

Study on Use, Attitude and Knowledge of Herbal Cosmetic Products Among Consumers: Health Management

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ABSTRACT

Purpose: Herbs and spices have been used in maintaining and enhancing human beauty since time immemorial. Nowadays people prefer natural food, herbal medicines and natural curing practices for a healthy life. Herbal cosmetics are the preparations, which represent cosmetics associated with active bioactive ingredients or pharmaceuticals. The present paper deals with the study of herbal cosmetics used for skin and hair care and the collection of data among the consumers of the Gwalior region.

Methods: The survey was conducted with the help of a questionnaire provided to each consumer, and answers were collected, and data was analyzed on 100 people of both the sex and different age group of the Gwalior Region.

Result: The results reveal that 67.50% were the consumers of herbal cosmetic products from the total number of populations. Among the consumers, 56% were female, and 44% of the total consumers in the study were male. The variation among the age group was also included in the study and the results showed that the age group of 20-30 years was the highest percentage of consumers i.e., 62%. This study concluded that the usage of herbal cosmetics has been increased to many folds in the personal care system, and there is a great demand for herbal cosmetics between people.

Keywords: Herbal Cosmetics, Nutraceuticals, Plant-based medicine, Phytochemicals.

Journal of Applied Pharmaceutical Sciences and Research, (2021); DOI: 10.31069/japsr.v4i2.1

INTRODUCTION

Nowadays, in the whole world, there is a turn to return towards the use of herbal products and adopt a more natural way of life. People prefer natural food, herbal medicines, and natural curing practices for a healthy life. There is much craze for the vegetable products cultivated through biological/organic farming without using synthetic fertilizers and pesticides.^[1] The usage of herbal cosmetics has been increased to many folds in the personal care system, and there is a great demand for the herbal cosmetics. All this happened due to the excessive use of synthetic-based products, synthetic chemicals, chemical dyes, and derived products in the last one and half century; their production and usage cause human health hazards with several side effects leading to numerous diseases. It also caused considerable environmental pollution and disturbed our eco-system.^[2] The most appropriate way is to utilize modern and traditional systems to look after the health of the people. Much awareness is created amongst the consumers for health and better quality lives, which led towards more use of herbal drugs, herbal cosmetics, nutraceuticals and natural dyes. Cosmetics are the utility products used extensively throughout the world to maintain and improve the general appearance of the face and other parts of the body, e.g. mouth, hand finger, eye, hair, etc. It includes creams, powders, face pack, lotions, moisturizers, shampoo, hair oil, conditioners, nail polish, etc. Smooth, shining, healthy skin and hair certainly count for a beautiful woman or handsome man.^[3] Numerous chemical

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How to cite this article: Bhadauriya P, Jadon AS, Upadhyay C. Study on Use, Attitude and Knowledge of Herbal Cosmetic Products Among Consumers: Health Management. *Journal of Applied Pharmaceutical Sciences and Research*. 2021; 4(2):1-3

Source of support: Nil

Conflict of interest: None

toxins, microorganisms, chemicals, infections present in the atmosphere cause damage to skin. Cosmetics alone are not sufficient to take care of skin and body parts. It requires the association of active ingredients to check the damage and aging of the skin. Herbal cosmetics have now emerged as the appropriate solution to the current problem.^[4-5] Personal care industry is currently more concentrated on herbal cosmetics as nowadays it is a fast-growing segment with a vast scope of manifold expansion in coming years. Herbal cosmetics are the preparations, which represent cosmetics associated with active bio-ingredients, nutraceuticals, or pharmaceuticals. The use of bioactive phytochemicals from a variety of botanicals has a dual function, I-They serve as cosmetics for the care of the body and its parts, and II-The botanical ingredients present therein influence biological

functions of the skin and provide nutrients necessary for healthy skin or hair.

Present Status of Herbal Cosmetics

The modern lifestyle is itself an invitation to ailments. No wonder stress has emerged as the worst killer of our times. It keeps mounting with almost every day-to-day event in life - personal or professional - bringing in its wake hordes of other diseases.^[6-7] Herbal drugs constitute a major share of all the officially recognized systems of health in India, viz. Ayurveda, Yoga, Unani, Siddha, Homeopathy, and Naturopathy, except Allopathy. More than 70% of India's 1.1 billion population still use these non-allopathic systems of medicine. There is no separate category of herbal drugs or dietary supplements, as per the Indian Drugs and Cosmetic Act.^[8] However, there is a vast experiential evidence base for many of the natural drugs.

