CHAPTER III
ORIGIN AND GROWTH OF COSMETICS

3.1. ORIGIN AND GROWTH

The human life is forever attempt to excellence and new means to articulate ourselves. Cosmetics occupied a gigantic role in advancements from earliest civilization to the recent time. Cosmetics assisted us to modify the manner we appear both in normal time as well as in time of illness and facilitated us to convey our religion and convictions.

The origin of cosmetics initiated more or less twelve thousand years back when olden Egyptians learned curing abilities of perfumed oils. On that time, their cosmetics became important part of their religion. Egyptians pleased Gods by hefty use of cosmetics; everybody used oils, eyeliners, and parallel things to improve their look. The fascination of cosmetics did not lessen; even some of their elements were venomous. In outside world of Egypt, cosmetics struggled more in Greece and Rome. Egyptian’s cosmetic got wide popularity, but it was out looked as wasteful and unneeded by majority of the peoples. In Rome, there was a time when women were not regarded good-looking if they did not show off cosmetics. This show the way to the inflation and some well-off women managed to venture chances on classy cosmetics from India and Middle East. To warfare this outbreak, Senate of Romans prevented public exhibitions of cosmetic products and exaggerated female clothing in Roman Republic. In the other cultures too, cosmetics got ruthless treatment from time to time. Polishing the nails were executable offence in china and Japan not allowed gracious women to walk in public without full body cosmetic treatment.

In the dark ages of Europe, cosmetics almost vanished from the public’s knowledge. It was because of prostitutes who used extreme level of cosmetics to hide their age and overstate their gorgeousness. Cosmetics were totally dumped by majority of the European population for the long time. The Kings, queens and church officials were standing against the usage of cosmetics. They made statements in public that wearing cosmetic was not decent and it was used only by heathens and
Satan worshipers. Only stage players were allowed to use them, that too during their plays only.

After the Crusades, European soldiers returned with new foreign products and knowledge from the Middle East. It was the starting point of change. Because, most of them were cosmetics and which were initially adopted by peoples with dignity and high-class life styles. After the resurgence, cosmetics found their foothold from corner to corner in Europe, but it was not publicly accepted, except during few fashion swings like the reign of Queen Elizabeth-I in England.

Industrial revolution in 18th and 19th century brought momentous progressions in cosmetics. New Victorian era that emerged in 19th century brought the cosmetic-centric trend that insisted that ladies must present themselves as good-looking and flimsy, with sophisticated clothes and specific defined facial elements. In this juncture, eye shadows, lipsticks, nail polish and similar things found gaining grip.

Early 20th century was without a doubt sunrise of the current cosmetic industry. Growth of film industry, cinematography, communications, uncountable trendsetters, and capitalistic support from industries pioneer cosmetic products to every house in the western countries. In the initial decades of 20th century solid lipsticks, lip gloss, mascaras, eyeliners, suntans, hair colors, gels and powder cosmetics were introduced by the cosmetic companies. After 1930s, old Victorian era was soon become as an ancient history. From that point, new global fashion moved quickly with new styles.

Hefty exit from conventional styles ensued in 1960s and 70s with the preamble of hippie movement (usual-appearing cosmetic), punk (shady and disturbing style that aimed to astonish) and glam (overgenerous and bright style). From them, many new styles emerged that have changed and molded fashion to its current state.

3.2. COSMETICS IN INDIA

In India, Indians (both genders) applied a number of unusual makeup products from their ancient days onwards. Generally, makeup is considered as an external thing
only. But to Indians, It’s a matter of practicing their faith, belief and culture. Some products were reserved for special occasions, while some others were used normally to show the consumer’s spiritual fortune, good looks, and class. 

Indian women are applying kajal in the waterline, eyelashes and outer rims of their eyes to improve their looks of eyes. Indian kajal includes no lead components and it’s identified with medicinal properties. Kajal used by Indians despite of their sex or age. Indians still believe fair skin as a property of beauty due to its connection with status. Because peoples of upper social groups habitually, but don't for all time, have whitish skin. In ancient time onwards, Indians create skin-bleaching cosmetics with herbal ingredients. In India, the white complexion skin is the motivate factor for skin cosmetics in the markets. 

