



DIGEST

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Beauty Beware: PROBING USER AWARENESS AND UNMASKING HEAVY METALS IN COSMETICS

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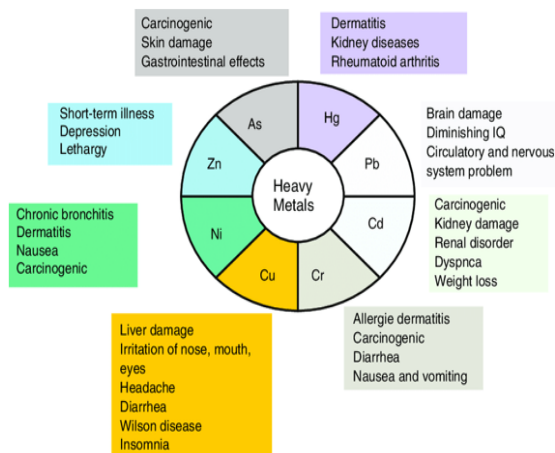


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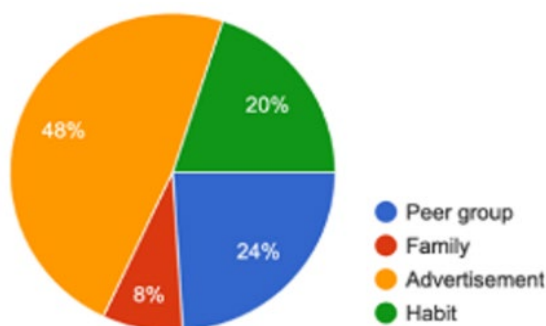
Cosmetics are materials frequently applied to the human body's outer skin. Due to its frequent and ongoing use, it has become a need nowadays among Malaysians. Despite its popularity, numerous cosmetic products harbour heavy metals, which, over time, can pose health risks as they accumulate. The dumping of cosmetic products, especially in the local market, is causing concern among consumers, especially regarding the monitoring of ingredients used. The consumer's perception is important in choosing, analysing, and interpreting information. There needs to be a report describing the perception of the user on cosmetic products and the concentration of heavy metals in unauthorised cosmetics in Malaysia's local markets.

In our most recent study, a survey was conducted to explore customers' perceptions regarding cosmetic selection. The results indicated that brand advertisements predominantly swayed respondents when choosing cosmetic products. Following closely were habitual preferences related to cosmetic products and the influence of peer groups who frequently use such products. This study also aims to assess the concentration of toxic metals such as lead, cadmium, arsenic, and mercury in popular fairness creams widely used by Malaysians. The findings found that one of the samples surpassed the allowed concentration for a cosmetic product. Brand B is the riskiest face cream, followed by Brand C and Brand A. Specifically; Brand B was found to contain 4440 ppm of mercury, exceeding the permissible limit set by the Malaysian standard.

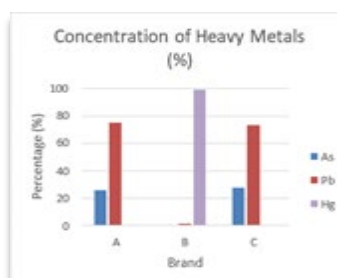
This study offers valuable insights, highlighting the significance of understanding and being aware of cosmetic ingredients. It demonstrates that certain products in the market pose risks when lacking approval from the appropriate authorities. The findings could enhance user awareness and lead to improvements in this regard.



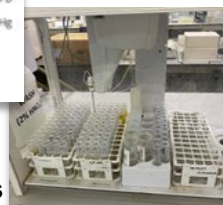
Health risks caused by heavy metals in human body



Factors that influence respondents in choosing cosmetic product



Heavy metals concentration for random three brands



Sampling process



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