

APPENDIX

1. Data of Cosmetic Product Descriptions in U.S Celebrities' Beauty Brands

K: Kylie Cosmetics

R: Rare Beauty

FL: Florence by Mills

FB: Fenty Beauty

a) Kylie Cosmetics

No.	Product Description	Data Code
1	Bad Lil Thing Matte Lip Kit	K1
2	Baddie on The Block Pressed Blush Powder	K2
3	Beau Lip Liner	K3
4	Boujee Matte Liquid Lipstick	K4
5	Commando Matte Liquid Lipstick	K5
6	Dirty Peach Matte Lip Kit	K6
7	Exposed Matte Lip Kit	K7
8	Handbag Ho Lip Liner	K8
9	Head Over Heels Matte Lip Kit	K9
10	High Gloss	K10
11	Hollyberry Matte Lip Kit	K11
12	Kybrow Kit	K12
13	Kylash False Lashes	K13
14	Kylie LED Mirror	K14
15	Kylie's Valentine Favorites	K15
16	Kylighter Illuminating Powder	K16
17	Lil Precision Makeup Sponge Duo 105	K17
18	Lip Liner	K18
19	Lip Shine Lacquers Bundle	K19
20	Matte Liquid Lipstick Trio	K20
21	Pencil Sharpener	K21
22	Pressed Blush Powder	K22
23	Pressed Bronzing Powder	K23
24	Pressed Powder Palette	K24
25	Salted Caramel Kylighter Illuminating Powder	K25
26	Setting Powder	K26
27	Signed Kendall PR Box	K27
28	Snatched High Gloss	K28
29	Tanned and Gorgeous Pressed Bronzing Powder	K29
30	Tawny Mami Pressed Bronzing Powder	K30

31	Toasty Pressed Bronzing Powder	K31
32	Valentine's PR Box	K32
33	Zero Chill Makeup Setting Spray	K33

b) Rare Beauty

No.	Product Description	Data Code
1	Always An Optimist Illuminating Primer	R1
2	Always an Optimist Pore Diffusing Primer	R2
3	Always an Optimist Weightless Eye Primer	R3
4	Blot & Glow Powder in Puff Refill	R4
5	Brow Harmony Shape & Fill Duo	R5
6	Cloud Setter Eyebrow Styling Wax	R6
7	Liquid Touch Brightening Concealer	R7
8	Mattifying Complexion Essentials with Brush	R8
9	Mattifying Complexion Essentials with Sponge	R9
10	Perfect Strokes Universal Volumizing Mascara	R10
11	Puffy Makeup Bag	R11
12	Rare Beauty Discovery Eyeshadow Palette	R12
13	Stay Vulnerable All-Over Eyeshadow Brush	R13
14	Stay Vulnerable Glossy Lip Balm	R14
15	Stay Vulnerable Melting Blush	R15
16	Warm Wishes Effortless Bronzer Stick	R16

c) Florence by Mills

No.	Product Description	Data Code
1	All That Shimmers Body Highlight Dust	FL1
2	Built to Lash Lengthening Mascara	FL2
3	Call it Even Color-Correcting Powder	FL3
4	Mark My Words Lip Liner	FL4
6	Out of This Whirled Marble Bronzer	FL5
7	Self-Reflecting Highlighter	FL6
8	Tint N Tame Eyebrow Pencil	FL7
9	Work it Pout Plumping Lip Gloss	FL8
10	You Matte-R Mattifying Setting Powder	FL9
11	Zero Chill Makeup Setting Spray	FL10

