



The
University of
Faisalabad



3rd International Conference on Dermal Sciences

13th & 14th October, 2023

ABSTRACT BOOK



In the name of Allah, the Most Beneficent, the Most Merciful

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Preface

It is with great pleasure and anticipation that we present to you the abstract book for the 3rd International Conference on Dermal Sciences organized by the Department of Dermal Science on an innovative topic “Emerging Trends in Dermal Sciences”. We have been extending the scope of the conference since the beginning of it in the year 2021 followed by ICDS-22 and now the evidential and scholarly efforts are extended till the current year. “ICDS-23” aims to bring together experts, researchers, and practitioners. From various fields related to dermal sciences to exchange knowledge and share the latest advancements in the field. The Department of Dermal Sciences is dedicated to fostering innovation, research, and education in the field of dermal sciences. Our department is committed to staying at the forefront of emerging trends and technologies, ensuring that our students and faculty are equipped with them. The knowledge and skills to address the evolving challenges in this dynamic field. This abstract book is a compilation of research papers, case studies, and innovative ideas submitted by esteemed researchers. And professionals from across the globe. These abstracts cover a wide range of topics, including but not limited to dermatology, cosmetology, pharmaceuticals, medical aesthetics, psychology, and dermatological surgery. The abstracts featured in this book have undergone a rigorous review process by our scientific committee to ensure the highest quality and relevance to the conference theme. We are confident that the presentations based on these abstracts will contribute significantly to our understanding of emerging trends and advancements in dermal sciences. We would like to express our gratitude to all the authors who have contributed their valuable research and insights to this abstract book. Their dedication and passion for excellence have made this conference an enriching platform for knowledge exchange and collaboration. We would also like to extend our heartfelt appreciation to the Distinguished keynote speakers, session chairs, and scientific committee members for their invaluable support and guidance in selecting and reviewing abstracts. We hope that this abstract book will serve as a valuable resource for all the participants and a catalyst for further research and collaborations, in the field of dermal sciences. We look forward to an intellectually stimulating and fruitful conference.

Messages of the Organizing Secretariate



Muhammad Haider Amin
Chairman Board of Governors
The University of Faisalabad



Prof. Dr. Muhammad Khaleeq-Ur-Rahman (Meritorious and Tenured)
Acting Rector
The University of Faisalabad

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

I stand before you today with a profound sense of gratitude and enthusiasm. It is both an honor and a privilege to have been invited to speak at this esteemed International Conference on Dermal Sciences, where the brightest minds from around the world have converged to exchange knowledge, ideas, and innovations.

The University of Faisalabad dedicates itself to offering a high-quality education by utilizing qualified and motivated faculty as well as advanced facilities. Our energetic team consistently works to develop 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 2023 will open up new stances regarding “Emerging Trends In Dermal Sciences”.

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



Professor Dr. Tanzeela Khalid
Chair ICDS 2021, 2022 and 2023
Head, Department of Dermatology
The University of Faisalabad

I'm pleased to welcome 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 "Emerging Trends In Dermal Sciences", by creating awareness regarding its impact on individual and environmental aspects on national and international levels.

The 3rd edition of ICDS will successfully attract multiple professionals and scientists. I sincerely hope that ICDS will provide you with a great experience and I encourage you to join in widening perspectives.

It is my pleasure to welcome you all to The International Conference on Dermal Sciences 2023, organized by the Department of Dermal Sciences, The University of Faisalabad, in collaboration with HEC. 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 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 are likely to bring forward innovative solutions and creative propositions.

I'm delighted to extend a warm welcome to everyone here at the 3rd edition of the International Conference of Dermal Sciences being held at The University of Faisalabad.



Prof. Dr. Amna Ullah Malik
Director ORIC
The University of Faisalabad

It is an honor and pleasure for me to welcome you all to the 3rd 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 to the big book of success stories of The University of Faisalabad in 2021.

This year, the 3rd International Conference on Dermal Sciences is providing a platform for its participants to be mindful of a very significant theme “Emerging Trends In Dermal Sciences” 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 provides a complete platform for the researchers to augment their research skills from the 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. Be consistent, motivated, and energetic throughout these two days of the 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 Mahmood
Secretary ICDS
The University of Faisalabad



Ms. Huda Shami
Conference Coordinator

The University of Faisalabad is a prestigious educational institution that serves students from 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 of growing.

The department has arranged an ICDS-2021 and ICDS-2022, and its successful completion made way for ICDS-2023.

ICDS-2023 is built on the theme of emerging trends in dermal sciences. I'm sure that this conference will be beneficial for all of us.

I would like to take this opportunity to sincerely appreciate and congratulate all the participants, organizers, and contributors for the outstanding conference on Emerging Trends in Dermal Sciences that we have had the privilege of hosting. From the very beginning, it was clear that this conference aimed to push the boundaries of knowledge and delve into the exciting new developments within the realm of dermal sciences. The carefully curated selection of topics, the diverse range of speakers, and the active engagement of attendees have truly exceeded my expectations.

I must express my deepest appreciation to the organizing committee for their tireless efforts in conceptualizing and executing such a well-rounded and thought-provoking event. Their attention to detail, meticulous planning, and dedication to excellence have resulted in a conference that is not only informative but also incredibly inspiring.



Ms Sana Arshad
Conference Coordinator
International linkages



Ms Hira Sultan
Chair Marketing Committee

The theme of our conference is “Emerging Trends In Dermal Sciences” It is organized by the Department of Dermal Sciences in collaboration with HEC. 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 with 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 expert researchers. I assure you that it will be an invigorating experience for the delegates.

I would like to take a moment to express my utmost appreciation for the incredible conference on Dermal Sciences that we have had the privilege of arranging. This gathering of brilliant minds, experts, researchers, and practitioners in the field of dermatology has undoubtedly been a testament to the progress and advancements in this vital area of healthcare.

Throughout the duration of this conference, I have had the pleasure of witnessing the invaluable exchange of knowledge and expertise, collaborative discussions, and innovative ideas being shared.

Message of the Chief Guest



Prof. Dr. Javed Iqbal
General Surgeon | Laparoscopic Surgeon
Influential Speaker

I would like to take a moment to express my utmost appreciation for the incredible conference on Dermal Sciences that we have had the privilege of attending. This gathering of brilliant minds, experts, researchers, and practitioners in the field of dermatology has undoubtedly been a testament to the progress and advancements in this vital area of healthcare.

First and foremost, I would like to congratulate the organizers for their exceptional efforts in putting together such a comprehensive and dynamic conference. The selection of topics covered, the variety of speakers, and the insightful discussions that have taken place have truly been remarkable.

Throughout the duration of this conference, I have had the pleasure of witnessing the invaluable exchange of knowledge and expertise, collaborative discussions, and innovative ideas being shared.

The passion and dedication demonstrated by every participant are truly inspiring, and they reaffirm the importance of continuous learning and scientific exploration in advancing the field of dermal sciences.



Collaboration with The Higher Education Commission

The collaboration between the Higher Education Commission (HEC) and the Department of Dermal Sciences for the 3rd International Conference on Dermal Sciences was truly exceptional. The partnership between these two esteemed institutions brought together a wealth of knowledge and expertise, elevating the conference to new heights. Both organizations were committed to delivering a conference that would not only educate but also inspire attendees. The HEC provided valuable guidance and support, leveraging its extensive network and resources to ensure the conference received the attention it deserved. The Department of Dermal Sciences, on the other hand, brought their specialized knowledge and experience to the table, helping to shape the conference content and ensuring its relevance to the field.

