assertive or descriptive. For example the statement "She is beautiful" communicates either a definitive truth claim or an opinion on how the individual looks while the phrase "the earth is flat" makes an assertion that has no basis in fact but is simply based on the speaker's belief. Assertive speech acts are commonly realized through verbs such as assert, tell, remind, deny, correct, and insist (Levinson, 1983, p.240).

2-Directives: Directive speech acts are those in which the speaker seeks to influence the behavior of the listener by requesting or instructing them to perform a specific action. The objective of Speech Act is to have the hearer perform the act requested or demanded by the speaker. This includes all of the different types of speech acts that request something of someone else from questions, requests, and suggestions to commands and orders. An example of a speech act in the form of an order is the statement " I warn you to stay away from my wife." The speaker's intention in this case is to control the behaviour of the hearer by instructing them to remain more

than a specified distance from his wife. As such, this utterance clearly falls under the directive category (Zulfa, 2018, p.12).

3-Commissives: commissive speech acts are those in which the speaker commits themselves to a future course of action. In this category, the utterance expresses the speaker's intention to carry out a specific act at a later time. Commissives typically include acts such as promising, threatening, offering, refusing, and pledging. For instance the statement "I promise to come to your birthday" exemplifies a commissive act as the speaker is making a verbal commitment to attend the listener's future event (Zulfa, 2018, p.13).

4-Expressives: Expressive speech acts are those through which the speaker conveys a psychological or emotional state in response to a particular situation or event referenced in the propositional content. These utterances reflect how the speaker feels toward a given circumstance. Common examples of expressives include acts such as thanking, apologizing, welcoming, and congratulating. For instance in the statement "I thank you for giving me the money," the speaker expresses gratitude toward the hearer thereby revealing an internal emotional state. As such, this utterance functions as an expressive act (Searle, 1979, p.12).

5-Declaratives: Declarative speech acts are those in which the utterance itself brings about an immediate change in the institutional or social reality provided that certain contextual and institutional conditions are met. These acts function by altering the state of affairs through language alone thereby demonstrating a direct relationship between the spoken words and external reality. Typical verbs associated with declaratives include appoint, christen, nominate, and marry. For example in the utterance "You are fired," the speaker performs an act that instantly changes the hearer's employment status. This transformation of both the propositional content and the external situation is what characterizes the declarative speech act (Searle, 1979, p.13).

3.Hyperbole (Classifications & Functions)

According to Wales (2001, p.190), the word hyperbole comes from the Greek word "to exceed" which is also one of the main rhetorical devices in both spoken discourse and literature. It is usually referred to as hyperbole and should not be confused with unintentional lying or falsehoods. Sacks (1974, p.402) described hyperbole to be one type of figurative language used to produce a greater rhetorical

effect by overstating what the speaker intends. Through deliberate overstatement, the speaker's intended meaning is emphasized in an intensified manner. The word hyperbole has its origins in two Greek words: hyper ("over") and bole ("to throw"), indicating that the literal meaning is to "throwing over" or go beyond what is normal. In short, by creating an exaggerated or overstated representation of something, hyperbole is intended to create a particular communicative effect. Hyperbole can be further classified into three categories according to Norrick (2004, p.1729):

1-Extreme Case Formulations (ECFs): Extreme Case Formulations do not have a particular type or format. They can be found in a variety of parts of speech including: strong adjectives (such as totally, absolutely), general quantifiers (such as all, every, no, none), pronouns and nouns (everybody, nobody, nothing) and in many cases, there are also extreme adverbs (always, ever, never) and idiomatic phrases (as good as it gets and brand new). There is also a correlation between superlative constructions that are coupled with the adverb ever (the worst storm ever or the greatest story ever told) and ECF's (Norrick, 2004:1729).

2-Overstatement (over-exaggeration): According to Norrick (2004, p. 1728), overstatement involves either exaggerated or understated expressions that convey emotional intensity rather than literal meaning. He emphasizes that speakers often use overstatement by placing their claims higher or lower on a given scale than what is factually accurate not as precise numerical assertions but as emotionally charged exaggerations. A good example of this style of exaggeration can be found in the comment "I had approximately five thousand books to return yesterday to Senate House" where the total number of actual books returned to the Senate House on that particular day was likely not higher than 10 or 20 depending on how many students had books checked out that day.

3-Hyperbole: According to Norrick (2004, 1731) in the traditional view, exaggeration is an important aspect of metaphor. In particular, consider the example of a teacher being called "an iceberg of a woman." This description has both a figurative and exaggerated meaning. The word "iceberg" conjures images of a person who has a cold or distant disposition and at the same time it emphasises those qualities through an exaggerated image (iceberg) instead of using a more realistic temperature or size analogy.

Mora (2007, p. 341) distinguishes hyperbole from other figurative expressions in three key aspects: (a) it often employs vivid and exaggerated imagery that aligns with the expressive nature of idioms and proverbs, (b) it typically appears within contexts of figurative or non-literal language and (c) hyperbole tends to violate Grice's maxim of quantity as it exceeds the amount of information required or alternatively may function as an approximation reflecting the speaker's subjective belief.

Hyperbole on the other hand serves several communicative functions within language often reflecting the speaker's intent in a particular context. These functions can be classified as follows:

A. Emphasis: This function is considered the most fundamental and widespread function of hyperbole. It is commonly employed to intensify a statement and is a conventional rhetorical strategy frequently observed in everyday discourse. (Al-Ezzi, 2022, p. 21)

B. Humour: Humour represents another significant function of hyperbole. As Draitser (1994, p.135) notes exaggerated expressions are often utilized as comedic devices contributing to the humorous tone and engaging the audience through incongruity.

