
| RESEARCH ARTICLE

On the Beautéxicon: Anglicisms Translation in Spanish Cosmetic Leaflets

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| ABSTRACT

Nowadays, with the constant search for ultimate perfection and the enhancement of beauty, there is an increased range of beauty treatments and therapies. Whereas the French language was regarded -among other issues- as a beauty and cosmetics language, additional languages have been added to the cosmetology world, such as Korean and English. As far as the latter is concerned, for centuries, English has been considered the *lingua franca* of science and technology, and this also applies to cosmetology. Considering the promptness of English-language cosmetic techniques rise, when rendering the translation of this language into Spanish, we witness a significant *bonanza* of anglicisms within the cosmetic field. Due to the difficulties entailed within the Spanish translation of these cosmetic anglicisms, we carried out a manual selection of a set of 10 English neologisms. Upon application of three translation techniques (pure anglicisms, evolved anglicisms, and cultural translation), we will then unveil the feasible translation alternatives into the Spanish language. By mapping this glossary out, we can offer both Translation and Interpreting Undergraduate students and professional scientific-technical translators additional alternatives other than the English language borrowing one.

| KEYWORDS

Scientific Translation, Cosmetology, Cosmetic Leaflets, Anglicisms.

| ARTICLE INFORMATION

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1. Introduction

As mentioned above, nowadays, society is increasingly inclined to enhance beauty, youthfulness, health, and perfection. These trends are translated into a relevant wish by society for the ultimate beauty treatments and techniques, not only in the form of laboratory cosmetology but also in the form of beauty salons and operating rooms. This wish is also noticeable in cosmetology technical new words (cosmetic neologisms) that are employed daily in not only technical settings (beauty salons, doctor's offices, operating rooms) but also in media and social media advertisements. The troublesome issue arises when receiving the translation brief to render these documents (Patient Information Leaflet, Original Scientific Article, Instructions for Use, Cosmetic Advertisements, and so forth) into another language since they are full of cosmetic neologisms. Hence, in this paper, we will present the results of innovative research carefully selecting the newest cosmetic terminology in the English language and providing the target readership with three translation alternatives (from the most literal one to the most culturally adapted one). In order to carry out our research goal, let us first review the most pertinent literature on this field.

So far, the field of cosmetic paperwork translation has not been researched at length. One of the reasons behind this could be the difficulties encountered by professional translators and proofreaders in providing a translation for such a constantly changing cosmetic world. Therefore, there is a translation trend towards the use of borrowings (taking the source terminology from the English language and providing it as such in Spanish). Nevertheless, the target readers of those translations must be completely aware of the product or technique properties, as well as the possible side effects of both of them. Consequently, the English-Spanish borrowed translations are not quite clear to them. Let us now review the most relevant contributions by scholars in this field.

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Martín (1997) delved into the topic of how word-formation and technical language are strongly intertwined. A study by Castillo (2002) recognised how lexical borrowings do represent a troublesome issue, both of cultural and linguistic nature. We carried out two research in the field (Vázquez y del Árbol 2007; 2008). The first one was devoted to translating adjective phrases when dealing with cosmetic products. The latter was linked to the expression of positive feelings when rendering the translation of cosmetic leaflets and brochures.

Pena (2008) was cognizant of the issue that scientific and technical lexicon is always created within a specific language (that must be subsequently rendered into the remaining languages). Additionally, Faulhaber and Elsen (2016) were also highly aware of the issue of how the cosmetic advertising sector is making full use of brand-new terminology, as is happening with women's lifestyle magazines. Such is the relevance of neologisms in the Spanish language that Sánchez, Azorín and Santamaría (2016) created a dictionary of Spanish neologisms called NEOMA.

Previously, Santamaría alone (2013) reviewed to what extent Spanish dictionaries gathered semantic neologisms. A study by Udovichenko and Mitsenko (2019) investigated how scientific neologisms are (English-Ukrainian) rendered. The study showed that the main difficulty of translating is the transfer of the meaning to a new word.

Cañellas (2020) researched 109 neologisms from fashion and beauty areas, and she found out how borrowings were the most frequently used neologisms in other languages. Recently, Barrajón (2023) studied verbal neologisms in advertisements by applying a multi-modal perspective.

As we have shown, so far, there are no contributions linking cosmetic neologisms and their translation into another language, and that is why our paper is focused and framed this way.

2. Methodology

Once we have reviewed the most relevant contributions in the field, we will now devote the Methodology section to the explanation of the research procedure carried out.

First, we gathered a varied scientific-technical corpus consisting of real and varied translation briefs' genres, as listed below,

- 2 Patient Information Leaflets
- 2 Original Scientific Articles
- 2 Instructions for Use
- 2 Cosmetic Advertisements.

