

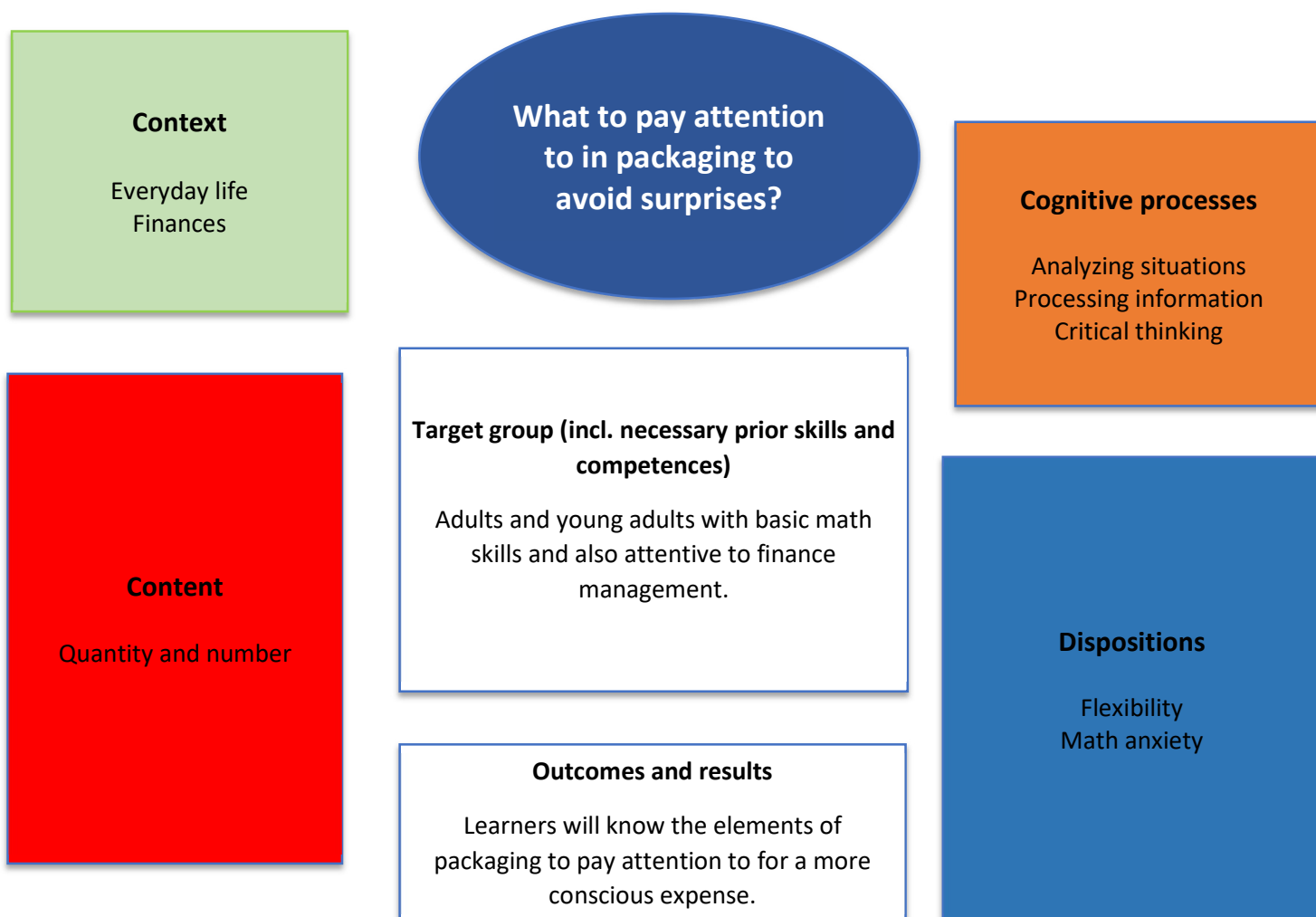
BEWARE OF THE PACKAGING

Deceptive packaging

Cosmetic products, such as perfumes, creams and serums, are often stored and sold in glass packs, sometimes over-elaborated, the size of which could deceive us and make us think that inside there is more product than the actual one. Although the quantities are always indicated in the package, it can happen not to pay attention to it and once you arrive at home you have nasty surprises.

Pay attention to the quantities indicated and evaluate the price accordingly, always referring to the cost per *g* or *ml*, can help us to spend more consciously.