d) Fenty Beauty

No.	Product Description	Data Code
1	All-Over Eyeshadow Brush 200	FB1
2	Baby What it Dew Travel-Size Makeup Refreshing Spray	FB2
3	Bomb Posse Mega Mix + Match Eyeshadow Palette	FB3
4	Bright Fix Eye Brightener	FB4
5	Brow MVP Sculpting Wax Pencil & Styler	FB5
6	Brow MVP Ultra Fine Brow Pencil & Styler	FB6
7	Cheek-Hugging Bronzer Brush 190	FB7
8	Cheek-Hugging Highlight Brush 120	FB8
9	Cheeks Out Freestyle Cream Blush	FB9
10	Cheeks Out Freestyle Cream Bronzer - Butta Biscuit	FB10
11	Diamond Bomb All-Over Diamond Veil	FB11
12	Diamond Bomb Buki Duo All-Over Diamond Veil + Brush	FB12
13	Eaze Drop Blurring Skin Tint	FB13
14	Face & Body Kabuki Brush 160	FB14
15	Face Shaping Brush 125	FB15
16	Fenty Icon Semi-Matte Refillable Lipstick Set	FB16
17	Fenty Icon The Case Engraved Semi-Matte Refillable Lipstick	FB17
18	Fenty Icon The Case Semi-Matte Refillable Lipstick	FB18
19	Fenty Icon The Fill Semi-Matte Refillable Lipstick	FB19
20	Fenty Icon The Fill Semi-Matte Refillable Lipstick - Scholar Sista	FB20
21	Festie Besties Mini 6-Pc Bundle	FB21
22	Flyliner Longwear Liquid Eyeliner - Cuz I'm Black	FB22
23	Flypencil Longwear Pencil Eyeliner	FB23
24	Flypencil Longwear Pencil Eyeliner - Chromewrecker	FB24
25	Full Frontal Volume, Lift & Curl Mascara	FB25
26	Full Frontal Volume, Lift & Curl Mini Mascara	FB26
27	Full-Bodied Foundation Brush 110	FB27
28	Galaxy 2-Way Eyeshadow Brush	FB28
29	Gloss Bomb Cream Color Drip Lip Cream	FB29
30	Gloss Bomb Cream: Doubletake Lip Duo	FB30
31	Gloss Bomb Dip Clip-On Universal Lip Luminizer	FB31
32	Gloss Bomb Dip Clip-On Universal Lip Luminizer - Hot Chocolit	FB32

33	Gloss Bomb Heat Universal Lip Luminizer + Plumper	FB33
34	Gloss Bomb Heat Universal Lip Luminizer + Plumper - Hot Chocolit Heat	FB34
35	Gloss Bomb Universal Lip Luminizer	FB35
36	Gloss Bomb Universal Lip Luminizer - Hot Chocolit	FB36
37	Glossy Posse: Fantasy 4sum Mini Gloss Bomb Collection	FB37
38	Invisimatte Blotting Paper	FB38
39	Invisimatte Blotting Paper Refill	FB39
40	Invisimatte Blotting Powder	FB40
41	Invisimatte Complete Essentials	FB41
42	Kabuki-Buff Foundation Brush 115	FB42
43	Killawatt Foil Freestyle Highlighter	FB43
44	Killawatt Foil Freestyle Highlighter Duo - Mimosa Sunrise/Sangria Sunset	FB44
45	Killawatt Freestyle Highlighter	FB45
46	Lil Precision Makeup Sponge Duo 105	FB46
47	Liquid Killawatt Fluid Freestyle Highlighter	FB47
48	Match Stix Contour Skinstick	FB48
49	Match Stix Contour Skinstick: Lunar New Year Edition	FB49
50	Match Stix Matte Skinstick	FB50
51	Match Stix Mini Contour Skinstick	FB51
52	Match Stix Shimmer Skinstick	FB52
53	Mattemoiselle Plush Matte Lipstick	FB53
54	Mattemoiselle Plush Matte Lipstick - Dragon Mami	FB54
55	Mattemoiselle Plush Matte Lipstick - Freckle Fiesta	FB55
56	Mega Mix + Match Eyeshadow Palette	FB56
57	Plush Eyeshadow Brush 240	FB57
58	Portable Contour & Concealer Brush 150	FB58
59	Powder Puff Setting Brush 170	FB59
60	Precise Definition Eyeshadow Brush 220	FB60
61	Precision Blending Brush 230	FB61
62	Precision Concealer Brush 180	FB62
63	Precision Makeup Sponge 100	FB63
64	Pro Filt'R Setting Powder Essentials Custom 2-Pc Set	FB64
65	Pro Filt'R Amplifying Eye Primer	FB65
66	Pro Filt'R Hydrating Longwear Foundation	FB66

