Austronesian: Journal of Language Science & Literature
P-ISSN: 2963-1548 E-ISSN 2961-9947
Journal Homepage:
https://www.ojs.wahanapublikasi.com/index.php/austronesian



The Language of Vegan Beauty: Lexical Choices in Rare Beauty's Advertisements

Radha Andhra Swari[1]*, Made Sani Damayanthi Muliawan[2]

[1,2] English Literature Study Program, Universitas Warmadewa, Denpasar, Bali 80239, Indonesia

ARTICLE INFO

Received:
24 September 2026

Accepted:
11 November 2026

Published:
01 December 2026

Keywords:

Ecolinguistics,
Lexical Choices,
Advertisements

ABSTRACT

Beauty advertising increasingly associates products with natural ingredients, presenting nature as an essential source of beauty and personal care. However, such representations may primarily serve promotional purposes rather than communicate genuine environmental responsibility. This study explores the representation of nature through lexical choices in Rare Beauty cosmetic advertisements, focusing on how advertising language constructs associations between natural ingredients, beauty, and personal well-being. Employing a descriptive qualitative approach, the study analyzes ten selected excerpts from Rare Beauty product descriptions. The data were examined using Stibbe's ecolinguistic framework, particularly the concepts of evaluation, framing, salience, identity, and erasure. The findings reveal that lexical expressions such as *botanical, antioxidant-rich,* and *nourishing* construct nature as a source of nourishment and emotional comfort. Evaluation is realized through positively connotated expressions that present nature-derived ingredients as beneficial and desirable. Framing positions skincare and haircare as forms of holistic self-care, while salience foregrounds botanical ingredients, sensory experiences, and natural imagery. Furthermore, the advertisements implicitly construct consumer identities associated with natural beauty, wellness, and self-care. However, the analysis also identifies erasure through the limited representation of environmental concerns, particularly ingredient sourcing, production processes, and sustainability practices. The study concludes that Rare Beauty's advertising discourse uses ecological imagery not only to describe product ingredients and benefits but also as a persuasive linguistic resource that connects beauty consumption with naturalness and wellness. Nevertheless, the positive representation of nature does not necessarily indicate actual environmental responsibility, revealing a distinction between ecological representation and concrete sustainability commitments.

Copyright © 2026 The Author(s)
Published by CV Wahana Publikasi.
This article is an open access article under the CC BY-NC-SA 4.0 License

* Corresponding Author: radhaaswari@warmadewa.ac.id
DOI: https://doi.org/10.59011/austronesian.5.3.2026.1011-1021

1. Introduction

The growing popularity of eco-conscious beauty and wellness-oriented skincare products has transformed cosmetic advertising into a discourse increasingly associated with nature, sustainability, and self-care. Contemporary beauty brands frequently employ eco-conscious lexical choices, such as natural, hydrating, and plant-derived, to construct products as healthy, environmentally responsible, and emotionally restorative. Rare Beauty was selected as the research object because its cosmetic advertisements incorporate nature-related language, particularly references to botanical ingredients and plant extracts, to communicate product benefits and promote personal well-being. The brand's emphasis on self-acceptance and holistic beauty also makes it relevant to examining how cosmetic advertising connects nature with beauty and self-care.

Simão et al. (2022), for instance, demonstrate that natural claims in personal care product packaging influence consumers' perceptions of product efficacy, safety, and sensory expectations. Their findings suggest that natural-oriented vocabulary can generate positive associations that extend beyond the actual characteristics of a product. Similarly, Kenalemang-Palm and Eriksson (2023) reveal how online marketing of green cosmetics combines natural ingredient descriptions with scientific terminology to construct product credibility and communicate ideas of safety, sustainability, and self-care. These developments indicate that contemporary beauty advertising promotes cosmetics not merely as instruments of aesthetic enhancement but also as products associated with wellness, authenticity, and ecological consciousness.

