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**Factors associated with knowledge, awareness, and acquisition of •
dermatologic and weight loss products from a variety of sources:
role of social media on consumer behavior, safety, efficacy and
authenticity of purchased products**

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Table of contents

Introduction

Study objective

Methodology

Results

Discussion

Recommendation

Introduction

Online shopping for cosmetics and weight loss products is an emerging phenomenon as a result of technological revolution in the last two decades. Authenticity, toxicity, safety, and efficacy of some or most of these products were not determined yet.

The huge amount of goods sold online had to make attention to two products that were widely accessed without study and competence.



DERMATOLOGIC
PRODUCTS



WEIGHT LOSS
PRODUCTS

Dermatologic products

Dermatology is the science that is concerned with diagnosing and treating skin and hair diseases and problems including hair loss dry hair dark circles, pigmentation, dark spots, melasma, and freckles

Solve these diseases by using products that lighten and freshen the skin that contains Useful Ingredients such as vitamin C, collagen, honey, vitamin E, pantoic acid, capric acid.

Many harmful components are also hidden or undeclared in the active ingredients or inactive ingredient will circulates on the adds

Some of them are carcinogenic like mercury, and hydroquinone.

Weight loss products

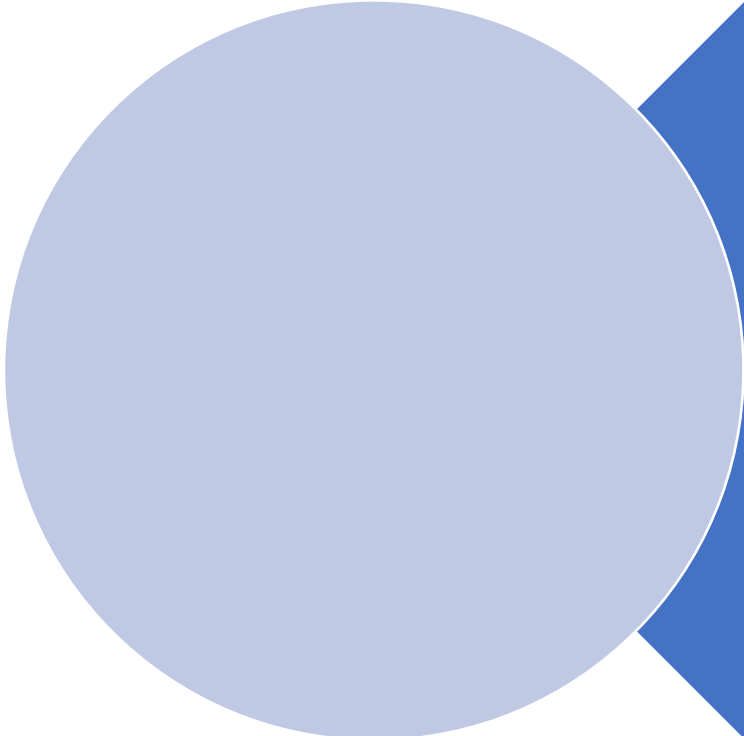
Many people, unfortunately, buy commercial products to lose weight and get the perfect body shape, plenty of them are out there lose 20 kg/month or so

Many of these products fail to achieve the desired goals written or promised by the site even if we assume that some of them will reduce weight but will be accompanied by side effects if they do not appear now, will appear in the future

The participation of Fenfluramine (Pondimin) with ventermin is associated with an increased risk of side effects in the heart valve. Fenfluramine inhibits the reabsorption of serotonin, to reduce appetite for food. In 1997, the World Food and Drug Organization withdrew fenfluramine and decaffinloramine from the market.

Sebutramine (Meridia): In 2010, was withdrawn from the market. Due to the increased risk of its side effects on the heart, including heart attack and stroke. It blocks the reabsorption of norepinephrine and serotonin. This discourages the appetite for food.

Study objective:



investigating factors associated with consumer behavior about purchasing dermatologic and Weight loss products. To assess public awareness, knowledge, & attitudes toward product authenticity, safety, efficacy and toxicity, and their experiences with counterfeit products.

Methodology:

A cross-sectional study .