Abstracts

Global Colorism and its Manifestations



Author: Dr Neha Mishra

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

Abstract

Global Colorism refers to the discriminatory attitudes and behaviors based on skin color within and across different societies and cultures. This complex issue has deep historical roots and continues to manifest in various ways worldwide. From beauty standards to employment opportunities, colorism influences social interactions, self-esteem, and life outcomes. This abstract explores the multifaceted nature of global colorism, its impact on individuals and communities, and the need for concerted efforts to challenge and eradicate this pervasive form of discrimination.

Awareness of Cosmetic Dermatology Procedures among Health Workers in a Tertiary Care Hospital



Author: Dr M T Bolori
Public health specialist, Nigeria

Abstract

In recent times, the landscape of cosmetic dermatology has undergone a remarkable evolution, presenting a diverse array of procedures that cater to the enhancement of aesthetic appearance. This sector has witnessed exponential growth in response to heightened societal interest in appearance-related interventions. Despite the surge in demand and interest, there exists a noticeable gap in the understanding and awareness of these cosmetic dermatological procedures, particularly among healthcare professionals operating within hospital environments. This gap is of significant concern as healthcare workers frequently interact with patients seeking advice on various aspects of health, including cosmetic procedures. The country's evolving socio-economic landscape has seen an increasing number of individuals seeking cosmetic procedures as a means of bolstering self-confidence and improving their aesthetic appeal. However, this upsurge in demand contrasts starkly with the limited exploration of healthcare professionals' comprehension and familiarity with these procedures in the context of their clinical practice. Hence, the primary objective of this study is to conduct a comprehensive assessment of the level of knowledge and awareness about cosmetic dermatology procedures among health workers stationed at a tertiary care hospital in Nigeria. This academic institution serves as an apt representative of the broader healthcare landscape in the country and provides valuable insights into the perspectives of healthcare professionals who often influence patients' decisions regarding cosmetic procedures. It is imperative to contextualize this study within the contemporary data landscape. Current research trends suggest that the pursuit of aesthetic enhancements has been gaining traction in Nigeria, with cosmetic procedures becoming increasingly prevalent. Yet, the existing body of literature barely scratches the surface of the understanding health workers possess regarding these procedures. Consequently, the proposed study bridges this research gap by offering an in-depth exploration of health workers' knowledge and awareness.

Factors Influencing Muslims' Purchase Intention of Halal Certified Over-The-Counter (OTC) Medicines In Bekasi, Indonesia



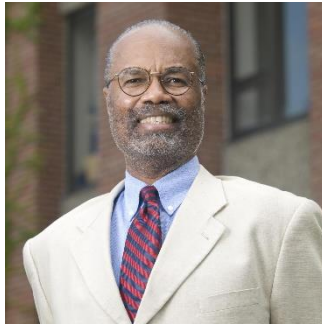
Author: Fitry Oktavia Fatmi
Hala Trainer, Bekasi, Indonesia

Abstract

Self-medication in Indonesia has recently increased; consumers can easily purchase nonprescription medicines; many people use over-the-counter (OTC) medicines as an alternative to self-medication. In this study, the researchers have chosen to address the gap in the literature about purchase intention on halal pharmaceuticals, whereas, the focus is on the purchase intention of halal-certified OTC medicines. This study was conducted in Bekasi, Indonesia. 325 Muslim consumers in Bekasi, Indonesia, participated in this study. The information was gathered using questionnaires with convenient sampling techniques.

Through utilizing the theory of consumption value, which consists of the factors of functional value (price), functional value (quality), social value (pharmacist advice), emotional value (halal logo), conditional value, and epistemic value of respondents' intentions to purchase halal-certified OTC medicines. The findings of this study, three factors: functional value (quality), emotional value, and epistemic value, have a significant relationship with the purchase intention of halal-certified OTC medicines in Bekasi, Indonesia.

Thinking Outside of the Box: Global Manifestations of the Bleaching Syndrome



Author: Prof Dr Ronald Hall

Professor college of social sciences, United States of America

Abstract

Globalization is manifested via the idealization of light skin. Based on light skin as a worldwide physiological ideal there evolved a prerequisite to enhanced quality of life. The result precipitated the bleaching syndrome as a social pathogen among people of color. Western academics and the similarly influenced have been less privy as a result of colorism being dismissed from public discourse. Its dismissal is a product of cultural singularity. Educating academics globally will require an acknowledgment of the bleaching syndrome. In the aftermath of being informed, people of color and the professorial icons who serve them will move the scientific academy to its next level of evolutionary excellence.

The Quest for Fair Skin in Nepal



Author: Dr P Ravi Shankar

Faculty Member, International Medical University, Kuala Lumpur, Malaysia

Abstract

Nepal is a mountainous, landlocked, South Asian country located between India and China with tremendous ethnic and cultural diversity. The caste system has influenced different aspects of life in Nepal. Brahmins and Chettri's are at the top of the caste pyramid. Skin color is associated with caste and position in the hierarchy. Nepal though not colonized was influenced by the British rule in India in various ways and the preference for a fair skin may have been strengthened due to this influence. In Nepal like in other South Asian countries, fair skin is associated with beauty, goodness, and power. Fairness creams (FCs) are being used to achieve a fairer complexion. These preparations are strongly promoted, and the advertisements emphasize that to achieve success one has to be fair. They strengthen the existing color prejudice in society. FCs specific for men and boys are also being marketed since the last decade. These may contain chemicals with dangerous adverse effects. These preparations promise whiteness to non-white consumers. Various ethical issues have been noted in the marketing of FCs. Most preparations available in Nepal are imported from India and also from other countries. The size of the market in Nepal is growing.

The Advent of Nanotechnology in Dermal Therapeutics



Author: Dr. Amjad Islam Aqib

Assistant Professor, Cholistan University of Veterinary & Animal Sciences, Pakistan

Abstract

The utilization of nanomaterials has emerged as a potent strategy in the ongoing battle against pathogens and disease vectors. This paper delves into the multifaceted applications of nanomaterials, ranging from nanoparticles to nanostructures, in combating various diseases and addressing challenges in vector control. These nanoscale agents exhibit exceptional antimicrobial properties, enabling targeted interventions against bacteria, viruses, and parasites. Additionally, nanomaterials facilitate innovative drug delivery systems, enhance diagnostic methods, and bolster the efficacy of vaccines. Furthermore, their role in disrupting disease vector life cycles through engineered nano-based formulations showcases their potential in reducing disease transmission. This review underscores the promising potential of nanomaterials as versatile tools in the relentless pursuit of curbing disease incidence and improving global public health.

Research Progress of Small-Molecule Drugs Targeting Telomerase in Human Cancer and Aging



Author: Dr. Muhammad Farrukh Nisar

Head of Department / Assistant Professor Department of Physiology and Biochemistry,
Cholistan University of Veterinary and Animal Sciences, Pakistan

Abstract

The research focuses on the development and progress of small-molecule drugs that target telomerase, with applications in human cancer and aging. Telomerase plays a crucial role in maintaining telomere length, impacting cellular lifespan and cancer development. This abstract explores the latest advancements in identifying and designing small molecules that modulate telomerase activity. These compounds hold potential as therapeutic interventions to inhibit telomerase in cancer cells while potentially mitigating age-related diseases. The abstract summarizes the current understanding of telomerase- targeted drug discovery, emphasizing its significance in both oncology and anti-aging strategies.

