

BEAUTY AND PERSONAL CARE INDUSTRY- HISTORICAL PERSPECTIVE

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Introduction:

Cosmetics refer to all products used to care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in good condition, protect it from adverse effects of the environment and the aging process, change the appearance and make the body smell nicer. Thus the products used for the purpose of cleansing, beautifying, promoting attractiveness or altering one's appearance are termed as cosmetics. Any of the several preparations (excluding soap) applied to the human body for beautifying , preserving or altering one's appearance or for cleansing, colouring, conditioning or protecting the skin, hair , nails , lips, eyes or teeth are included in Cosmetics and are commonly termed as `Cosmetics and Toiletries."

The Beauty and Personal Care market or the Cosmetics and Toiletries market as it is alternatively known, consists of the retail sales of over the counter healthcare products, skincare, hair care, makeup, fragrances, Colour Cosmetics, Baby Care, Oral Care, etc. as shown in the figure below in general



Source: Euromonitor International

Strictly defined- Cosmetics cover Colour Cosmetics, Fragrances and Skin Care, whereas Toiletries include, Baby care, Bath and shower products, Deodorants, Depilatories, Hair care, Men's grooming Products, Oral Hygiene and Sun care. In this sense when skin care or the skin care industry is referred to or discussed, it can be analysed under the head-cosmetics, or skincare products can be considered cosmetics products.

Cosmetics and Toiletries- Definitions:

1. Cosmetics-

1a. According to Guidelines issued by ICNA Act Industrial Chemicals (Notification and Assessment) Act 1989 and NICNAS National Industrial Chemicals Notification and Assessment Scheme. Australia.

The definition of a cosmetic includes:

"A substance or preparation intended for placement in contact with any external part of the human body, including: the mucous membranes of the oral cavity and the teeth; with a view to: altering the odours of the body; or changing its appearance; or cleansing it; or maintaining it in good condition; or perfuming it; or protecting it.

Ingredients used in cosmetics and toiletries, including perfumes and fragrances, may be classed as industrial chemicals. This includes ingredients found in finished products - whether sold to the consumer or used in (for example) hair and beauty salons.

It also includes those cosmetic ingredients referred to as 'natural' ingredients or substances, such as oils, extracts and essences of plants. A naturally-occurring chemical means an unprocessed chemical occurring in a natural environment; or a chemical occurring in a natural environment, being a substance that is extracted by: Manual, mechanical or gravitational means; or Dissolution in water; or Flotation; or A process of heating for the sole purpose of removing uncombined water; all without chemical change in the substance. These ingredients are exempt from NICNAS requirements."

1.b The Food, Drug, and Cosmetic Act (FD&C Act) U.S.A. defines cosmetics by their intended use, as:

"articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance" [FD&C Act, sec. 201(i)]. Among the products included in this definition are skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, shampoos, permanent waves, hair colors, toothpastes, and deodorants, as well as any material intended for use as a component of a cosmetic product.

Category Definitions-

Beauty and Personal Care- This is the aggregation of baby care, bath & shower products, deodorants, hair care, colour cosmetics, men's grooming products, oral hygiene, perfumes & fragrances, skin care, depilatories and sun care. Black market sales and travel retail are excluded.

Baby Care-Includes products for babies and toddlers aged 0-3 years and products for children under 11 years of age.

Bath and Shower-This is the aggregation of bar soap, bath additives, body wash/shower gel, intimate washes, intimate wipes, liquid soap and talcum powder.

Colour Cosmetics- Includes foundation, rouge, face powder, blusher, highlighters, face bronzers and 2-way cake products.

Deodorants- Includes deodorants and antiperspirants in cream, pump, roll-on, spray, stick and wipe format.

Depilatories- This is the aggregation of women's pre-shave products, razors & blades and hair removers/bleaches.

Fragrances- This is the aggregation of men's, women's and unisex mass and premium fragrances. The distinction between mass market and premium is normally by price and label/positioning (mass fragrances rarely carry a designer label) and distribution.

Hair Care- This is the aggregation of shampoos, styling agents, 2in1 products, perms and relaxants, colorants and salon hair care.

Men's Grooming- This is the aggregation of men's shaving products and men's toiletries.

Oral Care- This is the aggregation of toothpaste, toothbrushes, mouthwashes/dental rinses, denture care, mouth fresheners, at-home teeth whiteners and dental floss.