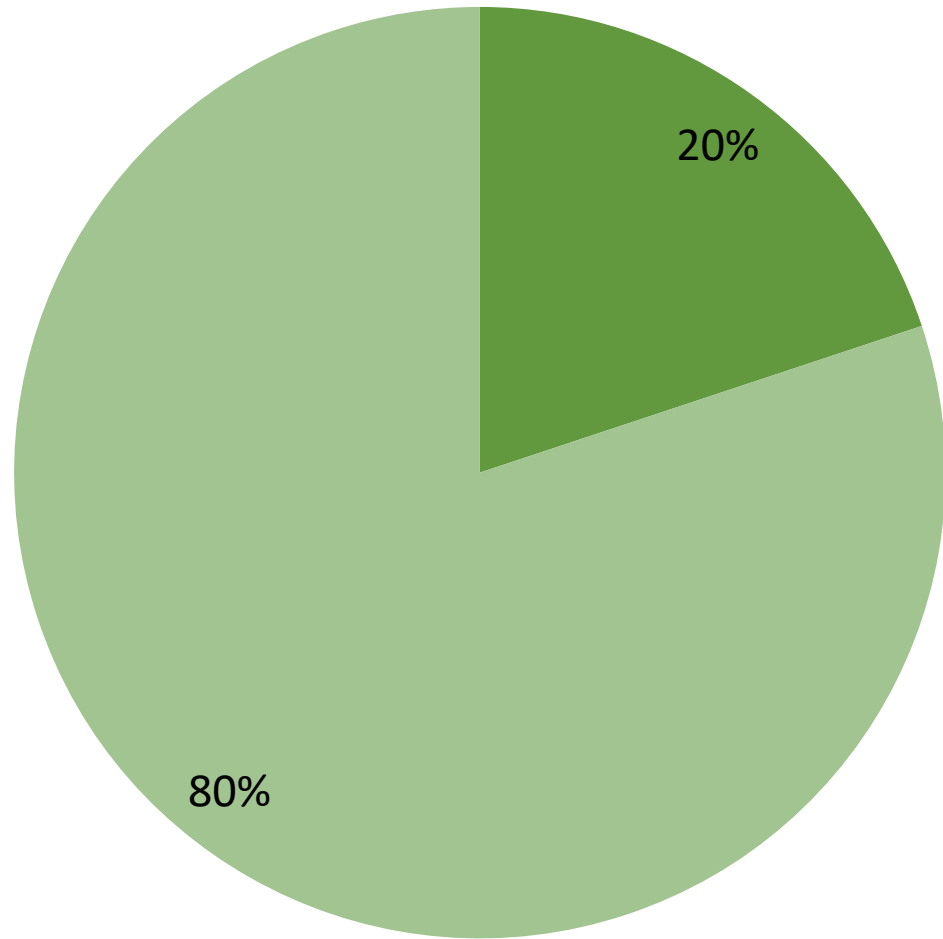
Uniform collection of data was performed through an online questionnaire with 26 questions (between March 2022 and May 2022).



The language of the questionnaire was Arabic. The data analysis will be conducted using SPSS v21.

