Title of Article: Skincare product usage: Implication on health and wellbeing of Africans.


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Abstract

The knowledge of chemical composition of skincare products will go a long way in reducing the hazardous effects often associated with their use. This study sought to determine the association between educational levels and knowledge of the chemical composition of skincare products and also their impact on the health and general wellbeing of users in sub-saharan Africa. In addition, it was intended to stimulate interest on development of products suitable for the African skin. Questionnaires were randomly administered and summary tables created for the pre-processed data to which descriptive statistics was applied. The strength of association was evaluated using Karl Pearson’s correlation coefficient. Results indicated a weak positive correlation between levels of educational and knowledge of the chemical composition of skincare products. It also revealed an over-reliance of respondents on foreign skincare products for beauty enhancement. Respondents previously harmed by specific products or who are uncomfortable with some of their effects opted for a change of brand and were willing to participate in a new product survey. The end-users generally desired products with germicidal effects and ability to impact smooth, healthy skin devoid of skin reactions. The study also showed that referral by other users, as opposed to radio, TV or internet advertorials, is the fastest way to introduce a brand to a new user. The findings emphasize the need for enlightenment at all levels and for manufacturers to produce quality skincare products with desirable health attributes.