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**LEXICAL-SEMANTIC PECULIARITIES OF TRANSLATION
OF COSMETIC PRODUCT NOMINATIONS (DRAWING ON
THE EXAMPLE OF YVES ROCHER FRENCH COSMETICS)**

Abstract

The current article aims at studying translation peculiarities of terminological nominations describing cosmetic products that are presented on the official site of the Yves Rocher company. Some lexical-semantic peculiarities of translation of terminological nominations of Yves Rocher cosmetic products for face care were the focus of this research. During the analysis of terminological nominations of cosmetic products, the problem of partial correlation of such nominations in French and Russian has been revealed. Therefore, an attempt has been made to complete the existing official translation and present the obtained results in the form of “Yves Rocher Cosmetic Guide” with comments that can help choose from the cosmetic products of this company, as well as other French cosmetics brands.

Keywords: cosmetonym, unsuccessful / wrong translation, unjustified information omissions / addition, successful / unsuccessful transformation, distortion of meaning.

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