

Lesson 62

1 TOPIC QUESTION

今日のトピック

New Product

新商品

2 ARTICLE

記事

Directions: Read the following article aloud.

課題: 以下の記事をはっきりとした声で音読しましょう。



Foomak promotes new cosmetics made from food.

***For a limited time all purchases come with vouchers to use at your local grocery store for the purchase of fruits or vegetables.**

Foomak Inc. has developed makeup which is 100% natural. All ingredients come from things we eat. No chemicals have been added.

This cosmetic company has decided to appeal to people who worry about what they are putting on their face.

Now they can be reassured that it is exactly what they would put in their stomach.

Colors come from the natural dyes that we find in foods such as carrots, eggplants, strawberries and coffee. (orange, purple, red and brown)

Foomak supports charities that help prevent cruelty to animals and is against any testing of cosmetics on animals.

When asked how they came up with the idea, Jack Brown, the company owner said, "It wasn't my idea. It was my 2 year old daughter who decided to dress up like mommy by smearing strawberries on her cheeks and lips." Mr. Brown jokes, "She is my vice-president of product testing. The only product she doesn't like is the orange lipstick because she prefers apples."



Lesson 62

3 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

課題: 先生の後が続いてくり返した後、今度はひとりで発音してみましょう。

voucher 引換券

appeal 訴える、ひきつける

cruelty 虐待

cosmetics 化粧品

smear 塗りつける

4 Questions

質問

Directions: Read the questions aloud and answer them.

課題: 質問を声に出して読んだ後、答えてみましょう。

1. How is the new product?
2. What makes this product unique?
3. Companies spend millions of dollars every year on ads and commercials. Do you think it's worth the cost?
4. What do you think are important key elements for introducing new products? Give an example.