METHODOLOGY

The study was conducted with the help of a survey in Gwalior region on different age groups peoples. The questionnaire was prepared and distributed to people; data was collected and analyzed. The questionnaire is as follows: -

QUESTIONNAIRE

- In your opinion, what is a natural cosmetic product?
 - A cosmetic product based on natural active principles (extracted from roots, flowers, fruits)
 - A cosmetic product that does not contain chemical or preservative substances
 - A cosmetic product which does not contain allergens/perfume
- Have you ever used natural cosmetic products?
 - Yes, I use only natural cosmetic products
 - Yes, I often use natural cosmetic products (I prefer them to other cosmetic products)
 - No
- When was the last time you used a cosmetic product?
 - Under 1 month
 - 1 to 6 months
 - 6 months to 1 year
 - Not sure
 - Other
- In the past information about cosmetic products, you have heard from:
 - Newspaper
 - Radio
 - Friend
 - Magazine
 - Television
 - Other source
- Would you recommend cosmetic product to a friend or associate?
 - Definitely
 - Not
 - Probably Not
 - Not sure
 - Probably
 - Definitely
- Why do you/would you use a natural cosmetic product?
 - Because its components are not aggressive on the skin and favors the normal process of cell regeneration
 - Because it does not provoke allergies/irritations on my skin
 - Because it is better in quality and let me feel "safe"
- How often do you buy Cosmetic product?
 - Once per week or more often 2 to 3 times per month
 - Once per month
 - Once every 2-3 months
 - Once or twice a year
 - Not sure
- How likely are you to buy Cosmetic product in the future?
 - Very Unlikely
 - Somewhat Unlikely
 - Not sure
 - Somewhat likely
 - Very likely
- How familiar are you with Cosmetic product?
 - Never heard of it
 - I am aware but have never used it
 - Use it only sometimes
 - Use it on a regular basis
- Which of the Generic Cosmetic product have you used?
 - Enter brand 1
 - Enter brand 2
 - Enter brand 3
 - Other
- The range of cosmetic products you know:
 - Are formulated with one or more substances of natural origin
 - Have textures formulated with herbal/fruity essences
 - Have formulations that respect the environment as well as my skin
- Would you say the value of the (company product), as compared to its price?
 - Excellent
 - Good
 - Poor
 - very poor
- Are you currently using any herbal products: Yes/No
- Past experience of any cosmetic product having fake claims. (Brand name). Yes/No
- Have you faced any experience of the pirated cosmetic product of a reputed brand (name)? Yes/No
- Were you susceptible to any allergic reaction on exposed body parts due to usage of any cosmetic product? Explain the types of reaction occur? Yes/No
- Which of the brands among cosmetics did you find the best?
 - Brand 1
 - Brand 2
 - Brand 3
 - Brand 4
 - Brand 5
- Which type of cosmetic product do you think gives better results?
 - Synthetic cosmetic products
 - Herbal cosmetic product
 - Both
 - Not sure
- Name any 4 leading herbal cosmetic brands you find most reliable?
 - I Brand
 - II Brand
 - III Brand
 - IV Brand
 - None
- Do you prefer herbal cosmetic products for any particular reason? Yes/No

RESULT AND DISCUSSION

The present paper deals with study of herbal cosmetics used for skin and hair care and the collection of data among the consumers of the Gwalior region. The survey was conducted with the help of a questionnaire provided to each consumer.

Answers were collected and data was analyzed on 100 people of both the sex and different age groups. From the total population 69.50% were consumers of herbal cosmetic products. Among the consumers, 56% were female, and 44% of the total consumers in the study were male. The variation among the age group was also included in the study and the results showed that age group of 20-30 year was the highest percentage of consumers i.e., 62%. The results reveal that the usage of herbal cosmetics has been increased to many folds in the personal care system and there is a great demand for herbal cosmetics in India. The personal care industry is currently more concentrated on these herbal-based cosmetics as nowadays it is a fast-growing segment with a vast scope of manifold expansion in coming years for the Pharma professionals.

CONCLUSION

Herbal remedies and dietary supplements are not classified as drugs by the US Food and Drug Administration (FDA). Taking these benefits, the manufacturers are selling the products in the name of herbals with the ingredients that may cause harmful effects to the consumers. The low-cost products contain impurities as heavy metals that cause allergic responses compared to high-cost products. Therefore, it is important to consider the harmful and unwanted effects that may occur during the use of herbal cosmetics. The guidelines to be constructed and the cosmetic act should be geared up for the use of such products. The products should use either under the proper guidance or by following

the proper indications mentioned on the products and their packing.

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