Overview “BEWARE OF THE PACKAGING”



Main information

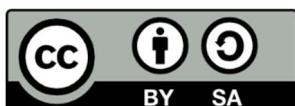
Content	Quantity and number; Units of weight and capacity with their sub-multiples; Basic mathematical operations.
Target group	Adults and young adults with basic math skills and also attentive to finance management. Learners also know the units of measurement of weight and capacity and their sub-multiples. Another useful skill for this activity is the conscious association between the unit of measurement and the relative quantity expressed.
Learning intention	Numeracy for personal and private purposes
Duration	Approx. 3 hours
Material and resources	Picture cards
Group size	Range from 4 to 10 learners
Problem statement	Many products, particularly cosmetics and perfumes, come in elaborate, heavy glass packaging designed not just for beauty, but also to imply a larger quantity than what's actually provided. Though the true amount is always specified on the package in grams or milliliters, the real question is: do we truly grasp the product volume these numbers represent? Can we judge if a product is a good deal based on its actual quantity? This exploration delves into how packaging can mislead consumers and demonstrates how a little math can empower us to make informed decisions.
Working questions	<ul style="list-style-type: none"> —When you are in perfumery and you have to buy a product, what is your rating criterion? —What do you think you should pay attention to for a more conscious purchase? —Is there any useful information in the packaging? —What are the most frequently reported units of measurement on the packaging? —Using all the information present, is it possible to evaluate the convenience of a product?
Learning outcomes and results	Learners will know the elements of packaging to pay attention to for a more conscious expense.



Working plan

Time (lessons)	Description of content/activities	Material	Methodical and didactic information ¹
40'	<p>1.Activation</p> <p>In this first phase, the teacher introduces the subject matter of the activity and, following the questions present in the “<i>Working Questions</i>”, guides an active discussion among learners to assess the level of preparation and knowledge about it.</p>	<p>Blackboard Projector Internet connection</p>	<p>Questioning Discussion</p>
45'+	<p>2.Know the quantity.</p> <p>At this stage, the units of measurement of weight and capacity are quickly reviewed.</p> <p><i>[The learners should already have good knowledge about it, so this part of the lesson can be actively built by them.]</i></p> <p>It follows a phase in which with scales, glasses and water (e.g.) certain amounts of water are weighed to be able to gain confidence in the association between the reported value expressed by the unit of measurement and the actual quantity.</p> <p><i>[This phase can be conducted in various ways; for example, you can ask learners this kind of questions: “Fill a glass with 50 ml of water without the use of scales or measuring cups” or “which between these glasses contains 30 ml of water?” or other ways.]</i></p>	<p>Blackboard Scales Glasses or other kind of container Water (for liquid substances) Sugar or something similar and easy to get (for solid substances)</p>	<p>Questioning Hands on learning Experimenting</p>

¹ for description and explanation of kinds of tasks, HITs and other background information please consult the teacher’s/user’s guide



45'	<p>3. Evaluate the product</p> <p>At this stage the teacher shows the learners picture cards depicting some cosmetic products. Using all the information collected in the previous stages, learners are asked to assess the convenience or not of the product.</p> <p><i>Obviously, the evaluation first follows logical mathematical reasoning, but the conclusion could be guided by a totally personal choice (e.g. value of money, possibility of spending, etc.). It would still be interesting for learners, working in pairs, to feel free to make all the assessments of the case in an unjudged environment. This will reveal the complexity of the evaluation.</i></p> <p><i>[When it comes to choosing some products it may be interesting if the teacher prefers perfumes or similar which have elaborate packaging, to check if learners are still "deceptive" by the size of the packaging or if they pay attention to the amount of product reported. For a more accurate assessment it is also important to provide learners with the price per gram or litre.]</i></p>	Picture cards	Reasoning Hands on learning Collaboration
30'	<p>4. Discussion</p> <p>In the final phase, learners are invited to share some of the considerations that emerge in phase 3. A moment of discussion follows in which the learners are asked whether in any way their approach to choosing a cosmetic product, or similar, has changed or not as a result of the activity carried out.</p>		Feedback



Appendix

SOME EXAMPLES FOR THE PHASE 3 (EVALUATE THE PRODUCT)



Tom Ford Lost Cherry Eau de Parfum 100 ml

4,6 ★★★★★ 6.480

Eau de parfum · Set · Unisex

210,00 € 210,00 € / 100 ml

[Jolie Profumerie](#)



Azzaro The Most Wanted Eau de Parfum Intense 100 ml

4,8 ★★★★★ 5.514

Eau de parfum · Spray

63,04 € 630,40 € / 1 l

[parfumdreams.IT](#)

Consegna gratuita



*

Carolina Herrera - Good Girl
30 ml Eau de Parfum

4,7 ★★★★★ 34.188

Eau de parfum · Spray

74,00 €



*

Paco Rabanne Eau de Parfum
Fame 80ml

4,7 ★★★★★ 9.726

Eau de parfum · Spray

97.60 €

* If the price per litre is not available online, it can be earned by learners.





Hugo Boss Bottled Eau de Toilette 30 ml | Boss

4,7 ★★★★★ 21.321

Eau de toilette · Set

36,10 € 120,33 € / 100 ml

Parfimo.it



Versace - Crystal Noir Eau de Toilette 50 ml

4,6 ★★★★★ 12.356

Eau de toilette · Set

60,55 € 121,10 € / 100 ml

Profumo-Clic.it



This material was produced in the Erasmusplus project **Numeracy in Practice**, projectnumber 2021-1-NL01-KA220-ADU-000 026 292. In this project, 11 partners in 11 countries worked together in designing, evaluating and improving the materials. All materials can be found on the website (www.cenf.eu).



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