

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the Most Gracious, the Most Merciful.

وَأَقِيمُوا الْوَزْنَ بِالْقِسْطِ وَلَا تُخْسِرُوا الْمِيزَانَ ۙ

Weigh with justice, and do not give short measure.

(Al Quran 55:9)

Sayyiduna Hakim ibn Hazim (Allah be blessed with him) narrates that the Messenger of Allah, the Prophet (peace be upon him) said,

“The seller and the buyer have the option (to conclude the sale) as long as they have not separated. If they both speak the truth and make things clear, they will be blessed in their sale. But if they conceal and lie, the blessing of sale will be wiped out.”

(Sahih al-Bukhari no.1974 and Sahih Muslim no.1532).

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**Adam M. Tugio**

**Ambassador of the Republic of Indonesia to Pakistan.**

Many thanks for the invitation to the "2nd International Conference on Dermal Sciences" going to be held on 18-19 November 2022 in The University of Faisalabad. It will be an honour for me to deliver my remarks in the conference about "Skin & Cosmeceuticals: Production, Practice and Regulations". I consider the theme of conference is very timely noting the potentials of Islamic economy at the global level. The conference will therefore provide good opportunity to get feedback from leading cosmetic scientists, researchers, scholars and practitioners on how to develop relevant products based on their studies to unlock the untapped potentials of halal markets. For instance, halal cosmetic market in Indonesia alone was valued to be worth \$4.19 billion in 2021. I believe that we can also work together with a goal to generate research opportunities focused on "Halal cosmetics" industry for academia of Indonesia and Pakistan. I wish you all the success with this event and your coming projects.



**Muhammad Haider Amin**

**Chairman Board of Governors**

**The University of Faisalabad**

The University of Faisalabad has always been a supporter of intuitive thinking and new ideas. TUF is defined by the efforts and success of our students and faculty. The university has evolved a name for itself on a national and international scale with the help of the All-Merciful Allah.

The 2<sup>nd</sup> International Conference on Dermal Sciences is themed “Skin and Cosmeceuticals: Production, Regulation and Practice.” It provides a forum for a wide range of professionals from various fields of interest and allows them to present their vision on how the system that concerns all of us can be made better.

I extend a warm invitation to all the delegates, speakers and participants to come join us for this conference at The University of Faisalabad. We aim for this meeting to bring significant advancements in the field of Dermal Sciences in Pakistan.



**Prof. (Meritorious and Tenured) Dr. Muhammad Khaleeq-Ur-Rahman.**

**The University of Faisalabad.**

The University of Faisalabad dedicates itself to offer a high-quality education by utilizing qualified and motivated faculty as well as advanced facilities. Our energetic team consistently works to develop the students' leadership abilities and creative research and investigation capabilities. We encourage unique perspectives and initiatives while guiding and assisting our youth. We aim to bring forth people who are willing to contribute to the solutions to problems and have the potential to be a vital part of society.

I say this with the utmost pride that our university has always been effective in bringing together progressive opportunities and perspectives to a single forum on an International level regardless of disciplinary boundaries. ICDS 2022 will open up new stances regarding “Skin and Cosmeceuticals”. The objective of this conference is to highlight the gaps present in the regulation and production systems for cosmeceuticals in Pakistan. I hope this conference is a great accomplishment for the University of Faisalabad and the department of Dermal Sciences.





**Ms Zahida Maqbool**

**Advisory member.**

**The University of Faisalabad**

I'm pleased to welcome the cosmetic scientists, environmentalists, academicians, researchers, and students to attend the International Conference on Dermal Sciences being held at The University of Faisalabad by the Department of Dermal Sciences.

This conference highlights the issues of "Skin & Cosmeceuticals" in a way to help in confronting the lack of cosmetic/cosmeceutical regulations, by creating awareness regarding its impact on individual and environmental aspects on national and international level. The 2<sup>nd</sup> edition of ICDS, will successfully attract multiple professionals and scientists.

I sincerely hope that ICDS will provide you a great experience and I encourage you to join in-widening perspectives of where skin and cosmeceuticals is heading.



**Professor Dr. Tanzeela Khalid**

**Head, Department of Dermatology**

**The University of Faisalabad**

It is my pleasure to welcome you all to The International Conference on Dermal sciences 2022, organized by Department of Dermatology, The University of Faisalabad, in collaboration with Society for Skincare. I would like to thank all the speakers, delegates and participants from around the world for being a part of this conference and the cause that it serves.

This year's theme is a sincere effort to highlight and bridge the gaps that exist in cosmeceutical production, regulation and practice, particularly in Pakistan. The national and international speakers will share the practices in their respective countries and research findings in this area. The deliberations and exchange of ideas among professionals representing multiple disciplines is likely to bring forward innovative solutions and creative propositions.

I'm delighted to extend a warm welcome to everyone here at the 2<sup>nd</sup> edition of International Conference of Dermal Sciences being held at The University of Faisalabad.

**Joint Secretary****Prof. Dr. Sohail Jabbar****Acting Director, ORIC****The University of Faisalabad**

It is an honor and pleasure for me to welcome you all at the 2<sup>nd</sup> International Conference on Dermal Sciences. I very warm welcome to all of you.

Department of Dermal Sciences at the University of Faisalabad initiated a bold step of organizing an international Conference on Dermal Sciences. The collaborative efforts of different departments under the patronage of Mian Haider Amin and Prof. Dr. Khaleeq Ur Rehman added another page in the big book of success stories of The University of Faisalabad in 2021. This year, the 2<sup>nd</sup> International Conference on Dermal Sciences is providing a platform for its participants to be mindful on a very significant theme "Skin and Cosmeceuticals: Production, Practice, and Regulations" that is the need of the time.

Conferences play an important role in bringing all research-oriented minds to one platform and giving a new direction to thoughts. ORIC prove a complete platform to the researchers and augments their research skills from working bench to the furnished products and to link the research and commercialization from the University to the Industry.

I am enthusiastically sure that ICDS will prove to be an excellent platform for its participants to enlighten their thoughts on different aspects of dermal sciences particularly on Production, Practice, and Regulations relating to Skin and Cosmeceuticals. Be consistent, motivated and energetic throughout these two days of conference to gain the maximum out of the conducted talks, interactive panel discussions, keynote lectures, and poster sessions.

Thanks, and be proud, confident and submissive of what is granted by the creator out of his best creations. Thank you.



**Dr Rabia Mehmood**

**Coordinator of BS Dermal Sciences**

**The University of Faisalabad**

The University of Faisalabad is a prestigious educational institution that serves students of all over the country. As one of the first universities to offer this course, Dermal Sciences provides knowledge from skin sciences to research. This department was enrooted on the theme of learning with research and to make their students capable to grow.

Department has arranged an ICDS-2021 and its successful completion made a way for ICDS-2022.

ICDS-2022 is built on theme of skin and cosmeceuticals. This conference will provide an art of clinical cosmetology from its production, practice to its regulations. This event will provide attendees with an in-depth at cosmetic development. I'm sure that this conference will be beneficial for you.

**Conference Coordinator****Sana Arshad****The University of Faisalabad**

I'm honoured to address today, all the presenters, participants and guests and in particular our plenary speakers for 2<sup>nd</sup> International Conference on Dermal Sciences/.

The theme of our conference is "Skin and cosmeceuticals: production, regulation and practice" It is organized by the Department of Dermal sciences in collaboration with Society for skincare. This is the very first-time that this issue is being discussed in Pakistan. It gives me immense delight to be on the hosting end of this conference. It will be a two-day hybrid event where distinguished guests from around the globe will be joining us.

This event will provide us opportunities for exchanging unique and advanced research ideas. It will set a pathway for future studies on the theme. Apart from distinguished national and international keynotes, the conference proceedings contain numerous presentations and research papers from the expert researchers. I assure you that it will be an invigorating experience for the delegates.

I am thankful to The University of Faisalabad for providing us the platform and support to conduct such events. I want to acknowledge the efforts of our scientific committee in guiding the presenters and students who submitted their own research. Sincere appreciation for the organising committee for working effortlessly and devoting their time and energy in arranging the logistics of holding this conference. Finally, I want to thank my peers and mentors, my teachers especially Prof. Dr. Tanzeela Khalid for guiding me through the process and making this happen once again. Hope to see you all on the day of conference.