From an ecolinguistic perspective, Stibbe (2021) introduces the concept of "stories we live by" to explain how recurring patterns of language construct assumptions about the relationships between humans, consumption, and the natural environment. These stories can influence how individuals understand ecological responsibility and their position within the natural world. More recently, Stibbe (2024) demonstrates the relevance of ecolinguistic analysis to advertising by examining how commercial messages construct narratives about products, identities, and environmental relationships. Through this perspective, beauty advertisements can be investigated not simply as promotional texts but also as ideological narratives that communicate particular understandings of nature, consumption, and responsible lifestyles.

Despite the growing body of research on ecolinguistics, and cosmetic advertising, limited attention has been devoted to the detailed linguistic analysis of eco-conscious lexical choices in skincare and beauty advertisements through Stibbe's ecolinguistic framework. Existing studies have primarily investigated consumer perceptions, green purchasing behavior, advertising strategies, and the multimodal construction of cosmetic brands. Comparatively less attention has been given to how specific lexical choices and linguistic structures construct ecological meanings through the interaction of botanical descriptions, sensory expressions, and wellness-oriented vocabulary. In particular, the ways in which these expressions contribute to particular ecological stories about nature, human well-being, and consumer identity warrant further examination.

Therefore, this study aims to analyze eco-conscious lexical choices and linguistic structures in beauty advertising by applying Stibbe's ecolinguistic framework. It focuses on how skincare and cosmetic advertisements construct ecological stories through botanical imagery, wellness-oriented vocabulary, and sensory expressions that associate beauty with nature and holistic self-care. Specifically, the study examines how ecolinguistic categories, including evaluation, salience, framing, identity, and erasure, are reflected in the

advertisements' language. By investigating the relationship between eco-conscious discourse and beauty marketing, this study offers a novel contribution by examining how nature is linguistically represented in cosmetic advertisements through Stibbe's ecolinguistic framework, particularly in the context of Rare Beauty. Unlike studies that primarily focus on green marketing strategies or consumers' responses to environmentally friendly products, this research investigates how advertising language constructs ecological meanings through evaluation, framing, salience, identity, and erasure. It is expected to contribute to ecolinguistic studies by extending the application of ecological discourse analysis to the beauty industry and providing critical insights into how cosmetic advertising promotes positive images of nature while potentially obscuring broader environmental concerns. Ultimately, this study aims to deepen understanding of the relationship between language, beauty consumption, and environmental representation.

2. Literature Review

Ecolinguistics delves into the relationship between language, human beings, and the natural environment, particularly how linguistic choices shape environmental perceptions and ecological values. Stibbe (2021) introduces the concept of stories we live by, referring to underlying linguistic patterns that influence how people understand the world and their relationships with nature. His framework includes eight analytical categories: ideology, framing, metaphor, evaluation, identity, conviction, erasure, and salience.

Earlier studies emphasize that environmental discourse constructs ecological problems and influences public understanding (Alexander, 2009). Ecolinguistic analysis should also extend beyond explicitly environmental texts to examine the ecological consequences of discourse more broadly (Alexander & Stibbe, 2014). This perspective is supported by research on ecolinguistics in media and advertising (Fill & Penz, 2018), particularly the use of linguistic and semiotic resources in eco-advertising (Stöckl & Molnar, 2018). Virdis (2022) further demonstrates how stylistic features, metaphors, and foregrounding construct ecological meanings.These perspectives suggest that language does not merely describe nature but constructs particular representations of it. In cosmetic advertising, expressions such as natural ingredients, botanical extracts, and plant-derived formulations associate products with purity, health, beauty, and restoration. Through Stibbe's (2021) framework, such expressions can be examined as linguistic resources that construct ecological stories and relationships between nature, personal well-being, and consumer lifestyles.

Green marketing promotes products through environmental characteristics, sustainable practices, and ecological responsibility. However, environmental claims may create misleading impressions of sustainability, a practice known as greenwashing (Lyon & Montgomery, 2015). Advertising language constructs product identities through interactions between words, images, cultural meanings, and consumer experiences (Cook, 2001). Similarly, media discourse communicates particular social values, ideologies, and consumer identities (Fairclough, 1995). These perspectives are relevant to cosmetic advertising, where persuasive expressions associate products with desirable lifestyles and environmental values.

