

Role of Cosmetics in Beauty Industries: From beginning to current status

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ABSTRACT

Cosmetics have become part of our routine. Their use has increased significantly in recent years. This review is an attempt to trace out the history of cosmetics used by different civilizations over centuries. The use of cosmetics predates written history. But the reasons for their use the attraction of lovers, intimidation of the enemy, masking the effects of advancing age, and compensation for exterior defects, real and imagined.

The word cosmetic was first used to describe Roman slaves whose function was to bathe men and women in perfume. In Egypt, as early as 10,000 BC, men and women used scented oils and ointments to clean and soften their skin and mask body odor. Dyes and paints were used to color the skin, body and hair. They rouged their lips and cheeks, stained their nails with henna and lined their eyes and eyebrows heavily with kohl. Kohl was a dark-colored powder made of crushed antimony, burnt almonds, lead, oxidized copper, ochre, ash, malachite, chrysocolla (a blue green copper ore) or any combination thereof. It was applied with a small stick. The upper and lower eyelids were painted in a line that extended to the sides of the face for an almond effect. In addition to reducing sun glare, it was believed that kohl eyeliner could restore poor eyesight and reduce eye infection. Kohl was kept in a small, flat-bottomed pot with a wide, tiny rim and a flat, disk-shaped lid.

Cosmetics were an inherent part of Egyptian hygiene and health. Oils and creams were used for protection against the hot Egyptian sun and dry winds. Myrrh, thyme, marjoram, chamomile, lavender, lily, peppermint, rosemary, cedar, rose, aloe, olive oil, sesame oil and almond oil provided the basic ingredients of most perfumes that were used in religious ritual and embalming the dead. For the lips, cheeks and nails, a clay called red ochre was ground and mixed with water. Henna was used to dye fingernails yellow or orange. Makeup was stored in special jars that were kept in special makeup boxes. Women would carry their makeup boxes to parties and keep them under their chairs. Although men also wore makeup, they did not carry makeup kits with them.

1. Introduction

The word cosmetics derive from the Greek kosmetikē tekhnē, denotation "technique of dress and ornament", from kosmētikos, "skilled in ordering or arranging" and that from kosmos, meaning amongst others "order" and "decoration".

With over 10 thousand years of experience, chemists, cosmetologists, fashion designers, religious leaders and governments had incredible impact over the world of cosmetics. Because it is in human nature to always endeavor to perfection and new ways to express ourselves, cosmetic played a really big role in our advancements from ancient civilization to the modern way of life. Cosmetics helped us change the way we look, fixed out bodies in time of sickness and enabled us to express our religion and beliefs. Cosmetics were an inherent part of Egyptian hygiene and health. Oils and creams were used for protection against the hot Egyptian sun and dry winds. For the lips, cheeks and nails, clay called red ochre was ground and mixed with water. Henna was used to dye fingernails yellow orange. Makeup was stored in special jars that were kept in special makeup boxes. Women would carry their makeup boxes to parties and keep them under their chairs. Although men also wore makeup, they did not carry makeup kits with them.

History

The history of cosmetics spans at least 6000 years and is present in almost every society on earth. Some argue that cosmetic body art was the earliest form of ritual in human culture, dating over 100,000 years ago from the African Middle Stone Age. The evidence for this comes in the form of utilised red mineral pigments (red ochre) including crayons associated with the emergence of Homo sapiens in Africa Across the globe.

Egypt

The use of cosmetics in Ancient Egypt is well documented. Remedies to treat wrinkles containing ingredients such as gum of frankincense and fresh moringa. For scars and burns, a special ointment was made of red ochre, kohl, and sycamore juice. An alternative treatment was a poultice of grounds and honey, or an ointment made of knotgrass and powdered root of wormwood. To improve breath the ancient Africans chewed herbs, frankincense, or licorice root stick, which is still in use today. Jars of what could be compared with setting lotion have been found to contain a mixture of beeswax and resin. These doubled as remedies for problems such as baldness and graying hair. They also used these products on their mummies, because they believed that it would make them irresistible in the afterlife.

