

INCREASING COMMUNITY KNOWLEDGE THROUGH COUNSELING AND TRAINING ON THE USE OF SAFE COSMETICS PRODUCTS

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ABSTRACT

Cosmetics are important things in human life today, because cosmetics are a necessity and lifestyle for both women and men, in all ages. The number of cosmetic products on the market offered in various media, requires the public to be careful in determining the cosmetic products to be used. Millennial generation is a productive age that uses a lot of cosmetics. The aim of community service is to provide information about safe cosmetics and training in how to identify mercury in cosmetics. The method used in this community service is counseling, namely providing information about understanding, the function of cosmetics, prohibited substances, and hazardous substances that are often used in cosmetics. In addition to counseling, students are given training on smart steps to choose cosmetics by clicking checks, and visually identifying cosmetics preparations. Furthermore, participants were given a questionnaire intended to determine student understanding after being given counseling and training. The activity was carried out on the users of one beauty salon in Sraten Village, Sukoharjo Regency, Central Java. Based on the results of the study, of 100% participants, there were 76% women and 24% men.

Patients aged <40 years were 41% and 59% were > 40 years old. There were 81% of patients with low education and 29% of patients with high education, and the results of the questionnaire showed an increase in understanding of the safe use of cosmetics from participants from 12% to 94%.

Keywords: counseling, cosmetics, beauty salon

1. INTRODUCTION

Along with the development of science and technology, the needs of human life are also growing. Not only the need for clothing, shelter, food, education and health. The need to make themselves beautiful is now a top priority in supporting daily appearance. One way to change

appearance or beautify is to use cosmetics.

According to the Minister of Health Regulation No. 1176 of 2010 cosmetics are preparations or alloys of materials that are ready to be used on the outside of the body (epidermis, hair, nails, lips, and external genital organs), teeth and oral cavity, to cleanse, increase traction, change appearance, protect so that be in a good condition, improve body odor, but is not intended to treat or cure an illness [CITATION REG10 \l 1057]

The desire to beautify themselves excessively, misunderstanding the usefulness of cosmetics, causes someone to make mistakes in choosing and using cosmetics without regard to skin conditions and environmental influences. The results obtained do not make the skin healthy and beautiful, but instead there are a variety of skin disorders caused by the use of cosmetics. Lifestyle that now occurs in society both urban and rural communities, not only among teenagers but also among adults.

In this modern era, people can find various kinds of cosmetics, which are certainly far more developed than decades ago. Many find variations in the color of lipstick, eye shadow, blush on to various kinds of perfume, soap, and shampoo. Not only that, there are many other variations that can be found on the shelves of beauty shops. However, most people buy cosmetics without knowing the ingredients or substances contained therein, so they do not know the impact that will be caused.

Cosmetics is one of the pharmaceutical products that are used every day by women and men ranging from infants to adults. One of the most cosmetics users is young people or millennial generation. They want to always look beautiful or look attractive. The market demand for cosmetics continues to increase, this encourages the development of the cosmetics industry in Indonesia. Thus, the types and brands of cosmetics circulating in the market continue to increase. The Food and Drug Supervisory Agency states that producers in an effort to increase sales of their cosmetics advertise products in various media. Through advertising can be conveyed various information relating to product excellence to the public. The reality is that there are business actors who do not obey or do not know the rules and ethics on how to advertise their products [CITATION Reg16 \l 1057]. This can be detrimental to consumers. In addition, illegal cosmetics are also widely circulating in the market. That many cosmetics products on the market contain hazardous substances which are prohibited for use in cosmetics. These hazardous substances are generally found in facial whitening cosmetic products as well as anti-aging [CITATION Mu13 \l 1057]. Hazardous substances and materials which are prohibited for use in cosmetics by the Food and Drug Supervisory Agency (BPOM RI), including mercury, K3 dyes, red K.10 (rhodamin), and orange, K.I.

The head of the Food and Drug Supervisory Agency stated that during 2018, there were Rp 112 billion in illegal cosmetics that were found by BPOM RI. The figure also includes cosmetics that contain prohibited ingredients or hazardous substances (BPOM RI). The Center for Drug and Food Supervision of Samarinda City, East Kalimantan in January 2019 revealed the practice of making illegal cosmetics with a turnover of billions of rupiahs per month. Players market their products using social media, as well as online trading accounts. Millennials who are familiar with the world of social media and online trading accounts, especially women, are consumers of cosmetics users who need to get education about how to choose safe cosmetics. So that at this time of community service, selected beauty salon users in the village of Sragen, Sukoharjo Regency as participants in counseling about Safe Cosmetics.

2. METHOD

Participants in counseling and training on cosmetics are Users of one beauty salon located in the village of Sragen, Sukoharjo Regency, Central Java. The number of participants selected as a model for health education intervention was 17 people. All participants are users of cosmetic products and sometimes buy cosmetics products online.

Activities carried out in stages. Stages of the implementation of activities are:

The first stage is to conduct a site survey, take care of permits to carry out activities, then arrange a schedule of implementation activities. The second stage is the implementation of counseling and training with cosmetics understanding material, about prohibited materials and hazardous substances found in cosmetics, regulations related to cosmetics, and smart steps to choose cosmetics. Training to visually recognize cosmetics preparations, identify mercury in cosmetics, and apply smart steps in choosing cosmetics by clicking checks (packaging checks, labels, marketing authorization, and expiration). The cosmetic samples used were some facial whitening creams, hand body lotions, shampoos that were sold and circulated in the market. Finally, a survey of participants was conducted after they received counseling about cosmetics. Participants are asked to fill in the questionnaire form provided.