C. Manipulation: It refers to the strategic use of hyperbolic language to influence others' beliefs or actions often serving the speaker's interests while potentially conflicting with the well-being or intentions of the listener. According to van Dijk (2006, p.360–362), such use may involve subtle forms of persuasion or ideological control.

D. Evaluation: This function denotes hyperbole's role as a tool for expressing personal stance or value judgment. Hunston and Thompson (1999, p.5) view evaluation as a broad category encompassing how speakers or writers convey attitudes, perspectives, or emotional responses toward a given proposition or subject matter.

E. Vagueness: It functions as a persuasive mechanism where hyperbolic expressions often involve indeterminate quantities or measures (e.g. "millions," "loads," "ages"). As Claridge (2011, p.209) explains such vagueness enhances the rhetorical impact by allowing flexibility and interpretative space in communication.

F. Contrast: This function is achieved when hyperbolic language is juxtaposed with more literal or understated content thereby creating a striking disparity that captures the reader's attention. Veale (2012, p.66) highlights this as a stylistic technique to heighten narrative or descriptive impact.

G. Surprise: It is an additional function wherein hyperbole elicits an unexpected or exaggerated response to events or actions often deviating from anticipated outcomes thereby intensifying the listener's or reader's reaction. (Al-Ezzi, 2022, p. 23)

4.Methodology

This study adopts a mixed-methods approach, combining both qualitative and quantitative techniques grounded in pragmatic discourse analysis to examine the use of hyperbolic expressions in Instagram advertisements specifically those promoting skincare products. The primary objective of this study was to investigate the strategic use of hyperbole from an act theory perspective and to classify hyperbole's pragmatic functions within Instagram advertisements. Seven skincare advertisements from Instagram were chosen as the study corpus based on their uppity (exaggerated) language use and use of rhetorical persuasive techniques.

The qualitative analysis involves close textual examination of each advertisement to reveal the organization, classification, and functional use of the hyperbolic terms. The quantitative component involved determining the frequency of use for each speech act type, hyperbole type, and pragmatic function so that dominant patterns could be determined among the various advertisement design features.

The study aims to:

1. Identify the types of speech acts involved in hyperbolic language use in skincare advertisements.
2. Classify the forms of hyperbole according to Norrick's (2004) typology Extreme Case Formulation, Overstatement, and Hyperbole.
3. Explore the pragmatic functions these hyperbolic expressions perform in the context of advertisements such as emphasis, evaluation, manipulation, and emotional appeal.

In line with these aims, the research seeks to answer the following research questions:

1. What types of speech acts are most frequently associated with hyperbolic expressions in Instagram skincare advertisements?
2. What are the dominant types of hyperbole used (Extreme Case Formulation, Overstatement, Hyperbole) in each sample?
3. What pragmatic functions (e.g., emphasis, evaluation, manipulation, emotional appeal) do these exaggerated expressions serve within the discourse?

To carry out the analysis, the study draws on Searle's (1976) classification of illocutionary acts focusing on representative, expressive, and directive speech acts to identify the illocutionary force underlying hyperbolic statements. Simultaneously, Norrick's (2004) framework is used to categorize the type of hyperbole utilized in each case.

The analytical process involves: Extracting hyperbolic expressions from the selected advertisements, classifying each according to its speech act type, determining the hyperbole subtype using Norrick's model, analyzing its pragmatic function based on contextual placement, and quantitatively measuring the frequency and percentage distribution of each type and function to identify dominant trends.

This mixed qualitative quantitative methodology enables both a context-sensitive interpretation and a statistical overview of hyperbolic expressions and their persuasive role in digital marketing discourse, particularly within the beauty and skincare industry on social media platforms.

5. DISCUSSION AND ANALYSIS

Sample1: Advertisement by @queencenteriraq

تريدون هيج بشرة صافية؟
بشرة بدون مكياج وفلتر؟
كريم كوين منتج مسجل ورسمي
لعلاج مشاكل البشرة والتصبغات والكلف
كريم كوين يعني صور بدون فلتر وبشرة خالية من تصبغات من تطلعون أي مكان
بعنه أكثر من 1000,000 مليون قطعة
ضمان ضمان ضمان إذا المنتج ميجيب نتيجة خلال 21 يوم تسترجع كامل فلوسك

Do you want clear skin like this?

Skin without makeup or filters?

'Queen Cream' is an officially registered product designed to treat skin problems, pigmentation, and melasma.

Using Queen Cream means taking filter-free photos and having spotless skin wherever you go.

Over 1000,000 one million units have been sold.

guarantee guarantee guarantee: if the product does not yield results within 21 days, you will receive a full refund.

Advertisement	Speech Act Type	Hyperbole type	Function
-Do you want clear skin like this?	Representative	Hyperbole	Manipulation
-Skin without makeup or filters?	Representative	Overstatement	Emphasis
-Over 1,000,000 million units have been sold	Representative	Extreme Case Formulation	Evaluation & Manipulation
-guarantee guarantee guarantee: if the product does not yield results within 21 days, you will receive a full refund.	Expressive	Overstatement	Manipulation





Table (1) Types and Functions of Hyperbole and Speech Acts in @queencenteriraq Advertisement


This Instagram advertisement contains a number of highly exaggerated expressions that fall within the scope of Searle's classification of speech acts particularly within the representative and expressive categories. For instance, the utterance (Do you want clear skin like this?) and (Skin without makeup or filters?) are representative speech acts as they aim to convey a presumed state of reality, the possibility of achieving flawless skin. These utterances employ hyperbole and overstatement (over exaggeration) as a rhetorical devices to present an idealized almost unattainable standard of beauty. The exaggeration used is deliberate, an empowering appeal made to help to generate desire (in consumer) for the product through appealing to their mutual aspirations. This exaggerated form of presentation establishes a comparison between where you are today vs. what the product claims it will do for you and increases persuasive power.