Middle East

Cosmetics were used in Persia and what today is Iran from ancient periods. Kohl is a black powder that is used widely across the Persian Empire. It is used as a powder or smeared to darken the edges of the eyelids similar to eyeliner. After Persian tribes converted to Islam and conquered those areas, in some areas cosmetics were only restricted if they were to disguise the real look in order to mislead or cause uncontrolled desire. In Islamic law, despite these requirements, there is no absolute prohibition on wearing cosmetics; the cosmetics must not be made of substances that harm one's body.

An early teacher in the 10th century was Abu al-Qasim al-Zahrawi, or Abulcasis, who wrote the 24-volume medical encyclopedia *Al-Tasrif*. A chapter of the 19th volume was dedicated to cosmetics. As the treatise was translated into Latin, the cosmetic chapter was used in the West. Al-Zahrawi considered cosmetics a branch of medicine, which he called "Medicine of Beauty" (*Adwiyat al-Zinah*). He deals with perfumes, scented aromatics and incense. There were perfumed sticks rolled and pressed in special molds, perhaps the earliest antecedents of present-day lipsticks and solid deodorants. He also used oily substances called *Adhan* for medication and beautification.

2. INDIA

Women in India did not use soap either but instead used a turmeric germicidal cream and the treatment composed of gram flour or wheathusk mixed with milk. The wheat husk would remove dead cell tissue. On festive occasions, special bathing cosmetics in the form of *Ubton* are widely used in India, even today. The turmeric preparations are used by newly married brides during their wedding. The present form is cosmetic preparations containing turmeric, almonds, sandal, etc. Apart from cosmetic fragrances, they provide good antiseptic properties. India was famous in the earlier days for using *Itra*, similar to the modern scents marketed by various companies, but was in a concentrated form. These were made from various Indian flowers' fragrances. These are popularly used during festive occasions. The use of kohl or kajal has a long history in the Hindu culture. The use of traditional preparations of kohl on children and adults was considered to have health benefits, although in the United States, it has been linked to lead poisoning and is prohibited. Soot, also called lampblack or carbon black, is a dark powdery deposit of unburned fuel residues, usually composed mainly of amorphous carbon. It is a major component of smoke from the combustion of carbon-rich organic fuels in the lack of sufficient oxygen. Soot is generally sticky and accumulates in chimneys and other surfaces exposed to smoke. In Japan, lipstick made of crushed safflower petals was used to paint the eyebrows and edges of the eyes and the lips, whereas rice powder was used to color the face and back. Sometimes bird droppings were also used to compile a lighter color. Even today, skin whitening continues to represent the ideal of beauty. In the middle ages, the lower classes had to work outside on agricultural jobs. The typically light-colored European skin was darkened by exposure to the sun. The higher class a person was, the more leisure time he or she had to spend indoors, which kept the skin pale. Thus, the highest classed of the

European society, able to spend all their time protected from the sun, frequently had the lightest-looking skin. As a result, European men and women often attempted to lighten their skin directly or used white powder on their skin to look more aristocratic. A variety of products were used, including white lead paint, which, as if the toxic lead was not bad enough, notoriously also contained arsenic.

20th century

During the early 1900s, makeup was not excessively popular. In fact, women hardly wore makeup at all. Make-up at this time was still mostly the territory of ladies of the night, those in cabarets and on the black & white screen. Face enamelling (applying actual paint to the face) became popular among the rich at this time in an attempt to look paler. This practice was dangerous due to the main ingredient often being arsenic. Pale skin was associated with wealth because it meant you were not out working in the sun and could afford to stay inside all day. Cosmetics were so unpopular that they could not be bought in department stores; they could only be bought at theatrical costume stores. A woman's "makeup routine" often only consisted of using *papier poudré*, a powdered paper/oil blotting sheet, to whiten the nose in the winter and shine their cheeks in the summer. Rouge was considered provocative, so was only seen on "women of the night." Some women used burnt matchsticks to darken eyelashes, and geranium and poppy petals to stain the lips. Vaseline became high in demand because it was used on chapped lips, as a base for hair tonic, and soap. Toilet waters were introduced in the early 1900s, but only lavender water or refined cologne was admissible for women to wear. Cosmetic deodorant was invented in 1888, by an unknown inventor from Philadelphia and was trademarked under the name *Mum* (deodorant). Roll-on deodorant was launched in 1952, and aerosol deodorant in 1965.

