

This Study Assesses Awareness, Psychological Drivers, And Health Risks Of Cosmetic Product Overuse Among Females, Identifying Critical Gaps To Guide Nurse-Led Preventive Health Counseling

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Abstract: The increasing use of cosmetics in recent years by women has led to a higher risk of health problems. This study will look into the use of cosmetics, knowledge of chemicals, and their effects on women from the ages of 18-35. A total of 100 females were chosen as subjects for this study utilizing a 20-scale survey and convenience sampling. The study showed that 62% of females had no idea about the chemicals contained in cosmetics and their effects while 26% were somewhat aware while 12% were curious about them. Only 0% (zero percent) fell into the categories of ally and advocate. The findings point out the lack of awareness in consumers concerning product labeling and safety standards. The findings also point out the need for nurse-led health education programs and preventive counseling to encourage safe practices.

Keywords: cosmetics 1; Excessive 2; Adverse Effects 3; Consumers 4; Chemical Effects 5;

INTRODUCTION

In present era, "cosmetic addiction", as well as the awareness concerning the safety of cosmetics, has become a very serious problem, which often goes neglected as a global health issue. People generally believe that the use of cosmetic products is safe, and they help with beauty and skincare routines. Unfortunately, the use of these products for prolonged periods of time can become dangerous, as the person may face serious physical or mental health issues due to ignorance about the usage of these products.

The main reason that women, especially young girls, feel insecure about their looks is the so-called "ideal beauty". Nowadays, with all the social media available, various filters, and targeted advertisement women start feeling pressure to have that "perfect" skin and looks. As a result, young girls and women begin buying too many whitening creams, anti-aging oils, and other cosmetics without any advice from a dermatologist, leading to the development of addiction to cosmetics.

RELATED WORK

An analysis of literature at both the global and national levels culminates in the conclusion that the excessive application of cosmetics is not only a problem of appearance but one of psychology rooted in the psychological condition known as body dysmorphic disorder (BDD), lack of self-esteem, and the proliferation of unrealistic images of beauty in social media (Jang et al.). In addition, many dermatological studies have actually demonstrated that many of the fairness and anti-aging creams that are currently available for sale contain dangerous chemicals, including mercury, hydroquinone, and corticosteroids, which leads to severe health problems, such as skin thinning, steroid acne, as well as damage to different organs (Sharma et al.). However, there is a very low level of awareness of product label literacy and chemical safety among college students and young women, whose choices are primarily based on advertising and social pressure. In contrast to the existence of some medical studies concerning skin-

related side effects, there is currently no evidence-based integrative research that has specifically examined the psychological influences of cosmetic addiction, and this study intends to close that gap in research knowledge.

Table 1: Recent studies on cosmetic overuse, awareness, and health risk

Author (s) & Year	Population	Focus Area	Key Findings
Patel et al. (2022)	Young adult females	Adverse health effects	62% of frequent cosmetic users reported adverse reaction (acne, skin thinning, and contacts dermatitis) but lacked awareness of long – term systemic risks.
Sharma et al. (2023)	General women & students	Chemical Risk Literacy	High usage of fairness creams containing toxic hydroquinone and steroids, with less than 25% of users reading ingredient labels.
Mutairi et al. (2023)	Community females	Product label awareness	Significant lack of awareness regarding toxic heavy metals (mercury, lead) in unregulated cosmetics, driven primarily by peer pressure and advertisements.
Jang et al. (2024)	University student	Psychological Drivers& BDD	Strong correlation between social media exposure, body dysmorphic tendencies, and cosmetic dependence among young females.
Kaur et al. (2024)	Nursing students & community	Nurse- Led educational interventions	Pre/post-test evaluation showed significant improvement in awareness levels regarding chemical safety following targeted nurse-led health education sessions.