" Over 1,000,000 million units have been sold " is a form of extreme case formulation and falls into the classification of hyperbole which is frequently utilized to persuade through demonstrating to potential customers the popularity of a product with others ("social proof"). According to Searle's taxonomy, this is a representative act claiming a factual statement albeit exaggerated. The purpose for the increased exaggeration is to generate an air of urgency and reliability regarding the effectiveness of the product based on the popularity of its sales.



Another example is that these repeated phrases " guarantee guarantee guarantee: if the product does not yield results within 21 days, you will receive a full refund" indicate an expressive speech act that conveys a commitment made by the speaker and the confidence they have in the product. By stating the word (guarantee) 3 times, there is an overstatement which highlights the credibility of this product as well as assurance. Using such exaggeration is strategically used to counteract any distrust from prospective buyers and to further develop their feeling of security before they buy the product. This tactic is widely used throughout digital marketing communications. It emphasizes emotional appeal and trust, essential for influencing purchasing behavior.

Sample 2: Advertisement by @iq-horizon

هذا الحليب الكريمي يعتبر من المرطبات المفضلة بين أطباء الأمراض الجلدية منذ عقود وأيضًا خبراء ومحترفي المكياج وفناني المكياج وضحو أن هذا المرطب هو سرهم للبشرة النظيفة والمترطبة التي تخلي المكياج يطلع بأعلى صورة  وأكيد شفتوا المشاهير أكثرهم يستخدموه وكل الناس اللي جربته حبته خصوصًا قبل المكياج  لأنه يحتوي على مزيج بين مكونات طبيعية غنية بالأحماض الدهنية الأساسية والفيتامينات  فراح يوفر للبشرة العناصر اللي تحتاجها، ويحفظ الرطوبة بالبشرة وبهذا راح تكون عدنا بشرة ممتلنة، ناعمة، مرتبة ومتوهجة  هذا المرطب صنف أنه يعتبر أفضل قاعدة مكياج وتعتبر مثالية لتهدئة البشرة، ويمكن أيضًا يستخدم بعد الحلاقة.

This creamy milk moisturizer is considered one of the most preferred moisturizers by dermatologists for decades, as well as by professional makeup artists and beauty experts. Many of them have identified this moisturizer as their secret to achieving clean, well-hydrated skin that makes makeup looks in its best form. 

It is also widely used by celebrities, and everyone who has tried it has expressed their satisfaction particularly when applied before makeup.  

The product is formulated with a blend of natural ingredients rich in essential fatty acids and vitamins , which provide the skin with the necessary nutrients while preserving moisture. As a result, the skin becomes plump, smooth, well-prepped, and radiant. 

This moisturizer has been ranked as one of the best makeup bases and is considered ideal for skin preparation. It can also be used post-shaving.

Advertisement	Speech Act Type	Hyperbole type	Function
-one of the most preferred moisturizers by dermatologists for decades	Representative	Overstatement	Evaluation & Manipulation
-this moisturizer is their secret to clean, hydrated skin that makes makeup looks in its best form.	Expressive	Hyperbole	Emphasis
-It is also widely used by celebrities, and everyone who has tried it has expressed particularly when their satisfaction applied before makeup.	Representative	Extreme Case Formulation	Manipulation
-plump, smooth, well-prepped, and radiant skin	Expressive	Overstatement	Emphasis & Evaluation
-has been ranked as one of the best makeup bases	Representative	Extreme Case Formulation	Evaluation & Manipulation

Table (2) Types and Functions of Hyperbole and Speech Acts in @iq-horizon Advertisement

This Instagram advertisement utilizes multiple exaggerated expressions that align with representative and expressive speech acts as defined by Searle's (1976) taxonomy. The assertion that the moisturizer is (one of the most preferred moisturizers by dermatologists for decades) exemplifies a representative act with a strong degree of overstatement. This claim presupposes historical and professional validation but without empirical evidence, it remains unverifiable and functions primarily as an evaluative and manipulative strategy to construct authority and trust in the product.

Additionally, this statement "this moisturizer is their secret to clean, hydrated skin that makes makeup looks in its best" shows an expressive act which is characterized by showing admiration and supporting emotionally. This utterance employs the use of hyperbole by suggesting that one product can truly be the secret to getting perfect makeup results. Its main function is emphasis, promoting the value of the product as such making it an essential item.

Moreover, the expression " It is also widely used by celebrities and everyone who has tried it has expressed their satisfaction particularly when applied before makeup" is another example of representative speech act which exemplifies an instance of an Extreme Case Formulation. Exaggerated language specifically extreme language that uses words such as "most" and "everyone" tells consumers that there is no other alternative to most/all consumers, thus providing an extreme level of social validation. The pragmatic function here aligns with manipulation and social proof, suggesting that widespread usage is a form of collective endorsement. Such formulations are common in digital persuasion discourse where generalization is used to nudge consumer behavior.


The statement (plump, smooth, well-primed, and radiant skin) is an expression of a stacked evaluative sequence using expressive acts. While these adjectives in isolation may not seem hyperbolized, the combination creates an idealized image through cumulative effect. This stylistic layering provides contrast between the present condition of the audience and an idealized result which is promised by the product. This effect will both highlight and evaluate and serve as an anchor for the message as being aesthetically perfect and ideally transformed. Finally, the statement (ranked as one of the best makeup bases) represents a representative speech act but uses an extreme case formulation to formulate an authoritative speech, therefore the vague agent ("صنف") and lack of a source represent vagueness, a second persuasive technique where non-specific authority enhances believability while absolving accountability. This will give the impression of expert validation without proof, therefore serving a manipulative and evaluative purpose.