Ethical Solutions to Emerging Professional Issues in Aesthetics



Author: Dr Saleem Ghauri
Consultant Dermatologist, Pakistan

Abstract

This abstract delves into the realm of aesthetics and addresses the ethical challenges that arise in the ever-evolving landscape of aesthetic procedures and treatments. As advancements lead to new possibilities, professionals encounter dilemmas related to informed consent, patient autonomy, safety, and cultural sensitivities. The abstract explores how practitioners can navigate these challenges by fostering transparent communication, prioritizing patient well-being, upholding ethical standards, and continuously adapting their practices to align with evolving societal values. It highlights the importance of striking a balance between innovation and ethical considerations in the field of aesthetics.

Photodynamic Therapy for Skin Disorders



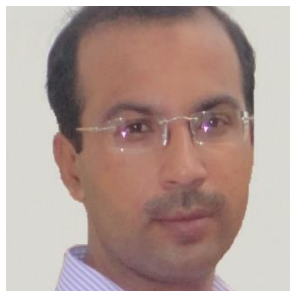
Author: Dr. Muhammad Yasir Ali

Assistant Professor, Government College and University, Faisalabad, Pakistan

Abstract

Photodynamic Therapy (PDT) has emerged as a promising non-invasive treatment modality for various skin disorders. This light-based therapy involves the administration of a photosensitizing agent followed by exposure to specific wavelengths of light, triggering the production of reactive oxygen species that selectively target and destroy abnormal cells. PDT's effectiveness has been demonstrated in treating conditions such as actinic keratosis, acne, psoriasis, and certain types of skin cancers. This abstract provides an overview of the principles of PDT, its mechanism of action, and its applications in dermatology, highlighting its potential as a versatile and effective approach for managing a range of skin ailments.

Ethosomes for the Topical Delivery of Skin Care Pharmaceuticals



Author: Dr Ghulam Abbas

Assistant Professor, Government College and University, Faisalabad, Pakistan

Abstract

Ethosomes have emerged as a promising vehicle for the topical delivery of skin care pharmaceuticals. These nanosized lipid vesicles possess the ability to encapsulate both hydrophilic and lipophilic active ingredients, enhancing their penetration through the skin barrier. This review explores the utilization of Ethosomes to improve the efficacy of skin care products, including moisturizers, antioxidants, and antiaging compounds. Ethosomal formulations offer advantages such as enhanced skin permeation, reduced drug degradation, and prolonged release, making them a valuable strategy in optimizing the delivery of cosmetic and therapeutic agents for skin health and rejuvenation.

Cosmetovigilance Survey: Are Cosmetics Considered Safe By College Students



Author: Dr. Shahid Shah

Assistant Professor, Government College and University, Faisalabad, Pakistan

Abstract

This Cosmetovigilance survey delves into the perceptions of safety surrounding cosmetic products among college students. In an era where personal care and aesthetics hold significant importance, understanding the risk awareness and attitudes towards cosmetic safety becomes paramount. Through a structured questionnaire administered to a diverse sample of college students, this study assesses the level of confidence in the safety of cosmetics, explores factors influencing these perceptions, and identifies potential gaps in awareness. The findings shed light on the complex interplay of media influence, product labeling, and individual knowledge in shaping perceptions of cosmetic safety. Such insights are crucial for promoting informed consumer choices, enhancing cosmetic regulatory measures, and fostering greater transparency within the cosmetic industry.

Polymeric Films Supplemented with Natural Therapeutic Agents for Improved Biological Performance



Author: Dr Ikram Ullah Khan

Associate Professor of Pharmaceutics, Government College and University, Faisalabad, Pakistan

Abstract

Last few decades have seen tremendous surge in development of various polymeric carriers for safe, effective and targeted delivery of active pharmaceutical ingredients such as nanoparticles, microparticles, hydrogels, tablets, films etc. Polymeric films are thin continuous materials typically up to 200 μm thick. They have proven their potential for multiple drug delivery applications and demonstrated their ability to improve patient's compliance, enhance medication onset of action, reduce dosing frequency and improve the treatment efficacy. Polymeric films are designed for localized and systemic delivery of drugs to GIT, buccal cavity, sublingual, ocular and transdermal routes. At department of pharmaceutics, my research students have designed and developed fast disintegrating films, floating films, composite films, bilayer films and hydrogel films for treatment of arthritis, site specific delivery of drugs, periodontitis, cutaneous wounds etc.

Choosing a Career Path: Emerging Trends in Global Professions



Author: Dr. Sumera Badar

Associate Professor /Head of the Department Of Medical Education, Punjab Medical College,
Faisalabad Medical University, Pakistan

Abstract

The process of choosing a career path has evolved significantly due to emerging trends in global professions. In today's dynamic world, traditional career trajectories are being reshaped by technological advancements, changing industries, and evolving skill demands. This abstract explores how individuals navigate these trends, emphasizing the importance of adaptability, continuous learning, and interdisciplinary skills. It highlights the rise of remote and freelance work, the growing significance of sustainability and ethical practices, and the demand for expertise in fields like artificial intelligence, data science, and digital marketing. As professionals seek meaningful and future-proof careers, understanding and embracing these emerging trends becomes pivotal in making informed and successful career choices.

Community Health Cover: Role of Allied health professionals



Author: Prof. Dr. Musarrat Ul Hasnain
HOD Medical Education, Rai Medical College Sargodha, Pakistan

Abstract

In an era of rapid globalization and technological advancements, the landscape of patient care is undergoing transformative shifts, demanding innovative strategies to ensure equitable access and quality healthcare services. This keynote talk delves into the pivotal role of allied health professionals in collaborative teams, particularly in conjunction with doctors as physician associates, to address global healthcare challenges and reach underserved populations, especially those residing in remote areas. Focusing on Pakistan's context, this presentation underscores the significance of aligning healthcare systems with the World Health Organization's (WHO) recommendations for the development and utilization of allied health professionals.

Glimepiride Nanoemulgel: An Innovative Carrier with Improved Antidiabetic Effect



Author: Dr Syed Haroon Khalid

Assistant Professor, Government College and University, Faisalabad, Pakistan

Abstract

The aim was to develop a topical nanoemulgel of a BCS class II drug, Glimepiride (GLP) in both and inclusion complexed form. In our previous studies, we prepared binary and ternary inclusion complexes of GLP by physical trituration and kneading methods and found the optimized ternary inclusion of GLP with β CD and Gelucire-44/14 in the ratio of 1:4:10 %. In the present study, nanoemulsion formulations were prepared using clove oil, Tween-80 and PEG-400 following spontaneous emulsification technique and characterized for pH, conductivity, viscosity, particle size, polydispersity index and zeta potential. The gel base was developed using xanthan gum (3%) and incorporated the prepared nanoemulsion in 1:1 to devise nanoemulgels (NEGs). The prepared NEGs were further evaluated for their pH, viscosity, spreadability, drug content, ex-vivo permeation and in-vivo hypoglycemic activity. Franz diffusion cell was used for ex-vivo permeability in excised rat skin. The antidiabetic activity was performed using streptozocin induced diabetic rats against marketed glimepiride per oral medication. Nanoemulgel formulations loaded with pure and inclusion complexed presented high permeation flux in comparison to control drug solution ($11.64 \pm 2.61 \mu\text{g}/\text{cm}^2/\text{hr}$) with ICI-NEG showing the highest drug flux ($70.06 \pm 6.60 \mu\text{g}/\text{cm}^2/\text{hr}$). In-vivo studies also produced the similar results to control hyperglycemia for upto 24 hours in comparison to its oral delivery which lasted for 6 hours only. Nanoemulgel loaded with inclusion complex showed a more profound outcome in comparison to pure drug loaded formulation. In conclusion, the inclusion complexed nanoemulgel could be regarded as an effective delivery system in the treatment of diabetes hence overlaying the path for management of diabetes by topical application.