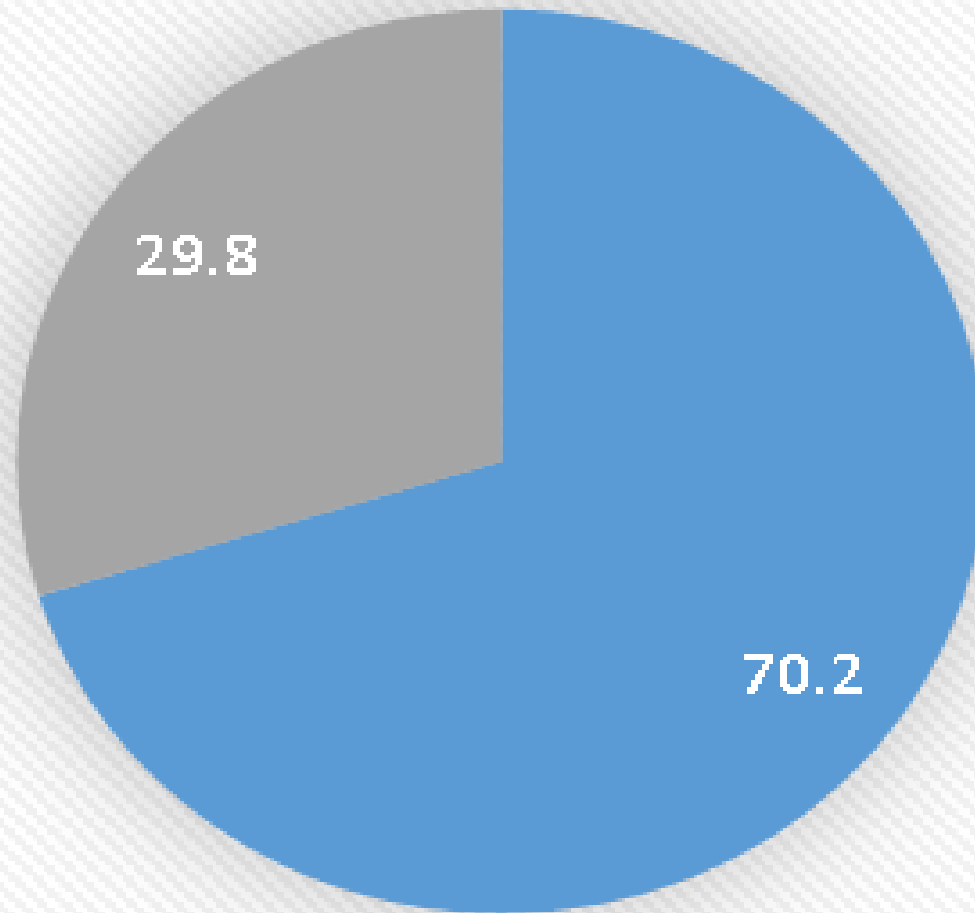
The Results

sex



- male
- female

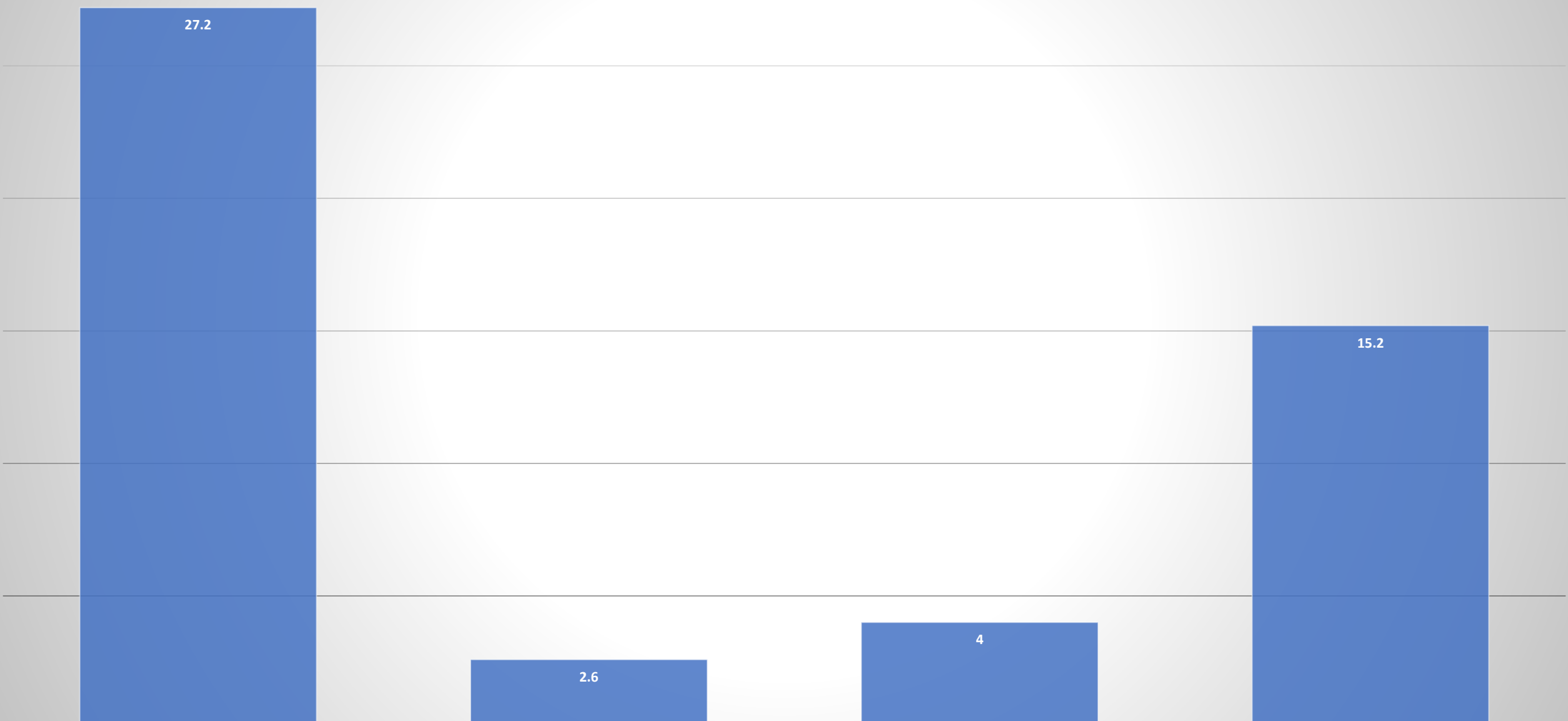