67	Pro Filt'R Hydrating Primer	FB67
68	Pro Filt'R Instant Retouch Concealer	FB68
69	Pro Filt'R Instant Retouch Primer	FB69
70	Pro Filt'R Instant Retouch Setting Powder	FB70
71	Pro Filt'R Setting Powder Essentials Custom 2-Pc Set	FB71
72	Pro Filt'R Soft Matte Longwear Foundation	FB72
73	Pro Filt'R Soft Matte Powder Foundation	FB73
74	Pro Kiss'R Lip-Loving Scrubstick	FB74
75	Sculpting Bronzer Brush 195	FB75
76	Slip Shine Sheer Shiny Lipstick	FB76
77	Slip Shine Sheer Shiny Lipstick - Cookies & Cream	FB77
78	Slip Shine Sheer Shiny Lipstick - Goji Gang	FB78
79	Snap Shadows Mix & Match Eyeshadow Palette	FB79
80	Snap Shadows Mix & Match Eyeshadow Palette - Smoky	FB80
81	Soft Matte Complexion Essentials with Brush	FB81
82	Soft Matte Complexion Essentials with Sponge	FB82
83	Stunna Boss Bolds Longwear Fluid Lip Color Trio	FB83
84	Stunna Boss Nudes Longwear Fluid Lip Color Trio	FB84
85	Stunna Lip Paint Longwear Fluid Lip Color	FB85
86	Stunna Lip Paint Longwear Fluid Lip Color - Uncensored	FB86
87	Stunna Lip Paint Longwear Fluid Lip Color - Uncuffed	FB87
88	Sun Stalk'R Face + Eye Bronzer & Highlighter Palette	FB88
89	Sun Stalk'R Instant Warmth Bronzer	FB89
90	Wish You Wood Longwear Pencil Eyeliner	FB90
91	Wish You Wood Longwear Pencil Eyeliner - Cuz I'm Black	FB91

2. Data of Word Formation Processes Found in Cosmetic Product Descriptions in U.S Celebrities' Beauty Brands

(Adj): Adjective

(Adv): Adverb

(N): Noun

(V): Verb

a) Derivation

No.	Word	Word Formation Process	Data Code
1	Amplifying	Amplify + <i>-ing</i>	FB65
2	Baddie	Bad + <i>-ie</i>	K2
3	Besties	Best + <i>-ie</i>	FB21
4	Blotting	Blot + <i>-ing</i>	FB38
5	Blurring	Blur + <i>-ing</i>	FB13
6	Brightener	Bright + <i>-en</i> + <i>-er</i>	FB4
7	Collection	Collect + <i>-ion</i>	FB37
8	Commando	Command + <i>-o</i>	K5
9	Complexion	Complex + <i>-ion</i>	FB81, FB82
10	Concealer	Conceal + <i>-er</i>	R7, FB58, FB62, FB68
11	Diffusing	Diffuse + <i>-ing</i>	R2
12	Discovery	Discover + <i>-y</i>	R12
13	Effortless	Effort + <i>-less</i>	R16
14	Frontal	Front + <i>-al</i>	FB25, FB26
15	Glossy	Gloss + <i>-y</i>	R14, FB37
16	Hydrating	Hydrate + <i>-ing</i>	FB66
17	Illuminating	Illuminate + <i>-ing</i>	R1
18	Lengthening	Length + <i>-en</i> + <i>-ing</i>	FL2
19	Liner	Line + <i>-r</i>	K18
20	Mattifying	Matte + <i>-ify</i> + <i>-ing</i>	FL9, R8, R9
21	Melting	Melt + <i>-ing</i>	R15
22	Plumper	Plump + <i>-er</i>	FB33
23	Plumping	Plump + <i>-ing</i>	FL8
24	Precision	Precise + <i>-ion</i>	FB46, FB62, FB61
25	Primer	Prime + <i>-r</i>	R1, R2, R3, FB67, FB65, FB69
26	Puffy	Puff + <i>-y</i>	R11
27	Refillable	<i>Re-</i> + Fill + <i>-able</i>	FB16, FB17, FB18, FB19
28	Refreshing	Refresh + <i>-ing</i>	FB2
29	Retouch	<i>Re-</i> + Touch	FB68, FB69, FB70
30	Sculpting	Sculpt + <i>-ing</i>	FB75, FB5
31	Semi-Matte	<i>Semi-</i> + Matte	FB16, FB17, FB18, FB19