Sample 3: Advertisement by @reem_beauty

مايگدر على هيج نتيجة بس كورس كريم ريم بيوتي
حرفياً البشرة تصير كطن وكزاز والنتيجة من أول استخدام لان ريم بيوتي ما تخفي المشكلة، ريم بيوتي تعالجها، شلون؟

لأن

- تبييض البشرة 7 درجات ✓
- معالجة الكلف والتصبيغات ✓
- معالجة حروق الشمس ✓
- إزالة الحبوب وآثارها ✓
- تفتيح وتوحيد لون البشرة ✓
- معالجة الهالات تحت العين ✓

Such results cannot be achieved without Reem Beauty cream course.
Literally, the skin becomes soft and radiant, with noticeable improvement from the very first use. What makes Reem Beauty distinctive is that it does not conceal the problem, it treats it. How? Because: 

- ✔ Whitens the skin up to 7 shades
- ✔ Treats melasma and pigmentation
- ✔ Repairs sunburn damage
- ✔ Eliminates acne and its scars
- ✔ Brightens and evens out skin tone
- ✔ Reduces under-eye dark circles

Advertisement	Speech Act Type	Hyperbole Type	Function
-Such results cannot be achieved without Reem Beauty cream course.	Representative	Extreme Case Formulation	Manipulation
-Literally, the skin becomes soft and radiant	Expressive	Overstatement	Emphasis
-noticeable improvement from the very first use	Representative	Overstatement	Manipulation & Surprise
-Whitens the skin up to 7 shade, treats melasma and pigmentation, repairs sunburn damage eliminates acne and its scars ,brightens and evens out skin tone , reduces under-eye dark circles	Representative	Overstatement	Evaluation & Manipulation

Table (3) Types and Functions of Hyperbole and Speech Acts in @reem_beauty Advertisement

The Instagram advertisement has exaggerated language which supports the use of representative and expressive speech acts according to Searle’s classification. For example the phrase “Such results cannot be achieved without Reem Beauty cream course.” This example of a representative speech act using Extreme Case Formulation negatively represents the effectiveness of all other products and instead creates a binary opposition between Reem Beauty and every other alternative product. By creating this false sense of exclusivity, it manipulates consumers into believing that the advertised product is their only option.

In addition, " Literally, the skin becomes soft and radiant," uses hyperbole for vivid imagery in an expressive act of speech. This hyperbolic metaphor exaggerates

the texture and clarity of your skin beyond realistic norms. An example of how an emotionally, nearly, physically represented manner of change occurs is using sensory terms along with a strong word "literally" to reinforce emphasis and evoke an emotional response. Therefore, this statement provides stronger persuasive appeal.

A second example of exaggeration is the phrase "noticeable improvement from the very first use." This type of statement is an example of overstatement an expected result by making a representative statement that implies an expected guarantee or instant result. The main purpose for this type of exaggeration is to create surprise by breaking conventional temporal expectations regarding the efficacy of skincare, in this case, the surprise value is designed to create an impression on the audience through an apparent miracle of transformation. Furthermore, manipulation is another apparent function as this exaggerated immediacy is designed to influence the purchasing decision-making processes of consumers and encourage them to make rapid purchasing choices.

The promises made by the product such as "Whitens the skin up to 7 shades, treats melasma and pigmentation, repairs sunburn damage, eliminates acne and its scars ,brightens and evens out skin tone , reduces under-eye dark circles" represent a representative act which almost implies that this one product alone has the potential to provide virtually all the treatment benefits necessary to treat all types of dermatological problems at one time. The overall scope of the benefits described is exaggerated and implies that this one product can solve just about every type of dermatological concern. It also serves as a way to evaluate the superiority of the product and use this to influence consumer desires and to invoke feelings of multiple insecurities within the consumers.

Sample 4: Advertisement by @queencenteriraq

شفتِ شون صارت بشرة الاء حسين؟
بعد سنة استخدام صارت بشرتها تنافس الفلاتر
نتائجها تبقى مدة طويلة ✓ بدون اي مجهود ✓ وبسعر يلائم فلوسج ✓
كافي خوف من الكاميرا !!
جربيه هسه وخلي الكل يحسدج. ✨

Have you seen how Alaa Hussein's skin has transformed?

After a year of use, her complexion now rivals filtered images. 

The results are long-lasting ✓ require no effort ✓ and come at an affordable price ✓

There's no need to fear the camera anymore!

Try it now and let everyone envy you. ✨

Advertisement	Speech Act Type	Hyperbole Type	Function
-After a year of use, her complexion now rivals filtered images	Representative	Overstatement	Emphasis & Manipulation
-The results are long-lasting ✅ require no effort	Representative	hyperbole	Emphasis & Manipulation
-let everyone envy you	Expressive	Extreme Case Formulation	Evaluation & Surprise

Table (4) Types and Functions of Hyperbole and Speech Acts in @queencenteriraq Advertisement

This Instagram advertisement contains several exaggerated expressions strategically employed for various pragmatic purposes. Most of these utterances fall under representative speech acts in Searle's classification as the speaker claims to present a version of reality intended to persuade the audience of the product's effectiveness. For instance in the statement "After a year of use, her complexion now rivals filtered images" the exaggeration is an evident case of overstatement wherein a comparison is drawn between natural skin and the artificial effects of digital filters. While the comparison is far from realistic, it functions as a strong emphatic device aiming to emphasize the product's transformative power and provoke the audience's admiration. The statement found in this example represents a representative speech act made with reference to an alleged fact or situation which may not be a valid assertion due to its lack of correspondence to reality. In this case manipulation is also evident through the use of hyperbole which serves to covertly lead or motivate the audience's belief in the effectiveness of the product being promoted by creating a positive impression that motivates them to purchase.