Previous research has examined green communication in the cosmetics industry from different perspectives. Hartono et al. (2022) identify positive adjectives, scientific terminology, and multimodal strategies in Garnier Green Beauty advertisements, while Kenalemang-Palm and Eriksson (2023) demonstrate how natural ingredient descriptions and scientific terminology construct product credibility and promote wellness-oriented identities. Other studies focus on natural product claims and consumer expectations (Simão et al., 2022),

cultural influences on green advertising (Liu & Liu, 2020), and the effects of green advertising on organic skincare purchasing behavior (Mansoor et al., 2022). Research also highlights the importance of digital communication, environmental awareness, and health consciousness in green cosmetics consumption (Limbu & Ahamed, 2023; Teixeira et al., 2023; Testa et al., 2024). Furthermore, green advertising positively influences advertising attitudes, brand perceptions, and purchase intentions, although its effectiveness varies across contexts (Shen et al., 2024). Nevertheless, environmental claims do not always demonstrate genuine ecological responsibility. Greenwashing remains a concern in corporate communication (Montgomery et al., 2024), while cosmetic sustainability requires consideration of the entire product life cycle, including ingredients, manufacturing, distribution, and packaging (Martins & Marto, 2023; Morel et al., 2024). These findings indicate that green cosmetic advertising should be examined not only in terms of consumer persuasion but also in terms of the ecological meanings and values communicated through language.

Sensory and wellness-oriented expressions are important linguistic resources in cosmetic advertising. Words such as smooth, radiant, refreshing, hydrating, nourishing, and soft describe physical sensations and emotional experiences, helping consumers imagine product benefits. Krishna (2012) explains that sensory marketing influences consumer perceptions and behavior through engagement with human senses. In addition, visual representations interact with linguistic elements to construct meaning and social relationships (Kress & van Leeuwen, 2006). In beauty advertisements, botanical imagery, natural colors, and product descriptions can therefore reinforce associations between cosmetics and nature. From Stibbe's (2021) ecolinguistic perspective, expressions such as naturally nourishing and fresh botanical extracts can be analyzed through framing and evaluation. They represent nature as a source of restoration, beauty, and well-being. However, these representations may also position nature primarily as a resource for human consumption. Therefore, sensory and wellness-oriented expressions provide an important basis for examining how cosmetic advertisements construct relationships between natural resources, human well-being, and consumer lifestyles.

Previous studies have established the importance of language in constructing environmental meanings in commercial communication (Alexander, 2009; Alexander & Stibbe, 2014; Stibbe, 2021; Virdis, 2022). Research on cosmetic advertising has examined multimodal strategies for constructing environmentally responsible brand identities (Hartono et al., 2022) and the relationship between natural and scientific discourses in green anti-ageing marketing (Kenalemang-Palm & Eriksson, 2023). Other studies primarily investigate consumer perceptions, green purchasing intentions, and advertising effectiveness (Limbu & Ahamed, 2023; Liu & Liu, 2020; Mansoor et al., 2022; Shen et al., 2024; Simão et al., 2022; Teixeira et al., 2023; Testa et al., 2024). Meanwhile, research has highlighted the challenges of greenwashing and the broader sustainability of cosmetic products (Delmas & Burbano, 2011; Lyon & Montgomery, 2015; Martins & Marto, 2023; Montgomery et al., 2024; Morel et al., 2024).

Despite these contributions, the linguistic construction of ecological meanings through botanical vocabulary, sensory expressions, and wellness-oriented language remains comparatively underexplored. Unlike Hartono et al. (2022), who emphasize multimodal advertising strategies, and Kenalemang-Palm and Eriksson (2023), who focus on green anti-ageing discourse, the present study investigates the lexical choices used in skincare and cosmetic advertisements to construct representations of nature. Drawing on Stibbe's (2021) ecolinguistic framework, this study examines five categories: evaluation, salience, framing,

identity, and erasure. It explores how eco-conscious lexical choices represent nature as a source of beauty and wellness, establish environmental associations, and construct consumer identities. Thus, the study contributes a more focused linguistic perspective to understanding how cosmetic advertising communicates ecological meanings and shapes relationships between nature, personal well-being, and consumer lifestyles.

