

UNIVERSITI TEKNOLOGI MARA

**TRENDS OF WHITENING AGENT ADVERTISING IN
MALAYSIA**

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ABSTRACT

Background: Skin whitening products are commercially available for cosmetic purposes in order to obtain a lighter skin appearance. Advertisement and other promotional activities of cosmetic products should be responsible to the information of the cosmetic products and does not mislead the end users. Advertising through printed media such as newspaper and magazine has become a vital source of information about cosmetic products for consumers.

Objective: To determine the magnitude of adherence of newspaper and magazine advertisement of whitening products towards Guidelines for Control of Cosmetic Products in Malaysia.

Methods: 4 most common magazines and 5 most common newspaper were identified and selected for the study. All whitening products advertisement were extracted from the selected magazines and newspaper. All collected data from the advertisement were transferred onto data collection form. The advertisement data of skin whitening products were examined and classified according to the categories from the Guidelines for Control of Cosmetic Products in Malaysia 2009. Descriptive analysis were carry out using Microsoft Excel software version 2013.

CHAPTER 1

INTRODUCTION

1.1 Background of study

Cosmetics are largely diffused substances topically applied to wash, to perfume or to improve the look. Because the diffuse characteristics, it can penetrate into human blood circulation and may cause some effect. There are adverse events being reported because of the mercury content in some of the cosmetic preparation such as the skin whitening products [1]. Nevertheless the number of reported adverse reactions in Malaysia is low, probably because of underreporting. This could be due to self-diagnosis and self-medication that is common in the presence of not severe reactions. In fact adverse reactions to cosmetics are generally not serious and frequently related to skin alterations [1].

Skin whitening products are commercially available for cosmetic purposes in order to obtain a lighter skin appearance [2]. Asian women and men generally prefer white skin and are willing to pay for it, usually by buying cosmetics that lighten skin tone and dark spots [3]. Studies by market research company Synovate revealed sales of skin whitening products in Asia are soaring as the region's beauty-conscious try to lose the pigmentation they consider unattractive [3]. Nearly half of Hong Kong women surveyed by the company last year bought such treatments, up from 38 percent in 2002 [3].