## **CONFERENCE STEERING COMMITTEE**

Patron in chief

Muhammad Haider Amin

Chairman Board of Governors

Co Patron

Prof. (Meritorious and Tenured) Dr. Muhammad Khaleeq-Ur-Rahman

Rector

Ms. Zahida Maqbool (Advisory Member)

Prof. Dr. Tanzeela Khalid (chair conference)

Dr. Rabia Mahmood (Secretary ICDS 2022)

Dr. Sohail Jabbar (joint secretary)

## **SCIENTIFIC COMMITTEE**

Dr. Tasmia.

Dr. Iqra.

## **CONFERENCE COORDINATOR**

Miss Sana Arshad.

# Conference Schedule

Conference Schedule ICDS 2022		
Day 1 (Friday) November 18 <sup>th</sup> ,2022.		
Speakers.	Title of talk	Timings.
<b>Scientific session 2: Plenary session.</b>		<b>8:30 am-10:30 am</b>
<b>Dr. Neha Mishra.</b> Associate professor of Law and Associate Dean O.P. Jindal global university, India	Bleached girls: India and it's love for light skin.	8:30 am-8:45
<b>Dr. Ronald Hall.</b>	Presentation of TUF shield of excellence.	
<b>Prof. Dr. Ronald Hall.</b> Professor Social work Michigan state university, USA	. The bleaching syndrome among people of colour.	8:45 am-9:00 am
<b>Dr. Anju Goyal.</b> Professor and Assistant Dean (PhD-pharmaceutical Sciences) at Chitkara University, Rajpura, India.	Green Chemistry: Role of Catalyst as Foundation Pillar.	9:00 am-9:15 am.
<b>Dr. P. Ravi Shankar.</b> Career Researcher, Faculty IMU Centre for education International Medical University, Malaysia	Community pharmacist's perspectives regarding the counselling of topical corticosteroids.	9:15 am-9:30 am.
<b>Dr. Muhammad T. Balori.</b> Public Health professional, Northern Eastern Part of Nigeria	Awareness and use of cosmeceuticals among female students of tertiary institution in north-eastern Nigeria.	9:45 am-10:00 am.
<b>Dr. Rajeswari Kamiseti.</b>	Regulatory frameworks of cosmeceuticals, marketing	10:00 am-10:15am.

Prof. & Head of department of PRA, Pulla Ready Institute of Pharmacy, India.	challenges and global compliance.	
<b>Dr. Nazeer Hussain Khan.</b> Doctor of Philosophy Postgraduate fellow at Peking University.	Personal-Care Cosmetic Practices in Pakistan.	10:15am-10:30 am.
<b>Inaugural Session</b>		<b>10:30 am-11:30 am.</b>
Tea Break		11:30 am-12:00 am.
<b>Scientific session 2: Halal Cosmetics.</b>		<b>12:00 pm-1:00 pm.</b>
<b>Fitry Octavia Fatmi</b> Management Halal Cosmetics at IHATEC, Indonesia.	Determinants affecting purchase intentions of halal products.	12:00 pm-12:15 pm.
<b>Dr. Shoukat Parvaiz.</b> PhD, UNESCO fellow 1987 Institute of Microbiology, Czech Republic.	Industrial application of halal cosmetics and its economic impact: Role of probiotics on skin health.	12:15 pm-12:30 pm.
<b>Huzefa Asghar</b> Member of PSQCA technical committee	Halal formulation of cosmeceuticals.	12:30 pm-12:45 pm.
<b>Maryam Ali.</b> Interning cosmetologist, Madina Teaching Hospital.	Perception of buying behaviour of young consumers regarding skincare products in Pakistan.	12:45 pm-1:00 pm.
<b>Jummah Break.</b>		1:00 pm-1:30 pm.
<b>Scientific session 3: The power of looks: Cosmeceutical industry and unrealistic beauty standards.</b>		<b>1:30 pm-3:30 pm.</b>
<b>Dr. Shoukat Parvez.</b> PhD, UNESCO fellow 1987 Institute of Microbiology, Czech Republic.	Natural potent compound for skin whitening and skin health.	1:30 pm-1:45 pm.
<b>Dr. Saleem Ghauri.</b> Senior Consultant Dermatologist.	Ethical considerations in cosmetology.	1:45 pm- 2:00 pm.
<b>Brig. (R) Rehan-Ud-Din.</b> Professor & Head of Dermatology Department. Director Faculty Development, CMH Lahore Medical college & IOD.	Difference between appearance and disease.	2:00 pm-2:15 pm.



<b>Prof. Dr. Sohail Jabbar.</b> Associate Dean, Faculty of Information Technology. Professor, Department of Computer Sciences. Director ORIC, TUF.	Beauty and its boundaries in Islam.	2:15 pm-2:30 pm.
<b>Miss Kinza Arif.</b> Doctor of Dermal Sciences, Visiting Faculty, Department of Dermal Sciences, The University of Faisalabad.	Smile and Psychological well- being.	2:30 pm-2:45 pm.
<b>Panel Discussion.</b>		2:45 pm-3:30 pm.
<b>Lunch.</b>		3:30 pm onwards.

<b>Conference Schedule 2022.</b>		
<b>Day 2 (Saturday)</b>		
<b>November 19<sup>th</sup>, 2022.</b>		
<b>Scientific session 1:</b> <b>Formulation of Cosmeceuticals.</b>		<b>9:00 am-11:00 am.</b>
<b>Nyla Ajaz.</b> Department of Pharmacy, The University of Faisalabad.	Toxicity of cosmeceuticals: their possible human health hazards (a review).	9:00 am-9:15 am.
<b>Miss Nukhba Khalid.</b> Student, Govt. College University, Faisalabad.	Cosmetovigilance survey: Are cosmetics considered safe by college students.	9:15 am-9:30 am.
<b>Dr. Sidra Meer.</b> Faculty of pharmaceutical Sciences, The University of Faisalabad.	Exploring the effects of <i>Annona muricata</i> fruit extracts for enhancement of human skin texture and surface.	9:30 am-9:45 am.
<b>Naheed Akhtar.</b> Faculty of Pharmacy and Alternative medicine, Department of Pharmaceutics, The Islamia University, Bahawalpur, Pakistan	Assessment of Dermocosmectic Ethosomal Gel loaded with Vitamin E derivative and evaluation of changes in Biophysical parameters.	9:45 am-10:00 am.
<b>Nishma Tanveer.</b> Faculty of Pharmacy, Department of Pharmaceutics,	Encapsulation of ionic acid dipalmitate a whitening agent in ethosomes for treatment of	10:00 am-10:15 am.

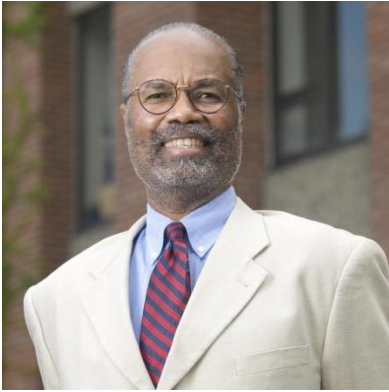
The Islamia University, Bahawalpur, Pakistan.	hyperpigmentation: <i>in-vitro</i> and <i>in-vivo</i> characterization.	
<b>Muhammad Saleem Qureshi.</b> Department of Pharmacy, The Islamia University, Bahawalpur, Pakistan.	Development and characterization emulgels loaded with Anacyclus Pyrethrum: In- vitro and In-vivo studies as cosmeceutical products.	10:15 am-10:30 am.
<b>Musarrat Ijaz.</b> Cadson College of Pharmacy, Pakistan	Effect of loading a-tocopherol in nanostructured lipid carrier for achieving improved cosmetic and dermatological effects.	10:30 am-10:45 am.
<b>Mr. Rizwan Mubarak.</b>	Development of <i>Azadirachta indica</i> loaded PVA needleless electro spun nanofiber membranes for facemask applications.	10:45 am-11:00 am.
<b>Saleha Shafi.</b> Student, Department of Pharmacy, TUF.	Active ingredients and formulation of cosmetics/cosmeceuticals.	11:00 am-11:15 am.
<b>Tea Break.</b>		11:15 am-11:45 am.
<b>Scientific session 2: Marketing strategies and buying behaviours in cosmeceutical industries.</b>		<b>11:45 am-1:15 pm.</b>
<b>Tuba Nawaz.</b> Student, Department of Dermal sciences, TUF.	A survey-based study on factors influencing consumer purchase intention towards skincare serum.	11:45 am-12:00 am.
<b>Ayesha Ismat</b> Student, Department of Dermatology, TUF.	Impact of Organic skincare products on young Girls.	12:00 am-12:15 pm.
<b>Mahnoor Khurram.</b> Student, Department of Dermatology, TUF.	Influence on cosmetics on buying behaviour of cosmetics.	12:15 pm-12:30 pm.
<b>Araika Afridi.</b> Student, Department of Dermatology, TUF.	Psycho-social impact of marketing strategies of cosmeceutical industries on society.	12:30 pm-12:45 pm.
<b>Scientific session 3: Skin Researcher Forum.</b>		<b>12:45 pm-2:15 pm.</b>
<b>Zaima Umar.</b> Assistant Professor, Department of Anatomy, The University of Faisalabad.	A cross-sectional study to evaluate the difference between self-assessed severity of pimples and dermatologically diagnosed severity amount acne patients.	12:45 pm-1:00 pm.
<b>Miss Huda Shami.</b>	A Comparative study of Microbiological Variations	1:00 pm-1:15 pm