32	Shaping	Shape + <i>-ing</i>	FB15
33	Sharpener	Sharp + <i>-en</i> + <i>-er</i>	K21
34	Shiny	Shine + <i>-y</i>	FB77
35	Smoky	Smoke + <i>-y</i>	FB80
36	Styler	Style + <i>-r</i>	FB5, FB6
37	Toasty	Toast + <i>-y</i>	K31
38	Uncensored	<i>Un-</i> + Censored	FB86
39	Uncuffed	<i>Un-</i> + Cuffed	FB87
40	Volumizing	Volumize + <i>-ing</i>	R10
41	Warmth	Warm + <i>-th</i>	FB89
42	Weightless	Weight + <i>-less</i>	R3

b) Compounding

No.	Word	Word Formation Process	Data Code
1	All-Over	All + Over	R13, FB1, FB11, FB12
2	Doubletake	Double + Take	FB30
3	Eyebrow	Eye + Brow	FL7, R6
4	Eyeshadow	Eye + Shadow	R12, R13, FB79, FB28, FB3, FB1, FB57, FB60
5	Flypencil	Fly + Pencil	FB23, FB24
6	Freestyle	Free + Style	FB9, FB43, FB45, FB47
7	Handbag	Hand + bag	K9
8	Hollyberry	Holly + Berry	K11
9	Lipstick	Lip + Stick	K20, FB17, FB18
10	Longwear	Long + Wear	FB66, FB72, FB83, FB84, FB85, FB90
11	Makeup	Make + Up	FL10, R11, FB63, FB2, FB46
12	Scrubstick	Scrub + Stick	FB74
13	Skinstick	Skin + Stick	FB50, FB52
14	Sunrise	Sun + Rise	FB44
15	Sunset	Sun + Set	FB44
16	Travel-Size	Travel + Size	FB2

c) Conversion

No.	Word	Word Formation Process	Data Code
1	Block (N)	From <i>block</i> (V)	K2
2	Blot (V)	From <i>blot</i> (N)	<u>R4</u>
3	Blush (N)	From <i>blush</i> (V)	K22, R15, FB9
4	Bomb (N)	From <i>bomb</i> (V)	FB3, FB11, FB12, FB33, FB35, FB36, FB37, FB29, FB30, FB31, FB32
5	Chill (N)	From <i>chill</i> (V) & (Adj)	FL10
6	Color (N)	From <i>color</i> (V)	FB29, FB84, FB85
7	Contour (Adj)	From <i>contour</i> (N) & (V)	FB48, FB49, FB51 FB58
8	Dirty (Adj)	From <i>dirty</i> (V)	K6
9	Drop (N)	From <i>drop</i> (V)	FB13
10	Even (Adj)	Adv, Verb, Adj	FL3
11	Fluid (Adj)	From <i>Fluid</i> (N)	FB47, FB84, FB85
12	Head (N)	From <i>head</i> (V)	K9
13	Heat (N)	From <i>heat</i> (V)	FB36
14	High (Adj)	From <i>high</i> (Adv) & (N)	K10
15	Lift (N)	From <i>lift</i> (V)	FB27
16	Mark (V)	From <i>mark</i> (N)	FL4
17	Match (N)	From <i>match</i> (V)	FB48, FB49, FB50, FB51, FB52
18	Mirror (N)	From <i>mirror</i> (V)	K14
19	Paint (N)	From <i>paint</i> (V)	FB86
20	Powder (N)	From <i>powder</i> (V)	K22, K23, K24, K26, K17, FL3, FB50, FB70, FB59, FB73, FB64, FB40, R4
21	Refill (N)	From ' <i>refill</i> ' (V)	FB39, R4
22	Setting (N)	From <i>setting</i> (V)	K33, FL9, FB70, FB71, FB59
23	Shape (V)	From <i>shape</i> (N)	R5
24	Shine (N)	From <i>shine</i> (V)	K19, FB76
25	Slip (N)	From <i>slip</i> (V)	FB76
26	Snap (N)	From <i>snap</i> (V) & (Adj)	FB79
27	Spray (N)	From <i>spray</i> (V)	FL10, FB2
28	Stick (N)	From <i>stick</i> (V)	R16