Indians prepares home based henna paste by crushing the henna leaves used to dye hair and fingernails. Due to its connection with luck, it occupies a meticulous role in weddings. The art of applying henna paste is called as ‘Mehndi’ and plays important role in all family and religious occasions. Indians wear ‘Bindi’ or red dot between the eyebrows by both the genders to showing their spiritual vitality. In India, bindi considered as another eye (third eye) for the married women. Hence, in India cosmetics have their connections with Indians, from the ancient days itself.

3.3. SALE OF COSMETICS IN INDIA

Cosmetics are exempted from any sales license, provided that the cosmetics, if of Indian origin, are manufactured by the licensed manufacturers. But there is a prohibition on the manufacture and sale of certain cosmetics, *viz.*, 

i) Any cosmetic, which is not of a standard quality or is misbranded or spurious, or

ii) Any cosmetic containing any ingredient which may render it unsafe or harmful for use, *viz.*, containing hexachlorophene, mercury, lead or arsenic compounds as colorants or those containing colors other than prescribed.

iii) Manufacture and sale of cosmetics is also prohibited unless those have been manufactured in accordance with the condition of a license issued for the purpose or have been imported in contravention of any legal provision.
3.4. MANUFACTURES OF COSMETICS

A person licensed to manufacture cosmetics should comply with the following conditions, as specified in schedule M-II of the Drugs and Cosmetics Act 1940 and Rules 1945. The factory premises should be situated in hygienic surroundings and kept clean and should be distinct and separate from premises used for residential purposes. The license should possess adequate space, building and equipment for the manufacturing process.

The production of cosmetics should be conducted under the direction and personal supervision of competent technical staff which should be a whole time employee and should either hold Diploma in Pharmacy, approved by the Pharmacy Council of India or be a registered Pharmacist under the Pharmacy Act or should have passed intermediate examination with Chemistry. As per the conditions of the license, any change in the technical staff should be reported to the licensing authority.

The Drugs and Cosmetics Act 1940 is a punitive Act. Anybody manufacturing cosmetics in contravention of the Act and the Rules is punishable with imprisonment up to one year or fine up to Rupees 1000/- or with both on first conviction and for the manufacture of spurious cosmetics, imprisonment up to three years and with fine. The penalty for subsequent offences in both the case is imprisonment up to 2 years or fine up to Rupees 2000/- or with both (subject to revisions or amendments).

3.5. IMPORT OF COSMETICS

Despite the fact that a rule exists for the import of cosmetics, one can see the market flooded with the so called imported cosmetics, especially colored cosmetics like lipsticks, nail lacquers, for example from China, Hong Kong, Singapore, USA, etc. The Rule clearly states that all consignments of cosmetics sought to be imported shall be accompanied by an invoice or statement showing the name and quantities of each article of cosmetic included in the consignment and the name and address of the manufacturer. However, the import of the following class of cosmetics is prohibited.

- Cosmetics that are not of standard quality.
- Cosmetics containing any harmful or unsafe ingredients.
- Misbranded cosmetics, which contain colors other than those prescribed or are not labeled in the prescribed manner or make any false or misleading claims.
• Spurious cosmetics, which are substitutes for other cosmetics or resemble other cosmetics in a manner likely to cause deception or are imported under the names of other cosmetics or bear names of manufacturers which are fictitious or who are truly not manufacturers.

• Cosmetics intended for use on the eyebrows or eyelashes or around the eyes containing coal tar dyes or intermediate dyes.

• Cosmetics colored with arsenic or lead compounds.

• Cosmetics containing hexachlorophene or mercury compounds.

• Cosmetics whose use is likely to involve any risk to users.

Any product is identified by the contents and information declared on the label of the container. Same holds true for cosmetic products also. Label of a cosmetic product should be prepared in accordance with the provisions of the Drugs and Cosmetic Act 1940 and Rules 1945 (Schedule ‘S’). Subject to the provisions of the Act, no person shall sell or distributes any cosmetic unless the cosmetic, if of Indian origin, is manufactured by a licensed manufacturer and labeled and packed in accordance with these rules.

3.6. LABELLING OF COSMETICS

Subject to other provisions of the Rules, a cosmetic shall carry

1. On both the inner and outer labels

   a) The name of the cosmetic.

   b) The name of the manufacturer and the complete address of the premises where the cosmetic has been manufactured. If the size of the container is very small, where the address of the manufacturer cannot be given, the name of the manufacturer and his principal place of manufacture shall be given along with the pin code.