Department of Dermatology, The University of Faisalabad, Pakistan.	among Surgical Users versus Non-users.	
<b>Tayyaba Saqib.</b> Student, Department of Dermatology, TUF.	An observational study on unaccounted regulatory obligations of personal care and cosmetic products.	1:15 pm-1:30 pm
<b>Dua Khalid.</b> Student, Department of Dermatology, TUF.	The Impact of peer recommendation of OTC cosmeceuticals.	1:30 pm-1:45 pm.
<b>Rabia Fakhar.</b> Student, Department of Dermatology, TUF.	Whitening creams and its formulations.	1:45 pm-2:00 pm
<b>Areeba Bint e Akhtar.</b> Student, Department of Dermatology, TUF.	Prevailing Sentiments Behind the Use of Whitening Creams.	2:00 pm-2:15 pm.
<b>Prihan Fatima.</b> Student, Department of Dermatology, TUF.	Attitudes and perceptions behind the use of de-pigmenting agents	2:15 pm-2:30 pm
<b>Closing Ceremony</b>		<b>2:30 pm-3:00 pm.</b>
<b>Lunch</b>		3:00 pm onwards.

## **ABSTRACTS FOR ICDS**

**Scientific Session 01**

**Plenary Session.**

**Dr. Ronald Hall**

Professor Social work

Michigan state university, US

**Title: The Bleaching Syndrome Among People of Colour.****Abstract:**

In the aftermath of European socio-economic ascendancy people of colour idealized Caucasian language, traditions, culture and light skin. From said influence via idealization light skin evolved as the Western and/or world ideal not irrelevant to people of colour. Using a sample of college freshmen, hypotheses were formulated to assess extent of the problem and by inference the Bleaching Syndrome. According to these data, there is a statistically significant relationship between self-identified skin colour correlated with light skin providing evidence of the Bleaching Syndrome (the conscious awareness of the cognitive and attitudinal levels of the similarities and differences between the dominant group mainstream and dominated out-group to negate oneself for the purposes of internalized ideals). Those who study people of colour are then challenged to decipher the maze of tradition and create a suitable climate for the study of human behaviour in the social environment. In this they will accommodate social justice and an overall ability of diverse groups to value self.



**Dr. Neha Mishra**

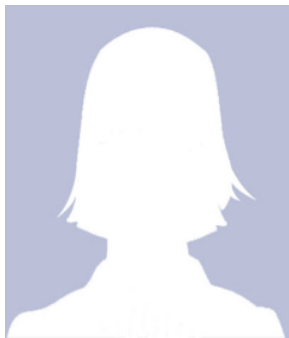
Associate Dean (Scholarships), Jindal Global Law School,  
O.P. Jindal Global University, India.

**Title: Bleached girls: India and its love for Light skin.**

**Abstract:**

Bleaching skin to look fairer, more akin to the euro-centric beauty ideals remains ever permeating factor in India as well as rest of Asia. Indian Constitution provides for equality for all and prohibits any form of discrimination based on religion, race, caste, sex or place of birth. However, implementation of equal treatment laws become limiting when the public at large practises subtle form of discrimination on the basis of skin colour, which pervading the barriers of gender, caste and religion. Popular media depiction of beauty standard further establishes such divide between the fair and unfair and between desired and undesired within societal structure.

Bleaching remains a common phenomenon, more among women, but also expanding to urban metrosexual men. As per Ronald E. Hall, “bleaching syndrome” goes far beyond skin colour, with Indian women also questioning their hair texture and colour, speech, marital choices and dress style, raising real concerns about female self-esteem. Through this study, the researcher will discuss the phenomenon of widespread skin bleaching amongst younger population in India, the reasons and its impact in general.

**Dr. Anju Goyal.**

Professor and Assistant Dean (PhD-pharmaceutical Sciences) at Chitkara University, Rajpura, India.

**Title: Green Chemistry: Role of Catalyst as Foundational Pillar.****Abstract:**

Green chemistry is crucial for decreasing or eliminating the usage and production of dangerous compounds. Nowadays, there is a constant need to add catalysts for chemical synthesis in order to minimise or reduce the risks associated with chemical manufacture. Green chemistry focuses on the development and application of environmentally friendly compounds. Catalysts have the most important role in our environment, which is to reduce pollution. Catalyst helps to enhance air quality by reducing harmful gas emissions such as NO<sub>x</sub>. It cuts down on the use of VOCs (volatile organic compounds) (VOCs). It developed an alternative catalytic method to replace the usage of chlorine-based intermediates in chemical synthesis and processes. Biocatalysis is a term used to describe compounds that aid in the stimulation of biological reactions. Digestive enzymes, for example (pepsin, trypsin.) Because the protection and elimination of functional groups are primarily inessential, these are useful in parts of green chemistry, such as insignificant reaction conditions and standard chemical techniques. In the fine chemical industry, cleaner biocatalytic alternatives are replacing traditional chemical operations.

Key words: green chemistry; Catalyst; Biocatalysis.





**Dr Pathiyil Ravi Shankar**

Faculty, IMU Centre for Education, International Medical University Malaysia.

**Title: Community pharmacists' perspectives regarding the counselling of topical corticosteroids.**

**Abstract:**

**Background:**

Community pharmacists are in an excellent position to assist patients with skin concerns. The purpose of this study was to identify factors associated with the counselling practices provided by community pharmacists (CPs) about the use of topical corticosteroids (TCS), as well as to gather patient feedback on their experience obtaining counselling from a CP.

**Methods:**

A mixed-methods approach was adopted. Selected CPs located in Selangor, Kuala Lumpur, and Putrajaya, Malaysia participated in a cross-sectional survey where participants were stratified according to location and selected using systematic random sampling. A selection of patients receiving TCS counselling by a CP also completed a questionnaire. An in-depth interview was done among selected CPs.

**Results:**

A total of 215 CPs participated. Increase in age (OR = 0.86, 95% CI = 0.78-0.94) and delivery of TCS on pharmacist recommendation (OR = 0.11, 95% CI = 0.02-0.61) resulted in a decrease in counselling practice scores. Counselling about prescription (OR= 1.42, 95% CI= 1.13-1.64) and non-prescription TCS (OR= 1.04, 95% CI= 0.82 - 1.25) increased counselling practise scores. Patients (N= 30) reported obtaining advice on the potency, dosage, and frequency of TCS, which was consistent with pharmacists' self-reported behaviours. The major themes identified during the interviews were the process of providing information to patients, the issues addressed during counselling (including steroid phobia, overuse of TCS, patients asking for a specific preparation by name), less counselling support material, language barriers, lesser knowledge about certain conditions, information sources used and suggestions to strengthen the quality of counselling (specialization in skin diseases, webinars, shared care models).