3. RESULTS AND DISCUSSION

The state of the skin reflects the overall general health of the body as an organ; the skin not only covers the body, but the skin also provides an immune system. It is very important to keep the skin in good health. Before taking care steps need to be known factors that can affect skin health, among others:

- a. Unhealthy diet and diet

- b. Cosmetics that do not match the skin type
- c. Skin and fungal diseases
- d. Sunlight and air pollution
- e. Unbalanced hormones, for example during menstruation, pregnancy or stress
- f. Certain habits such as smoking or drinking

How To Choose Cosmetics That Are Good For Skin Health Before buying cosmetics, people should pay attention to the following matters:

a. Identify the skin type

Everyone's skin type isn't the same, so it's important to know the skin type before deciding to buy the right cosmetics. To ensure a person's skin type, the skin must be cleaned first and the examination must be carried out under a bright light if necessary using a magnifying glass so that the texture of the skin, the size of the pores, blood flow, pigmentation, and other abnormalities found on the surface of the skin can be seen. Skin analysis is very important to determine skin disorders or problems that arise so that the right treatment can be given to fix it.

b. Choose cosmetic products that have registration numbers from the Ministry of Health.

A cosmetic product that does not have a registration number, may contain substances that are not permitted for use or have levels that exceed the provisions, so that it can cause dangerous side effects. The thing to note is related to the content of hydroquinone and mercury contained in cosmetic products.

c. Be careful with products that give results very quickly.

A cosmetic product that gives very fast results (for example a whitening product) does not rule out the product containing substances that exceed the levels or standards set by the Ministry of Health and their use must be under the supervision of a doctor.

d. Buy enough cosmetics at an early stage.

Every time people first use a product, it cannot be known whether the product is suitable or not, therefore it is necessary to try it first in small amounts.

e. Pay attention to the information that is listed on the label or package.

It is important to pay attention to the information contained on the package regarding the ingredients used, expiration date and registration number, because not all producers list or

register their products with the Food and Drug Supervisory Agency, so that their safety is not guaranteed.

f. Never be fooled by the words 'natural' and 'organic' on the product packaging.

Indeed, these products contain one or two organic ingredients, but the content of hazardous ingredients can be many times the amount.

The first meeting, participants were given counseling about the understanding, the function of cosmetics, regulations related to cosmetics, prohibited materials, and hazardous substances that are found in cosmetics. During this time the participants only knew that cosmetics were used in the face, hands, and feet, such as moisturizers, foundation, powder, blush, lipstick, hand body, body scrub, and the like. While cosmetics can be interpreted as preparations that are only used on the outside of the body, including functioning to cleanse the body, give a fragrant scent to the body, improve appearance, improve body odor, also to protect or maintain the body. These preparations are used on hair, skin, nails, teeth, mucous membranes around the mouth, lips. Based on this understanding, it is very diverse, including cosmetics, such as shampoo, hair dye, mouth wash, perfume, hand body lotion, lipstick, and so on.

Participants must be careful when going to buy cosmetics, especially from the night market and online shop, because the products sold generally do not have a marketing authorization and are produced by people who do not have the knowledge of making good and correct cosmetics, so that their formulas and doses are not can be accounted for. Likewise cosmetics sold at the night market, because from observations, it turns out that samples purchased at the night market do not have marketing authorization and other provisions as required by the Food and Drug Supervisory Agency. Besides this, visual or organoleptic observations of samples show that illegal cosmetics have a sticky consistency like chewing gum, not homogeneous, dull colors.

This study involved 17 respondents who were users of a beauty salon in Sraten village. Sociodemographic data collected in the form of gender, age (≤ 40 years and > 40 years) and level of education, namely the categories of low education (elementary / junior high / high school / equivalent) and higher education (Diploma / Bachelor / Master / Doctoral). The results of the study (table I) show that the majority of respondents are women.

Education is a basic human need to develop themselves. Higher education can increase one's intellectual maturity and also enhance one's insight [CITATION Pra09 \l 1057]. Educational backgrounds will shape different perceptions of self- medication. The higher level of education will also provide better knowledge about self-medication. The higher one's knowledge, the more careful the use of the product in self-medication [CITATION Dha03 \l 1057]. Research

which shows that women are related to rational self-medication behavior. Female respondents are more involved in the treatment of family members compared to male respondents. Thus, either directly or indirectly, it will affect the behavior of the medication itself [CITATION Kri08 \1 1057].

The data obtained were analyzed descriptively and processed using Microsoft Excel software. Data on the microbiological quality of milk yields were compared before and after counseling interventions and training on cosmetic safety. The success rate of the activity is measured by the difference in results before and after the intervention.

Based on the results of the questionnaire, it turned out that 94% of participants had understood cosmetics and how to choose safe cosmetics. It is expected that by increasing participants' understanding of cosmetics, they will be able to share their knowledge with their family or surrounding community.

4. CONCLUSION

Counseling interventions and assistance to pilot participants showed satisfactory results. This is proven by an increase in knowledge about cosmetics by 94%, and how to choose cosmetics that are safe and can recognize cosmetics that are illegal visually or organoleptically.

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