2. On the outer label

   A declaration of the net contents expressed in terms of weight for solids, fluid measure for liquids, weight for semisolids, combined with numerical count, if the content is subdivided. Provided that this statement need not appear in case of a package of perfume, toilet water or the like, the net content of which does not exceed
60 ml or any package of solid or semisolid cosmetics, the net content of which does not exceed 30 gms.

3. **On the inner label, where a hazard exists**
   a) Adequate direction for safe use
   b) Any warning, caution or special direction required to be observed by the customer.
   c) A statement of the names and quantities of the ingredients those are hazardous or poisonous.

4. **A distinctive batch number**: It is that number by reference to which details of manufacture of the particular batch from which the substance in the container is taken, are recorded and are available for inspection, the figures representing the batch number being preceded by the letter “B”.

5. **Manufacturing license number**: the number being preceded by the letter ‘M’.

6. Where a package of a cosmetic has only one label, such label shall contain all the information required to be shown on both the inner and outer labels, under these rules.

3.7. **COSMECEUTICALS**

Cosmeceuticals are topical cosmetic-pharmaceutical hybrids, intended to enhance the beauty through ingredients that provide additional health-related function or benefit. They are applied topically as cosmetics, but contain ingredients that influence the biological function of skin.

Though the claims made about drugs are subject to high scrutiny by the Food and Drug Administration (FDA) review and approval process, cosmetics are however not subject to mandatory FDA review. Much confusion exists regarding the status of ‘cosmeceuticals’. Although, there is no legal class called cosmeceuticals, this term has found application and recognition to designate the products at the border line between cosmetics and drugs *(Dureja, et. al., 2004)*.

Cosmetics that make therapeutic claims are regulated as drugs and cosmetics and must meet the labeling requirements for both. For such product, the regulations require that active ingredients be listed first on these products, followed by the list of cosmetic ingredients in order of decreasing predominance. Active ingredient is the
chemical that makes the product effective and the manufacturer must have proof that it is safe for its intended use. Before products with both a cosmetic and drug classification can be marketed, they must be scientifically proven safe and effective for their therapeutic claims. If they are not, FDA may consider them to be misbranded and take regulatory action.

Some countries have the classes of products that fall between the two categories of cosmetics and drugs, for example, Japan has ‘Quasi drugs’, Thailand has ‘Cosmetic type drugs’. USA has listed some specialized topical preparations as over-the-counter (OTC) drugs on the basis of review of the safety and efficacy of the drug constituents, for example, anti-acne products, antidandruff shampoos, antiperspirants, oral care products, sunscreen products, anti-wrinkle creams, fluoridated toothpastes, etc. In India, clearer guidelines are required.

3.8. COSMETICS AND CUSTOMERS

A common myth exists about the use of cosmetics that it is predominantly used by the fairer sex, that is, by the females. But the truth is that cosmetics are used by men, women as well as children. Out of the 28 cosmetics that are listed in Schedule ‘S’ of the Drugs and Cosmetic Rules 1945, they can be categorized widely as

- **Commonly used cosmetics**: Toothpowders, Toothpastes, Hair Oils, Cold creams, Henna, Depilatories, Shampoos and Hair Dyes.

- **Cosmetics used by men**: Shaving creams, after shave lotions, Colognes, Hair creams, Brilliantine’s.

- **Cosmetics used by women**: Lipsticks, Face powder, Nail lacquer, Bindi

Cosmetic industry economics is dependent on the type of advertisement, and nature of image they sell. As a matter of fact, huge amount is spent on the advertisement as compared to its quality control. To sell an image, public appeal of famous sportspersons, film stars and models is capitalized. Apart from using expensive and decorative containers and attractive labels, color gimmicking is resorted to in order to strike a psychological cord of the customer with the product which he intends to buy.
The Indian movie industry and its changing fashion also create an impression and cause purchases to be expedited to match the images people hold close to their ideals, youth and people of all ages today use deodorants and think over the importance of grooming and being fashionable.