**Conclusion:**

CPs have sufficient knowledge about TCS, and practice scores are associated with the age, supply of TCS by a pharmacist, and counselling preparation and delivery time. Challenges to counselling were lack of time, limited counselling materials, and language barriers. Steroid phobia requires attention. Initiatives mentioned to strengthen counselling appear feasible.

**Keywords:** community pharmacist, community pharmacy, counselling, counselling practice, knowledge, topical corticosteroid, dermatological care.



**Dr. Mohammed T Bolori**

(MPH, FAIPH)

Public Health Professional, North-East part of Nigeria.

**Title: Awareness and use of cosmeceuticals among female students of tertiary institutions in north-eastern Nigeria.**

**Abstract:**

**Introduction**

The word cosmeceutical was first conceived in 1961 by Raymond Reed. The term was further popularized by Dr. Albert Kligman in 1984 and by 1996 the cosmeceuticals made their first appearance in the world market. The word 'cosmeceutical' continues to evolve since then to date. However, to date, most people are either ignorant of it or confused it with cosmetics generally. It lacks a proper definition and its difference from individual cosmetics and pharmaceutical agents seem to be incomplete. There are regulatory issues around the products in most countries of the world because of poor awareness among most groups. **Objectives**

to demonstrate the awareness of the term cosmeceutical as well as the use of the products among students of tertiary institutions in the North-eastern part of Nigeria. **Methods:** It was a cross-sectional descriptive study.

**Results**

None among the respondents ever heard of the term cosmeceuticals talk less about knowing its meaning while the majority of them obtained and used cosmeceutical products. By studying the ingredients of the personal products, the respondents were applying on their bodies, it was found that Forty-Eight (68.6%) of the 70 respondents actually were using cosmeceuticals products. The word cosmeceutical was not mentioned in the regulatory policies by any of the regulatory bodies including the National Agency of Food and Drug Administration (NAFDAC) across the region or any place in Nigeria. **Conclusion:** Knowledge of cosmeceuticals is very poor in the north-eastern region of Nigeria among users and staff of regulatory agencies while regulation of cosmeceuticals is not explicitly addressed. Government is highly recommended to take the necessary steps to enlighten the people including users and stakeholders in the regulatory sector.

**Keywords**

Cosmeceuticals, knowledge, northeast, regulation.



**Dr. Rajeswari Kamiseti.**

Prof. & Head of department of PRA, Pulla Ready Institute of Pharmacy, India.

**Title: Regulatory Frameworks of Cosmeceuticals, Marketing Challenges and Global Compliance.**



**Dr. Nazeer Hussain Khan.**

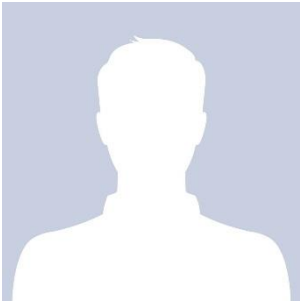
Doctor of Philosophy

Postgraduate fellow at Peking University.

**Title: Personal-Care Cosmetic Practices in Pakistan.**

## **Scientific Session 02**

### **Halal Cosmetics.**



**Huzefa Asghar**

Member of PSQCA technical committee, Pakistan.

**Title:** Halal formulation of cosmeceuticals.



**Dr. Shoukat Parvaiz.**

PhD, UNESCO fellow 1987 Institute of Microbiology, Czech Republic.

**Title: Industrial application of Halal Cosmetics and its economic Impact: Role of Probiotics on skin health.**



**Maryam Ali.**

Interning cosmetologist, Madina Teaching Hospital.

## **Title: Perception of buying behaviour of young consumers regarding skincare products in Pakistan.**

### **Abstract:**

#### **Background**

Nowadays there is a tremendous growth of beauty and cosmetic products in the market. Customers purchase products based on their preferences, needs, and buying power. Beauty perception varies from person to person. Specifically, the youngsters want to look beautiful, and everybody wants to become the centre of attraction among others. The market is full of different brands of cosmetic products and provides a wide range for the consumer to buy a product. The buying behaviour of consumers regarding cosmetic and skincare products are also influenced by the religious and safety concept of Halal products.

#### **Objective**

The main objective of this study is to investigate the awareness level of young buyers in Pakistan about their skin type and product ingredients. To assess the perception of young buyers in Pakistan about Halal and non-halal cosmetic products.

#### **Method**

It was a mixed-method study. Initially, a questionnaire was developed to evaluate young buyers' perception, knowledge, and buying behaviour of cosmetic products about their skin types and product ingredients. 515 people filled this form, 28 were excluded and 487 were included. Six Interviews were taken to gain in-depth information on the issue.

#### **Statistical Analysis**

Quantitative data were analysed through SPSS version 20.0 (SPSS Inc.) and the Chi-square test was applied to determine the relationship in the result regarding their buying behaviour in different gender. The Qualitative data collected through interviews, analysed using thematic analysis.

#### **Results**

Quality, Quantity, and stated function have a significant relation to gender and quality, Brand, Price, and Ingredient are the most important factor that influences buying behaviour. Most people Always collect information about the product before purchasing. Collecting information has a significant relationship with gender. Most use skincare products for facial care and for improving self-image. People prefer to buy medicated products recommended by a dermatologist, skincare experts also buy the product on family or friend's recommendation. Have Knowledge about halal ingredients and skin type.

#### **Keywords**

“Buying Behaviour, Purchasing Intention, Cosmetic Products, Skincare Products, Skin type, Halal or Non-Halal”.

### **Scientific Session 03**

### **The Power of Looks: Cosmeceutical industry and Unrealistic beauty standards.**



**Dr. Shoukat Parvaiz.**

PhD, UNESCO fellow 1987 Institute of Microbiology, Czech Republic.

**Title: Natural potent compound for skin whitening and skin health.**

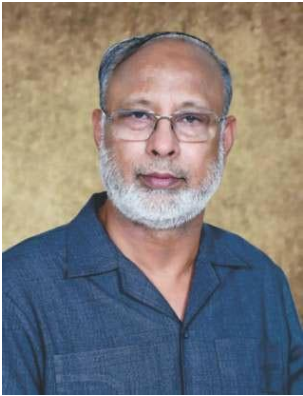


**Dr. Saleem Ghauri.**

Senior Consultant Dermatologist.

**Title: Ethical Considerations in Cosmetology.**





**Brig. © Rehan Ud Din.**

Professor & Head of Dermatology Department. Director Faculty Development, CMH Lahore Medical college & IOD.

**Title:** Difference between appearance and disease.



**Dr. Sohail Jabbar**

Acting Director, ORIC, The University of Faisalabad.

**Title: Beauty and its Boundaries in Islam.**

**Kinza Arif.**

Doctor of Dermatology, Visiting Faculty,  
Department of Dermatology, The University of Faisalabad.

**Title: Smile and Psychological well-being.****Abstract:****Background**

The detailed analysis of psoriasis along with its associated comorbidities has been highlighted in the recent literature; however, preventive measures for psoriatic comorbidities have not been well indicated. Also, it has been reported in some recent literature that the patients lack knowledge about their comorbid associations and its management. The purpose of this study is to know the impact of patient education and counselling in comparison to routine OPD consultation for comorbid conditions.

**Objective**

To compare the impact of designed counselling session with routine consultation, regarding comorbid associations of psoriasis.

**Methods**

A quasi-experimental design was conducted at the Dermatology Department of a tertiary care teaching hospital in Pakistan. We used a single-group pre-test and post-test study design where all the patients who have been through the process of routine consultation were counselled in comparison to no control group. All the patients (n=28) have filled out the pre-test and post-test questions before and after the counselling.

**Statistical analysis**

Data was analysed using SPSS version 20. Normality test was applied to the data. Data was normal as P value came out  $>0.05$ . Then we applied paired sample T test to assess the difference in mean pretest and post-test value.

**Results**

The results were statistically significant ( $p < 0.05$ ) by paired sample t-test. There was positive correlation between pretest and post-test scores as there was significant decrease in mean of post-test after intervention.

## **DAY 2**

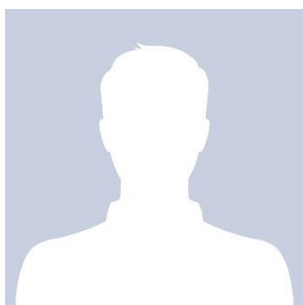
### **Scientific Session 01**

#### **Formulation of Cosmeceuticals.**



**Nukhba Khalid**

Student, Gcwf.