Another example of hyperbole is : "The results are long-lasting ✅ require no effort at all." This would be a complete over exaggeration of the user experience in that it paints an idealized or near-perfect picture of the product's usability without accounting for the possibility that there may be some level of difficulty in its utilization. More explicitly, this type of use of exaggeration serves two purposes: it

serves as an emphatic tool and simultaneously performs manipulation by downplaying the required commitment and making the product seem effortlessly effective. It is also a representative act since it conveys a belief or claim about the product's nature though again exaggerated for persuasive effect.

In the phrase “Let everyone envy you”, we observe the use of Extreme Case Formulations which express absolute unqualified evaluations meant to shut down doubt or alternative perspectives. This expression serve the functions of surprise and evaluation, creating a sense of awe and admiration. Additionally, such utterance can be considered expressive acts as it communicate a strong emotional or attitudinal reaction toward the product's effects thereby fostering emotional resonance with the audience.

Sample 5: Advertisement by @drhilo.iq

منتجنا الاكثر مبيعا 🏆
 بقوامه المائي الخفيف والامتصاص السريع 🚰
 صار موجود بحقيبة كل بنية تحب تحافظ على جمال بشرتها 🛍️
 لانه ببساطة 🙌 يرطب ترطيب عميق ويحمي البشرة من العوامل الجوية. ويقاوم التجاعيد والترهلات. ويقاوم التصبغات وحروق الشمس ✨
 صار دورج حتى تحصلين عليه 😍

Our best-selling product 🏆

With its light watery texture and fast absorption 🚰

It has become a must-have in every woman's bag who wants to maintain her skin's beauty 🛍️

Simply because 🙌 it provides deep hydration and Protects the skin from environmental factors. Fights wrinkles and sagging. And helps prevent pigmentation and sunburn ✨

Now it's your turn to get it 😍

Advertisement	Speech Act Type	Hyperbole Type	Function
-It has become a must-have in every woman's bag who wants to maintain her skin's beauty	Representative	Extreme Case Formulation	Emphasis & Evaluation
-Simply because 🙌 it provides deep hydration and Protects the skin from environmental factors. Fights wrinkles and sagging. And helps prevent pigmentation and sunburn	Representative	Hyperbole	Emphasis & Manipulation
-Our best-selling product	Representative	Overstatement	Evaluation & Surprise

Table (5) Types and Functions of Hyperbole and Speech Acts in @drhilo.iq Advertisement

This Instagram advertisement for a cosmetic product contains a series of exaggerated expressions strategically employed for marketing purposes. Most of these expressions fall under representative speech acts as defined by Searle in which the speaker presents beliefs or evaluations as factual claims despite their reliance on exaggeration. The phrase “It has become a must-have in every woman’s bag who wants to maintain her skin’s beauty” is an example of Extreme Case Formulation .It uses "every" as a generalization and "must have" as an attribute to describe the item's popularity. Thus all women who are concerned with their appearance and skin should have this product. This exaggeration serves a dual purpose of both evaluating the item and emphasizing that it has a universal social attractiveness and it is so popular that everyone owns one.

Another example of hyperbole is the claim “Simply because 🙌 it provides deep hydration and Protects the skin from environmental factors. Fights wrinkles and sagging. And helps prevent pigmentation and sunburn .” Here we observe a classic case of hyperbole where the product is described as performing a wide range of functions both preventive and corrective in a flawless and effortless manner. This exaggeration functions pragmatically as both emphasis and manipulation as it reduces the complexity of skincare into a single miraculous solution. Although unrealistic, such statements reinforce the audience’s belief in the product’s value. These utterances are also classified as representative acts since they convey claims about reality despite their overt promotional nature.

In the expression “Our best-selling product,” we find another example of overstatement (over-exaggeration) where the product is described as the top-selling item without offering any concrete evidence or comparative data. The function of this exaggeration is to create evaluation and surprise, appealing to the consumer’s sense of trust and social proof. It also falls under representative speech acts as the speaker asserts the claim as a statement of fact although it remains unverifiable in the given context.

Sample 6: Advertisement by @vivian.iraq

الروتين اللذي الكل يتمناه ✨💖
 لان ببساطة يگدر يخلي اي بشرة بدون عيوب وبلون موحد وبنضارة ترطيب ولمعة مثالية
 اطلبى الروتين وتميزي ببشرة مثالية زجاجية 🌿💧
 صنع في كوريا

The routine everyone dreams of ✨💖
 Simply because it transform any skin type into a flawless, even-toned, and radiant complexion with optimal hydration and a perfect glow.
 Order the routine now and enjoy a flawless, glass-like skin appearance. 🌿💧
 Made in Korea

Advertisement	Speech Act Type	Hyperbole Type	Function
-The routine everyone dreams of	Representative	Extreme Case Formulation	Manipulation
-It transform any skin type into a flawless, even-toned, and radiant complexion with optimal hydration and a perfect glow	Representative	Overstatement	Emphasis & Evaluation
-a flawless, glass-like skin	Representative	Hyperbole	Surprise& Evaluation

Table (6) Types and Functions of Hyperbole and Speech Acts in @vivian.iraq Advertisement

This advertisement heavily relies on hyperbolic expressions as part of a rhetorical strategy intended to emotionally and persuasively influence the audience. This expression “The routine everyone dreams of” is an illustration of an Extreme Case Formulation which is the use of exaggeration through an absolute description implying that this is something that everyone wants. This type of exaggeration is often found in advertisements in order to create an inflated perception of the appeal of the advertised item. The specific pragmatic function of this type of formulation is as a way of manipulating the audience through an implication of being socially acceptable and universally valued, promoting conformity and an emotional reaction to the product. The utterance could be perceived as both representative speech act structurally however, it also has evaluative and persuasive properties as well.

