



## Evaluate the Effectiveness of the Natural Cosmetic Product Compared to Chemical-Based Products

Qiushi Chen

Biological & Chemical Sciences School

UQ, Brisbane, 4072, Australia

Tel: 61-41-433-0749 E-mail: [cleantea100@126.com](mailto:cleantea100@126.com)

### Abstract

Based on the differences between natural cosmetics and chemical-based products, this essay demonstrates advantages and disadvantages of the natural cosmetic and the chemical-based product respectively. The natural cosmetic has grown to be a great trend in recent years, the future developing tendency of cosmetic industry should be more environmentally-friendly. Moreover, this essay is prepared in an attempt to give people an advice on choosing cosmetics.

**Keywords:** Effectiveness, Natural cosmetics, Chemical-based products

### 1. Introduction

As the old Chinese saying: "Everyone loves beauty". Human have constant pursuit of cosmetics since ancient times. Han, a Chinese ancient document, had mentioned blacken eyebrows since 2000 years ago, and the cosmetic also plays a momentous role in the daily life. Furthermore, in the USA, Europe and Japan, different definitions of cosmetics are used. The Food, Drug, and Cosmetic Act in 1938 have classified cosmetics into 13 categories (Stehlin, D., 1991). According to the Act, a cosmetic is defined as an article intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting structure or function (Elsner, P., &Maibach, H.I., 2005). Now cosmetics could be divided into two parts: natural cosmetics and chemical-based cosmetics. The essay will firstly introduce the natural cosmetic and focus on its advantages and disadvantages. Secondly, the essay will talk about chemical-based ones.

### 2. Natural cosmetics

Firstly, the natural cosmetic has grown to be a remarkable trend Nowadays,. For example, Earth Care in UK built strong competitive advantage and grew really fast since it started its new business plan (Johri, L.M., & Sahasakmontri, K., 1998). We understand and get pleasure from delicate balance of the nature and try our best to keep melody in existence at the same level. So we need to use more pure cosmetics which are nourishing us and not able to blight the natural world.

#### 2.1 Strong points

Here are the advantages of natural cosmetics followed:

2.1.1 It is obvious that natural cosmetics have more pure raw materials, and it is not able to cause less harm to the earth. This is the reason why more environmentally-friendly companies are emerging (Johri, L.M., & Sahasakmontri, K., 1998). According to Elsner, P., &Maibach, H.I. (2005), "natural is good and synthetic is bad" for many consumers, so merchants would spare no efforts to do everything possible to meet the need of customers. Now residents are also more concerning about environment than before; furthermore, the government has put many environmental measures into action (Johri, L.M., & Sahasakmontri, K., 1998).

2.1.2 Natural cosmetics would cause fewer side effects than chemical-based cosmetics. I did a simple survey about cosmetic users and cause of side effects to the skin. 87.1% of the people use cosmetics (see Figure 1), and 94% of users believe that the chemical-based cosmetic would cause side effects while only 6% hold an opinion that natural cosmetics may cause side effects(Figure 2).

## 2.2 Weak points

Nevertheless, natural cosmetics also have some unfavorable conditions:

2.2.1 Natural cosmetics may contain plant-derived materials benefic to microbial growth and only a few traditional preservatives or no preservatives at all, so they usually have short shelf-life (Stehlin, D., 1991).

2.2.2 They are always having higher prize. You could see curve chart 2 above, 87.1% informants insist on that the chemical-based cosmetic is cheaper than the natural cosmetic.

## 3. chemical-based products

Secondly, I would like to introduce the next part, which is about chemical-based cosmetics.

### 3.1 advantages

As everyone knows they have flourished for a long time. We have obviously seen what synthetic cosmetics have done to people: we may show signs of becoming a dried out flower without that. Their superiority comes behind:

3.1.1 Long shelf-life. According to Stehlin, D. (1991), chemical-based products contain preservatives which could hinder the growth of microbial, so they would have a longer shelf-life than the natural ones.

3.1.2 Many components and functions (including positive and negative). The variety of materials which have been incorporated in cosmeceuticals is staggering, including vitamins, antioxidants, minerals, herbs, hormones, anti-inflammatories, mood-influencing fragrances (aromatherapy), and even such exotica as placenta, amniotic fluid, ad infinitum (Elsner, P., & Maibach, H.I. (Eds.), 2005). The antioxidant is a kind of oxidation retarders which prevent your skin becoming senile; nevertheless, vitamin E is a potent sensitizer which could cause both delayed allergic contact dermatitis and immediate hives (Stehlin, D., 1991).

### 3.2 Disadvantages

However, every coin has two sides; the negative aspects are also apparent:

3.2.1 If used improperly, the chemical material may cause serious result. According to Stehlin, D. (1991), the agency could not take many effects on allergic or irritation problems. It depends on the people who use the cosmetic to prevent the product that caused the reaction and any other products that have the offending ingredient. One of the riskiest things a woman can do is put on mascara while she is driving, says McEwen. "You hit a bump and you scratch your eyeball," he explains. "Once you have scratched your eyeball, you have all kinds of possibilities of contamination. We are not talking about disease germs here. We are talking about normal bacteria that are all over the air. Those get into that kind of a cut, and without proper medical attention you can go blind." (Stehlin, D., 1991).

