



BEAUTY INC.

THE SITUATION

Beauty, Inc. is a large and profitable business with an excellent reputation in your country for producing high quality beauty products like make-up and hair dye. Its new line of products, Powerful Woman, was supposed to capture the elite market and targeted at powerful businesswomen, politicians, and their wives and families. Free samples were sent to some of the richest and most famous women in the nation, and wives of the most powerful businessmen and politicians. Unfortunately there were a number of defects in the products:

- The blonde hair dye turned women's hair blue and the black hair dye turns women's hair white.
- The mascara never comes off, no matter how much you wash it.
- The lipstick causes rashes
- The shampoo makes it so sticky that dirt and dust stick to it, making women's hair dirty

Beauty, Inc. is holding a press conference in order to try to explain these problems and control the damage to its reputation.



ROLES

BEAUTY, INC.

Press Assistant: Your job is to run the meeting. You want to protect the reputation of the company but of course you have to let the victims and press speak a little or they will get angry. Try to let the company staff speak the most though, and if you hear anyone say anything damaging try to call on someone else.

President: You are the President of Beauty, Inc. You knew about these problems before the products were sent out to the stores, but it would have been very expensive to fix them so you agreed to sell the defective products. However you do not want to admit this.

You are embarrassed by these problems of course, but the last thing you want is to be sued in court because then the company name would be in all the newspapers. You want to try to make people feel that the problems are not really all that bad and everything will be ok in the long run.

Chief Financial Officer: Your primary concern is minimizing losses. When you heard there would be some problems in the products, you told the President to send them to the stores anyway because it would have been expensive to fix the problems. While you regret the damage done to customers, you think that a simple apology and a reassurance that you will fix the mistakes should be enough. Especially for the women who got the products for free. You are worried that the Press Officer might try to offer free products or reward people with money.

Press Officer: As the public face of Beauty, Inc. you want to ensure that the reputation of the company is not hurt. You are willing to offer money or free products or whatever it takes to make people feel better so that they will keep buying your products.

Vice-President: You know that the President knew about the problems before the products ever went out. As an honest businessman who worked your way up from a salesman at one of the Beauty Inc. stores, you feel that Beauty, Inc. owes everything to its customers and should do everything to repay customers of Powerful Woman cosmetics. You think the President should admit that he deliberately sold bad products and quit his position. However, in reality you have very little sympathy with the rich and powerful women because you feel that they are ruining the country just to make lots of money and do nothing to help the common people. After all half of them got the products for a free trial so why should they complain.



THE PRESS AND PUBLIC

Mercedes Richgirl: You own five banks and your husband owns the best real estate in the city, you are the richest two people in the nation. You think you are the most beautiful woman in the country as well, and you regularly sleep with all the models and singers in the nation.

You are one of the women who was sent a free sample of Powerful Woman cosmetics, because your endorsement would mean a lot, and you have suffered a lot from the defects. Justin Timberlake won't return your phone calls, and your staff and servants all laugh at you because you are so ugly now. You think the President should quit, then you and your husband can buy the company when its stock falls and make huge profit. Or at least they should give you one million dollars!

Minister Coolson: You are a minister in the government and widely seen as the most powerful woman in the nation. You regularly attend dinners with the President and other top officials and you make all decisions regarding budget spending. You were sent Powerful Woman cosmetics free because if you liked them, many women would buy them just to imitate you.

Now you have suffered all the problems related to the defect and you look so funny that CNN cancelled its interview with you. Plus there are rumors that you will be fired as minister and sent to be Ambassador to Antarctica! You want to sponsor new legislation to make sure that companies like Beauty, Inc. are closed down and all assets given free to the government. Unless the company was willing to give you a very large bribe! Like a mansion!

Mary Simple: You are a poor housewife with 6 children. Your husband drives a taxi and you make barely enough money to survive. However you decided to spend a lot of money on Powerful Woman lipstick in order to dress up for your wedding anniversary next week. You believed the advertising that said Powerful Woman was elite make-up used by the most best people. Now you have horrible rashes and the medicine to fix them will be very expensive. You think the company should pay for your expenses and for the expenses of every other woman who suffered from the products.

Journalist One: You are a young journalist with ambitions to be the best in the country. Nothing would make your reputation better than really getting to the heart of this great story: Big powerful company destroys women's lives. You want to try to embarrass the officers of Beauty, Inc. and make them feel very guilty so you can get great quotes from them. You should be ruthless, even make up lies about the damage done if necessary.



Journalist Two: You think this whole incident is an outrage against great companies like Beauty, Inc. that boost the economy of the country and bring jobs to people. You think it is awful that victims of the damage are here to say bad things to the company. You sympathize completely with the company and are here to attack the victims and say bad things about them to protect the reputation of the company.

Journalist Three: You are an investigative journalist and you want to find out how this could have happened. You want to get to the bottom of this story: how did the company send out defective products and give them to people and sell them in their stores? You will grill the company to find out this information.

Professor Smartovich: You are the leading researcher at Beauty, Inc. You knew the products were defective and wrote a letter to the President. However you were shocked when he ignored your letter, sent out the products anyway and then offered you a large raise. You believe he tried to pay you to keep you quiet. You are here to expose the scandal and give your salary money to the victims.