



SAMPLE OF LITERATURE REVIEW

The Role of Cosmetic Products in the Construction of Social Identity

Cosmetic products play an important role in human lives. Namely, it is regularly used by an increasing number of people, and demand for their production grows year after year. Colipa - Cosmetics Europe - The Personal Care Association (2014) claims that every day 450 million Europeans use soap, shampoo, deodorant, shaving cream, toothpaste, makeup, etc. The market share of European cosmetics in 2014 amounted to 72,531 trillion euros, and European cosmetics exports account for one third of global exports with EUR 16,343 trillion (Activity Report, 2014). Taking into account that cosmetic products are products that are used on a daily basis, legislation on cosmetic products has begun to work on stricter criteria for the safety of use and release of products on the market at the end of the last century. The demand for greater production goes beyond the fundamental role of cosmetics as products that clean, nourish and improve the appearance of the human body. In modern society, cosmetics takes on a social and psychological role. The aggressive stress rhythm of today demands vitality, energy and health preparedness from people, and cosmetics helps to highlight and correct it. Caring for one's own body and appearance becomes a concern as to how an individual builds up through the views of other individuals of the community.

Cosmetics raise confidence and, therefore, respect from others. The skin is the largest human body of 1.8 m² covering the whole body (Barel et al., 2009). The skin is an effective homeostatic barrier that prevents excessive water loss and limits molecular transport to and from the body. Overcoming the barrier function of the skin is a great challenge for scientists working in this area. Dermal route of administration of active substances is applied to cosmetic products, but also to medicines. The concepts need to be distinguished from the drug and cosmetic product, because the requirements for the safety of use and the release of products into circulation for these two concepts vary. Also, the touch points of the medicine and the cosmetic product should be recognized. The skin is the only organ by which the individual is presented to the environment, and as such plays the role of an intermediary between the individual and the wider social community. Since man is not only a natural, but also an essential social being, man always tries in various ways to ensure a better social status. One of the ways of achieving the desired social impression is certainly the human body, its internal and external constitution. His external body constitution, whose important part is skin, is one of the ways of communicating with the social environment. Therefore, it is not surprising that from the very beginning, man tried to beautify his exterior.

Cosmetic products are the care and beauty of the outer appearance, i.e. goats. Continuous innovation in the cosmetic industry indirectly seeks skin raised from the notion of organ barrier, but rather transform it into a canvas that tells the story of the human body: the interior and emotions. The aim of this paper is to look at cosmetic products from the pharmaceutical-technological, therapeutic-prophylactic, and ultimately from the psycho-social aspect. The use of cosmetic products has been steadily increasing lately. It is used by an increasing number of people, but not only for therapeutic and prophylactic purposes, but also for the purpose of constructing social identity.

The prevalence of cosmetic products in the everyday life of most people creates the impression that it is a product that is absolutely safe, i.e. that they have no unwanted adverse effects. From the very beginning, the purpose of cosmetic products was, among others, decorating the body. The skin is not just a body envelope in the physical sense, it is also an envelope for the man's psyche and personality.

The use of cosmetic products for decorative purposes in postmodern society is almost the same, if not greater than their therapeutic and prophylactic purpose. In this paper, along with medical literature, literature is analyzed in the field of social sciences that study cosmetic products as a "tool" for raising self-confidence, mood and integrating into certain social contexts. The word cosmetics comes from the Greek word *kosmētikós* (cosmos) which means "decoration", "decor", what is "decorated" and decorative due to its decorum (Gadamer, 2004). Power (2010) concluded from this word that the decorating of the Greeks, the cosmos, meant the idea of the whole universe, regularity / order in contrast to chaos. Systematic and comprehensive decorating and editing that imperatively related to all members of a community emphasizes the importance of physical exterior beauty. Later, the imperative for the outer man's beauty expanded upon the request for his inner beauty, i.e. behavior according to moral principles. The aforementioned author contended on Turner (1980) in whose opinion the decoration and display of the human body in the public, whatever it may seem to be an innocent individual, is culturally important at the level of the whole community is of paramount importance. Although the root of the word cosmetics is Greek, the man began to decorate the body long before the ancient Greeks. The first evidence of decoration dates back to 100,000 years in the Middle Stone Age: MSA. The then body art is considered one of the first rituals in human culture (Power, 2004). Among the cultures where cosmetics were widely used were ancient Egypt, Greece, the Roman Empire, India and Persia.