3.2.2 The waste is harmful to our environment. The environmental risk of pharmaceuticals and personal care products (PPCPS) in wastewater, surface water and drinking water is not optimistic. PPCPS includes various kinds of prescription drugs and non-prescription drugs (such as antibiotics, steroids, painkillers, blood pressure drugs, contraceptives, hypnotics, diet pills, etc.), soap, shampoo, toothpaste, perfume, skin care, sunscreen, hair spray, Hair gel, and so on. Drugs will not be fully absorbed by the human body after eating; the left which have not been absorbed would enter the city sewage system with excrement. If these could not be deal with properly, they would also endanger human being through the water and food (Ternes, T.A., & Joss A., 2006).

3.2.3 Because there are more preservatives in synthetic cosmetics, they may cause some allergic reaction. According to a study of cosmetic reactions conducted by the North American Contact Dermatitis Group, preservatives are the second most common cause of allergic and irritant reactions to cosmetics (Stehlin, D., 1991). In a word, more preservatives exist, more risk we have.

## 4. Conclusion

Through the above analysis, I believe that the positive aspects of natural cosmetics overweigh advantages of chemical-based products; meanwhile, they have fewer negative aspects than chemical-based products. I prefer the natural to the synthetic.

Natural cosmetics are safer for people and friendlier to the nature, so are a little bit better than chemical-based products. I tend to recommend cosmetics, not only for ourselves, but also for future generations.

## References

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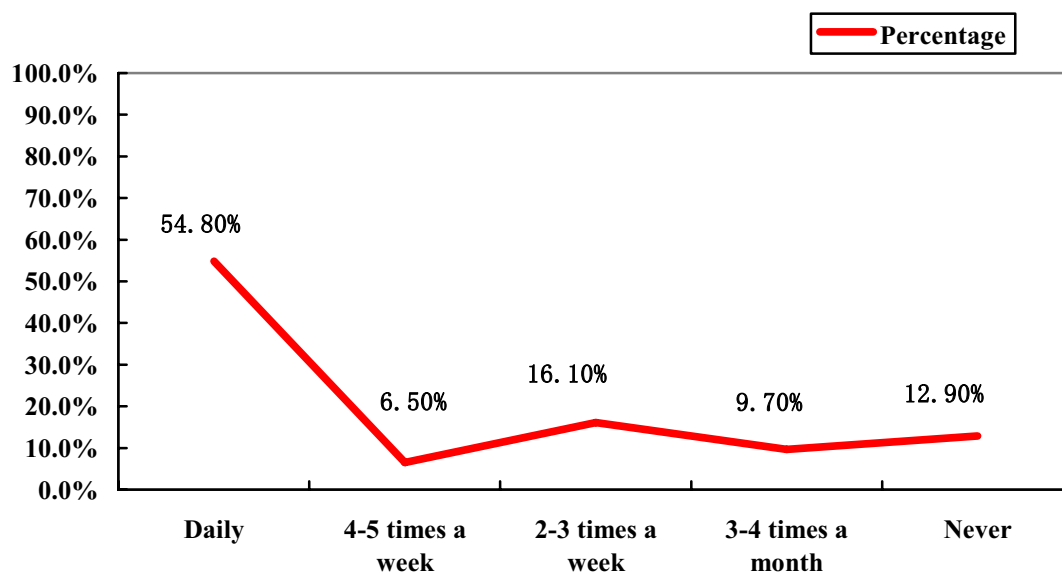


Figure 1. A simple survey about the frequency of use of cosmetics

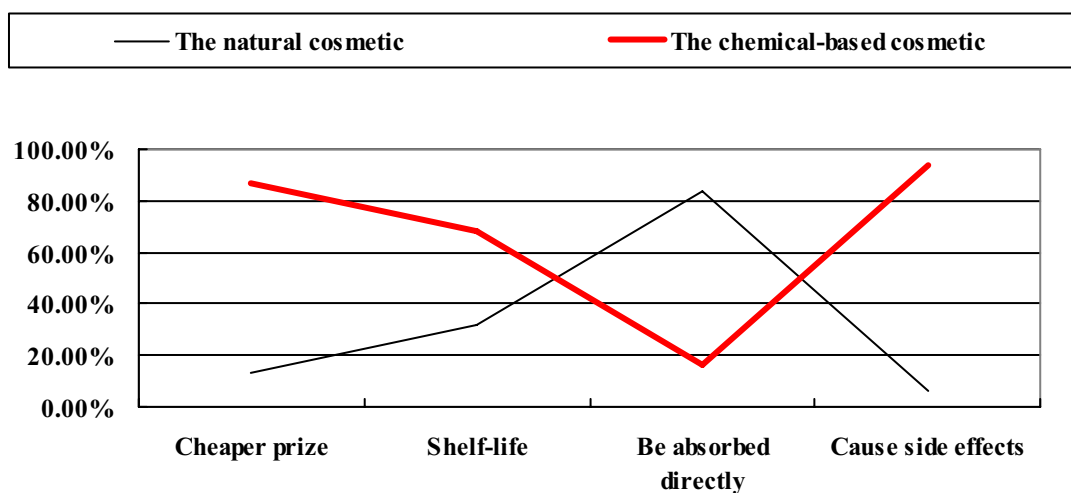


Figure 2. A simple survey about natural cosmetics and chemical-based cosmetics