Comparative Legal Analysis of Skin Care Product Regulations in Pakistan



Author: Dr. Aziz Ur Rehman

Professor of Law, Quaid-i-Azam University Islamabad, Pakistan

Abstract

This paper presents a comprehensive comparative analysis of the regulatory framework governing skin care products in Pakistan. It examines the legal landscape surrounding the production, marketing, and distribution of skin care products in Pakistan, while juxtaposing it with international standards and best practices. The study highlights key regulatory differences and similarities, shedding light on the challenges and opportunities within the Pakistani skin care industry. By offering insights into the comparative legal perspective, this research contributes to a deeper understanding of the regulatory landscape, facilitating informed decision-making for stakeholders in the skin care product sector.

The Bold and the Beautiful: Beauty and the Perception of Beauty



Author: Professor Shaheena Ayub Bhatti

Professor | Director WRRRC (Women Research and Resource Centre), Pakistan

Abstract

Beauty has ever been an all-consuming concept for human beings. The march of humanity through the eons may have changed many other things but it has not had any impact on humanity's obsession with beauty and the physical self. If anything, this obsession has increased and beauty has now become a 67.3 billion cosmetic surgery market and industry, from keto diets and silicone injections to our very own Fair and Lovely beauty cream, superseding Tibet Snow. Literature being a reflection of life, has had its fair share of the obsession with physical appearance. The days of the Mills and Boon and Barbara Cartland romances, with tall dark and handsome heroes and fair, slim and small heroines are long past, but the overpowering obsession with the physical self remains. Thomas Hardy once said "there are a hundred pretty mouths and eyes for one pretty nose." The difference that has come about is that the standards of beauty have changed over the centuries, so that books talk more about sizes and less about colors. This presentation focuses on the changes that have taken place in the concept of beauty over time and how literature has dealt with these changes.

Interprofessional Learning and Collaboration



Author: Dr Ahsan Sethi

Associate Professor & Program Coordinator, Pakistan

Abstract

Interprofessional learning and collaboration refer to the dynamic process through which individuals from diverse healthcare and non-healthcare backgrounds come together to learn and work collaboratively in order to provide high-quality patient care. This educational approach fosters mutual understanding, respect, and effective communication among professionals such as doctors, nurses, pharmacists, social workers, and more. Interprofessional collaboration not only enhances the skills and knowledge of individuals but also promotes better patient outcomes by ensuring comprehensive and well-coordinated care. This talk highlights the significance of interprofessional learning and collaboration in modern healthcare settings.

The Influence of Media Portrayals of Idealized Skin and Beauty Standards is Provoking Dissatisfaction

Author: Maryam Akhtar

Abstract

In today's digital age, media plays a powerful role in shaping societal norms and expectations, particularly when it comes to defining beauty standards. The media's portrayal of the ideal skin has a profound impact on mental health. [1] This research tends to explore the relation between media representation of flawless skin and its effects on individuals' well-being. Images of idealized skin and beauty, floods our screens, bombarding us with an unattainable and often narrow definition of perfection. With the widespread use of media platforms such as, television, magazines, social media, and advertising, the constant exposure to digitally altered images and airbrushed models creates a distorted perception of what is considered attractive and acceptable. [2] This phenomenon can lead to heightened levels of body dissatisfaction, low self-esteems, eating disorders, depression, even cosmetic surgery aspirations, as people constantly compare themselves to unattainable standards. People were visiting psychologists for their mental stability. This research is followed by a questionnaire-based survey. From the obtained data we observed 87.9% people said yes to the question that media should play a positive role. The sample size contains 146 people. Majority of the people responded that what they have seen on media, lower their self-esteem and they tried to change their appearance according to it. This research concludes that media should be responsible for showing a wider range of body types and skin tones. Media companies and advertisers should take action to minimize the negative impact of beauty standards on body image.

Keywords: Dissatisfaction, Media, Impact, Beauty standards.

Determinants of Repurchase of Cosmetics

Author: Mahnoor Khurram

Abstract

The cutting-edge cosmetics industry is characterized by dynamic trends, rapid product innovation, and ever evolving consumer preferences [1]. Yet amidst this ever-changing horizon, there remains a selected group of cosmetics that hold a special place in our hearts. These are the products we choose to repurchase from time to time. Repurchase intentions play a vital position in maintaining brand loyalty and business growth in this particularly competitive marketplace. This research seeks to pick out and examine the determinants that influence consumers' choices to repurchase cosmetics products [2]. A survey was performed using a self-made questionnaire to acquire records from a diverse sample of cosmetics purchasers. The sample size was 100, involving mainly educated consumers of urban areas of Pakistan. The studies explore various dimensions, along with product quality, brand perception, purchaser pride and social impact, to understand their effect on repurchase intentions. An overwhelming 90% of the respondents believe that product quality and satisfactory experience are paramount in driving repurchase intentions. Product quality is a significant factor that drives the repurchase of cosmetics. Consumers are more likely to repurchase products that have delivered satisfactory results in terms of functionality, quality, and effectiveness. Positive word-of-mouth and online reviews also play a crucial role in influencing repurchase decisions. Clients are also encouraged by way of logo picture and guidelines from peers and influencers. Companies must consistently deliver high-quality products to retain customers and encourage repurchase. Knowledge about the multifaceted nature of repurchase intentions within the industry of cosmetics for businesses aiming to thrive on this ever-evolving marketplace panorama.

Keywords: Repurchase, Cosmetics, Quality, Driving intentions

Exploring the popularity of retinol products in Pakistani women's skincare regimen

Author: Ayesha Khalid

Abstract

Women's skin experiences various changes, including wrinkles, fine lines and acne. Retinol, a vitamin A form, is used in skincare products for its anti-inflammatory, anti-ageing and exfoliating properties, while also improving skin tone and reducing hyperpigmentation. Retinol's popularity has recently peaked to new heights and shows no signs of waning any time soon, but its adverse effects are also being highlighted. Dermatologists recommend various formulations for various skin types, and these formulations are readily available in skin care regimens.

The increasing popularity of retinol in skincare products among Pakistani women and its impact on skin appearance are both the reasons why I am conducting this study. Therefore, a survey containing 12 questions related to the topic was conducted among women of different age groups and professions. One hundred fifty females participated in this survey.

Sixty percent of females were 20–25 years old; 30% of females were 26–30 years old; and 10% were above 30 years old. Among them, 89.4% were well aware of retinol and its impacts on skin. About 32% of the respondents chose the internet as their main source of information. In 37.4% of cases, retinol usage yields the targeted results, and 78.3% of respondents said they will definitely use retinol-based products in the future. According to my survey, 51% of respondents use retinol-based products to treat acne-related skin problems.

Based on the aforementioned facts, I conclude that retinol usage is mostly influenced by social media among women in their 20s and 30s. Their major concern is treating acne, and thanks to the proper guidelines available on these platforms, women have achieved their desired outcomes and had the fewest bad reactions.

Keywords: Retinol, Skincare, Hyperpigmentation, Acne, Regimen, Anti-ageing.