Subsequently, we selected a list of 10 English-language cosmetology neologisms in the English language, all of them representing troublesome issues for translators and interpreters since these elements tend to be kept as such in the target language,

- 1) Baby skin
- 2) By-product beauty
- 3) Face framing
- 4) Phygital
- 5) Funky French (manicure)
- 6) Kob (Bob)
- 7) Modern mullet
- 8) Skinimalism
- 9) Smokey hair
- 10) Zoom face.

Later, we searched for their definitions in online specialised sources. At a later stage, we applied thereto three possible translation alternatives: a) pure anglicism, b) evolved anglicism, and c) cultural translation (offered by ourselves). Thereupon, we will reflect on the most relevant issues of our research results, which will be carefully displayed in the following section.

3. Results

Upon searching the 10-items corpus within online sources specialised in the field of cosmetics, beauty, and technology, as well as lexicographic and marketing sources (when needed), we gathered a set of three translation alternatives per item, a) pure anglicism (by resorting to specialised sources), b) evolved anglicism (our suggestion), and c) cultural translation (offered by ourselves). Let us now move to the translation alternatives offered.

1. Baby skin:

Eucerin: "Baby skin is thinner and more delicate than adult skin. It reacts more sensitively to external aggressors and needs extra special care and protection.

A baby's skin needs special care, as it is only one-fifth the thickness of adult skin. Baby skin is less resistant, prone to drying out and more sensitive to UV rays. Baby skin has the same number of layers as adult skin, but each layer is considerably thinner. Overall, baby skin is just one-fifth of the thickness of adult skin."

-Pure Anglicism: *Baby skin*

-Evolved Anglicism: Piel baby

-Cultural Translation: Piel de bebé.

2. By-product beauty:

Marketing91: "It is produced during the production process of the main product. It is the 'by default' result of the production process. There aren't any different raw materials or processes used for the same. To sell it in the market, some processing may be done on it, if required."

-Pure Anglicism: *By-product beauty*

-Evolved Anglicism: Belleza *By-product*

-Cultural Translation: Belleza con/a base de producto derivado.

3. Face framing:

Quora: "Face framing is when you use the front hairline perimeter to create a particular/style. For example, front layers or bangs that connect with sections located by temples."

-Pure Anglicism: *Face framing*

-Evolved Anglicism: Framing facial

-Cultural Translation: Ángulo facial.

4. Phygital:

Rahn-Group: "Creation of a blended customer experience where both the physical and the digital coexist in the same journey / environment. It is crucial that digital and physical merge so customers can experience the products first-hand, then be reminded while they're within the digital realms of their choices to buy what they already tried and physically experienced."

-Pure Anglicism: *Phygital*

-Evolved Anglicism: Fygital

-Cultural Translation: Figital.

5. Funky French (manicure):

La Belle Nail Boutique: "French manicure ideas with color trade the traditional symmetrical round tips for a chic way to decorate your nails with unexpected pops of color. Paint your almond-shaped nails on the sides of the tips to pair them off with a summer wardrobe. This type is also known as funky French Manicure."

-Pure Anglicism: *funky French (manicure)*

-Evolved Anglicism: (manicura) francesa funky

-Cultural Translation: (manicura) francesa con colores fuertes/vivos/ácidos/flúor.

6. Kob (Bob):

Collins Dictionary: "The Duchess of Cambridge's bob-style haircut [from K(ate) + (b)ob]. Her hairstyles are as influential as her style, so it's no surprise that Kate's latest hairdo has been given its own name. The Duchess of Cambridge showed off her shorter tresses earlier this month at Wimbledon, and ever since, royal watchers have dubbed it the Kate bob – or 'the Kob' for short. The royal has had a good few inches cut off and appears to have dyed her hair into a rich chestnut brown hue."

-Pure Anglicism: *Kob (Bob)*

-Evolved Anglicism: Bob tipo Kob

-Cultural Translation: Corte de pelo tipo Kate Middleton/Duquesa de Cambridge.

7. Modern mullet:

DMarge: "This is the more modern interpretation of the mullet haircut we're talking about. Less of a contrast between the front and back but still undoubtedly longer at the rear, the modern mullet is one that is far easier to pull off and to maintain."

-Pure Anglicism: Modern mullet

-Evolved Anglicism: Mullet moderno

-Cultural Translation: Tipo de corte de pelo (por capas/escalonado), con los laterales (de la cabeza) más cortos que el resto.

8. Skinimalism:

Simple Skin Care: "Skinimalism promotes a minimalist approach to skincare, which means fewer products and a less complicated routine. This can save you time and money while still delivering effective results."

-Pure Anglicism: *Skinimalism*

-Evolved Anglicism: Skinimalismo

-Cultural Translation: Minimalismo cutáneo/dermatológico.