3. Method

The data for this study were obtained from cosmetic product advertisements published by Rare Beauty, a beauty brand established by Selena Gomez. The brand promotes a beauty philosophy that emphasizes self-expression, individuality, inclusivity, and self-acceptance. Its advertising discourse frequently highlights product qualities, sensory experiences, and beauty benefits through descriptive and persuasive language. In addition to emphasizing cosmetic performance, the product descriptions incorporate lexical expressions associated with natural ingredients, botanical extracts, hydration, nourishment, and wellness. Rare Beauty was selected as the data source because its product descriptions provide relevant examples of how nature-related vocabulary is incorporated into contemporary beauty advertising. Expressions referring to botanical ingredients, fruits, flowers, plant-derived substances, and natural properties construct associations between cosmetic products, nature, and personal well-being. Such expressions provide an appropriate basis for examining how ecological meanings are linguistically represented in commercial beauty discourse. The study focuses on ten selected advertising excerpts from Rare Beauty cosmetic product descriptions. The excerpts were purposively selected because they contain eco-conscious lexical choices that associate beauty products with natural ingredients, environmental elements, and wellness-oriented benefits. These descriptions serve as the primary data for investigating how language constructs nature as a source of nourishment, restoration, protection, and emotional comfort. Through Stibbe's ecolinguistic framework, the study examines how these representations shape consumers' perceptions of nature and connect beauty consumption with broader ideas of naturalness and holistic self-care.

4. Results and Discussion

This section contains the results of the analysis and research findings. In the discussion section, interpretations or exploration of research results are provided.

(1) Perks up your skin—and your senses, too, thanks to its soft, uplifting botanical scent.

This datum demonstrates the use of evaluation, salience, and framing through eco-conscious lexical choices that associate nature with wellness and emotional comfort. The eco-lexicons “botanical,” “soft,” and “uplifting” evoke natural purity, gentleness, and therapeutic experience, constructing nature as soothing and beneficial. In Stibbe’s concept of evaluation, these positively charged words encourage consumers to perceive plant-based elements as desirable and health-enhancing. The adjective “botanical” is particularly significant because it foregrounds ecological and plant-derived imagery, a common eco-conscious lexical strategy in clean beauty discourse. Meanwhile, words such as “perks up” and “uplifting” frame the product not only as skincare but also as emotional self-care, linking beauty routines with holistic well-being. Through salience, the discourse emphasizes sensory pleasure and natural fragrance while making ecological imagery highly prominent in the reader’s mind. At the same time, the sentence reflects erasure because it highlights the pleasant and natural qualities

of botanical ingredients without mentioning environmental impacts, sourcing practices, or sustainability processes.

(2) Natural, radiant finish without feeling greasy or sticky.

This reflects the ecolinguistic strategies of evaluation, framing, and salience of the use of eco-conscious lexical choices. The eco-lexicons "natural" and "radiant" positively associate the product with purity, health, and authentic beauty, which are central values in clean beauty discourse. The word "natural" is particularly significant because it evokes ecological and organic imagery, subtly aligning the product with environmentally conscious lifestyles even without directly mentioning sustainability. Meanwhile, the phrase "without feeling greasy or sticky" uses contrastive sensory language to frame the product as lightweight, comfortable, and skin-friendly, reinforcing an ideal of effortless and healthy beauty. Through salience, the discourse foregrounds freshness, comfort, and natural appearance.

(3) Infused with vitamin-rich tomato seed oil to soothe and shield skin from environmental stressors.

Moreover, this datum reflects the ecolinguistic strategies of evaluation, framing, salience, and erasure through its eco-conscious lexical choices. The eco-lexicons "vitamin-rich," "tomato seed oil," "soothe," and "shield" strongly associate the product with nourishment, plant-based care, and protection. Through Stibbe's concept of evaluation, these positively charged words present natural ingredients as beneficial, healthy, and trustworthy. The phrase "tomato seed oil" foregrounds botanical imagery and aligns the product with clean beauty discourse, where plant-derived ingredients symbolize purity and ecological wellness. Meanwhile, the expression "shield skin from environmental stressors" frames the product as a protective solution against harmful environmental conditions such as pollution or climate-related exposure, constructing skincare as a form of defense and holistic self-care rather than mere cosmetic enhancement. Through salience, the discourse emphasizes natural nourishment and environmental protection while making wellness-oriented imagery highly prominent. The scientific-natural hybrid phrase "vitamin-rich tomato seed oil" also combines ecological authenticity with scientific credibility, strengthening persuasive appeal.