KEY CONTRIBUTION

The present research offers an innovative contribution by carefully delineating the trifecta of cosmetic dependency and risk, the situation among consumers in terms of their risk. Thus, beyond identifying the key psychological determinants including self-esteem and social media exposure leading to overuse of cosmetics in the target population, the research also provides both empirical and actual assessment regarding the consumers' level of awareness about the consequences of the dangerous chemicals contained in cosmetics (such as mercury and steroids). Central to this entire concept and contribution is the development of a unique evidence-based model for prevention of issues related to dermatology. Thus, long-term implications are provided for development of primary health care policy with regard to consumer safety and health education interventions.

Method, Experiments and Results

Research design

This study employs a descriptive cross-sectional survey design to evaluate awareness regarding the excessive use of cosmetics, as well as the psychological factors and health risks associated with it.

Target population

The target population for this study consists of adult women and female college students aged 18 to 35 who regularly use cosmetic products.

Sample size and instruments

A convenient sample size of 100 female participants was selected, and data collection was carried out using a semi structured questionnaire.

Section A: In this study, the researcher used demographic data (age, Years of education etc.) to gather basic information about the participants.

Section B: In this study, researcher have assessed awareness regarding the use of cosmetics.

Section C: In this study, researchers have identified the gaps that need to be addresses to guide nurse – led preventive health counseling.

Sampling techniques

A non-probability convenience sampling technique will be used to select 100 female participants for data collection in this study.

Result

Awareness score

Table 1.1. Frequency and percentage distribution of awareness regarding cosmetic usage

Awareness scale	Frequency (n=100)	Percentage
Advocate	0	0%
Ally	0	0%
Curious	12	12%
Passive	26	26%
Unaware	62	62%

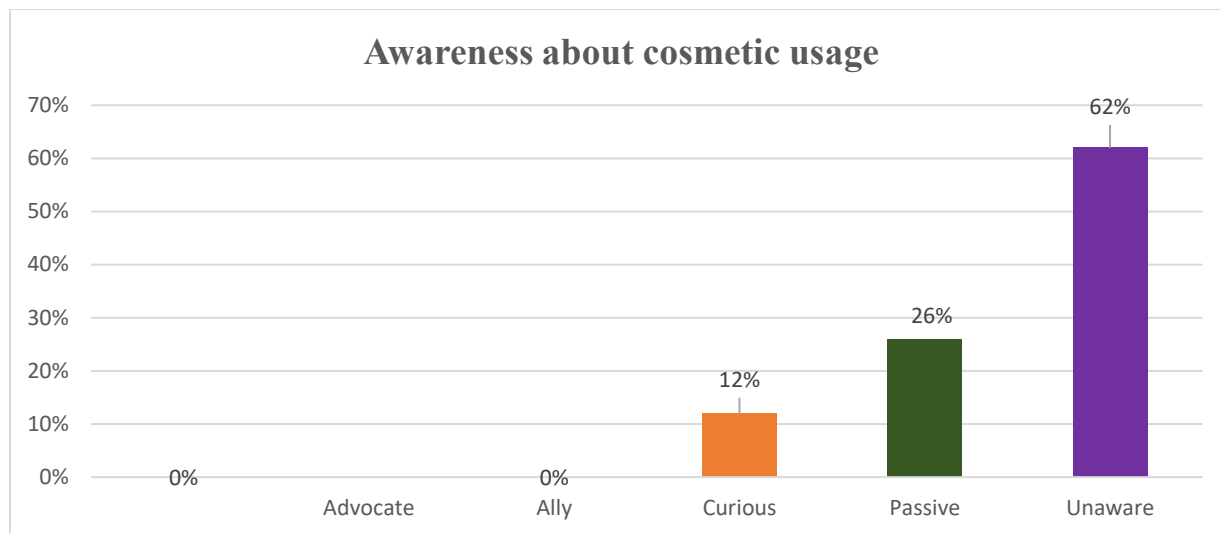


Figure 1.1. Bar diagram representation distribution of the subject according to the awareness about cosmetic usage among females bar diagram present that majority of 62(62%) of female have unaware, 26 (26%) of female have passive, 12 (12%) of female curious, 0 (0%) of female have ally and advocate about cosmetic usage.

