

MYTHS VS REALITIES IN COSMETIC COUNSELLING

1. **Myth** : Skin oreams and moisturizers with vitamins A,E and other plant extracts prevent aging and skin wrinkling
Reality : Most of these substances are not absorbed topically and hence carry no added advantage over a plain moisturises 1,2,3,4 Some of them are humectants and thus acts as moisturisers and temporarily improve wrinkles due to their plumping action.
2. **Myth** : oil massage before bath gives a glowing skin.
Reality : Although, any massage improves the local circulation, the best results of oil applications are obtained when applied on a slightly moisst skin, as during or after bath (moisturising effect) especially those with dry skin (atopics, elderly) 4 . The regular use of oil massage in infants can produce folliculitis especally if persons with poor hygiene are employed for this purpose.
3. **Myth** :- Cleansing milk, facial packs and facial are more effective ways to clean deep pores.
Reality :- Soaps are equally effective for facial cleaning and the above mentioned products offer no significant advantage⁵ except for a placebo effect.
4. **Myth** :- Oily food precipitate or aggravate acne
Reality :-Dietary factors are not involved in pathogenesis of acne and hence food restrictions are unnecessary. 6
5. **Myth** :- Regular steaming is good for skin
Reality :- Although, steaming hydrates the blocked pilosebaceous ducts so that comedone extractions becomes easier, its regular use in normal people can cause large, open pores. Even in acne patients it should be used only for 1-2 mins every 7-10 days. More frequent usage can result in damage to elastic fibres in the long run causing permanent aging.⁷
6. **Myth** :- Regular hair oil application prevents premature canities and prevents hairfall and gives laxuriant hair growth.
Reality :- Premature hair greying is genetically determined, its expression dependent on environmental factors². Similarly hair growth and fall depends on various factors, other than oil application. The only purpose served is improvement in local circulation, it massage is done after application with improvement in hair growth.
7. **Myth** :- Shaving the scalp or cutting hair improves hair growth in diffuse alopecia.
Reality :- The rate if hair growth remains the same after these procedures.² Also, no new hair follicles are formed by shaving or cutting the preexisting hair.²
8. **Myth** :- Shampoos with additives like provitamin B5, Keratin etc are more effective in damaged hair.
Reality :- Damaged hair due to abuse of hair styling techniques and hair products need a mild detergent shampoo with conditioner (as for dry hair)⁸. Conditioners containing proteins like hydrolysed animal protein are beneficial as the latter penetrates hair shaft and restores damaged protein structures, Various other additives only enhance commercial appeal, since they are not absorved in scalp ^{1, 2} and hair shaft is a dead cutaneous appendage.
9. **Myth** :- Application of Kajal improves eye

sight and eyelashes growth.

Reality :- Kajal contains carbon and apart from its cosmetics purpose of enhancing eye appeal, it serves no beneficial action. On the contrary, its application can cause contact dermatitis and conjunctivitis.⁹

10. Myth :- Trimming of cuticles is an essential part of nail care.

Reality :- Cuticle is designed to protect underlying nail matrix from getting invaded by pathogens and irritants and allergen substances, The habit of trimming or pushing it back during manicure damages the cuticles with resultant complications like acute and chronic paronychia.¹⁰

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