29 Wax (N) From *wax* (V) R6, FB5

d) Borrowing

No.	Word	Word Formation Process	Data Code
1	Boujee	French: <i>bourgeoisie</i>	K4
2	Fiesta	Spanish: Festival / religious celebration	FB55
3	Goji	Mandarin 枸杞 (<i>gǒuqǐ</i>)	FB78
4	Kabuki	Japanese: Japanese classical dance-drama theatre	FB14
5	Mami	Spanish: <i>Mami</i>	K30, FB56
6	Mimosa	Latin: <i>mimus</i> 'mime'	FB44
7	Sangria	Spanish: Alcoholic beverage made from red wine	FB44

e) Blending

No.	Word	Word Formation Process	Data Code
1	Invisimatte (Adj)	Invisible (Adj) + Matte (Adj)	FB38, FB39, FB40, FB41

f) Acronym

No.	Word	Word Formation Process	Data Code
1	LED	LED: Light-Emitting Diode	K14
2	MVP	MVP: Most Valuable Player	FB5
3	PR	PR: Public Relations	K32

g) Coinage

No.	Word	Word Formation Process	Data Code
1	Kendall	New word based on the name of a person	K27
2	Kylie	New word based on the name of a person	K14, K15

h) Clipping

No.	Word	Word Formation Process	Data Code
1	Beau	Shortening the word <i>beauty</i>	K3
2	Butta	Shortening the word <i>butter</i>	FB10
3	Cuz	Shortening the word <i>because</i>	FB22, FB91
4	Festie	Shortening the word <i>festival</i>	FB21
5	Lil	Shortening the word <i>little</i>	K1, K17
6	Sista	Shortening the word <i>sister</i>	FB20
7	Stunna	Shortening the word <i>stunner</i>	FB83, FB84, FB85
8	Sum	Shortening the word <i>summary</i>	FB37

i) Multiple Processes

No.	Word	Word Formation Process	Data Code
1	Bronzer	1. Borrowing: French ' <i>bronze</i> ' / Italian ' <i>bronzio</i> '; 2. Derivation (Suffix): Bronze + <i>-er</i>	FL5, R16, FB88, FB7, FB75, FB89
2	Bronzing	1. Borrowing: French ' <i>bronze</i> ' / Italian ' <i>bronzio</i> '; 2. Derivation (Suffix): Bronze + <i>-ing</i>	K23
3	Cheek-Hugging	1. Compound: Cheek + Hug; 2. Derivation: Cheek-Hug + <i>-ing</i>	FB7
4	Chocolit	1. Clipping: <i>Lit</i> from <i>Light</i> ; 2. Blending: Choco(late) + Lit	FB32, FB34, FB36
5	Chromewrecker	1. Derivation (Suffix): Wreck + <i>-er</i> ; 2. Compounding: Chrome + Wrecker	FB24
6	Color-Correcting	1. Compound: Color + Correcting; 2. Derivation (Suffix): Correct + <i>-ing</i>	FL3
7	Eyeliner	1. Derivation: Line + <i>-r</i> ; 2. Compounding: Eye + Liner	FB90
8	Flyliner	1. Compounding: Fly + Line; 2. Derivation: Line + <i>-r</i>	FB22
9	Highlight	1. Compound: High + Light; 2. Conversion: Verb, Noun	FL1, FB8

10	Highlighter	1. Compounding: High + Light; 2. Derivation (Suffix): Highlight + -er	FL6, FB43, FB47, FB88
11	Kabuki-Buff	1. Compounding: Kabuki + Buff; 2. Borrowing: Kabuki: Japanese Classical Dance-Drama Theatre 3. Conversion: Buff: Verb, Noun	FB42
12	Kybrow	1. Coinage (Eponym): Kylie; 2. Blending: Kylie + Brow	K12
13	Kylash	1. Coinage (Eponym): Kylie; 2. Blending: Kylie + Lash	K13
14	Kylighter	1. Coinage (Eponym): Kylie ; 2. Blending: Kylie + Highlighter	K16
15	Lip-Loving	1. Compounding: Lip + Loving; 2. Derrivation (Suffix): Love + - ing	FB74
16	Mattemoiselle	1. Borrowing: French: ' <i>mademoiselle</i> '; 2. Blending: Matte + <i>mademoiselle</i>	FB53
17	Self-Reflecting	1. Compond: Self + Reflecting; 2. Derivation (Suffix): Reflect + <i>-ing</i>	FL6
