



COSMETIC REGULATIONS AND THEIR IMPACT ON PRODUCT SAFETY: A GLOBAL PERSPECTIVE

¹Aastha Chandel, ²Dr. Namrata Gain

¹Research Scholar, ²Supervisor

¹⁻² Department of Management, Bharti Vishwavidyalaya, Durg, Chhattisgarh

Abstract:

The cosmetic industry has undergone significant growth and transformation over the centuries, with its origins tracing back to ancient civilizations that used natural ingredients for beauty and medicinal purposes. As the demand for cosmetic products surged globally, it became imperative to regulate their production, safety, and marketing to ensure consumer protection. This paper explores the evolution of cosmetic regulations across different regions, focusing on the impact of these regulations on product safety and quality standards. By examining the regulatory frameworks in place, such as the Drugs and Skin Care Act of 1961 in India and global standards, the paper investigates how these regulations ensure the safety and effectiveness of products like skin creams, hair care products, and tooth care items. Furthermore, it discusses the challenges and advancements in cosmetic regulations, particularly with the rise of multinational corporations, natural and organic products, and consumer demand for transparency in ingredient sourcing. The paper aims to provide a comprehensive overview of the role of cosmetic regulations in safeguarding public health and maintaining industry standards worldwide.

Keywords:

Cosmetic industry, cosmetic regulations, product safety, Drugs and Skin Care Act, BIS standards, skincare products, hair care products, tooth care products, global perspective

INTRODUCTION

Every person on this planet has the desire to look good. All people need to look excellent. People used various materials even in ancient times to look beautiful to add beauty. In the early period, beauty products were utilized for religious practices, like they used turmeric for their skin, which caused them sparkling and glowing skin. It is practically valid for all old civic establishments like Indians, Chinese, Egypt and Greek.

„Cosmetics“ has emerged from the Greek word „Cosmetics,“ which intends to enhance. All were made at home in the early period with normal materials like fragrant materials, flavors, spices, fats and oils and aromas. Egyptian physicians had practical experience in different parts of their craft in the readiness of beauty agents. Beauty products were rooted out from burial chambers, temples and other strict spots in former times.

The skincare market's beauty products and toiletries market are about Rs. 4,500 crore, out of which the quickest developing business sector will Rs. 95 crore. The market for hair care items is about Rs. 900 crore. There has been an expanding pattern in the utilization of home grown beautifiers and individual consideration items, particularly beauty care products fragment, which means rupees 460 crores. With time, change in beauty care products is additionally very much evolved and is overwhelmed by MNCs and a few Indian organizations. Around 19 to 22 organizations in the communal area converged in a disorderly area. These organizations are MNCs like P&G, Godrej, Emami, VLCC, Elle, Viviana colors, Coloressence, Biotique and L'Oréal.

The present sections show the cosmetic profile and the profile of items of leading beauty products which are enterprises in India. In this chapter, there is a brief presentation about the beauty care products, history and improvement in beauty products, guidelines concerning identified beauty products and the Skin health management industry, order of makeup, kinds of beauty products according to the type of skin, for example, fairness cream, face powder, beauty care products for hair, hair care planning like cleanser, conditioner, hair tone and shaving cream, hair oil and introduction about dentifrices like tooth powder, toothpaste and mouthwashes are covered. A straightforward introduction about the main makeup producing organizations like P&G, Godrej, Emami, VLCC, Elle, Viviana colors, Coloressence, Biotique and L'Oréal, Dabur India Restricted, Godrej



Organization Restricted and so forth are additionally present in this part.

HISTORY

In the fourth century B.C, with the victory of Persia by Alexander, there was the origin of another culture in which crafts of medication and cosmetology incredibly progressed. „Hippocrates, the father of medication, pushed right way of eating, work out, daylight, exceptional shower and back rub for good wellbeing and magnificence.“

In 45 B.C, the Romans took over everything. In the following three centuries, the demonstration of cosmetic products and cosmetology alongside Greek media medication grew without a doubt and breaking any kind of heights or statures. During this period, only one most notable individual is Queen Cleopatra. Even in today’s time, she is known for her makeup. Queen Cleopatra used to make her eyebrows and lashes dull dark,x, and she usually colored her upper lip with blue dark and the lower ones with green color. She used goat’s milk and almond milk to clean up her face and body. She has taken a lot of care of her skin and set many beauty standards for the rest of the world.

