

WOMEN HEALTH AND ORGANIC COSMETICS: AN OVERVIEW

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ABSTRACT

One famous slogan , "Healthy Women, Healthy World" represents the fact that women play many roles in their family and as custodian of the family she has to focus on the health care of their spouse or children while neglecting their health. Women need to take time for themselves also to maintain good health In fact, several illnesses that affect women can be prevented with proper woman's care as a priority. Cosmetics play a vital role in women health as every woman use cosmetics in her day to day life But we live in an age of chemical and industrial production, where the cost of products decreases due to the use of cheap synthetic analogs of their constituents and because of this, a large number of toxins and chemical poisons enter our body with food, cloth, packed eatables, and cosmetics. So women's needs to use organic cosmetics to prevent themselves from harmful effects of non-organic cosmetics. This paper is based on secondary data and the main aim of the study is to highlight the importance of organic cosmetics on women's health.

Keywords- organic cosmetics, women,

Introduction

Women use cosmetics to improve appearance, boost self-esteem, to improve their image. Cosmetics are also used to enhance positive attributes in appearance and offer benefits to the consumer through increases in positive self-image and confidence thus improving the quality of life. But we live in an age of chemical and industrial production, where the cost of products decreases due to the use of cheap synthetic analogs of their constituents and because of this a large number of toxins and chemical poisons enter our body with food, cloth, packed eatables, and cosmetics. They can harm our bodies and accumulate and

provoke serious diseases.

Now organic cosmetics are gaining popularity due to unique properties that can make our life healthier. Organic cosmetic products are environmentally friendly and refer to the ingredient that is farmed without pesticides, chemicals, or artificial fertilizers. The ultimate benefit of organic products is that they provide long-lasting health to our skin as organic cosmetics contain a higher level of natural contained in essential minerals and vitamins.

Stringent government regulations especially in developed countries have enforced the companies operating in the personal care and cosmetics market to introduce organic products over chemical products. As a result, operating companies have developed organic personal care and cosmetics products, thereby increasing overall consumption of organic personal care and cosmetics in the recent past. Increasing consciousness about personal appearance and overall health awareness contribute to the growth of the organic personal care and cosmetics industry. Moreover, increasing disposable income coupled with improved standards of living drive the adoption of personal care and organic cosmetics products. However, the brief shelf life of organic personal care and cosmetics and the availability of advanced beauty treatments are restricting the growth of the market. Government support and regulation would offer several growth opportunities to the operating players operating in the market.

Literature Review

According to a recent survey, 47% of women worldwide want to see more beauty products with organic and natural ingredients.

According to the global reports, the global market value for natural beauty between the years 2018 and 2027 expected a positive increase from almost 34.5 billion dollars in 2018 to roughly 54.5 billion dollars expected for the year 2027. These data are proof of the growing importance of the natural and organic beauty market. The awareness of consumers on the type of products purchased is growing over time. This is especially the case when it comes to personal consumer goods.

Research into cosmetics has identified that many women use cosmetics and that use can vary significantly from day-to-day, and user-to-user. It is also known that cosmetics are used more often by females than males and suggested that if fewer cosmetics are used

that the exposure to the ingredients and chemicals in the products would likely be fewer. In contrast, if high numbers of cosmetics are used, an increase in the exposure to more ingredients and chemicals would be higher

There is also new concern from consumers and advocacy groups over how safe cosmetics use is, over how there is little transparency about cosmetic safety assessments, and also in the introduction of research studies that link the use of cosmetics ingredients' to cancer, reproductive and endocrine disorders, among other negative detriments. With recent news highlighting the health benefits of the use of organic cosmetics, the nonfoods organic products sector has seen increases in the purchase of organic cosmetics over the last five years. This suggests that the new consumer not only supports the production of more natural and organic products but wants them to be formulated, not just labeled, with fewer and safer ingredients.

The market is expected to reach \$19.8 billion by 2022, registering a CAGR of 10.2% during the forecast period 2016-2022. Personal care and cosmetics are mixtures of chemical compounds or organic ingredients, used to enhance the overall appearance or are used for personal hygiene. Organic personal care and cosmetic products mainly comprise plant ingredients and do not contain chemicals such as parabens, phthalates, aluminum salts, and petrochemicals, which are potentially harmful to an individual's health. Increasing beauty consciousness and health awareness are prime factors boosting market growth. Moreover, operating players in the market have been putting numerous efforts into launching several products in the market, thereby supplementing the market growth. Stringent government regulations especially in developed

Objectives of the study

1. To study the role of organic cosmetic products in women's health.
2. To study the significance of organic cosmetics.
3. To evaluate the role of organic cosmetics in women's healthcare.

Findings of the study

Organic cosmetics are much better for our skin and also much better for the environment, nature is less affected as no chemicals and pesticides are released into the environment so by using organic cosmetics we can save our environment also.

Organic cosmetics are safe for almost every type of skin because it free from harmful

substances such as paraffin, mineral oil, parabens, artificial colors, and fragrances. These substances can end up in your blood or have a hormone-disruption effect when they become lodged in your fat and can suffer from eczema and irritation. According to the studies the average woman comes into contact with almost over 500 chemicals daily from all the beauty products she uses daily. Parabens are used in 99% of daily care products as it is a preservative .these substances seal the skin and therefore no waste product can be removed and no oxygen can reach the skin and skin loses the ability to produce fats, making it addicted to the paraffin product.

By choosing natural or organic products for ourselves and our family members' daily care, we can reduce the number of harmful ingredients and maintain our health. After all, cosmetics: toothpaste, creams, shampoos, deodorants – are our daily companions, and the choice of high-quality and harmless products directly affects our health.

Organic cosmetics give a more lasting effect. It aims not at a second solution to a problem or its temporary disguise, but a comprehensive recovery and activation of the body's natural processes. Its action primarily aims to normalize biological processes, harmonious replenishment of ingredients close to our body, and maintain health, whether skin, hair or nails. When all our internal processes work correctly and thoroughly, we shine with beauty and health.

Organic cosmetics do not damage our bodies, which means they are safer. Natural cosmetic products are less likely than chemical ones to cause irritation, dryness, dehydration, flaking, and do not provoke diseases, as products with a chemical composition can. For example, scientific evidence shows that some chemical cosmetics components are prone to choking, shortness of breath, asthma, burns, and allergic reactions of the skin, respiratory tract, and cornea.

Organic cosmetics are similar in molecular composition to our skin and, accordingly, are more quickly and easily perceived by our body as related cells, and give faster and stronger results. So, by choosing organic products, and especially, cosmetics, you choose in favor of the well-being of yourself and your family.

Conclusion

Women health is very much related to organic cosmetics because in the cosmetic industry women are the major customer as women use cosmetics on daily basis and there are various negative impacts of non-organic cosmetics on women health even scientific

evidence shows that some chemical cosmetics components are prone to choking, shortness of breath, asthma, burns, and allergic reactions of the skin, respiratory tract, and cornea. In many developed countries governments also regulate the use of a chemical in cosmetics. In these countries, the government enforces the companies operating in personal care and skin care products to introduce organic products in place of non-organic or chemical-based products and it will also increase the chances of using organic products by women and it will also improve the health of women. The results of the study also indicate a significant impact of environmental and health consciousness on the attitude of women consumers towards purchasing organic cosmetic products.

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