**Ramzan Mubarak.**

**Title:** Development of *Azadirachta indica* loaded PVA needleless electro spun nanofiber membranes for facemask applications.

**Abstract:**

Nanofiber facial mask has gained attraction in modern cosmetic application owing to their controlled drug release, biocompatibility, and better efficiency. In this work, *Azadirachta indica* extract (*AI*) incorporated electro spun polyvinyl alcohol (PVA) nanofiber membrane was prepared to obtain dry facial mask. The electro spun *AI* incorporate PVA nanofiber membranes were characterized by scanning electron microscope (SEM), Ultraviolet-visible spectroscopy (UV-Vis) drug release, water absorption analysis, DPPH scavenging, and antibacterial activity (qualitative and quantitative) at different PVA and *AI* concentrations. Nanofibers were obtained at optimized parameters, and the *nanometric size extract AI particles* were examined through a zeta sizer. The water absorption rate and water contact angle show good hydrophilic nature and water absorbency of the nanofiber membrane. Fast drug release in 5 minutes was also analyzed through the UV-Vis. The prepared membrane also exhibits excellent antibacterial activity against *Staphylococcus aureus* (*S. aureus*) and has great antioxidant activity. Moreover, the membrane also had good mechanical properties and breathability. *AI* incorporated nanofiber membrane can effectively be used for facial mask application.



**Dr Gulam Abbas.**

Professor of Pharmacy, GCUF.

**Title: Nova Somes of Quercetin, a tyrosine kinase inhibitor for purpose of skin whitening.**

**Abstract:**

Nanotechnology manifests the evolution in the field of research and development, by increasing the efficacy of the product through delivery of active moiety via nanoparticulate delivery systems. To conquer certain drawback related with the traditional products, application of nanotechnology is increasing in Cosmeceuticals. Nano cosmeceuticals used for skin, hair, nail, and lip care, for conditions like wrinkles, photoaging, hyperpigmentation, dandruff, and hair damage, have come into widespread use. Novel nanocarriers like Nano creams, liposomes, noisome, Novasomes, nano emulsions, solid lipid nanoparticles, nanostructured lipid carrier, and nanospheres have replaced the usage of conventional delivery system. The Novasomes were synthesized containing quercetin for skin whitening purpose. The quercetin effectively blocks the tyrosine kinase enzyme that causes hyperpigmentation of skin. The developed Novasomes were characterized by various physical and chemical tests. The skin irritation study was used to access the safety of the developed Novasomes. The chlorpromazine model was used to check the efficacy of skin whitening of Novasomes. The Novasomes containing quercetin, a tyrosine kinase inhibitor effectively reduces the hyperpigmentation of skin on animal model.



**Dr. Sidra Meer.**

Faculty of pharmaceutical Sciences, The University of Faisalabad.

**Title: Exploring the effects of *Annona muricata* fruit extracts for enhancement of human skin texture and surface.**

**Abstract:**

Human skin is the major organ of the body, and it changes with time and age. Aging of skin is a complex natural process resulting from both intrinsic (genetically programmed) aging that occurs with time and extrinsic aging occurring by environmental factors. The morphological changes occurring during aging are characterized by loss of elasticity, increased wrinkling, irregular pigmentation, dryness and roughness. A primary cause of aging is the imbalance between reactive oxygen species (ROS) production and their neutralization by natural antioxidant systems, which generates oxidative stress. The oral and topical use of antioxidants is an effective approach to prevent symptoms related to aging of the skin. This investigational study was designed to characterize anti-aging effects of O/W emulgel, containing *Annona muricata* (*soursop*) fruit extract by comparing it with its control. The variation in these effects with the addition of penetration enhancer was also evaluated. The phenolics present in the fruits are helpful in preventing UV-induced oxygen free radical generation and lipid peroxidation, occurring during pathological states such as photoaging and skin cancer. The control (without extract and penetration enhancer i.e., clove oil 8%) and the two test formulations with 4% fruit extract (one without clove oil and other with clove oil) were formulated and applied on the cheeks of 26 healthy female human volunteers (n=26, divided into two equal groups) for a period of 12 weeks. All the formulations were evaluated for skin texture parameters (energy, contrast and variance) and surface evaluation of the living skin (SELS parameters) using Visioscan® VC 98. There was a visible improvement of the overall skin appearance and reduced number of fine lines by both of the test formulations. Moreover, skin texture (variance and contrast) and SELS (SEr, SEsc and SEw) parameters showed significant decline ( $p < 0.05$ ) and the texture parameter of energy and SEsm showed significant increase ( $p < 0.05$ ). All our findings indicate that the emulgel containing 4% *soursop* fruit extract improves skin texture and SELS parameters ultimately possesses anti-aging effects, and these effects can be increased by the addition of penetration enhancer.

**Keyword:** soursop, emulgel, skin aging, skin texture, penetration enhancer, visioscan VC 98.



**Nyla Ajaz.**

Department of Pharmacy, The University of Faisalabad.

**Title: Toxicity of cosmeceuticals: their possible human health hazards.**

**Abstract:**

Cosmetics application is dynamic and ever evolving that confers aesthetic as well as therapeutic benefits. Products applied to beautifying, cleansing or improving appearance and enhancing attractive features are termed as cosmetics. A society which is tormented with beauty, humans are enticed to fake their appearance as a cure for their insecurities. A number of ingredients are blended in cosmetics formulations: preservatives, surfactants, detergents, moisturizer, antimicrobial agents and exfoliants. This review focuses on the different types of cosmetics, their ingredients and toxicity parameters regarding human health such as, Methyl paraben (carcinogenic in lipsticks), Sodium lauryl sulphate, polysorbates, ammonium hydroxide and phenylenediamine causes irritation in skin, lung and eye and disrupts natural skin barrier. In addition, researchers explore the toxic effects of Aluminium, propylene glycol and phthalates (used in deodorants) that causes Alzheimer disease, allergic reactions and infertility respectively. Polyethylene glycol and formaldehyde present in lotions and hand washes causes organ system toxicity, and skin irritation respectively. Toxic trio in nail polish (formaldehyde, toluene, dibutyl phthalate) causes cancer, skin problems and impair fertility. Researchers from all over the world should carry out progress to aware the consumers about melancholy and health risks suspected with cosmetics.

**Keywords:** toxicity, human health, cosmeceuticals, allergic reactions.





**Nishma Tanveer.**

Faculty of Pharmacy, Department of Pharmaceutics,

The Islamia University, Bahawalpur, Pakistan.

**Title: Encapsulation of kojic acid dipalmitate a whitening agent in ethosomes for treatment of hyperpigmentation: *in-vitro* and *in-vivo* characterization.**

## **Abstract:**

### **Background**

In recent times, the use of depigmenting agents in cosmetics has been increased to treat skin disorders like hyperpigmentation. The hyperpigmentation complications lead to psychological effects in patients. This is mostly due to hormonal imbalance and unnecessary sun exposure. An enzyme named tyrosinase is mainly involved in hyperpigmentation. Several topical depigmenting agents are available commercially for pigmentation. The main problem with topical agents is the stability and permeability so it is important to develop stable formulation for efficient delivery of whitening agents topically. Kojic acid dipalmitate (KAD) is an ester derivative of kojic acid and exhibit excellent tyrosinase inhibiting activity on human skin.

### **Objective**

The main objective of this study was to develop and characterize a novel topical delivery system for KAD by using ethosomes and their *in-vitro*, *in-vivo* characterization for treatment of hyperpigmentation.

### **Methods**

Different formulations of KAD loaded ethosomes were prepared using soy phosphatidylcholine, ethanol, propylene glycol and water with cold method. These formulations were evaluated for size, zeta potential, Polydispersity index, entrapment efficiency, FTIR and scanning electron microscopy (SEM). The optimized ethosomal suspension was converted into gel by using Carbopol 940. Afterwards the stability of gel was checked for three months by keeping at different temperature conditions (8°C, 25°C, 40°C, 40°C±75%RH). The permeability of gel was assessed by using Franz diffusion cell. To evaluate the skin benefits, *in-vivo* studies were performed on human volunteers.

