

Made-over Almay ad slogan conceals flaw

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Revlon has exchanged Old Glory for a white flag.

The beauty company has decided to change its 6monthold "Simply American" campaign for its Almay brand — which features Carrie Underwood and came under fire in May for deceptive advertising.

Its new tagline: "Almay, the American Look."

The change was made weeks after Truth in Advertising, a nonprofit

industry group, complained to state and federal regulators that Revlon was misleading consumers.

Some Almay products are not made in the USA, but the campaign — featuring lots of red, white and blue, including American flags — could lead customers into believing they are, the group said.

Revlon vociferously denied the allegations back in May — but then quietly swapped out the old slogan



on its Web site, on social media sites and in a new 15second spot with Underwood.

"Our new campaign builds on the rebranding that we launched in January," the company said in a state-

ment. "Almay, the American Look' conveys the essence of our brand."

The company also said that its campaign "adheres to Federal Trade Commission guidelines, so there would be no reason for concern" from a potential federal or state probe.

The "Simply American" tag still exists as a hashtag and on marketing materials in stores where Almay is sold. Revlon said it had no plans to remove those "Simply American" banners.