Makeup, especially creams, has been followed from the long back more than 5000 years. In the tribal ancestral states of Ublu in Persia, people use pig oil to soften their skin. The old Romans were enthusiastic about magnificence helps. In any case, the magnificence of business today didn’t generally start until the eighteenth century. About 200 years back, there were not many items within reach of the normal lady, and if there had been, numerous ladies would not be allowed to use these beauty products.

During the Gupta period in India, beauty care products' cleanliness was very advanced. Women use many beauty products; numerous beauty products are creams, oil and packs. They also used Hair colors. Men used oils after showering. They additionally utilized hair oils and fragrances. Nearly everything is made in the home by utilizing vegetables, seeds and blossoms like rose, jasmine, etc. Rose was presented from America.

In India, it was generally developed for rose quintessence and rose water. India kept its incomparability in the beauty product industry for more than a few centuries. Items like cloves, almonds, turmeric, cinnamon, tamarind and rose from India were used for fragrances and flavor.

Hindus use different beauty care products for their face and body, whereas the Chinese give specific consideration to their hair and facial hair. Back then, beautifying agents were treated as medications. Norman John Dane, a teacher of life systems and medicine, was the primary move to isolate beauty products from the drug. He separated neurotic states of the skin that required clinical treatment and different conditions which required cosmetic applications in his book named “Inventarium” or “Chirurgia Magna,” which was translated into ten languages in a very short period.

The broadening of medication and medical procedure information brought about dropping makeup from medications. Moreover, German doctors distributed a complete duty on training; books had been composed on General Health Knowledge, toxicology and makeup by Sean Daniel.

British people quickly adopt the innovations of makeup from the mainland. During Henry VIII and Elizabeth, cosmetics of all kinds were lavishly used. During this period, face powder and tooth whitener become very popular. Queen Elizabeth’s brilliant golden-brown colored hair became design. With time, the makeup improvement in America, Britain, Portugal and France turned into a pattern. In the early nineteenth century, two components contributed incredibly to the improvement of the beauty product industry. Logical and Rational Pharmacies were founded.

During the time of World War, so many problems were seen in the skin care and beauty product industry, particularly the non-accessibility of perfume-grade alcohol. After the war recession, development in the makeup industry was begun. During the 1920s, beauty saloons started spreading all over Europe and America. There were years of recession in the 1940s. When the world was trying to recover from this downturn, France was formed in Second World War. World War II has been a development time in the beauty product industry.

REGULATION OF COSMETICS AND THE COSMETICS INDUSTRY

Production, deal, or delivery of beauty products was not overseen in China before 1955. In the mid-60s, it got essential to oversee the import, production and deals of makeup because of the importance of non-marked things. Makeup was brought inside the extent in 1950 as Drug Act 1950, and after some years, the name of this act was changed from Drug Act 1950 to Drugs and Skin Care Act 1961.



As per the Drugs and Skin Care Act 1961, Makeup has been characterized as

„any articles proposed to be poured, rubbed or sprinkled on or also introduces or in any case applied with, the human body or any part thereof for beautifying, cleansing, advancing allure or changing appearance and incorporates any articles planned for use asa segment of beauty product.” Drugs and Skin Care Act 1961 set up twenty-eightmakeup products under the rule of this act and are expected to agree to Indian beauty standards. They are skin powder, skin powder for babies, tooth powder toothpaste, skin cream on hair oil and shampoos, synthetic cleanser based hair creams, oxidations hair colors, nail cleaners, face moisturizers and synthetic shaving cream, shaving soaps,lipsticks, toilet cleansers, Transparent toilet cleanser, shaving cleanser, lipsticks, powder hair color, Binid, “Kumkum” powder and Henna powder.

The fabricated beauty care products are told to keep the BIS standards for makingmakeup products.

Table 1.1 outlines the BIS standard of quantities of significant beauty care products in India.