### **Results**

The optimized formulation has zeta potential, size and entrapment efficiency of -23.4mV, 148nm and 90.0008% respectively. SEM results showed vesicles were spherical in shape. Ethosomal gel had a good stability at lower temperature (8°C, 25°C). In addition, ethosomal gel gives significant decrease in skin melanin, erythema, and sebum level while it causes improvement in skin hydration level and elasticity during non-invasive *in-vivo* studies. Conclusion: The overall results showed that KAD ethosomal formulation was It offers a promising therapeutic approach for use in skin hyperpigmentation as it has skin whitening and moisturizing effects.

### **Keywords:**

Ethosomes, Kojic acid dipalmitate, hyperpigmentation, Melanin.





**Naheed Akhtar.**

Faculty of Pharmacy and Alternative medicine, Department of Pharmaceutics,

The Islamia University, Bahawalpur, Pakistan.

## **Title: Assessment of Dermo cosmetic Ethosomal Gel Loaded with Vitamin E Derivative and Evaluation of Changes in Biophysical Parameters.**

### **Abstract:**

#### **Background**

Tocopherol are known as vitamin E and widely used in skin preparation for cosmetic purposes as antioxidant, skin moisturizing agent and whitening agent.

#### **Objective**

The aim of study was to formulate the ethosomal gel loaded with tocopherol derivative and improve the stability of developed formulation and increase the permeation of highly lipophilic drug through skin layers.

#### **Method**

Ethosomes was developed by simple conventional method of cold technique. The particle size of developed ethosomal vesical was 150 nm. Developed ethosomal vesicles was evaluated for stability study. Nanovesicles was characterized in terms of pH, conductivity and for morphology SEM analysis were performed. Developed ethosomes incorporated into gel and evaluated for organoleptic parameters as color odour, liquefaction, spreadability and rheology, XRD, DSC and FTIR analysis was also performed for stability studies. Entrapment efficiency of developed ethosomal vesicles was also determined. Permeation study was done by using Franz diffusion cell. For *in-vivo* studies 13 female volunteers was used to evaluate the skin biophysical parameters included melanin content, erythema, moisture and sebum content. Skin elasticity was also measured.

#### **Results**

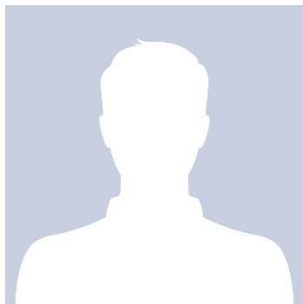
*In-vitro* studies showed developed formulation was stable and increased skin permeation of lipophilic drug with highly significant improved skin effects. Entrapment efficiency was 98.3%-99.9%. FTIR and XRD studies showed no chemical interaction between formulation ingredients. Smooth spherical vesicles showed by SEM study. All ethosomal formulations were stable for the period of three months at different temperatures at 8°C, 25°C, 40 °C and 40 °C ± 75% RH.

#### **Conclusion**

Skin melanin and sebum level was decreases. Moisture content and skin elasticity was increased. The significant ( $p \leq 0.05$ ) results were obtained when compared the tocopherol control formulation with the developed formulation.

#### **Keywords**

Tocopherol, nanoparticles, permeation studies, *in-vitro*, *in-vivo* studies, ethosomes.



**Muhammad Saleem Qureshi.**

Department of Pharmacy, The Islamia University, Bahawalpur, Pakistan.

**Title: Development and characterization emulgels loaded with Anacyclus Pyrethrum: In-vitro and In-vivo studies as cosmeceutical products.**

**Abstract:**

**Background**

Anacyclus Pyrethrum extract containing high amount of flavonoids and phenolic contents. It has potential to protect the skin from photo damaging effects and rejuvenate the skin. It used as antioxidant and in skin preparations.

**Aims**

The objective of the study was to develop Anacyclus Pyrethrum 10% extract loaded with stable O/W emulsion incorporated into gel. Anacyclus Pyrethrum extract total phenolic and total flavonoids content were quantified and cosmetic effects were evaluated.

**Method**

Anacyclus Pyrethrum (AP) extract emulsion was prepared and incorporated in gel. Control emulgel was also prepared without extract. 1% Carbopol was used as gelling agent. *In-vitro* studies were done for evaluation of stability studies performed at various temperatures; 8°C, 25°C, 40 °C and 40 °C±75% RH. Colour, odour, liquefaction, pH changes and conductivity were determined. *Invivo* studies were performed by applying formulation gel and control gel on check of 34 human volunteers. Study was performed for the period of 12 weeks. Mexameter, corneometer, elastometer and Sebu meter were used to evaluate the skin redness, pigmentation, moisture content, elasticity and sebum level respectively for 12 weeks study period.

**Results**

Anacyclus Pyrethrum extract found TFC and TPC values  $53.84 \pm 0.0066\text{mg QE/g}$ .  $81.05 \pm 0.0033\text{mg GAE/g}$ . Anacyclus Pyrethrum extract emulgel showed significant effects in reducing skin redness, melanin and sebum level ( $P \leq 0.05$ ) as compared to control gel while moisture content and skin elasticity will increase significantly as compared to control gel.

**Conclusion**

Anacyclus Pyrethrum extract containing high amount of flavonoids and phenolic content, due to this it acts as strong antioxidant agent to protect skin from photo damaging and improve elasticity of skin. It has strong potential effect to use as anti-aging agent.

**Keywords**

Anacyclus Pyrethrum, anti -aging, antioxidant, TFC, TPC, *In-vitro*, *In-vivo*.



**Musarrat Ijaz.**

Cadson College of Pharmacy, Pakistan.

**Title: Effect of loading  $\alpha$ -Tocopherol in nanostructured lipid carrier for achieving improved cosmetic and dermatologic effects.**

**Abstract:**

**Introduction**

$\alpha$ -Tocopherol is one of the lipophilic vitamins. It acts as an antioxidant and anti-aging agent for human skin. Photo instability and skin irritating effects make it unsuitable for direct use on human skin.

**Objective**

To develop  $\alpha$ -Tocopherol loaded nanostructured lipid carriers (TNLC) and then incorporation of TNLC into gel (TNLCG) for topical delivery and for attaining better anti-aging effects.

**Methods**

Emulsion solidification cold technique was used to develop TNLC formulations F1-F6 by using different concentrations of solid lipid, liquid lipid and surfactant. The most optimized formulation (F2) was selected for further study on the basis of characterization. F2 was incorporated in gel. *Ex vivo* permeation study was done using Franz diffusion cell. Non-invasive *in vivo* study was performed by using cutometer to evaluate skin mechanical properties for 12 weeks on human subjects (n=13).

**Results**

Initial characterization of F2 in terms of particle size, polydispersity index, zeta potential and entrapment efficiency were found 80nm, 0.261, -28.5 and 93.88% respectively. Transmission electronic microscopic examination depicted spherical shaped particles. TNLCG was evaluated for conductivity and pH. Rheological study revealed non-Newtonian behaviour. Release profile showed initial burst release and then sustained release. TNLCG appeared physically stable and showed significant results regarding mechanical properties.

**Conclusion**

As prepared  $\alpha$ -Tocopherol loaded NLC gel is found more stable with improved cosmetic and dermatologic effects.

**Keywords**

Tocopherol, Antioxidant, Anti-aging agent, Non-invasive *in vivo* study, cutometer.



### **Saleha Shafi.**

Student, Department of Pharmacy, TUF.

### **Title: Active ingredients and formulation of cosmetics/cosmeceuticals.**

#### **Abstract:**

Nowadays, young girls are following trends and are unaware of cosmetic formulations they are applying on their skin. It leads to skin cancer gradually. Skin is the largest organ so we should protect it at all costs.

#### **Objective:**

To identify the action of active ingredients we are using in our cosmeceutical products.

#### **Research:**

I reviewed and analysed research papers to identify the function of active ingredient and its effect on skin. I'll make presentation with before and after effect of using retinoids, kinetin, niacinamide, soy isoflavones and green tea; their effect on skin textures, fine lines and wrinkles, photoaging, acne, hyperpigmentation and other dermatological disorders.