The asserted statement “It transform any skin type into a flawless, even-toned, and radiant complexion with optimal hydration and a perfect glow” represent a

representative speech act and reflects a clear case of overstatement (over-exaggeration). By making this claim the advertiser neglects that there are different types of people with different types of skin and makes broad generalizations about what the product can do. This utterance serves two purposes pragmatically: it serves to emphasize the product, thereby enhancing the perceived power and success of the product and it serves as an evaluative by attributing superior characteristics to the routine.

The statement “flawless, glass-like skin” is an example of hyperbole, a figurative statement that is exaggerated for impact by creating strong visual imagery and an emotional reaction. “Glass skin” refers to an unrealistic and thus metaphorically used level of perfection described in the desires associated with Korean beauty ideals that are not easily achieved in reality. The pragmatic functions of this statement include surprise and evaluation which provide an element of interest while placing an extraordinary value on the outcome. This phrase again operates as a representative act in form.

Sample 7: Advertisement by @rimass_1992_2

احصلي على بشرة زجاجية ناعمة ومشرقة مع باكج COSRX المميز! ✨👉 هل تحلمين ببشرة صافية، ناعمة، ومشرقة مثل الزجاج؟
الآن صار الحلم حقيقة مع باكج البشرة الزجاجية من COSRX 🧴 المجموعة تضم أشهر منتجات العناية الكورية التي حصدت ملايين المراجعات الإيجابية حول العالم 🌍👉 Essence Advanced Snail 96 Mucin Power سيروم الحلزون الرائع الذي يرطب بعمق، يعالج الندوب، يمنح البشرة ملمس حريري ومظهر مشرق طبيعي 🌿👉 Advanced Snail 92 All in One Cream كريم الحلزون الذي يوحد اللون، يشد البشرة، ويجدد خلاياها بفضل تركيبة الحلزون المركزة ✨👉 Salicylic Acid Daily Gentle Cleanser غسول يومي لطيف ينظف المسام بعمق، ويعالج الحبوب دون ما يجفف البشرة 🧴👉 النتيجة: بشرة صافية، مرطبة، ومشرقة كأنها زجاج 💎👉 السعر فقط 25 ألف والتوصيل مجاني لأي مكان 📦👉 احجز الآن وخلي بشرتك تتألق كل يوم! للحجز دايركت.

Achieve smooth, radiant glass-like skin with the distinguished COSRX package! ✨👉 Do you dream of clear, soft, and luminous skin like glass? 🧴 Now, this dream has become a reality with the COSRX Glass Skin Package 🧴 This set includes some of the most renowned Korean skincare products, which have received millions of positive reviews worldwide 🌍👉 Advanced Snail 96 Mucin Power Essence A remarkable snail mucin serum that deeply hydrates the skin, helps reduce the appearance of scars, and provides a silky texture with a naturally radiant glow 🌿👉 Advanced Snail 92 All in One Cream A multifunctional snail cream that evens out skin tone, improves firmness, and promotes skin regeneration due to its highly concentrated snail mucin formula ✨👉 Salicylic Acid Daily Gentle Cleanser A gentle daily cleanser that deeply purifies pores and helps treat acne without causing dryness 🧴👉 Result: Clear, well-hydrated, and radiant skin with a glass-like appearance 💎👉 Price: Only 25,000, with free delivery to any location 📦👉 Book now and let your skin shine every day! For reservations, please contact us via direct message.

Advertisement	Speech Act Type	Hyperbole Type	Function
- Achieve smooth, radiant glass-like skin	Representative	Extreme Case Formulation	Manipulation
- Now, this dream has become a reality	Representative	Overstatement	Emphasis + Evaluation
-deeply hydrates the skin, helps reduce the appearance of scars, and provides a silky texture with a naturally radiant glow	Representative	Overstatement	Emphasis + Evaluation
-Result: Clear, well-hydrated, and radiant skin with a glass-like appearance	Representative	Hyperbole	Surprise+ Evaluation

Table (7) Types and Functions of Hyperbole and Speech Acts in @rimass_1992_2

Advertisement

Hyperbole is a major rhetorical strategy employed in this advertisement to manipulate the viewer's emotions and persuade them. The use of hyperbole can be seen clearly in the first sentence of the advertisement “Achieve smooth, radiant, glass-like skin.” which represents an exaggerated formulation classified as an Extreme Case Formulation. This statement makes assumptions about the manner in which people achieve this glass skin by not taking into consideration that everyone's skin is different and thus creates a broad generalization of what constitutes success. By making an absolute generalization, the advertiser creates a perception of these results being possible to achieve by everyone, creating a manipulative emotional urge for the individual to want to achieve an ideal of beauty. While the structure of the statement follows all the rules of a representative speech act, the statement also acts as an evaluative and persuasive statement by attributing to the product the quality of being perfect.

The phrase “Now, this dream has become a reality,” constitutes another example of exaggeration, presenting the product as the fulfillment of a presumed collective desire. This expression also falls under overstatement as it amplifies the

product's impact by framing it as a means of achieving a "dream," a metaphorical expression that appeals more to emotion than to reality. There are two functions involved in this statement: (1) to add emphasis to the product to establish credibility and (2) to evaluate the product to a high level. From a structural perspective, this utterance would be classified as a representative speech act.