Olson (2009) studies in his studies substances that were used for cosmetic purposes in the Roman Empire. He devoted special attention not only to health, but also to the perception of the ideal of women's beauty. In ancient Rome, women used white lead, cerussite, to whiten the skin. This practice continued in Europe in the Middle Ages, where the blonde skin signified aristocratic origin. It should be noted that white lead preparations were contaminated with arsenic. Since the arsenic is toxic, such preparations have often led to poisoning and death. Nevertheless, such preparations have remained in use, and in the Middle Ages, the use of cosmetics at the expense of safety is realized. It was documented that the Romans used the kohl to draw the line of eyes. Using a cochlea, antimony sulfide, dates back to ancient Egypt. They used it, for example, men and women as an eyeliner for the eyes, which was a kind of mascara, and for darkening and drawing an eyebrow (Encyclopedia Britannica, 2010). The Assyrians and the Persians also used the aforementioned Kohl, but for some other purpose. It's the darkening of hair and chin (Encyclopaedia Britannica, 2010). In the hair colors, the Persians went a step further and used the canoe first, the *Lawsoniu inermis* (Orwa et al., 2009), which gives the hair a red color.

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In Persia, physician and surgeon Al-Zahrawi put cosmetics in his 10th century new era in his medical encyclopedia that contained 24 chapters. Chapter 19 is dedicated to "medicine of beauty" (Hamarneh & Sonnedecker, 1963). The use of decorative cosmetics was in Europe initially limited exclusively to the aristocracy circles. Its use quickly spread to the people who tried to imitate the aristocracy in this segment of life. Increased use of cosmetics has also occurred in China. Mei in his book on Chinese customs and clothing (2011) describes the trend of "plum blossom make-up", a plum flower, developed in China. Princess Shouyang, daughter of the ruler Wu Liu Song, walked in the garden, and her plum flower fell to her forehead. The print and dust of the flower did not allow to wash away from her face, but many have concluded that this floral novelty on her face even more emphasizes her beauty. Soon many girls in China began to rub a flower of plum on their faces and thus beautify their physical appearance. At the turn of the 20th century decorative cosmetics is losing its popularity, except for the bleaching products that were still used by wealthy citizens. Decorative cosmetics was not available for the purchase of a wide population, but it existed only in specific spaces, such as the theater and the costume stores. Angeloglou in his book on the history of make-up (1970) points out that women thought of a cheap alternative to the make-up of the time. The affected eyelashes were lashes, and the lips were emphasized in the color of petals and geranium / pelargonium petals (red pigments of carotenoids - lycopene). Of the other body care products in use was lipstick oil (used today), and perfumes for the wide market.

The perfume market grew rapidly thanks to the discovery of aldehydes and their mixing with floral fragrances extracts, and the discovery of synthetic fragrances containing coumarone and vanillin. Deodorant was discovered in 1888 and will, in combination with aluminum salts, be an effective antiperspirant. The body has the ability to absorb various substances through the skin into the body. The concepts of penetration, permeation and absorption should be distinguished. Penetration is the penetration of the agent into the skin; permeation is the passage of matter to dermis; Absorption is the acceptance of cosmetics from the circulatory system. There are three major absorption pathways: transsepidermally (through epidermal cells), intercellular (between cells) and transfollicular (through the gland of the hair follicle). The skin is an organ for the application of not only cosmetic products, but also medicines. An effective topical composition may have a cover effect, and can achieve an effect in different layers of the skin. In this way, it avoids the use of oral, systemic or other pathways, and can provide systemic performance. By applying a pharmaceutical form to diseased skin, the clinical result stems from the drug release process from the substrate, followed by penetration through the skin barriers, and finally activation of the pharmacological response. Effective therapy optimizes all these processes. The therapeutic effect of the drug affects the properties of all three components: the drug, the substrate (carrier) and the skin. With the aforementioned drugs for dermal application from the Pharmaco-therapeutic manual, the vital area of the pharmaceutical industry has recently been made by the formulation of transdermal patches. The use of a drug through the skin by a transdermal patch is a simple and painless method for a patient who achieves controlled release of the drug.

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The use of transdermal patch reduces the frequency of dosing, bypasses the first passage through the liver and avoids possible gastrointestinal inactivation. The termination of therapy is simple, and is achieved by removing the patch. Both the medicine and the cosmetic product can be absorbed into the body in the same way, and can be shaped by the same technological processes with the same auxiliary things. But we need to distinguish between medicine and cosmetic product. Already in the definitions, there is a difference between the two terms. The medicine is any substance or combination of substances shown with the properties of treating or preventing disease in humans. The medicine can be used or applied to humans for the purpose of restoring, correcting or adjusting physiological functions by pharmacological, immunological or metabolic action or for setting up a medical diagnosis (Drugs Act, Official Gazette, 2013). Cosmetic product is any substance or mixture that is intended for contact with external parts of the human body (skin, hair and scalp, nails, lips and external organs) or with teeth and mucous membranes of the oral cavity solely or primarily for cleansing, perfuming, and / or protection and maintenance in good condition, changing their appearance and / or correcting body odors.

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