#### **Result findings:**

Retinol vs vehicles is tested on 36 subjects; retinol improves fine wrinkles. When kinetic lotion is tested on 96 subjects used for 24 weeks; improvement in texture, colour, blotchiness and wrinkles was shown. Niacinamide is a promising anti-aging ingredient. 50 females were treated with 5% niacinamide and vehicle for 12 weeks, there was improvement in wrinkles, hyperpigmentation, redness. When 5% niacin vs vehicle was tested on 18 Japanese women on split face, 5% niacin showed lightening of skin. 65 facial damaged women were tested with soy moisturizer vs vehicle, the former proved to be more efficacious in overall skin appearance. Most active antioxidant present in green tea is epigallocatechin-3-gallate (EGCG) that acts as photo-protectant.

#### **Conclusion:**

Niacinamide is the best cosmeceutical ingredient for anti-aging. Whereas kinetin and green tea lack scientific study and clinical trials. Becoming aware of cosmeceutical active ingredients, we can fight a lot of dermatological disorders as well as establish a cosmeceutical company in Pakistan as there is none at a time and ultimately lead to economic development.

#### **Keywords:**

Cosmeceuticals, skin cancer, niacinamide, active ingredient, *in vitro* tests, hyperpigmentation, retinoids.

## **Scientific session 02**

### **Marketing strategies and buying behaviours in cosmeceutical industries.**



**Tuba Nawaz**

Student, Department of Dermatology, TUF.

## **Title: A survey-based study on factors influencing consumer purchase intention towards skincare serum.**

### **Abstract:**

#### **Introduction**

Serums are fast-based formulations that contain many active molecules and used as skincare product. Skincare serums are considered a secret weapon to treat various skin issues like discoloration, dullness, fine lines, and acne, and preferred to use as moisturizers to hydrate skin.

These skin care serums have great popularity in market because of their remarkable characteristics and excellent result. Now a day in marketing strategies; social media platforms cover a big area of marketing. A consumer's purchasing intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay. There are more consumers on social media networks, and it is considered essential to promote a product on different networking sites. Some studies found that social media, relative advantage, ease of use, cost and awareness are the factors that influence the consumer purchase intention.

#### **Objective**

The purpose of this paper is to examine the factors which will contribute to consumers' purchase intention toward skin care serum. This study will focus on the factors that affect the purchase behavior of consumers.

#### **Method**

it is an observational study following the cross-sectional survey, that is conducted to understand the factors that influence consumer purchase intention toward skin care serum. Data will be collected using a semi-structured self-administered multiple-choice questionnaire

#### **Statistical analysis**

The factors influencing consumers purchase intention will be assessed by using chi-square test using SPSS

#### **Result**

There will be many factors that influenced consumer purchase intention that will be further proved by the statistical analysis.





**Ayesha Ismat.**

Student, Department of Dermatology, TUF.

**Title: Impact of Organic Skincare products on young girls.**

**Abstract:**

Organic skin care products are the products that contain organic ingredients in their formulation with no synthetic substances. Organic materials in the formulation refer to the ingredients that are farmed naturally without using any pesticides or fertilizers. People are switching towards organic skin care products that are incongruent to the modern era of synthetic cosmetic products. Girls show a greater tendency to look like a million dollars than boys and are more versed than boys in the area of cosmetology. Fresh data was a requisite to study the contemporary impact of organic skin care products on young girls and to ascertain the reason behind this habitude. It was also important to determine the wellsprings from where people are emanating this idea to get to its main ground. The objective of this study was to evaluate and analyse the nuts and bolts to know the ropes of this area. Moreover, this study was also conducted to look-see if people are skating on thin ice by using such products. Online survey of 300 young girls aged from 17 to 25 years was therefore conducted for the aforementioned purpose. This methodology was used to shortly reach population at large. It spotlighted some major gaps and facts that will be presented in the conference. Solutions of gaps will also be suggested in the conference. This study is limited to the provision of facts and gaps. It had not addressed the aetiology of problems in detail. This work will allure experts towards this area to fill gaps and to cope with subsequent problems.

**Keywords:**

Impact, organic, skin care, skin care products, organic skin care products, young girls.

**Mahnoor Khurram.**

Student, Department of Dermatology, TUF.

**Title: Influence on cosmetics on buying behaviour of cosmetics.****Abstract:**

Fragrances are used in a wide variety of cosmetic products to impart a pleasant odour, mask the inherent smell of some ingredients, and enhance the experience of using the product. These are highly potent in affecting various domains of human psychological functioning, ranging from perception and mood to cognitive processes and behaviour. Self-made questionnaire was developed to conduct a survey on active consumers of cosmetics to study the influence and psychological impact of fragrance on choice of cosmetics on the sample size of 100. The result indicates that fragrance is one of the key factors that affect people's preference for cosmetic and personal care products, as according to them, fragrance satisfy their valued emotional needs and communicate complex ideas – creating mood, signalling cleanliness, freshness, alleviating stress, and triggering allure and attraction. This survey helps in the representativeness of individual views and experiences regarding preferences on the basis of fragrance.

**Keywords**

Fragrance, cosmetics, personal care.



**Araika Afridi.**

Student, Department of Dermatology, TUF.

**Title: Psycho-social impact of marketing strategies of cosmeceutical industries on society.**

**Abstract:**

Cosmetics are a prime element in complementing an individual's physical appearance. People are increasingly concerned about the use of cosmetic products which has helped the cosmetic industry to grow rapidly over past few years. The cosmetic industry uses different strategies to persuade consumers such as luxurious product packaging, attractive slogans, amazing fragrances and colourful visuals and graphics to attract people. The aim of this study was to investigate the psycho-social impact of marketing strategies of cosmeceutical industries among educated and uneducated people. It was a comparative study in which a survey was conducted among both the groups. The sample population of educated group was 20 in which 50% were males and 50% were females with different education levels. The sample population of uneducated group was also 20, all of them were mostly females. From the results of this study, it was concluded that most of the educated people buy products because of the product claims and its ingredients list, whereas majority of uneducated people buy products because of the product's packaging as well as product claims. In educated people only 61.1% people search out ingredients and its suitability to their skin type whereas in uneducated group people have no knowledge regarding ingredients and its suitability. The educated group had a neutral experience with their skincare products whereas uneducated group was fully satisfied with their skincare product. This research is significant as it highlights the marketing strategies of cosmeceutical industries which persuades people to buy a product without authentic product knowledge.

**Keywords:** Psycho-social impact, marketing strategies, cosmeceutical industries, skincare products, society.

**Scientific Session 03**  
**Skin Research Forum.**



**Zaima Umar.**

Assistant Professor, Department of Anatomy, The University of Faisalabad.

**Title: A cross-sectional study to evaluate the difference between self-assessed severity of pimples and dermatologically diagnosed severity amount acne patients.**

### **Abstract:**

#### **Background**

Puberty is period in which a teenager faces changing health behaviours. In this period, skin issues are common. Acne Vulgaris- an inflammatory disease of oil-producing glands is a prominent skin issue of adults. A cross-sectional, community-based study was conducted to investigate the prevalence and severity of acne vulgaris in teenagers. Using a survey, secondary outcomes such as family history of acne and the link between acne and dietary habits, emotions and stress were observed. It ranges from mild to moderate and at times severe acne. **Objective:** The aim of this study was to evaluate the distinction between self-assessed severity of acne and dermatologically analysed severity of acne among Acne patients in the Dermatology Department, Medina Teaching Hospital Faisalabad and Dermatology Department, Allied Hospital Faisalabad.

#### **Method**

A representative sample of 800 students aged  $14 \pm 0.8$  years was registered. The overall acne occurrence was 80% for males and 94.0% for females. Furthermore, the survey also assesses the Quality of Life being compromised.

#### **Results**

33.5% students were identified with mild acne out of which over half had serious loss of QOL. 34% were identified of having moderate acne and 18% were identified of facing serious acne and 14.8% in those without a family history of acne almost all had harsh psychological effect of acne on QOL. ( $P < 0.05$ ; OR: 2.3). When there are several family members with a history of acne, the risk of severe complications rises significantly. The severity of acne was most influenced by a parent's history of acne. Seborrhoea, mental stress, and the consumption of sugary and greasy meals have been linked to moderate to severe acne in adolescents. Acne severity was not connected with gender or spicy meals.