Table 1.2.

Gap scale	Frequency (n=100)	Percentage
Excessive gap	77	77%
Moderate gap	23	23%
Mild gap	0	0%

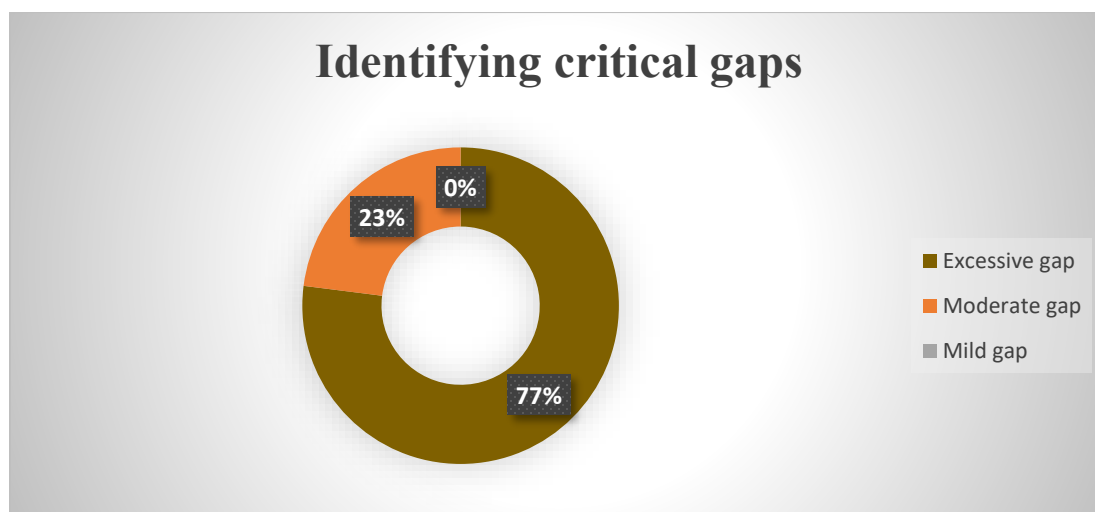


Figure 1.2. Doughnut diagram representation gap regarding led preventive health counseling among females doughnut diagram depicted that majority of 77 (77%) of female had excessive gap, 23 (23%) of female had moderate gap, 0 (0%) of female had mild gap regarding led preventive health counseling.

Discussion

The results of this study reveal very enlightening information concerning the knowledge of the excessive and non-safe usage of cosmetics in the population being investigated in this present study. The results of this study show that 62% of the people are totally unaware of the excessive usage of cosmetic products, the chemicals in them, and the effects of the prolonged usage of cosmetics. This is a major finding that indicates a very serious lack of education for consumers in the present time mainly due to the impact of deceptive promotional advertisements, lack of regulation in marketing, and absence of public knowledge regarding dangerous chemicals.

Additionally, 26% of the women in this study showed a passive attitude (using cosmetics but not reading labels or considering safety before applying), while 12% demonstrated a desire to learn about the process of chemical safety.

Being categorized as 'interested,' women in this category are motivated to learn about chemical safety in the usage of cosmetic products, but they need proper resources to apply this knowledge in practice.

One finding of this study indicates that none of the participants fall into the 'ally' or 'advocate' group. This indicates no supportive individuals who can promote safe cosmetic practices.

77% of women fall into the 'gap of knowledge' category.

Only 23% show moderate signs of disparity in their knowledge.

CONCLUSION

In the study, it was found that 62% of women had no knowledge whatsoever and a total of 77% suffered from an important deficiency of knowledge on the subject. Also, 26% were passive about the topic, 12% had curiosity and none of the participants were supportive and acted as advocates. All these disheartening results indicate a real need for the implementation of nurse-led preventive counseling and institutional awareness programs directed toward the prevention of the side effects and health risks related to the chemical components in cosmetics.

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