The statements describing the products include a strong demonstration of overgeneralization due to containing generalized claims as "deeply hydrates the skin, helps reduce the appearance of scars, and provides a silky texture with a naturally radiant glow". They also provide an illustration of overstatement (hyperbole) because they embellish how effective the product is at being beneficial to everyone. The linguistic expressions used to make these representations fall within the scope of representative speech acts but they have been strategically used to enhance their effectiveness. The pragmatic functions of these constructions are twofold: emphasis by meaningfully intensifying (increasing perceived product effectiveness) the effectiveness of the product and evaluation by attributing higher quality and higher overall quality to the product, thereby enhancing the product's persuasiveness.

The statement "Result: Clear, well-hydrated, and radiant skin with a glass-like appearance" is an example of both hyperbole and metaphor. It uses the idea of "glass skin" which is a reference to the Korean ideal for beauty. This visual image is designed to create a strong and appealing mental picture of extremely beautiful skin which is unlikely to be found in real life. The pragmatic functions of this phrase include surprise because the imagery used is so striking and evaluation because the product is presented with an extraordinary degree of aesthetic value. As with the rest of the advertisement this phrase takes the form of a representative act while implicitly serving a persuasive function.

5.FINDINGS

The study adopts a mixed-methods approach combining both qualitative and quantitative analyses. The quantitative analysis presents the distribution of speech acts, hyperbole types, and their pragmatic functions identified across the seven selected Instagram skincare advertisements. The results are summarized in table (8) below.

1-Speech Acts	Count	Percentage
Representative	21	81%
Expressive	5	19%
2-Hyperbole Types	Count	Percentages
Overstatement	12	46%
Extreme Case Formulation	8	31%
Hyperbole	6	23%
3-Functions	Count	Percentages
Manipulation	6	23%
Emphasis	3	12%
Evaluation + Manipulation	4	15%
Emphasis + Manipulation	3	12%
Emphasis+ Evaluation	5	19%
Evaluation + Surprise	4	15%
Manipulation+ Surprise	1	4%

Table (8): Frequency and percentages of speech acts, hyperbole types and their pragmatic function in the analyzed advertisements

The qualitative analysis of Instagram advertisements based on Searle's (1976) classification of speech acts reveals a prevalent and systematic use of hyperbolic expressions that operate primarily within representative and expressive acts. These advertisements frequently employ Extreme Case Formulations, overstatements, and hyperboles to construct an exaggerated image of product efficacy and desirability. Phrases such as "everyone who tried it loved it," and "the routine everyone dreams of" demonstrate how intensification and generalization are used to strengthen persuasive appeal.

The recurrence of quantifiers, repetition (e.g., "guarantee guarantee guarantee") and vivid sensory imagery contributes to a discourse characterized by emphasis, evaluation, and manipulation. Although many of these claims lack

empirical validation, they are framed as factual assertions fulfilling the criteria of representative acts while functioning rhetorically as tools of persuasion. In addition, expressive acts such as emotional endorsements or confident declarations of product superiority amplify the affective dimension of the message.

Overall, the findings confirm that hyperbole functions as a strategic communicative act, not merely a stylistic embellishment. Within the discourse of digital marketing, hyperbolic language deliberately merges information and emotion, creating a hybrid form of persuasive communication that blurs the line between authenticity and advertising. This hybrid discourse effectively shapes consumer perception, reinforces aesthetic ideals, and motivates behavioral responses through affective and exaggerated messaging.

The results of this study carry several practical and theoretical implications. From a linguistic perspective, the analysis highlights the pragmatic flexibility of hyperbole as a persuasive tool that integrates both emotional and cognitive appeal. This suggests the need for further interdisciplinary research linking pragmatics, digital rhetoric, and media psychology to better understand how exaggerated language influences consumer cognition and decision-making.

From a practical standpoint, the findings emphasize the importance of enhancing critical media literacy among social media users particularly young audiences who are most exposed to marketing. Educators and policymakers could develop awareness programs that help consumers recognize manipulative or exaggerated claims in digital advertisements.

6.CONCLUSIONS

The study concludes that:

1. hyperbole is not merely a stylistic feature but rather a strategic communicative act within the discourse of Instagram advertisements.
2. Drawing on Searle's Speech Act Theory, the analysis shows that hyperbolic expressions are systematically employed to fulfill several pragmatic functions, including: emphasis, manipulation, evaluation, and emotional persuasion.
3. The boundary between informative and persuasive language is intentionally blurred. Many representative speech acts, though presented as factual statements contain exaggerated or unverifiable claims designed to persuade rather than inform.
4. This strategy effectively influences consumer perception, reduces skepticism, and enhances product appeal by presenting emotionally charged and credible-seeming messages.
5. The combination of these elements gives rise to a hybrid promotional discourse in which language is used not to convey objective information but to shape consumer desires and behavior patterns.