(4) Deeply hydrating formula quenches dehydrated skin and locks in moisture for a smooth, supple feel and a radiant sheen that leaves skin looking more toned and sculpted.

This datum demonstrates the ecolinguistic strategies of evaluation, framing, salience, and identity construction through extensive eco-conscious lexical choices. Words such as "hydrating," "quenches," "moisture," "smooth," "supple," and "radiant" function as eco-lexicons associated with nourishment, vitality, and natural wellness. These lexical choices become relevant to ecolinguistic analysis when they occur alongside references to botanical ingredients, plant-derived substances, natural extracts, or other representations of nature. For example, descriptions connecting skin nourishment or radiance with botanical ingredients may construct nature as a source of beauty, restoration, and personal well-being. Through Stibbe's concept of evaluation, these positively charged lexical choices present the product as beneficial, restorative, and desirable, encouraging consumers to associate healthy skin with natural beauty and self-care. The verb "quenches" is particularly significant because it

metaphorically frames the skin as a living entity requiring hydration, similar to plants or nature, thereby strengthening ecological associations. Meanwhile, the phrase "locks in moisture" frames skincare as protection and long-term nourishment rather than superficial cosmetic enhancement, contributing to a holistic wellness narrative. Through salience, the discourse foregrounds hydration, softness, and radiance while emphasizing sensory and visual pleasure through tactile descriptors such as "smooth" and "supple." The expression "radiant sheen" further evokes natural luminosity and vitality, reinforcing the ideology of effortless and healthy beauty. The sentence also contributes to identity construction by positioning consumers as individuals who value wellness-oriented, naturally glowing skin rather than artificial appearance

(5) Supercharged with antioxidant-rich blackberry leaf, niacinamide, and fruit extracts to visibly firm, replenish, and improve skin elasticity.

This excerpt demonstrates the ecolinguistic strategies of evaluation, framing, salience, and identity construction through eco-conscious lexical choices. The expressions "blackberry leaf," "fruit extracts," and "antioxidant-rich" evoke natural, plant-based, and wellness-oriented imagery, associating the product with clean beauty discourse. Through Stibbe's (2021) concept of evaluation, these positively connoted expressions represent nature-derived ingredients as healthy, restorative, and beneficial. This finding is consistent with Hartono et al. (2022), who identify positive adjectives and scientific terminology as persuasive resources for constructing environmentally responsible cosmetic brand identities. Similarly, Kenalemang-Palm and Eriksson (2023) demonstrate how natural ingredient descriptions combined with scientific terminology establish product credibility and communicate health-related benefits. In the present excerpt, the compound adjective "antioxidant-rich" illustrates this interaction by combining scientific language with natural imagery, presenting botanical ingredients as both protective and scientifically validated. Furthermore, the verbs "firm," "replenish," and "improve" frame the product as an agent of renewal and bodily care, positioning skincare as nourishment and restoration rather than merely cosmetic enhancement. Through salience, the advertisement foregrounds botanical ingredients and wellness benefits, making nature-derived properties central to the product's appeal.

(6) Infused with our newest Feel Seen scent, with notes of ripe honeydew melon, dewy lily of the valley, and cool sea moss that evoke a blissful day on the coast.

