Wait—why you can’t rely on spell-check

Yesterday, while working out at the gym, I nearly fell off the treadmill when I spotted the following ad from Sephora in InStyle magazine:

Sephora ad

At first, I thought perhaps Sephora was engaging in a not-so-clever play on words, since the wait could be over for a weight-less product. But I see no evidence in the copy that Sephora is highlighting any weightlessness in this product. In fact, the sub-headline says: “Finally, smoother, softer, satiny style in half the time.” Clearly, the concept is about time, so the appropriate word would have been wait, not weight.

It is hard to believe that Sephora’s ad people would have let this one go to print. Back when I was a print buyer in the 90s, we sent actual film to our magazines. A mistake in the film would be a major problem, and fixing it would involve high cost. Today, ad agencies send over PDF’s, which are way easier to fix and re-send.

So next time you think you proofread your document and used spell-check to do so, I suggest you wait, and read it again.

Do you think the headline is right? Let me know why.