9. Smokey hair (also "Smoky hair"):

Rodney Wayne: "It involves applying two to three custom shades that take colour from darkest at the crown to lightest at the ends, smudging between shades through the lengths of the hair."

-Pure Anglicism: *Smokey hair*

-Evolved Anglicism: Pelo/Cabello smokey

-Cultural Translation: Pelo/Cabello con tonos color humo.

10. Zoom face:

Roseway Labs: "Zoom Face: that feeling you get when you see yourself on the video camera and start to notice all the slight imperfections in your appearance."

-Pure Anglicism: *Zoom face*

-Evolved Anglicism: Zoom facial/de cara

-Cultural Translation: Visión ampliada de la cara/del rostro.

4. Conclusion

As mentioned above, upon creating our own cosmetic neologism (*Beautéxicon*) in this paper, we first gathered a varied scientific-technical corpus consisting of real and varied translation briefs' genres, as quoted below,

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Afterwards, we created a list of 10 English-language cosmetology neologisms in the English language, all of them representing challenging issues for translators and interpreters since these elements tend to be maintained as such in the target languages,

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2. By-product beauty
3. Face framing
4. Phygital
5. Funky French (manicure)
6. Kob (Bob)
7. Modern mullet
8. Skinimalism
9. Smokey hair
10. Zoom face.

Subsequently, we offered three alternate solutions: a) pure anglicisms, evolved anglicisms, and cultural translation). Overall, the results were varied, depending on each specific neologism.

Online sources specialised in the field of cosmetics and beauty did offer relevant definitions. That was the case with Eucerin, Quora, Rahn-Group, La Belle Nail Boutique, DMarge, Simple Skin Care, Rodney Wayne, and Roseway Labs. The neologisms coined and explained by these resources were the following ones: "baby skin", "face framing", "phygital", "funky French", "modern mullet", "skinimalism", "smokey hair", and "zoom face". Conversely, we only needed to resort to a lexicographic source (Collins Dictionary) for just one neologism ("Kob bob") since dictionaries do not have time to coin and gather all the cosmetic neologisms (and, still less, translate them into another language). Curiously, we had to resort to a marketing website (Marketing91), the only reliable

resource for achieving a relevant definition of “by-product”, showing how beauty and marketing are always related. Additionally, we still perceive the French-style influence on cosmetology, beauty, and fashion (“modern mullet”, “funky French”).

As far as the translation techniques are concerned, three of them (pure anglicism, evolved anglicism, and cultural translation) were successfully achieved; the first one was a copy of the original, whereas the remaining two were suggested by us. Since pure anglicisms were a mere replication of the source neologisms, we will now discuss the results obtained upon the application of evolved anglicism and cultural adaptation.

Regarding evolved anglicisms, all of them were either obtained from a) a translation of a word from compound neologisms (“baby skin” as “piel baby”, “by-product beauty” as “belleza by-product”, “face framing” as “framing facial”, “funky French” as “(manicura) francesa funky”, “modern mullet” as “mullet moderno”, “smokey hair” as “pelo/Cabello smokey”, “zoom face” as “zoom facial/de cara”), b) a phonetic adaptation (“phygital” as “fygital”, “skinimalism” as “skinimalismo”), and c) a lexical addition (“Kob bob” as “Bob tipo Kob”).

Concerning cultural translations, all of them entailed some kind of difficulty, from the least complicated neologisms, which underwent a rather literal translation (“baby skin” as “piel de bebé”, “by-product beauty” as “belleza con/a base de product derivado”, “phygital” as “figital”), to the most complex ones. This complex group consisted of neologisms that underwent a translation with several alternatives: a) a change in the point of view, due to cultural reasons (“face framing” as “ángulo facial”), b) a linguistic widening (in-text gloss), due to the extremely specific information contained in the neologism (“skinimalism” as “minimalismo cutáneo/dermatológico”, “smokey hair” as “pelo/cabello con tonos color humo”, “zoom face” as “visión ampliada de la cara/del rostro”, “funky French (manicure)” as “(manicura) francesa con colores fuertes/vivos/ácidos/flúor”, “Kob (Bob)” as “corte de pelo tipo Kate Middleton/Duquesa de Cambridge”, “modern mullet” as “tipo de corte de pelo (por capas/escalonado), con los laterales (de la cabeza) más cortos que el resto”)

Overall, we have probed the feasibility and availability of applying our suggested translations that do not undergo an anglicism (either pure or evolved), thus facilitating the Spanish target readership with their easiest reading and comprehension. By mapping this glossary out, we are providing both Translation and Interpreting Undergraduate students and professional scientific-technical translators with additional alternatives to the English language borrowing one.

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