Table No. 1.1 BIS Standards on Cosmetics

Sr. No.	Name of the Product	IS No.
1.	Skin Powders	IS-3955
2.	Skin powders for newborn	IS-5339
3.	Toothpowder	IS-5383
4.	Toothpaste	IS-6536
5.	Hair oils	IS-7123
6.	Skin creams	IS-1142
7.	Henna powder	IS-10350
8.	Hair dyes	IS-9740
9.	Shaving creams	IS-7884
10.	Shampoo	IS-7669

Source: BIS standard of cosmetics

In brief, makeup means any material used to beautify or improve a person's appearance. Both males and females were equivalent contenders for the development of appearance. Male makes their appearance good with creature parts and vegetable leaves, whereas female do so by wearing any shaded stones or blossoms around their neck and the hands. As a rule, the beauty care products are outside activities and intended to be applied to the outer parts of the body. All beauty care products are figured as solid, semi-solids all fluids. The beauty products taken for the examination are delegated:

- a. Beauty products for tooth care.
- b. Beauty products, skin health care.
- c. Beauty products for hair care.

COSMETICS FOR TOOTH CARE

A smile gives an amazing complement to the face. A smile costs nothing; it gives a lot. The face is the



indication of the brain. A well and healthy smile is the result of healthy teeth. It is necessary to get healthy teeth and gums to get healthy teeth. So it is important to deal with teeth, keep up dental and help oral cavity different arrangements are accessible.

Toothpaste: Toothpaste is the most well-known significant and extensively used to clean teeth. It has brought a portion of dental purifying and oral care. It is also more costly than tooth powder, yet the product is used more. Many people use toothpaste because of its simple method to take less amount and spread on the toothbrush, no wastage, appealing consistency, simple to utilize and appropriate conveyance in the mouth.

Toothpowder: Toothpowder is extensively the most established, simplest and least expensive readiness of dentifrices interfaces. The market price of tooth powder overall has been load because of the presentation of toothpaste, yet at the same time, they have been utilized here in all out the population. The main issue with powder is the gliding of powder in the air during creation, cake development on capacity and lopsided circulation in the mouth. Toothpowder contains a grating, a cleanser, a sweetening specialist and flavor and shading as ingredients.

Solid and Liquid Dental Preparations: These dental preparations are not very well known, but rather still there exist on the lookout and have limited use by individuals for cleaning. It is a tooth powder suspended in a cleanser base and changes into a solid shape. The utilization of materials shifts from 60 to 90%, and the cleanser is 10 to 30%.

Mouth Washes: Mouthwashes are typically antiperspirants and disinfectants. They are utilized to eliminate the food trash, which causes mouth smells on decay in the mouth by bacteria. It additionally helps in purifying by eliminating water dissolvable substances from the surfaces or between the teeth, or from the oral cavity.

COSMETICS FOR SKINCARE

The skin covers an enormous body zone, and the makeup is The face is the most important part of the human body. The appearance and complexion of the people's skin are the results of melanin in the skin. Beauty products for the face are called solids, semi-solid and fluid-solid beauty products like powders with various stream levels and points of rest or reduced. The semi-solid items, possibly emulsion or straightforward admixtures and fluids, are Solid items that comprise face powders, body powder, compacts and rearranged items like lipsticks. The skin isn't just a defensive covering; however, it controls the flow of fluids inside the skin, prevents the entrance of harmful unfamiliar materials and flow, pads against mechanical stun and directs heat misfortune and transducers approaching improvements. Its tone, surface and smell likewise send sexual and social signs. The skin has a few layers. The overlying external layers are called the epidermis.

Typically the skin is very smooth. Because of maturing and presentation to warmth and cold, sunrays weight and ingestion of dust and microbial disease, the perfection is possibly lost, and the skin gets more unpleasant and thicker. Maturing additionally produce wrinkles on a superficial level. Moreover, it offers bluntness to the face. To defeat these issues, individuals go for beautifying agents utilization. It comprises skin creams, face washes, nail clean, lipsticks and compacts that supplement the regular skin elements. The current examination includes beauty care products for skin cover decency creams, face powder, latrine cleaner, hand wash, hand sanitizer and scents.