Skin Care - This is the aggregation of facial care, body care and hand care.

Sun Care - This is the aggregation of sun protection, after sun and self-tanning products.

Premium Cosmetics-

This is the aggregation of premium colour cosmetics, fragrances, skin care, sun care and hair care. The distinction between mass market and premium is normally by price and label/positioning (mass cosmetics rarely carry a designer label) and distribution. **A brand is considered premium** when it is thought to be so by a majority of the population aware of that brand and its parent company.

Other perception considerations include a brand's label/positioning relative to established premium brands in a given local market. Brands generally considered premium in most countries include designer labels such as Yves Saint Laurent, Christian Dior, Chanel, names such as Estee Lauder, Lancome, Origins and Elizabeth Arden, etc.

Price (Lack of Discounting) while price is never used as the sole criteria for identifying a premium brand, premium products are generally priced near the top of the broader category, are typically not discounted, and tend to be targeted at middle to upper-income consumer groups. Wide pricing differences within sectors can still exist, however, depending on the type of product and any added properties.

Other Factors:

(1) Distribution: typical premium distribution channels include department stores, perfumeries (e.g. Sephora) and up market specialists (e.g. Space NK, Origins). Because of factors related primarily to consumer perception, the Direct Selling channel is typically considered to be more of a mass distribution channel, particularly in Europe and the Americas.

(2) Science/Technology: perceived superiority of ingredient quality and/or technology patents.

(3) Packaging: more expensive and/or trendy packaging design.

(4) Training: sophisticated and extensive sales staff education (typically referring to department store counter staff, but also including specialized direct sales training).

Mass Cosmetics:

Any brand not receiving a Premium designation according to the criteria above receives a Mass designation.

The History of Cosmetics

Ever since the Egyptian era, cosmetics have been used quite commonly. They were usual in the Roman Empire and the Ancient Greece Empire, as well. The thought of putting on cosmetics in order to improve the facade of youth in ideal health is applicable right up to today. Colorful cosmetics conceal the appearance of pale lips and fingernails, whitish cheeks and dry hair. A lot of the cosmetics that were used in the past consisted of hazardous ingredients. Perhaps the dangers were unknown then, but there is no excuse for these same hazardous ingredients to continue to be used today. Frequently, there was more significance emphasized on the application of makeup rather than cleaning and washing the skin.

In the history of cosmetics, whitening the face was actually one of the most usual cosmetic rituals from the 14th century onwards. This remained popular in the 18th century. A combination of hydroxide, lead oxide, and carbonate was frequently used. This could cause paralysis of the muscles or even death when being used repetitively. In the 18th century, it was substituted by zinc oxide.

Another method, in order to have whiter skin, was by bleeding yourself. This was completed by utilizing the general medical practice of making use of leeches. A more severe, but seldom used method was referred to as cupping. This consists of secreting blood by air heating in a glass cup whilst holding it closely against the skin. If the heat supply is removed, the cool air leads to a vacuum.

In the 1920s history of cosmetics, possessing tanned skin became in style when Coco Chanel was spotted sporting one on the yacht of the Duke of Westminster. The thought of having a tanned skin tone became more striking. Thus, products were created in order to achieve this artificial color.

The painting of the fingernails has been part of the history of cosmetics for a long period of time. The first evidences date from 3000 BC in the country of China. They made use of gum Arabic, gelatin and egg whites to produce a varnish. Silver and gold nail colors were used by the noble families in China. The colors red and black were also used in the 1st century AD. The lesser classes were only permitted to use pale colors. In Egypt, the color of the nail varnish was also used to represent social rank. Henna was also used to paint the nails. Now, nail varnish has an assortment of colors and is actually a variant of car paint.

Dressing hair and hair dye isn't new. The Greeks, Romans and Ancient Egyptians all have a history of intricate forms of dyeing and hairdressing. The majority of the past hair dyes like henna, sage, chamomile and indigo, could only give the hair a darker color. Female Romans would boast their dark and shiny hair that has been colored with a combination of leeks and boiled walnuts. They also made use of blond-colored dyes made from ashes and goat fat.

It was in the year 1907 that the very first artificial dye was invented by Eugene Schueller, a French chemist. It was initially named Aureole, but was later changed to what is now known as L'Oreal.