APPENDIX



حاز على إعجاب ip93.2 وآخريين

queencenteriraq تريدون هيج بشرة صافية ؟
بشرة بدون مكياج وفلتر ؟
كريم كوين منتج مسجل ورسمي
لعلاج مشاكل البشرة والتصبغات والكلف كريم كوين
يعني صور بدون فلتر وبشره خالية من تصبغات من تطلعون اي
مكان
بعنة اكثر من 1,000,000 مليون قطعة
ضمان ضمان اذا المنتج ميجيب نتيجة خلال 21 يوم
تسترجع كامل فلوسك

منتج كوين ✓

<https://www.instagram.com/reel/DHGkX6hleU6/?igsh=a2N0ZDh1ZWkyeXlk>



iq_horizon هذا الحليب الكريمي يعتبر من المرطبات المفضلة
بين أطباء الأمراض الجلدية منذ عقود وايضاً خبراء ومحترفي
المكياج وفناني المكياج النوم وضحوا ان هذا المرطب هو سرهم
للبشرة النظيفة والمترطبة الي تخلي المكياج يطلع بأحلى صورة
واكيد شففتوا المشاهير اكثرهم يستخدموا وكل الناس الي جربته
حبته خصوصاً قبل المكياج 🧴💕
لانّ يحتوي على مزج بين مكونات طبيعية غنية بالأحماض الدهنية
الاساسية والفيتامينات ✨
فراح يوفر للبشرة العناصر الي تحتاجها. ويحفظ الرطوبة بالبشرة
وبهذا راح تكون عدنا بشرة مُمثلّة، ناعمة، مرنة و
متوهجة ✨
هذا المرطب صنف انّ يعتبر افضل قاعدة مكياج وتعتبر مثالية
لتهيئة البشرة ، ويمكن ايضاً يستخدم بعد الحلاقة
حجمه 75ml
السعر: 35,000IQD

<https://www.instagram.com/share/p/BARHMJBihP>

وقائع المؤتمر الدولي الرابع (التعليم العالي وقضايا المجتمع المعاصر) 2026/5/7-6



reem_beauty.1 مايكدر على هيج نتيجة بس كورس كريم ريم بيوتي 🍷❤

حرفياً البشرة تصير كطن وكزاز والنتيجة من اول استخدام لان ريم بيوتي ماتخفي المشكلة ريم بيوتي تعالجها شلون لان 🙌

- ✅ تبيض البشرة 7 درجات
 - ✅ معالجة الكلف والتصبغات
 - ✅ معالجة حروق الشمس
 - ✅ ازالة الحبوب واثارها
 - ✅ تفتيح وتوحيد لون البشرة
 - ✅ معالجة الهالات تحت العين
- لتفوتين الخصم والهداية 🎁🍷
للحجز والاستفسار

<https://www.instagram.com/reel/C-qTWGPiZMR/?igsh=MXJubXhqNWtocXBuaw==>



queencenteriraq 🍷 "شفت شلون صارت بشرة الاء حسين؟

بعد سنة استخدام...

صارت بشرتها تنافس الفلاتر! 💎

- ✅ نتائجها تبقى مدّة طويلة
- ✅ بدون أي مجهود
- ✅ وبسعر يلاءم فلوسج

كافي خوف من الكاميرا!
جربيه هسه وخلي الكل يحسدج ✨
اطلبين الآن أقل 🙌

<https://www.instagram.com/share/reel/BATzhe2pXN>



167 📍 106 💬 1,289 ❤️

يتابعه **_nishty_** و ٨,٨ ألف آخرين
drhilo.iq منتجنا الأكثر مبيعا 🏆 بقوامه المائي الخفيف
والامتصاص السريع 🌿
صار موجود بجنطة كل بنيه تحب تحافظ على جمال بشرتها 🛒
لأنه ببساطة 🙌 يربط ترطيب عميق.. ويحمي البشرة من
العوامل الجوية.. ويقاوم التجاعيد والترهلات.. ويقاوم التصبغات
وحروق الشمس ✨
صار دورج حتى تحصلين عليه 😍

<https://www.instagram.com/share/reel/BAIRa5f-mk>



1,278 📍 67 💬 38,2 ألف ❤️

يتابعه **heba_yd** و 328 ألف آخرين
vivian.iraq الروتين الي الكل يتمناه! 🌟💖
لان ببساطة يكدر يخلي أي بشرة بدون عيوب وبلون موحد
وبنضارة وترطيب ولمعة مثالية
اطلبي الروتين وتميزي ببشرة زجاجية مثالية 🌱🧊
-صنع في كوريا

<https://www.instagram.com/share/reel/BAOisPGjV5>

🔖 ٩٧٠ 📍 ٥ 🔄 ٨٥ 💬 ٢,٧٧٧ ❤️

rimass_1992_2 ✨🌸 احصلي على بشرة زجاجية ناعمة ومشرقة مع باكج COSRX المميز! ✨🌸 هل تحلمين ببشرة صافية، ناعمة، ومشرقة مثل الزجاج؟ 🌸💕 الآن صار الحلم حقيقة مع باكج البشرة الزجاجية من COSRX 💧 المجموعة تضم أشهر منتجات العناية الكورية اللي حصدت ملايين المراجعات الإيجابية حول العالم 🌍💧🌸 Advanced Snail 96 Mucin Power Essence سيروم الحلزون الرائع اللي يرطب بعمق، يعالج الندوب، ويمنح البشرة ملمس حريري ومظهر مشرق طبيعي 🍊🌿 Advanced Snail 92 All in One Cream كريم الحلزون اللي يوحد اللون، يشد البشرة، ويجدد خلاياها بفضل تركيبة الحلزون المركزة ✨💧 Salicylic Acid Daily Gentle Cleanser غسول يومي لطيف ينظف المسام بعمق، ويعالج الحبوب دون ما يجفف البشرة 💧🌸 النتيجة؟ بشرة صافية، مرطبة، ومشرقة كأنها زجاج 💎📦 السعر فقط 25 ألف والتوصيل مجاني لأي مكان 📞📦 احجزي الآن وخلي بشرتك تتألق كل يوم!—للحجز دايركت او على رقم الواتساب

<https://www.instagram.com/p/DQxXoOTgLWU/?igsh=MWVmYTFva3dleTVvOQ==>

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