This demonstrates the ecolinguistic strategies of evaluation, framing, salience, through rich eco-conscious lexical choices and sensory natural imagery. The eco-lexicons "honeydew melon," "lily of the valley," "sea moss," "dewy," and "coast" strongly evoke nature, freshness, and environmental purity, constructing an ecological atmosphere associated with calmness and emotional well-being. Through Stibbe's concept of evaluation, these positively connoted words present natural elements as soothing, luxurious, and emotionally uplifting. The adjective "ripe" suggests organic freshness and vitality, while "dewy" symbolizes purity, softness, and natural freshness commonly associated with healthy environments. The sentence also demonstrates framing by presenting the product not merely as a cosmetic scent but as an immersive emotional and ecological experience. The phrase "evoke a blissful day on the coast" frames nature as therapeutic and restorative, encouraging consumers to associate beauty consumption with relaxation and harmony with the natural world. Through salience,

the discourse foregrounds sensory pleasure and coastal natural imagery, making ecological elements highly prominent through olfactory and visual descriptions.

(7) Boosted with biotin to give hair instant shine and moisture while strengthening, restoring elasticity, and protecting it from breakage—all without ever weighing it down.

This datum reflects the ecolinguistic strategies of evaluation, framing, salience, through eco-conscious and wellness-oriented lexical choices. Words such as "biotin," "shine," "moisture," "strengthening," "restoring elasticity," and "protecting" function as eco-lexicons associated with nourishment, vitality, and bodily wellness. Through Stibbe's concept of evaluation, these positively charged lexical items present the product as beneficial, restorative, and health-enhancing. The scientific-health term "biotin" contributes to a scientific-natural discourse that frames the product as nutritionally supportive and biologically effective, a common strategy in clean beauty marketing. Meanwhile, the verbs "strengthening," "restoring," and "protecting" frame haircare as a form of repair and long-term care rather than superficial styling, reinforcing a holistic wellness narrative. Through salience, the discourse foregrounds hydration, resilience, and healthy appearance while emphasizing comfort through the phrase "without ever weighing it down," which highlights lightness and natural movement.

(8) Unique jelly formula lathers to a milky, creamy texture, leaving behind a smooth, revitalized glow.

This demonstrates the ecolinguistic strategies of evaluation, framing, salience, and identity construction through eco-conscious lexical choices and sensory imagery. The eco-lexicons "milky," "creamy," "smooth," "revitalized," and "glow" evoke natural softness, nourishment, and healthy vitality, which are central themes in clean beauty discourse. Through Stibbe's concept of evaluation, these positively connoted lexical choices present the product as comforting, beneficial, and desirable. The adjectives "milky" and "creamy" are particularly significant because they metaphorically associate the product with natural richness and nurturing qualities, creating an ecological and organic sensory impression. Meanwhile, the phrase "revitalized glow" frames beauty as a result of restoration and wellness rather than artificial enhancement, contributing to a holistic self-care narrative. Through salience, the discourse foregrounds tactile and visual sensory experiences by emphasizing texture and radiance, making softness, freshness, and natural beauty highly prominent in the reader's perception.

(9) Made with plant-derived konjac jelly, a gentle exfoliant that buffs and cleanses without stripping skin of its natural moisture—making it perfect for daily use.

The eco-lexicons "plant-derived," "konjac," "gentle," "natural moisture," and "daily use" strongly evoke ecological purity, plant-based care, and sustainable self-care practices. Through Stibbe's concept of evaluation, these positively connoted lexical choices present the product as safe, nurturing, and beneficial for the body. The phrase "plant-derived konjac jelly" is particularly significant because it foregrounds botanical origin and natural sourcing, aligning the product with clean beauty ideology where plant-based ingredients symbolize environmental friendliness and authenticity. Meanwhile, the expression "without stripping

skin of its natural moisture" frames skincare as protective and balanced rather than harsh or artificial, reinforcing a holistic wellness narrative centered on maintaining the body's natural condition. Through salience, the discourse emphasizes gentleness, hydration, and natural balance while making ecological and plant-based imagery highly prominent. The adjective "gentle" also contributes to an eco-conscious discourse that values harmony with the body rather than aggressive cosmetic transformation.

(10) Enriched with nourishing botanical extracts like peach flower, ashwaganda (a natural de-stressor), and avocado, it softens, soothes, and renews skin while improving overall texture.