Red Light Therapy in Dermatology: Healthcare Professionals Perception and Attitude

Author: Fatima Abdullah

Abstract

The field of Dermatology has undergone significant transformations due to a series of innovative advancements. Numerous remarkable technologies have been introduced in the field of Aesthetic Dermatology. Red Light therapy is one of those effective technologies also known as Photo biomodulation. It is commonly employed for the treatment of acne [1]. RLT (Red Light Therapy) is widely recognized as a safe and effective method for promoting healing and rejuvenating the skin [2]. The optimal wavelength range for red light therapy is 630 to 700 nanometers [3]. This treatment has the potential to effectively address precancerous skin lesions and malignancies [4]. This research was aimed to investigate the perceptions and satisfaction levels of Skin Care Professionals in Pakistan regarding the use of Red-Light Therapy for various skin conditions. It was a survey-based study in which electronic survey was circulated among Skincare Professionals. A questionnaire was designed that included both open-ended and close ended questions. This survey was circulated in different clinical settings among various cities of Pakistan via email. A total sample size of 60 respondents was selected. After collecting data, an analysis of the results revealed that approximately 96% of the respondents reported understanding and finding red light therapy beneficial for the skin. Majority of them recommended RLT as an effective treatment for Acne, wrinkles and wound healing. Ninety percent of users highly recommend it, while only 20% reported experiencing minimal side effects. In general, skin care professionals appear to be content with this treatment.

Keywords: Red light therapy, Skincare Professionals, Acne, non-invasive, wound healing

Exploring the Impact of Self-Administration of Over-the-Counter Drugs on Consumer Health: A Comprehensive Analysis of Side Effects and Safety Concern

Author: Fatima Ijaz

Abstract

This study sought to evaluate consumer knowledge, perceptions, and behaviors about self-medication using over-the-counter (OTC) medications, the prevalence of risky behaviors, and the factors associated with those behaviors. In order to conduct a cross-sectional study, an interviewer administered a questionnaire. Descriptive statistics with statistical significance and multivariate analysis were performed. Usage Trends: Analyzing the frequency and kinds of OTC medications used. Side effects versus efficacy: Analyzing common adverse effects while weighing perceived usefulness. Safety Mindset: Evaluating consumer risk awareness and any informational gaps that may exist. Medical Consultation: Examining the role of medical professionals in choices on over-the-counter drugs. Research Resources: Examining the effects of medical professionals, online sources, social networks, and product labeling. The use of OTC medications is made safer and more productive by this research's impact on healthcare procedures, policy, and consumer education. Nearly 95% of respondents who admitted self-medicating using OTC drugs also admitted to engaging in risky conduct. Customers agreed that OTC medications can be recommended by pharmacists (73.4%) and believed that OTC medications are safe regardless of how they are used (60.4%). The following justifications are given for self-medication with OTC drugs: if it's a minor condition, I can take the initiative (90.9%); visiting a hospital would be a waste of time. Participants' age ($p=0.01$) and level of education were significantly associated with how consumers handled and used over-the-counter medicines for self-medication.

Keywords: public health, health policy, patient satisfaction, patient perception, health and safety

Investigating the role of social media in shaping beauty standards and its impact on self-perception

Author: Laiba Noor

Abstract

In this era, social media is playing a major role in shaping beauty standards and self-perception. With platforms like Instagram and TikTok, influencers have a big impact on shaping these standards. Investigating the role of social media in shaping beauty standards and its impact on self-perception. This aims to delve into the fascinating world of social media and its impact on beauty standards and self-perception. It was a survey-based study which was distributed through various channels, including social media platforms, online communities, and educational institutions. This helped us reach a diverse pool of participants who actively engage with social media. The data collected from 52 respondents aged 10-65 years in which 57.7% female and 42.3% male participated. 49% people said that they faced decrease in self-esteem while comparing themselves with social media influencers while 31.4% said that they feel increase in their self-confidence and other 19.6% are reported having no effect on self-perception. 55.8% found significance influence of peer validation on social media play in shaping beauty standards, while 28.8% has minimal influence and 15.4% said that they have no influence. 44.2% observed that Instagram has the greatest influence on the beauty standards while 36.5% believe TikTok and 19.2% said YouTube. Based in the survey findings, it can be concluded that social media plays a significant role in shaping beauty standards and influencing self-perception. The survey revealed that a considerable percentage of participants felt pressured to conform to these standards due to social media. The use of social media filters and the constant exposure to beauty-related content were also found to impact participants' self-image. These findings highlight the need for further exploration of the psychosocial impact of social media on individuals' well-being and the importance of promoting positive body image and self-acceptance in the digital age.

Keywords: Beauty standards, Social media, Self-perception, Influencers, Pressure, Body image, Psychological impact, Peer validation, Self-worth, Conformity.

The impact of economic fluctuation on consumer choices: A study of cosmetic products preferences in Pakistan

Author: Sumaiya Butt

Abstract

In economic instability and disruption to global market, Cosmetic industry has witnessed a significant impact in Pakistan. With inflation at a record high, several factors tied to ongoing supply chain crisis, which has impacted the cost of ingredients as well as the price of freight and transportation. Therefore, this paper aims to examine the changes in purchasing pattern in cosmetic industry due to economic downfall that has affected the lifestyle of people. This mainly reflects the changing roles and functions of beauty market by purchasers caused by economic fluctuation. A quantitative method was used in this research by spreading online questionnaire to 200 Pakistani males and females aged 18-30 years old. In this study 64.3% of females and 35.7% of males has greatly affected by this current prevailing condition of economics fluctuation. About 63.5% of population said yes and 36.5% said No to delayed purchasing cosmetic products due to economic concerns, which investigates that people are getting affected by it to a great extent. In year 2023 people were most affected by economics downfall which is 50.3% as compared to year 2021-2022 which was 32.2% and in 2020- 2021 was 17.6%. In conclusion, the cosmetic industry is highly competitive and companies must realize the factors that influence the consumer behavior to succeed in long run by understanding their target, audience preferences and providing financial relief to their customers in economic crisis. The main significance of this research was to investigate how people compromise on their personal desires because of economic fluctuations and when desires are not fulfilled mental illness is the final result.

Keywords: Economic fluctuations, Customers, Crisis, Desires, cosmetic industry purchase.

Anti-Aging Phytoconstituents-Based Topical Nano Emulsions

Author: Tahira

Abstract

Skin is a multifunctional organ with activities ranging from providing protection to the conductance of metabolic and body regulatory activities. The constant exposure of skin to exogenous oxidizing agents leads to oxidative stress and redox equilibrium loss, resulting in premature aging due to the physiological functionality recession of skin cells. To halt or regress the aging, a topical anti-aging formulation is employed to fortify the skin cells. Numerous phytoconstituents have anti-aging properties but the poor skin permeability, retention time, and bioavailability hinder their topical application. Nano emulsion is the novel drug delivery approach adapted to prevail over this limitation and potentiate their cosmeceutical properties. This review is intended to highlight the significance of topical delivery of several anti-aging phytoconstituents loaded nano emulsions. A systematic literature review strategy was adopted to review the articles on the nano emulsion- based topical anti-aging formulations loaded with *Centella asiatica*, *Rubus idaeus*, *Opuntia ficus-indica*, *Phyllanthus urinaria*, *Garcinia mangostana*, *Cordyceps militaris* extract. Nano emulsions containing phytoextract tend to neutralize the free radicals, mend the skin cells that got damaged due to external or internal aging factors, and shield the skin from UVA/UVB rays. In vitro, and in vivo observational findings show a significant improvement in skin structure, texture, and appearance after the application of anti-aging phytoextracts loaded nano emulsion. Encapsulation of phytoextracts in nano emulsion ameliorates their stability, sustained delivery, and bioavailability profile. These attributes make it a more effective topical delivery approach for providing skin resurfacing, photo-protecting, moisturizing, and anti-aging effects. Plant-based nano-cosmeceuticals are considered to be a viable future market trend.