A HISTORY OF COSMETICS FROM ANCIENT TIMES

"A woman without paint is like food without salt."

- Roman philosopher, Plautus

Civilizations have used forms of cosmetics -- though not always recognizable to cosmetics users today -- for centuries in religious rituals, to enhance beauty, and to promote good health. Cosmetic usage throughout history can be indicative of a civilization's practical concerns, such as protection from the sun; class system; or of its conventions of beauty.

The timeline below represents a brief history of cosmetics usage, beginning with the Ancient Egyptians in 10,000 BCE up through the beginning of the 20th Century.

COSMETICS IN THE ANCIENT WORLD

10,000 BCE: Men and women in Egypt used scented oils and ointments to clean and soften their skin and mask body odor. Cosmetics were an integral 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 Egyptians used in Religious rituals.

4000 BCE: Egyptian women applied galena mesdemet (made of copper and lead ore) and malachite (bright green paste of copper minerals) to their faces for color and definition. They employed a combination of burnt almonds, oxidized copper, different-colored coppers ores, lead, ash, and ochre — together called kohl — to adorn the eyes in an almond shape. Women carried cosmetics to parties in makeup boxes and kept them under their chairs.

3000 BCE: Chinese people began to stain their fingernails with gum arabic, gelatin, beeswax, and egg. The colors used represented social class: Chou dynasty royals wore gold and silver, with subsequent royals wearing black or red. Lower classes were forbidden to wear bright colors on their nails.

Grecian women painted their faces with white lead and applied crushed mulberries as rouge. The application of fake eye brows, often made of oxen hair, was also fashionable.

1500 BCE: Chinese and Japanese citizens commonly used rice powder to make their faces white. Eyebrows were shaved off, teeth painted gold or black and henna dyes applied to stain hair and faces.

1000 BCE: Grecians whitened their complexion with chalk or lead face powder and fashion crude lipstick out of ochre clays laced with red iron.

EARLY COSMETICS

100 AD: In Rome, people put barley flour and butter on their pimples and sheep fat and blood on their fingernails for polish. In addition, mud baths came into vogue, and some Roman men dyed their hair blond.

300-400 AD: Henna was used in India as a hair dye and in mehndi, an art form in which complex designs were painted on to the hands and feet, especially before a Hindu wedding. Henna was also used in some North African cultures.

COSMETICS IN THE MIDDLE AGES

1200 AD: As a result of the Crusades, perfumes were first imported to Europe from the Middle East.

1300 AD: In Elizabethan England, dyed red hair came into fashion. Society women wore egg whites over their faces to create the appearance of a paler complexion. Yet, some thought cosmetics blocked proper circulation and therefore posed a health threat.

RENAISSANCE COSMETICS

1400 - 1500 AD: In Europe, only the aristocracy used cosmetics, with Italy and France emerging as the main centers of cosmetics manufacturing. Arsenic was sometimes used in face powder instead of lead.

The modern notion of complex scent-making evolved in France. Early fragrances were amalgams of naturally occurring ingredients. Later, chemical processes for combining and testing scents superseded their arduous and labor-intensive predecessors.

1500-1600 AD: European women often attempted to lighten their skin using a variety of products, including white lead paint. Queen Elizabeth-I of England was one well-known user of white lead, with which she created a look known as "the Mask of Youth." Blonde hair rose in popularity as it was considered angelic. Mixtures of black sulphur, alum, and honey were painted onto the hair and left to work in the sun.

19th AND EARLY 20th CENTURY COSMETICS

1800 AD: Zinc oxide became widely used as a facial powder, replacing the previously used deadly mixtures of lead and copper. One such mixture, Ceruse, made from white lead, was later discovered to be toxic and blamed for physical problems including facial tremors, muscle paralysis, and even death.

Queen Victoria publicly declared makeup improper. It was viewed as vulgar and acceptable only for use by actors.

1900 AD: In Edwardian Society, pressure increased on middle-aged women to appear as young as possible while acting as hostesses. Increased, but not completely open, cosmetic use was a popular method of achieving this goal.

Beauty salons increased in popularity, though patronage of such salons was not necessarily accepted. Because many women were loathe to admit that they needed assistance to look young, they often entered salons through the back door.

Therefore it can be said that the market of cosmetic products exist from the historical period. The attraction for the market from the years is same.

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