Purchased product



■ Skin or hair care products

■ weight loss products

Source of purchase



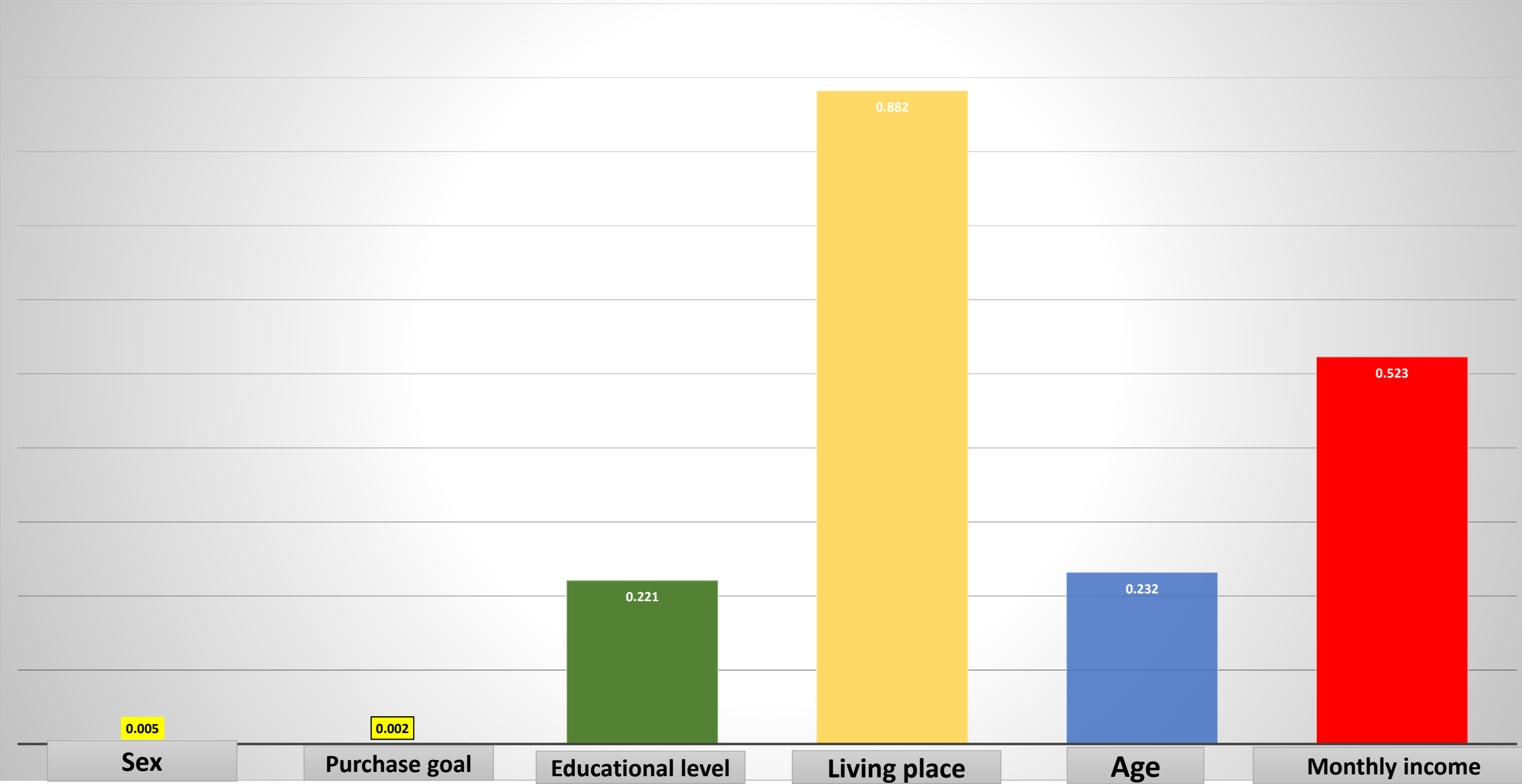
Internet

Hand-prepared product

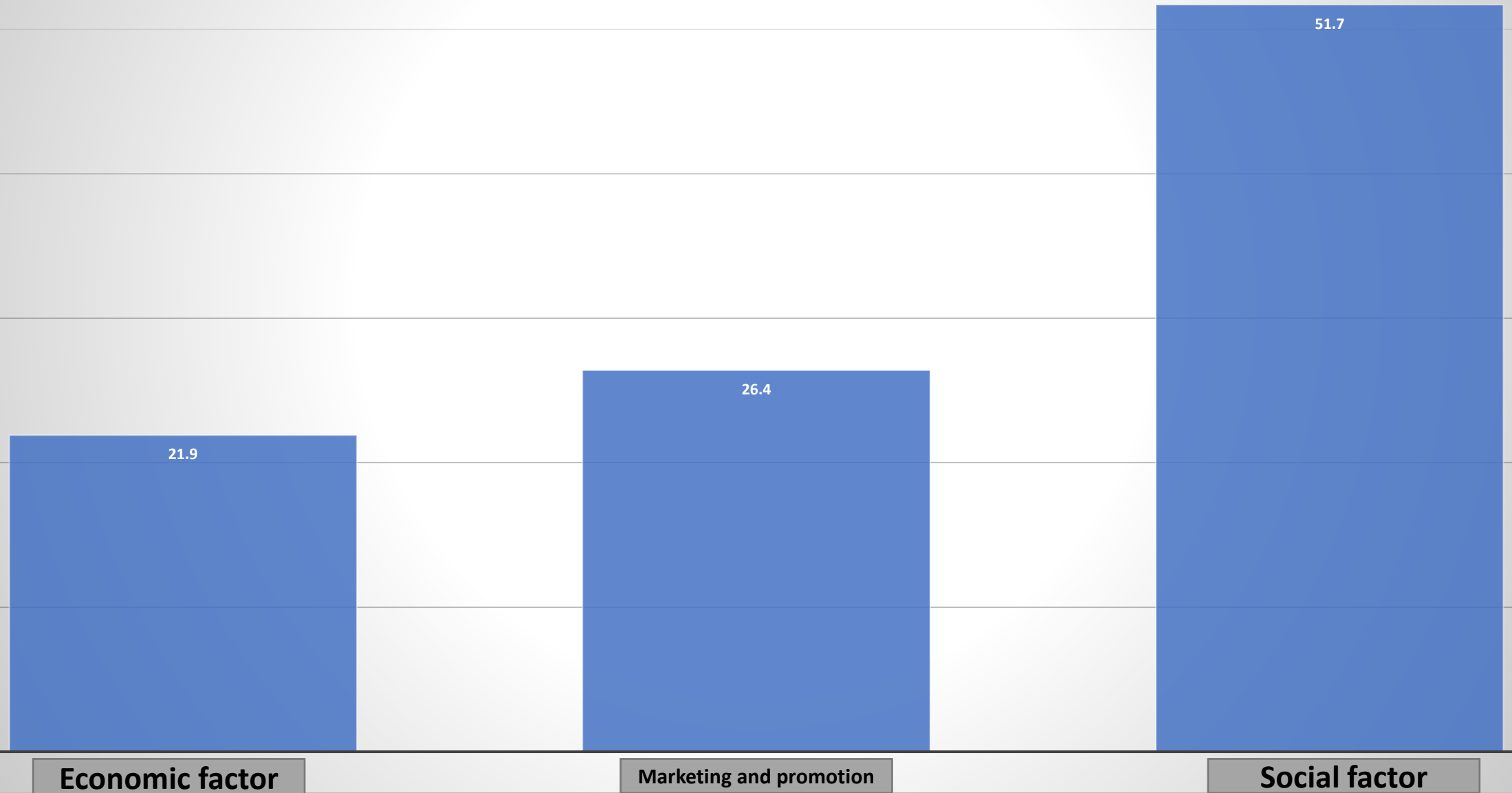
Beauty Salon