Keywords: Oxidative stress, skin aging, phytoconstituents, novel drug delivery, nano emulsion, nano cosmeceutical

Is Hydra-facial non-Invasive Approach to Skin-lightening: Users Perspective

Author: Kaynat Haider Ali

Abstract

Nowadays, there are minimally invasive and non-invasive procedures that help the patients to get their desired results without having to go through the pain of surgery. This being the reason why non-invasive cosmetic procedures become so popular. One of these procedures, hydra-facial is a rising global phenomenon beloved by the users. It offers the user a customizable and effective approach in achieving the healthy skin with no down time. Immediate glowy skin and clear complexion in a matter of minutes escalate the demand of users. So, this study aimed to access that is hydra-facial a non- invasive approach to skin lightening for users or not. Therefore, a survey comprising of questions related to the topic was conducted among the natives of society and the students of University of Faisalabad. 20 students, 25 natives and 5 skin care experts were participated in this survey, in which 95% were 19-25 years old and 5% were 26-38 years old. 47.9% users wanted it just to get radiant complexion. 85.4% had a concept that the serums in HydraFacial are used for brightening. 47.9% consider the hydra-facial as a long-term solution for brightening .41.7% noticed the immediate changes in lightening of the skin. From the analysis of this outcome, HydraFacial is considered as a skin-lightening treatment which is itself an elusive conception. The significance of this research, is to point out the misconception of users that it may lighten the skin and to give awareness about functioning of hydra-facial that it sucks the dirt from the pores ,exfoliates to loosen and eradicate the dead skin cells while simultaneously infuse the serums which moisturize, hydrate, give glow and improve overall appearance of skin .In a nutshell, the intention is to bring down this toxic mindset so that people stop thinking that this treatment lighten up the skin.

Keywords: Non-Invasive Procedure, Hydra-Facial, Clear Complexion, Healthy Skin, User, Brightening, Misconception, Skin- Lightening

Degree of Awareness About the Detrimental Effects of Steroids on the Skin Among Pakistani Women

Author: Areeba Bint e Akhtar

Abstract

Steroids, synthetic analogs of natural hormone-like compounds, excel at reducing inflammation and alleviating symptoms such as swelling, pain and stiffness. However, it's vital to note that they offer relief but are not a cure for underlying conditions. These pharmaceutical agents come in various forms—oral, topical, and parenteral—but topical steroids are most prevalent in dermatological applications. In Pakistan, the use of topical steroids (TCs) has been ingrained in the culture since the late 20th century, often intertwined with societal preferences for fair skin. Women across age groups have employed TCs without adequate understanding of their effects. Steroids' rapid, desirable outcomes often lead to fascination, contributing to ignorance. This misuse of TCs has resulted in a range of adverse skin effects over the past decade. This study aims to gauge current awareness of the harmful effects of steroid-containing cosmetics, especially TCs. Therefore, a survey comprising questions related to the topic was conducted among women from diverse backgrounds. One-hundred- fifty women participated in this survey, of which 90% were between 18 and 25 years old. Out of them 92.4% have given up the use of TCs; 43.6% of them did so because it damaged their skin and 35.6% of them learned about the detrimental effects of TCs via social media. Fifty-seven percent of them became aware of this issue recently and 71.8% of them agreed with the fact that social media has played a huge role in spreading this knowledge. From the analysis of these outcomes, it is concluded that now there is enough awareness of how unsupervised use of steroid-containing cosmetics has affected our skin as a whole and that this mostly owes to the recently emerged trend of posting skincare regimens online. The rationale of the study is that while social media services are responsible for broadcasting unrealistic beauty standards, they are also awakening people to the fact that some of the most hyped cosmetic products, like TCs, are not to be used without due caution.

Keywords: Steroids, Inflammation, Topical Steroids, Pharmaceutical Agents, Parenteral, Color-Conscious, Fairness Creams, Steroid-Containing Cosmetics.

Decoding the Power of Shampoo Brand Claims and its Impact on Purchasing Patterns in Pakistani Market

Author: Araikay khan Afridi

Abstract

The shampoo market is witnessing significant growth due to increased spending on hair care products among millennials and Gen Z consumers globally,¹The shampoo industry in Pakistan continues to evolve to meet the diverse needs and preferences of consumers ,however there are many shampoo brands which makes claims ,those claims might hold considerable importance to consumers and serve as basis for product selection and brand loyalty ,The main objective of this study was to unveil the impact of shampoo brand claims on purchasing patterns in Pakistani market and consumer satisfaction level, it was a cross sectional study in which an electronic survey was conducted , The questionnaire consist of close-ended questions and rating scales, The sample size was **300** which consisted of **73.1%**females and **26.9%**males ,from the findings it was known that **61.3%** of the consumers buy shampoos solely on the basis of their brand claims whereas **38.7%**said that they do a product research first, moreover, **54.4%** mentioned that they have paid more for a shampoo in past because of its product claims which clearly shows that brand claims do affect the buying behavior of consumers, On the other hand,**45.6%** said that they prefer budget friendly shampoos , Furthermore, on a scale from **1** to **10** , **5** was the mean value recorded for customers satisfaction level regarding Pakistani shampoo brands, from the obtained data it is concluded that brand claims have a significant impact on consumer's purchasing decisions but there is still room for shampoo brands to enhance product quality in order to meet the expectations of their customers.

Keywords: Shampoos, Hair Care Industry, Brand Claims, Buying Behavior

Long-term Management of Psoriasis using Novel Biologics: A Review on Safety and Efficacy of Pathogenesis- Oriented Treatment

Author: Ayesha Bibi

Abstract

Psoriasis is a chronic inflammatory skin condition and presents as plaque, guttate, inverse, and pustular psoriasis. It is associated with cardiovascular, hepatic, and psychological comorbidities as well as psoriatic arthritis. Treatment for psoriasis includes topical, systemic, phototherapy, and biologics. Moderate-to severe psoriasis requires treatment that is pathogenesis-oriented such as novel biologics that target the TNF α signaling and IL-23/IL-17 axis. To assess the safety and efficacy of biologics in psoriasis treatment. Following databases were searched for articles published from 2015 up to 2023: MEDLINE, PubMed, Cochrane Library, Google Scholar. The number of articles included in this review is 25. TNF- α inhibitors include etanercept, infliximab, certolizumab pegol, and adalimumab. Certolizumab pegol is considered relatively safer in pregnancy. Guselkumab, risankizumab, and tildrakizumab showed PASI 75 response rates of 85.1%, 74%, and 88% at week 16. Guselkumab displays long-term response. Ustekinumab has longer drug survival as compared to TNF- α inhibitors. Biologics targeting IL-17 are secukinumab, brodalumab, and ixekizumab, having rapid action and exhibit significant PASI 75 and PASI 100 response rates at week 12. Tildrakizumab performed best with respect to improvement in DLQI, closely followed by guselkumab, while geriatric psoriasis responds best to etanercept. Although biologics exhibit considerable safety and efficacy, they are not mainstay of psoriasis treatment due to adverse effects, economic aspect, and limited drug survival. Biologics in combination with other psoriatic treatments are considered more effective. Some RCTs showed superior efficacy with biologics compared to control arms, but additional studies are still warranted.