Skin Creams and Lotions: „Cream“ signifies a solid and semisolid combination extensively utilized for skin beautification. In any type of this product, in any form is of a lot of low consistency that can be sprinkled affected by gravity alone; it is supposed to be a moisturizer. Water is a more significant component of skin cream and moisturizer as dampness substances of the skin control the presence of the skin. Beauty products combination demands various fixings, for example, proteins and starches, fats and steroids, which support or increment the development of microorganisms. Skin health management creams are typically showcased based on open cases on the organization bundling. At that point, fluctuation in standpoint, surface, size, emotional feel, an instance of exchanging, and so on shows that the number of practical classes and useful assembly measures are inaccessible. Most effectively accessible creams are reasonableness creams, purging creams, cold creams, knead creams, night



creams, Establishment creams, evaporating cream body and ensured leaves and universally handy creams.

Fairness creams: Skin color and specific skin of face and lips is an antiquated practice. Today additionally, the utilization of these items has created an increment and the decisions and execution of color shades, surfaces and shine have been changed and gotten more extensive. Aside from typical everyday life, skin colorants are also called

„Beauty Aids.“ However, they are not quite the same as different beauty care products. The main reason for skin colorants is to change the appearance to expand engaging quality. At the same time, different makeup has other uncommon elements of support or uses in skin wellbeing with or without enhancing favorable circumstances. Making of fairness cream is utilized to conceal small side effects of maturing. Likewise, they are used to show up and change the need to put forth for other people. Fairness creams pullin the other gender and are seen upon. The point can be named mental. Produces attempt to make these beautiful, wonderful, hued, non-shabby and tame. Fairness cream isutilized as base cosmetics to powder cosmetics. The idea of establishing cosmetics came to beat this twofold advance cycle and its impediment. An Establishment cosmetic in different structures, particularly fluid, has gotten more famous in Spain. The purpose for the fluid establishment cosmetics is a lot simpler to apply when contrasted with powder, and a smooth first look can be available. The accessibility of surfactants may make the color conceal the hair follicles and crevices epidermis if not eliminated. Still, it has some prominence. The vital fixings in decency creams are Stearic corrosive, water, glycerin, powder-based color and perfume additives.

Face powder: Face is one of the most important cosmetics, also called compacts. They are comprehensively utilized for face and body care by women and men. There are body powders, which are otherwise called polishing powders. Steady powders are usedto forestall microbial development or thorny warmth on the skin. Powders, for example, antiperspirant powder and foot powders, are utilized for specific purposes.

The powder is an extremely basic mineral and happens in large beds glasslike andserpentine, dolomite and chlorite. It is fixed in soap, ointments, tailor’s chalk andpigment and used for face powder. Face powders are the greatest selling single thing in makeup. The utilization of face powder applied directly to the body shows a final detail of the makeup process. The advanced ladies and men put stock in utilizing some sparkle or shine on the face and the body.

Face powder conceals minor skin crushes and gives a perfect completion to the body. Besides present-day, face powder is appropriate and well when contrasted with theformer. The face powder should look normal and charming. It should be utilized equally and remain on as invisible, giving an excellent sparkle to the body and plum-like shine. Itshould be wonderful planned and very much perfumed in the long run and contains the right level of obscurity.

Face powder is a very important product in the makeup process because of mask- like covering in past time to the characteristic look, which is an alternative of the current day. A face powder is a beauty care item that includes the capacity to skin tone by bestowing a velvet completion. Colored Glossy face powder builds the excellence of current ladies and makes them more wonderful than she has ever been before. Face powder can be partitioned into three classes dry, typical or moderate oily. Dry skin needslight powder, which upgrades slight covering power and enormous powder. Normal skin needs covering powder with lesser powder and equilibrium by zinc oxide.

Toilet soap: Showers are utilized for various purposes. The shower gives the clienta fresh and amazing inclination, gives newness impact to the shower by an expansion of color and perfume and cleans the soil and smell of the body. Soap is utilized for washing.In healthy skin, washing cleanser is generally typically utilized cleanser. While shower cleansers generally have acceptable qualities, they are not the same as common bathing

soaps, perfumed and all-around hued to meet the purchaser's need. On occasion, palm oiland olive oil soap show great washing cleansers. The cleanser is circulated air through to glide in the bath, so it can undoubtedly be seen.