#### **Conclusion**

Acne is a prevalent problem among Pakistani teens; however, there is a low incidence of severe to moderate acne. Acne-prone parents are the most critical risk factors in this model's genetic makeup. Acne severity may be affected by factors such as skin condition and dietary habits.

#### **Key words**

Adolescents, Quality of Life (QOL), variations, inflammation, Acne.



**Huda Shami**

Lecturer Department of Dermatology, TUF.

**Title:** A Comparative study of Microbiological Variations among Surgical Users versus Non-users.



**Tayyaba Saqib.**

Student, Department of Dermatology, TUF.

**Title: An observational study on unaccounted regulatory obligations of personal care and cosmetic products.**

**Abstract:**

Personal care and cosmetic product include any product which is applied on the external part of the body such as skin, nails, hairs, lips and external genital organs or oral hygiene to protect from germs prevent bad odor change in appearance. now the question is Are these products are regulated under law? Are all these personal care and cosmetic products have proper obligations written on them? so we as a research team done an observational study on these personal care and cosmetic products. we took into account some basic regulations those are a right of a consumer such as: mfg. date, Expiry date, Ingredients, Barcode, direction of use and precautions/warnings

We did an evidence-based study with different brands in which we took into account some famous brands those are working in Pakistan some of them are Unilever, ZIL limited, Azhar corporation, golden pearl, becute, Mac, Maybelline, Medora Rivaj etc. The products we took under observation are Shampoos, soap, whitening creams, in makeup we include Foundation base, Mascara and lipstick. We conclude that there are many duplicate and fake brands those are launching in Pakistan without any regulatory obligations.

**Keywords:**

Personal care products, cosmetic products ,unilever , local steroid creams, regulatory obligation



### **Dua Khalid**

Student, Department of Dermatology, TUF.

### **Title: The Impact of peer recommendation of OTC cosmeceuticals.**

#### **Abstract:**

##### **Background**

Peer influence is one of the most interesting topics in the realm of marketing. The recommendation of a peer is considered more than vendors nowadays. Many buyers rely on peer recommendations. They also prioritize and value trust peers more than brands nowadays.

##### **Objective**

This study aims to investigate the impact of OTC cosmeceuticals recommended by their peers in Pakistan. It analyses the prevalence of people using OTC cosmeceuticals for their common dermatological disorders and the percentage of their side effects.

##### **Method**

It is a cross-sectional questionnaire-based study performed with 387 participants. The sample is the general public of Pakistan. A questionnaire was developed and floated to the general public of different age groups and gender to evaluate and compare results.

##### **Statistical analysis**

Data were analysed using bar charts to compare categories. Each bar represents a summary value for one discrete level, whereas longer bars indicate higher values. (Chi-square test and frequencies were calculated using IBM SPSS Statistics 28.0.1.1)

##### **Results**

The results of this study indicate that the influence of peers on product purchase decisions is an important factor in Pakistan. Results show that peer influence has a higher percentage (71.32%) of participants who used OTC cosmeceuticals than did not use them. The use of OTC cosmeceuticals for skin (83.39%), hair (66.4%), and nails (31.7%). Among the 387 participants, 63.8% reported that they had at least one adverse reaction. Redness of the skin (10.8%), itching (10.4%), hair fall (9.90%), and acne (9.91%) were the commonly reported adverse reactions.

##### **Summary**

OTC cosmeceuticals enable people to relieve many annoying symptoms and to cure some diseases simply and without the cost of seeing a doctor. Many people are facing side effects only because of their heedlessness, which leads the skin to secondary diseases rather than treating primary ones. The use of over the counter (OTC) cosmeceuticals on the recommendation of peers is alarming due to possible health hazards, ranging from allergy to fatal anaphylaxis and toxicity.

##### **Keywords**

Peer, recommendation, OTC, cosmeceuticals, side effects, skin cosmeceuticals, nail cosmeceuticals.







**Rabia Fakhar.**

Student, Department of Dermatology, TUF.

**Title: Whitening creams and its formulations.**

**Abstract:**

Most of the people used whitening creams to improve their complexion and they don't focus on their methods of formulations. Mercury is considered one of the most toxic elements for human beings. Nevertheless, in the Middle East, Asia and Latin America, whitening creams containing mercury are being manufactured and purchased, despite their obvious health risks. Due to the mass use of whitening products people are experiencing adverse skin problems. To study the trend of use of whitening creams and its formulations research was conducted on 300 people, 150 were educated and 150 were uneducated. Survey based on Questionnaire. The ratio of uneducated people for using whitening creams were 70 % and in the educated people the ratio was 50%. People believed that only fair skin tone people are beautiful and even they don't familiar with basic formulations of whitening creams. Whitening creams containing mercury, steroids and other harmful ingredients are on peak in all over the world. These creams are used for the skin lightning and glowing effect. These whitening creams cause many skin problems such as redness, itching & acne because cosmetics manufacturers don't obey the cosmetic safety standards designated by FDA.

Mercury and steroids caused structural disruptions of the stratum carenum of the epidermis and the overlying keratin leads towards skin problems.

**Keywords:** mercury, whitening creams, steroids.



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### **Title: Attitudes and perceptions behind the use of de-pigmenting agents.**

#### **Abstract:**

Skin whitening is a widespread trend, especially in Asia, where the use of whitening creams by men and women with dark skin is a common practice. Skin whitening products have gained massive acceptance and popularity among non-white cultures. People with darker skin tone tend to use these products because to this day, white skin is perceived to be associated with social privileges. However, awareness about the products containing ingredients that may cause adverse effects and attitudes behind their use was the main purpose of this study. The aim of the study was to determine the knowledge, attitude, availability, and perceptions behind the use of de-pigmenting products among the women of The University of Faisalabad. A survey was conducted among female medical students of 18-25 age group. An online survey was done with google forms using a questionnaire containing participant's biodata, pattern and perception behind the use and availability of skin whitening products. A total of 120 women were asked to fill the questionnaire out of which 91 women completed with a response rate of 75.8%. 60% women belonged to urban areas while 40% belonged to rural areas. The two major attitudes found behind the use, was the pressure of society (41.9%) and the want to lighten the skin (37.1%). 67.3% women were found unaware of the ingredients mentioned on the product they used. 45.6% of them stopped using the products after getting side effects. From the results, it is concluded that the prevalence of use of de-pigmenting agents is high among respondents with social factors as a significant reason associated. Education of the general public on ingredients, their suitability and possible adverse effects is paramount to avoid harmful use. This study spreads awareness among community as to what extent society's pressure and other social factors are involved in the attitude behind skin whitening and motivates to have full knowledge of the product before use.

**Keywords:** Skin tone, social privileges, attitude and perceptions, skin whitening, de-pigmenting agents.



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### **Title: Prevailing Sentiments Behind the Use of Whitening Creams**

#### **Abstract:**

Ever since the colonization of the subcontinent, white skin tone is considered as the standard of beauty and dark skin tone is looked down upon. This colourism became so deeply engraved in our minds that people with fair complexion have been enjoying numerous socioeconomic benefits. To encourage this idea, whitening creams have been sold with the exact approach to compel you into thinking that your naturally dark complexion is not worth it. This study aimed to assess if these problematic sentiments are still prevailing in society or not. Therefore, a survey comprising questions related to the topic was conducted only among the students at The University of Faisalabad. 116 students participated in this survey, of which 95.7% were girls and 4.3% were boys. The 93% of the students were 18-25 years old. 58.3% believed that fair-skinned people do have several advantages. 41.2% have experienced this discrimination personally and 4.3% have used whitening creams just to look attractive. 14.4% of them are still in support of colourism. From the analysis of these outcomes, it is concluded that this discrimination is no longer considered an issue that is itself a problem. To address this critical situation, every shade of the skin should be celebrated, and whitening cream brands should stop promoting their product with this outlook. The significance of the theme is to bring down this toxic mindset and spread positivity so that people stop using whitening creams just to get accepted by society because skin tone is not a standard to judge the content of their character.

**Keywords:** colonization, skin tone, colourism, fair complexion, discrimination, socioeconomic, whitening creams.







**THANK YOU.**