21st century

Beauty products are now widely available from dedicated internet-only retailers, who have more recently been joined online by established outlets, including the major department stores and traditional bricks and mortar beauty retailers.

Like most industries, cosmetic companies resist regulation by government agencies. In the U.S., the Food and Drug Administration (FDA) does not approve or review cosmetics, although it does regulate the colors that can be used in the hair dyes. The cosmetic companies are not required to report injuries resulting from use of their products.

Although modern makeup has been used mainly by women traditionally, gradually an increasing number of males are using cosmetics usually associated to women to enhance their own facial features. Concealer is commonly used by cosmetic-conscious men. Cosmetics brands are releasing cosmetic products especially tailored for men, and men are using such products increase more commonly. There is some controversy over this, however, as many feel that men who wear make-up are neglecting traditional gender roles, and do not view men wearing cosmetics in a positive light. Others, however, view this as a sign of ongoing gender equality and

feel that men also have rights to enhance their facial features with cosmetics if women could.

3. Rise of the Indian Cosmetic Market

It is estimated that the Indian beauty market is worth more than US\$ 950 million (approx) and is rising at 20% a year, twice as fast as the US and Europe markets. The segment that offers the highest competition is the cosmetic segment, which has multinational players such as J. L. Morrison, Ponds, Unilever and Colgate-Palmolive. The increasing demand in the cosmetic industry has led to many international brands, e.g. Maybelline and Revlon, Avon and L'Oreal have entered the Indian market. The Indian cosmetics industry is passing through a very active phase in terms of product development and marketing. Indian consumers are moving away from the merely functional

Products to more advanced and specialized cosmetic items. Marketers have taken note of this change and are developing new marketing strategies to offer the Indian consumer the best. A cumulative positive impact has been rendered by the upbeat pace of the Indian economy, post liberalization, which has enhanced disposable income levels and aspirations among rural consumers, changing lifestyles in the booming middle class, as well as a fast growing base of youth with a high inclination to self-indulge. Pervasive media and rising westernization influences have awakened the consciousness of the Indian consumer to proactively seek health and beauty offerings to look and feel good. The divergent mindsets and distinct consumer purchasing patterns in the rural and urban areas of India have prompted manufacturers to pursue focused strategies to cater individually to these distinct consumer segments. This is especially apparent in bar soaps, shampoos, toothpastes and lower-end skin care and color cosmetics. Urban areas, on the

other hand, saw renewed consumer excitement through brand extensions, upgrading to family packs, exciting product formulations such as herbal ingredients, internationally proven scientific formulae and health-positioning initiative deployed within mass toiletries. Premium cosmetics, salon hair care, fragrances, skin care and men's grooming saw emphasis on product differentiation, specialized features and rising brand awareness and visibility through media and enhanced distribution reach. Growing media and westernization influence will stimulate awareness of personal hygiene as well as beauty consciousness, enhancing the adoption and frequency of usage of cosmetics and toiletries, especially among the rural users. Furthermore, the urban consumer base would increasingly upgrade to sophisticated mid-priced and premium products. The most dynamically growing product areas over the forecast period are expected to be color cosmetics, fragrances and sun care due to their relative immaturity, although everyday use mass toiletries offerings will continue to rank in the highest sales numbers. The first challenge that the color cosmetics industry has to face is to undo the negative connotations attached with "Being fashionable." Further, they also have to dispel the fears

That color cosmetics are harmful for the skin. They need to help people learn to adopt cosmetics as an essential part of daily grooming. In this industry, positioning is carried out mainly by advertisements. Lakme has always advertised in the various mass media available. It also has a very good distribution network. To position itself strongly among the 6 million youth section, Lakme came up with Elle18 in early 1996. It was advertised for the "Young girl who breaks the rules and loves to have fun." These ads showed young, college and high school going girls who projected the image of trying to be different and "cool."

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