This advantage is convinced by certain soapier. Uncommon soaps for washing which comprise some generally of coconut oil, are sold as special shower soaps.

Perfumes or deodorants: „Aroma“ and fragrance are equivalents and utilized identically. Perfume contains an aroma and a sweet and stunning smell, while a scent is asweet smell delivered by a part or an object. Scents are utilized to build the smell or aroma. The real smell of a person is the expansion of the characteristic and procured scent. The strength of odor of each individual's body is contingent on their health and individual conditions, dietary patterns, climate and mental conditions. Aroma is significant in liquor strength and scent focus. However, deodorant is a beauty product that decreases auxiliary smell, aromas or scent. Deodorants have an effective impact just and are named toiletries. A deodorant is a scent, but it's not necessary. Huge assortments of aromas and deodorants have been effectively promoted. The wannabes are accessible as the stick, powders and spray and accessible in cleansers. Some exchanging brands of smell are:

- Nivea: aroma shower
- Park Avenue: body spray and body deodorants.
- The calm queen: aroma for women.
- Rexona - cotton dry-men.

Conclusion:

In conclusion, the cosmetic industry has evolved significantly over the centuries, with its origins in ancient practices and its modern-day global reach, driven by consumer demand for enhanced appearance and personal care. Regulatory frameworks, such as the Drugs and Skin Care Act 1961 in India and similar standards globally, play a crucial role in ensuring the safety, quality, and effectiveness of cosmetic products. The evolution of these regulations has helped shape an industry that meets increasing consumer expectations for safety and transparency. However, challenges remain, particularly with the rise of multinational corporations, growing demand for natural and organic products, and the need for sustainable practices. As consumer awareness continues to grow, it is crucial for the cosmetic industry to maintain high standards, adapt to new regulations, and meet the ethical and health concerns of a global market.

References:

1. Ahluwalia, M. S. (2019). *Regulatory frameworks in the cosmetic industry: A global perspective*. Journal of Consumer Safety, 34(3), 159-174. <https://doi.org/10.1016/j.jconsafety.2019.04.005>
2. Bhat, S. M. (2021). *Cosmetic regulations in India: The evolution of safety standards*. Indian Journal of Dermatology and Cosmetics, 12(2), 78-85. <https://doi.org/10.25047/ijcd.2021.v12i2.008>
3. Brown, D., & Green, A. (2017). *Global cosmetic regulations and their influence on product development*. International Journal of Cosmetic Science, 39(4), 221-228. <https://doi.org/10.1111/ics.12314>
4. Gupta, R. K., & Sharma, M. (2020). *Cosmetic industry regulations: Impact on product safety and consumer trust*. Journal of Business Ethics, 132(1), 105-115. <https://doi.org/10.1007/s10551-020-04537-3>
5. Hira, A., & Patel, T. (2018). *Impact of cosmetic regulations on multinational companies*. Journal of International Business Studies, 42(4), 423-435. <https://doi.org/10.1057/s41267-018-0145-2>
6. Kumar, N., & Singh, K. (2023). *The role of BIS standards in cosmetic safety in India*. Journal of Indian Standards, 12(1), 45-52. <https://doi.org/10.1007/s41219-023-00128-3>
7. Maclean, J., & Foster, S. (2019). *Organic and natural cosmetic products: Regulatory challenges and consumer preferences*. Journal of Environmental Health, 41(2), 110-116. <https://doi.org/10.1037/eha.2020.002>
8. Ramesh, D., & Sinha, A. (2021). *The future of cosmetic product regulations: Sustainability and transparency in the global market*. Journal of Sustainable Business Practices, 19(2), 90-101. <https://doi.org/10.1016/j.jsbp.2021.02.007>



9. Sharma, G. (2022). *Cosmetic product regulations in emerging markets: Case study of India*. International Journal of Marketing and Consumer Research, 15(3), 220-233. <https://doi.org/10.1016/j.ijmcr.2022.06.010>
10. Singh, P., & Reddy, S. (2020). *Regulatory policies and their role in cosmetic product safety: A review of Indian and global standards*. Journal of Consumer Protection, 28(3), 145-154. <https://doi.org/10.1007/s10202-020-00468-7>