Licensed product from a company

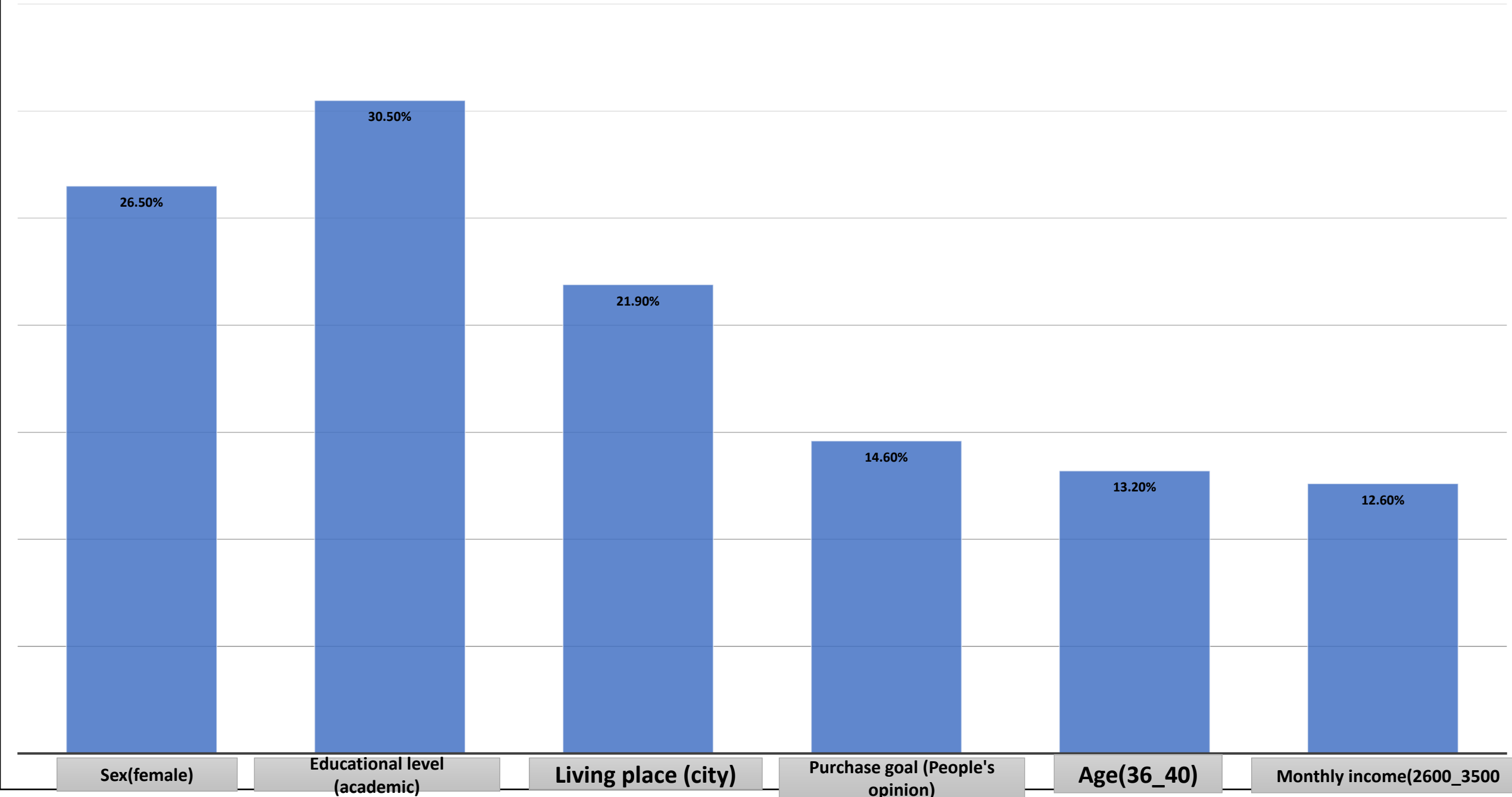
Factors influencing the source of purchase