Keywords: Psoriasis, chronic skin condition, biologic therapy, IL-23/IL-17 axis, plaque psoriasis, PASI, TNF-alpha, clinical efficacy, monoclonal antibodies, DLQI

Effect of Skin Aesthetic Appeals on Human Mind: A Psychoanalytical Study

Author: Areej Abid & Zarnab Khalid

Abstract

The instinct of human beings is that no one wants to die, no one wants to be poor and no one wants to be ugly. Skin aesthetic clinics are a new approach to attract people to change their appearance and emerge into the norms of beauty standards that have been created by the society. The attractions are given by aesthetic clinics by making some claims which trick a human mind into getting different skin treatments. A human mind is attractive towards them because of their love to look younger, beautiful and get healthy skin. This study aims to explore the language that has been used to attract the consumers and the effect of this language on human psychology. To fulfill this aim, the study has been done by using mix method approach in which qualitative study of aesthetic appeals have been done to analyze the claims of aesthetic clinics. Moreover, for quantitative analysis, a survey has been conducted to analyze its impact on human behavior. The result show that the common appeals found in every aesthetic clinic promises was to get “treatments to enhance your appearance”. According to the results of survey conducted, it appears that the mentioned line has a great impact on human psychology. Yet alone it makes other people insecure, but instead it forces their human psychology to get expensive skin treatments to meet others expectations. As per clinic promises, it deals with skin concerns like “acne, moles, skin laxity, wrinkles etc.” which attracts the human psychology to get their skin treated in the best possible way, leaving a sort of anxiety, discomfort and lack of self-assurance about themselves.

Keywords: Aesthetic clinics, Appeals, Psychoanalysis, Dermatology, Skin aesthetic

Korean Beauty Standard in *200 Pounds Beauty*: Gerbner's Cultivation Theory

Author: Fatima Manj & Dr Nailah Riaz

Abstract

The study deals in cosmetic surgery through a k-movie, *200 pounds Beauty*. Applying Gerbner's cultivation theory the examination finds out how media influences the passion of the consumers about cosmetic surgery in achieving success. This research helps to analyze the representation as well as the cultivation of Korean beauty standards. The sample film promotes a culture where cosmetic surgery is normalized by showing the transformation of the main character "Hanna". Through the application of some elements, i.e., core assumption, cultivation differential, resonance, and second-order effect from Gerbner's Cultivation theory, the audience establish an impact on their beauty ideals. Core assumption uncovers how the selected k-movie portrays cosmetic surgery as a means to conform to societal expectations of beauty. This suggests the film can shape viewers' beliefs about desirability of cosmetic surgery in the pursuit of beauty and social acceptance. According to cultivation differential, high viewers (more screening time) might be negatively influenced to the idea that physical appearance is important for success and happiness. "Hanna" gets self-worth after transformation which might have negative impact on viewers. Resonance helps to understand that the viewers specifically going through appearance-related-experiences and appearance-related-insecurities might inhale negative influence to aspire for cosmetic surgery. The second-order effect helps to analyze how like-movies increase willingness to consider cosmetic surgery as a viable option. This research suggests that like-movies not only reinforce societal beauty expectations but also play a significant role in the culturally different perception about cosmetic surgery. This investigation concludes that like-k-movies exercise negative impact on consumers and societal perception. It finds out a narrow and unrealistic beauty ideal, where appearance is prioritized. Through the protagonist transformation, this academic work indicates how complying with standards via surgery is desirably possible. However, the reinforcement of unattainable standard can lead to negative consequences by promoting body dissatisfaction. It encourages that self-worth is only determined by physical appearance, fitting within Gerbner's cultivation theory of media influence.

Keywords: Cosmetic Surgery, Gerbner's Cultivation Theory, Passion, Societal Expectation, K-Movies, Physical Appearance

Unveiling the Layers of Colorism in Toni Morrison's The Bluest Eye

Author: Mahkosh Ali & Muqaddas Saif

Abstract

This study illustrates the challenging issue of colorism within the Afro-American community. It suggests that so-called beauty standards and stereotypes have psychological impacts on individuals' personalities. It is leading to self-loathing and marginalization of blacks. The term 'colorism' was coined by Alice Walker in 1982. Colorism refers to prejudice or discrimination against individuals with darker skin tones, often favoring those with lighter skin tones within the same race. This study not only explores the complexities of colorism but also unravels the intricate threads of identity in a world shaped by ruthless societal beauty standards. At its core, the research unveils the story of Pecola Breedlove, a young Black girl whose fervent desire for blue eyes becomes a desperate escape from the relentless cycles of oppression and self-loathing inflicted by the scourge of colorism." It examines the novel's characters, plot, and themes to extract the key elements related to colorism and beauty standards. It also highlights the intersection of racism and colorism, showing how both contribute to the erasure of Black identities. The study likely involves a deep literary analysis of Toni Morrison's novel, examining various aspects of the text, such as characters, plot, and themes, to identify instances and representations of colorism and beauty standards. It also shows how the standards of beauty have been plotted into society's minds and lives. Such stereotypes may have psychological impacts as well as they can cause people to physically harm themselves as they might send them to avoid unacceptance. The abstract concludes with a call to action, underlining the importance of self-acceptance and the need to dismantle oppressive beauty standards. This adds a critical and constructive dimension to the analysis. We can overcome this discrimination through education and awareness.

Keywords: Colourism, Marginalization, Discrimination, Psychological impacts, Identity, Self-loathing

Influence of Media on Stereotypical Behaviors of Children: A Psychoanalytic Study

Author: Mahnoor Imran & Ayesha Saeed

Abstract

The purpose of this research is to focus mainly on the process of how media incorporates the concept of Colorism in children's brains through cartoons. It highlights how media negatively influences young brains and hinders the process of development of a normal and bias free mindset. The methodology used was Sigmund Freud's Theory of Psychoanalysis. The cartoon series "The Ugly Duckling" was chosen for this study for a qualitative analysis. After the psychoanalysis of the cartoon series, it can be noticed that ugliness has been given a proper definition and characteristics. The duckling is shown to be of different color than its family and that is shown to be a sign of ugliness. On the other hand, its siblings are framed as normal and perfect based on their color and appearance. It sketches the duckling getting poorly treated by its siblings, fellows and parents due to its distinctive skin tone. The children watching are led to feel that happiness and pride can only come from a specific skin color i.e. white. Children's minds naturally become influenced by these fictitious standards, and as a result the prejudice inhabits their mind. Not only do the cartoons, intentionally or unintentionally, present stereotypical beauty standards and give ugliness an identity, but they normalize it in such a way that potentially it can brainwash a child's mind completely. According to the study, we can conclude that media can effectively and confidentially torment children's brains and have the capacity to instil wrong ideas of beauty. Because of the interest that they foster, cartoons have a significantly greater effect on children's brain development.

Keywords: Psychoanalysis, Colorism, Media, Beauty Standards, Cartoons

A Critical Discourse Analysis of Language used by Influencers for Promoting Beauty Standards

Author: Muqadas Zahid & Isna Maryam Choudary

Abstract

This research is targeted to describe the use of language by influencers to promote their beauty routines and unique looks. This is a narrative analysis method in which data was collected from social media interviews conducted by influencers. The collected data are words, slogans, sentences and their persuading capabilities. The data was analyzed according to Fairclough's three-dimensional (1995) approach of discourse analysis; they are textual features, discursive features, and social features. This framework demonstrates how the ideology of 'beauty' is produced and reproduced through social media in interviews. The findings of this study shows the impacts of promoting and creating new beauty standards on people by influencers focusing on their language that build power of people's attraction to apply or use it on themselves and influencers are showcasing their looks and beauty routines. For the social practices, the words found in their interviews have control or power over people by influencers. The influencers promote an idealized lifestyle and manipulate people to a certain extent into believing whatever they are saying is indeed true. Influencers talk about beauty standards openly through interviews such as body positivity, embracing individuality and redefining the standards of beauty. Persuasive speaking is used to control people's minds. Thus people in power (influencers) use language as a means to control over others.

