

Beauty, Inc.

The Situation

Beauty, Inc. is a large well-known company that sells beauty products to women. They have recently started a new line of products called “Success”. The company wanted “Success” make-up and beauty products to have the image of being for rich and powerful women. So they sent free samples to some of the most famous businesswomen and politicians. Unfortunately, there were a number of defects in the products:

- The blonde hair dye turned hair blue.
- The make-up caused allergic reactions in most of the women. Their faces are covered in rashes.
- The shampoo is so sticky that dirt and dust stick to it, making women’s hair dirtier!

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

You will play one role at this press conference. Your task is to read the role card given to you by the teacher. The card will tell you who you are and what you want. Decide what kinds of things you will say to get what you want. Don’t forget to talk as your character. Most importantly, have fun!

Role Cards

<p>Company Spokesperson</p> <p>Your job is to run the meeting. You can decide who speaks and who doesn't speak. You want to make the company look good. You also don't think these rich and powerful women should complain. They got the products for free!</p> <p>Try to be nicer to people who work for the company. Give them more time to speak, for example.</p>	<p>Company President</p> <p>You are the President of Beauty, Inc. You knew about these problems before the products were sent out, but it would have been very expensive to fix them. You hoped the problem wouldn't be too bad. However, you do not want to admit this. You know that people are going to want money from you. Or to fire people. Try to give them as little as possible. Don't admit you did anything wrong.</p>
<p>Vice President</p> <p>You feel bad about the people who suffered. You think the company should pay for medical treatment to fix the problems. You should probably fire some people too. You might need to pay some money. But you want to keep your job, of course! You didn't do anything wrong!</p>	<p>Chief Scientist</p> <p>You told the President that the products needed more testing. But he ignored you and sent them anyway. You are worried that you will be blamed for these problems. You don't want to talk about why these problems happened. Let the company pay off the victims, but you want to keep your job and your reputation.</p>
<p>Mercedes</p> <p>You are a very wealthy businesswoman and popular lifestyle guide. You used the Success beauty products and your famous blond hair turned blue. You think you should be paid 1 million dollars for the problems you have suffered.</p>	<p>Secretary of State Blair Locke</p> <p>You are secretary of state and one of the most powerful women in Washington DC. Because of the Success products, your face is covered in rashes. You can't meet world leaders like that! You want the company to do a full investigation of what exactly happened. Anyone involved should be fired immediately.</p>
<p>Newspaper Journalist</p> <p>You are here to report on the situation. You are tired of big business hurting people. You want to ask a lot of tough questions to the company about whose fault it is and why</p>	<p>Lauren</p> <p>You are a maid at a famous actress' house. She gave you her free Success beauty products. Now your hair is blue and very dirty and your face is full of rashes. You can't afford treatment. You think the company should pay to fix everyone's problems.</p>