Influence factors in choosing the source of purchase



Percentages of online purchases



Side effects of cosmetics product						Source of purchase
There's no damage.	Other damage	Freckles and stains	Inflammation	Redness of the face	Hair loss	
21.2	4.6	3.3	4.6	2.6	3.3	Internet
3.3	2	1.3	0.7	0	0.7	Manual preparation
6	2.6	2.6	0	1.3	2	Beauty salons
21.2	9.9	2	0	3.3	1.3	Pharmacy as a licensed product.

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Limitations:

1

Lack of previous research studies on our topic.

2

Insufficient sample size for statistical measurements.

3

Time constraints.

Results:

This study included 151 subjects, 80 % females, age of 18-59 years old. Almost 73 % of subjects used either weight loss product or cosmetic products. Purchase rates: skin care products, 37% of the subjects, hair care products, 25.8%, 15 % for both products, and 4.6 % used skin care, hair care, and weight loss products. Source: cosmetic and beauty salons, on line shop, pharmacist-prepared product, licensed product from pharmacies, and common sources, at rates: 14.6 %, 25.8 %, 7.9 %, 37.7 %, and 14 %, respectively. There was a significant relationship between source of product and exposure to side effects, $p= 0.013$. Satisfied customer experience has the greatest effect on purchase, where 51.7 % of participants bought a product after a recommendation of other customer. The way you first know about the product significantly affects the source of acquisition of product, $p=0.000$. There was a significant relationship between period of use of the product and getting the results due to gender, at $p=0.024$. There was a significant relationship between period of product use and getting the desired clinical effects due to health status of the patient, $p=0.008$. Education level has highest impact on online purchase.

Conclusions: marketing of cosmetic and weight loss products from all sources has to be regulated and strictly controlled to protect patients.

Discussion

- >Although people know that the pharmacy is the safest place to purchase health care products, most people consider online purchases of prestige, sophistication, and following fashion. This result has affected the pharmaceutical profession significantly.
- >Individuals are not aware of the effectiveness of these substances, and the extent of their impact on health aspects.
- >The factor that attracts these people to purchase is only apparent, as they are only looking for the distinctive shape, whatever the cost of the materials they obtain.
- >There is a clear role for social networking sites in flooding people with these materials through marketing advertisements that aim at financial returns, regardless of the feasibility of use.

Recommendations

- Strengthening the role of pharmacists(pharmaceutical information) is a proposed function of the argument that is present on the Internet so that there is a website belonging to the union and the government that provides the correct health information to the consumers/patients
- Pharmaceutical associations, stake holders, the governmental bodies should impose a total control and regulation on the purchase of these products outside the licensed places including beauty salons, internet
- These services have to be under direct supervision and presence of the responsible pharmacist during the sale process and after for counseling
- Doctor and pharmacist are your first and last advisor on safety, authenticity and beneficial effects of cosmetic and wt loss products
- Increase awareness and educate public about the crises nature of this problem

Thank you for listening