Keywords: critical discourse analysis, discourse strategies, beauty ideology, social practices

Representation of Colorism in Pakistani Dramas: A Critical Discourse Analysis

Author: Dua Batool & Nayab Sabar Zartab

Abstract

This research gives an insight into discrimination based on color in Pakistani drama serials. The current study is limited to the analysis of the drama serial Parizaad aired in 2021. It employs Norman Fairclough's three-dimensional model to explore the connection that lies between different social practices and language. The analysis is delimited to the third dimension which deals with discourse as social practice as theoretical framework for this research. It meticulously unfolds associated prejudices and biases with light and dark skin tones depicted in the dialogues. The study explores particular language, words and strange attitudes of society aimed at the dark-skinned person. This study decodes the main thematic concerns of Parizaad drama highlights the social fabrication of colorism. It is revealed that colorism is deeply rooted in cultural and traditional values. The subject matter deals with the experience of a dark skinned person through multiple angles, encapsulating multiple points of view. This study also puts an effort to display the social psyche of the central dark-toned character Parizaad. The main findings yielded by this research refer to the utilization of language as a means of exploring the underlying ideology behind Colorism. Within the context of the drama series entitled Parizaad, media discourse thoughtfully addresses the issue of color-based discrimination. The success of Parizaad at the end of the drama challenges the social fabrication. Parizaad gives a powerful message of self-empowerment and self-worth which possesses a positive impact on the society.

Keywords: Colorism, Critical Discourse Analysis, Social Fabrication, Skin Tone

Exploring Skin Related Identity Crisis in Ali Standish's *How to Vanish*

Authors: Rida Sajjad & Zarnab Khalid

Abstract

This study aims to analyze the intricate portrayal of skin conditions and their effect on the identity of the main character of Ali Standish's novel, *How to Disappear Completely*. This study is also a lens through which one may think about how literature charts the course of human life, while simultaneously questioning and reforming society. Despite being an evident societal issue in discussion, contrary to it implementation towards reforming the societal norms is absent. Employing a rigorous and immersive literary analysis, this study has focused on the narrative fabric that embarks on a journey to decipher the multi-dimensional themes of stigma, self-acceptance, and societal prejudice that are masterfully interwoven into the narrative tapestry. The characterization of the protagonist, emphasis on the issues faced by the protagonist through the use of narrative techniques and the use of symbolism and imagery set the parameters for this research's methodological process. The research findings, stemming from this meticulous exploration of text, exemplify the immense potential of literature as a catalyst for empathy and awareness. The language provides deep insight into the difficulties of people dealing with skin problems through submerging its readers in the protagonist's environment. The study serves as a testament to the power of storytelling, offering a platform for those whose stories have often been marginalized or misunderstood. In essence, this study is significant to challenge and disrupt the prevailing narratives around skin conditions, identity, and societal attitudes. Viewing "How to Disappear Completely" through the perspectives of stigma, self-acceptance, and societal prejudice, the story becomes a symbol of optimism and comprehension.

Keywords: Identity Crisis, Skin Conditions, Self-Acceptance, Self-Esteem

The Effect of Stereotypical Beauty Norms on Parental Behavior and Their Influence on Childrens' Self-Esteem

Author: Rimal Fatima & Ayesha Saeed

Abstract

Stereotypical beauty ideals often shape how parents treat their children. Parents who follow these standards may unintentionally pass these stereotypes to their children, impacting their self-esteem and overall personality. This research explored how stereotypical beauty standards affect the behavior of parents and in turn, influence their children's self-esteem and personality development. The study also looked at how parents' modeling of beauty-related behaviors, comments, and criticism, as well as their management of media exposure, could shape children's perceptions of beauty. The research methodology employed for this study was a survey-based approach, wherein data was gathered through questionnaire which consisted of six close-ended questions and one open-ended question. The results indicated that these beauty standards actually start from home when parents impose them on their children and do not stop the society with the same thing. The results also showed the potential consequences of children internalizing these ideals, including lower self-esteem, beauty issues, and challenges in forming healthy relationships with peers and society. The study suggests that parents play a crucial role in encouraging open communication, promoting self-acceptance, and teaching critical media literacy to their children. By understanding the influence of beauty standards on parenting and child development, people can work towards creating a more positive and nurturing environment for children to grow into confident individuals with healthy self-esteem and well-rounded personalities.

Keywords: Society, Stereotypes, Beauty Standards, Parental Behaviors, Psychological Aspects

Cinematic Representation of Hyper-real Beauty Standards

Author: Alishba Minhas & Muqaddas Saif

Abstract

This study comprises of encyclopedic analysis of the cinematic masterpiece, "Catwoman", aired in 2004, starring Halle Berry. Despite being a black American of the earlier times, Berry proved to be a talented artist as she portrayed the conservative prospects of society beautifully with a fling of thrill. By application of colorism theory, the character's development within the time and how her identity is visualized is put to light. The film raises its voice against the dark side of marketing. 'Colorism' is a world-famous intellectual theory proposed by Alice Walker in 1982 as she became the first person to use this very term. The main concern behind this was the privileges of white people within black-Americans, in America. Many scholars have been contemplating upon the authenticity and what the term originally refers to. As for its pictorial analysis, the article inquires into the nuanced portrayal of Catwoman as a dark American lady and how she influences her organization, society, and courtships. Pivotal and character interplay is examined to unveil the subtle yet explicit biases within the narrative. Furthermore, the movie depicts the gloom of Makeup industries and marketing prospects as how products are brought to the limelight. Keeping in view the beauty standards, the industries manufacture products that work wonders yet have drastic effects on human natural beauty. Conclusively, this article aims for critical analysis, highlighting the need for a more comprehensive and impartial projection of cast, race, and beauty in media. The findings add up to the evolution of Colorism, gender, and makeup industries for their gothic tactics.

Keywords: Colorism, Race, Beauty Standards, Cinematic Analysis, Hyper-Real

Skin Problems as the Language of Skin: A Dermatolinguistic Study

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Abstract

Dermatolinguistics is a new emerging concept which includes combination of two terms studying different aspects of human body. Derma relates to skin and linguistics relates to language and communication. To communicate we need some sort of language for which Skin has its own language. Skin language is just like a sign language that communicates about our health, lifestyle and psychological situation but this language is not in form of words or sentences. Through symptoms like acne, scars, excessive hair on body, dull skin, wrinkles and other skin conditions skin communicates that there is something wrong with the internal body and it is important to treat it. Usually, people do not understand this language by their own they seek help from dermatologist who can comprehend this non-verbal language. Skin and language both play crucial role in our interactions with the world. Damaged skin makes a person feel under confident and such person becomes less expressive and starts to hesitate to interact with people and communicate which impacts personality as well as verbal language. The purpose of this study is to create awareness about skin language and help to understand how our skin communicates non- verbally and effects our interactions with others. This research is a qualitative study. A survey was conducted and students from different departments were asked question about their knowledge of skin language and its effect on interaction with other people. The results showed that most of the people who are having any skin issue are unable to understand language of their own skin and sometimes they hesitate to talk about it which results lack of confidence to interact socially or even consult a doctor.

Keywords: Dermatolinguistics, Dermatologist, Derma, Linguistics, underconfident, Hesitate, Interact

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