The eco-lexicons "nourishing," "botanical extracts," "peach flower," "ashwaganda," "natural de-stressor," and "avocado" strongly evoke nature, herbal wellness, and holistic care, aligning the product with clean beauty and wellness discourse. Through Stibbe's concept of evaluation, these positively charged lexical items present plant-based ingredients as healthy, therapeutic, and restorative. The adjective "nourishing" is especially significant because it frames skincare as a form of bodily nutrition and care rather than superficial cosmetic enhancement. Meanwhile, the phrase "natural de-stressor" frames nature as emotionally healing and psychologically beneficial, reinforcing an ecological narrative in which natural ingredients are associated with calmness and balance. Through salience, the discourse foregrounds botanical and wellness imagery by emphasizing soothing, renewal, and softness, making ecological elements highly prominent in the reader's perception. The verbs "softens," "soothes," and "renews" further contribute to a restorative and harmonious representation of skincare, constructing beauty as gentle self-care connected to natural healing. The eco-conscious lexical choices construct an ecological "story" in which nature is represented as restorative, calming, and emotionally nourishing, reinforcing the ideology of clean and wellness-oriented beauty consumption.

In line with Stibbe's (2024) ecolinguistic perspective, these linguistic choices can be understood as constructing particular ecological stories that shape how consumers perceive nature and its relationship with human well-being. Collectively, Rare Beauty's strategies construct a consumer identity associated with natural beauty, health consciousness, and the appreciation of nature-derived skincare.

5. Conclusion

This study has examined how eco-conscious lexical choices such as *botanical, antioxidant-rich*, and *nourishing* construct the representation of nature in Rare Beauty cosmetic advertisements through Stibbe's ecolinguistic framework. The findings reveal that nature is predominantly portrayed as a source of nourishment, restoration, protection, and well-being. Through the strategies of evaluation, framing, and salience, the advertisements establish positive associations between natural ingredients, beauty, and holistic self-care. These representations also construct a consumer identity associated with authenticity, naturalness, and wellness-oriented lifestyles, reflecting Rare Beauty's broader brand philosophy of individuality and self-acceptance. However, the analysis also identifies erasure, as the advertisements provide limited attention to the environmental consequences of cosmetic production, ingredient sourcing, and packaging. This suggests a gap between the use of ecological language and the demonstration of genuine environmental responsibility. Overall, this study contributes to ecolinguistic research by demonstrating how beauty advertising uses eco-conscious language to shape consumer perceptions of nature, beauty, and well-being

while highlighting the importance of critically examining the environmental realities behind commercial ecological representations.

Funding
There is no any grant received in this study.

Conflict of Interest
The authors declare that they have no conflicts of interest of any kind or from any party in relation to the selection of the research project, research design, data collection, analysis or interpretation of the data, preparation of the manuscript, or the decision to publish these findings

Authors' Contribution
Radha Andhra Swari: Conceptualization, Data curation, Formal analysis, Writing – original draft, Writing – review & editing
Made Sani Damayanthi Muliawan: Formal analysis, Methodology, Visualization, Writing – original draft

Statement of the Use of AI
The authors declare that, during the process of writing this paper, they used generative AI to refine the readability, however, all research outputs and content were reviewed and verified by the authors.

References
Alexander, R. J. (2009). *Framing discourse on the environment: A critical discourse approach*. Routledge. https://doi.org/10.4324/9780203890615

Alexander, R. J., & Stibbe, A. (2014). From the analysis of ecological discourse to the ecological analysis of discourse. *Language Sciences, 41*, 104–110. https://doi.org/10.1016/j.langsci.2013.08.011

Cook, G. (2001). *The discourse of advertising* (2nd ed.). Routledge. https://doi.org/10.4324/9780203978153

Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review, 54*(1), 64–87. https://doi.org/10.1525/cmr.2011.54.1.64

Fairclough, N. (1995). *Media discourse*. Edward Arnold.

Fill, A. F., & Penz, H. (Eds.). (2018). *The Routledge handbook of ecolinguistics*. Routledge. https://doi.org/10.4324/9781315687391

Hartono, D. A., Prima, S. A. B., & Dewobroto, W. S. (2022). A multimodal critical discourse analysis of Garnier Green Beauty advertisement. *International Journal of English and Applied Linguistics, 2*(2), 301–312. https://doi.org/10.47709/ijeal.v2i2.1654

Kenalemang-Palm, L. M., & Eriksson, G. (2023). The scientification of "green" anti-ageing cosmetics in online marketing: A multimodal critical discourse analysis. *Social Semiotics, 33*(5), 1026–1045. https://doi.org/10.1080/10350330.2021.1981128

Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). Routledge.

Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology, 22*(3), 332–351. https://doi.org/10.1016/j.jcps.2011.08.003

Limbu, Y. B., & Ahamed, A. F. M. J. (2023). What influences green cosmetics purchase intention and behavior? A systematic review and future research agenda. *Sustainability, 15*(15), Article 11881. https://doi.org/10.3390/su151511881

Liu, S., & Liu, X. (2020). Culture and green advertising preference: A comparative and critical discursive analysis. *Frontiers in Psychology, 11*, Article 1944. https://doi.org/10.3389/fpsyg.2020.01944

Lyon, T. P., & Montgomery, A. W. (2015). The means and end of greenwash. *Organization & Environment, 28*(2), 223–249. https://doi.org/10.1177/1086026615575332

Mansoor, M., Saeed, A., Kartawinata, B. R., & Khan, M. K. N. (2022). Derivers of green buying behavior for organic skincare products through an interplay of green brand evaluation and green advertisement. *Journal of Global Fashion Marketing, 13*(4), 328–343. https://doi.org/10.1080/20932685.2022.2085597

Martins, A. M., & Marto, J. M. (2023). A sustainable life cycle for cosmetics: From design and development to post-use phase. *Sustainable Chemistry and Pharmacy, 35*, Article 101178. https://doi.org/10.1016/j.scp.2023.101178

Montgomery, A. W., Lyon, T. P., & Barg, J. (2024). No end in sight? A greenwash review and research agenda. *Organization & Environment, 37*(2), 221–256. https://doi.org/10.1177/10860266231168905

Morel, S., Mura, G., Gallarate, M., & Sapino, S. (2024). Cosmetic packaging: European regulatory aspects and sustainability. *Cosmetics, 11*(4), Article 110. https://doi.org/10.3390/cosmetics11040110

Shen, F., Yang, G., Conlin, J., & Wang, X. (2024). Effects of green messages in advertisements: A meta-analysis. *International Journal of Advertising, 43*(1), 36–52. https://doi.org/10.1080/02650487.2023.2252675

Simão, S. A. V., Rohden, S. F., & Pinto, D. C. (2022). Natural claims and sustainability: The role of perceived efficacy and sensorial expectations. *Sustainable Production and Consumption, 34*, 505–517. https://doi.org/10.1016/j.spc.2022.09.026

Stibbe, A. (2021). *Ecolinguistics: Language, ecology and the stories we live by* (2nd ed.). Routledge.

Stibbe, A. (2024). Taste the feeling: An ecolinguistic analysis of Coca-Cola advertising. *Journal of World Languages, 10*(2), 280–303. https://doi.org/10.1515/jwl-2023-0027

Stöckl, H., & Molnar, S. (2018). Eco-advertising: The linguistics and semiotics of green(-washed) persuasion. In A. F. Fill & H. Penz (Eds.), *The Routledge handbook of ecolinguistics* (pp. 261–276). Routledge. https://doi.org/10.4324/9781315687391-18

Teixeira, S., Oliveira, Z., Teixeira, S., & Teixeira, S. (2023). Understanding the impact of online communication strategies on consumer purchase intention for green cosmetics. *Sustainability, 15*(20), Article 14784. https://doi.org/10.3390/su152014784

Testa, R., Rizzo, G., Schifani, G., Tóth, J., & Migliore, G. (2024). Critical determinants influencing consumers' decision-making process to buy green cosmetics: A systematic literature review. *Journal of Global Fashion Marketing, 15*(3), 357–381. https://doi.org/10.1080/20932685.2023.2268669

Virdis, D. F. (2022). *Ecological stylistics: Ecostylistic approaches to discourses of nature, the environment and sustainability*. Palgrave Macmillan. https://doi.org/10.1007/978-3-031-10658-3