Cosmetics are expensive products and the major reason behind the exorbitant cost is the heavy amounts paid to the models, who endorse these products or advertising agencies that produce such advertisements and create a market for the product. Ultimately the person who really pays for all this is the end-user that is the customer, as all these costs are added to the cost of the product.

3.9. INDIAN MALE COSMETIC USERS

In today’s modern and equal societies, beauty is no longer only meant for women. It is an undeniable fact that males have presented their increasing demands for higher living standard, well being, and healthiness. Meanwhile, physical attractiveness is essential to everyone since it always plays an essential role in enhancing self-confidence level and in effectively tracking careers. An increasing number of males become more aware about how they could be in line with their ideal appearances. In this context, with the aim of enhancing and maintaining desirable looks, males tend to be no longer hesitating to strategically opt and utilize cosmetics. This rising attention is the keystone of the worldwide phenomenal boom of male’s grooming market.

Before a decade or so, the word “cosmetics” was predominantly associated with a single gender, i.e. women. It did not mean that males never used cosmetic products. They certainly did. However, marketers coined term “men cosmetics” recently thus identifying special segment for particular products on the basis of gender differentiation. Undoubtedly, males are becoming more and more sensitive about skin care and grooming. The market for male cosmetic products, although still niche in India, is growing and evolving.

These days male consciousness is growing for their body and skin and the needs to conform to the injunctions of youthfulness and thinness which make them go from “sanitarians to body aesthetics”. The concern of the males for their appearance has developed from the development of fashion magazines for men. A sudden
increase of the men press, in the last few years, goes all together with the consumption of beauty products for males. The concept of “alpha” men and “metrosexual man” is the product of this day and age. Therefore these days’ males are more conscious of their looks and beauty.

Male customers are placing greater importance on looking good and the personal care aspects of improved health and wellness. This newfound male grooming consciousness was encouraged by male’s active participation in prominent fashion shows, such as the popular Fashion TV channel, and in beauty pageants exclusively for males especially in the forward-looking and cosmopolitan cities of Chennai, Mumbai, Bangaluru and New Delhi. This segment is at its early stage of its development with a growth of only six per cent remains a nascent niche.

3.10. FACTORS AFFECTING CUSTOMER’S PURCHASING BEHAVIOUR OF COSMETICS

In the earlier age, only people in a high stratum of society had the ability to buy cosmetics because the cosmetic was the luxury goods for the public. However, due to the development of society and the increase of the living level, cosmetics are no more viewed as the luxury goods. It has been gradually considered necessaries for the majority of females in the modern society. Moreover, the number of cosmetic customers in the male population is dramatically increasing. The major factors affecting customer’s purchasing behavior of cosmetics are:

3.10.1. PRODUCT QUALITY

Product quality embraces the features and characteristics of the products that can satisfy the customers’ needs and wants (Kotler and Armstrong, 2010). Product quality can be measured by concerning the materials, color, functional quality and the endurance of the products (Khraim, 2011). Materials for cosmetics really affect the healthiness of the skin. Further, the color is also important as one of the aspect to measure the quality of the product. Every customer has their own preference of color which makes color as one of the consideration to buy cosmetics. Some of the functional quality in cosmetics consists of quick-dry, breathable, waterproof, lightweight, and durability (Khraim, 2006).
3.10.2. BRAND NAME

Brand is a term, sign, name, symbol, or design or the combination of these that show or represent the seller’s identity. Brands also convey something about the products, for instance when the customers buy the same brands at different times, they know that they will get the same quality and benefits from the products. Brand name should be the factor that can attract the customers and show the identity of the product by making the unique and memorable brand name (Keller, 2003).

3.10.3. LOCATION AND STORE ENVIRONMENT

The place is very important because of its role is to make the products can be accessed or reached by the target market (Stanton, et. al., 1994). The elements of place, store environment and location, are also important for the success of retailers since it affects customers’ decision-making and satisfaction.

3.10.4. PROMOTION

Promotion is a very important thing for every firm to earn profits. The customers buying decisions is highly affected by the promotional efforts and their huge amount of sales. Promotion itself consists of planning, implementing and controlling an organization’s communications to its customers and other target audiences. Promotion strategy integrates the organisation’s communications initiatives, combining advertising, personal selling, sales promotion, interactive/Internet marketing, direct marketing, and public relations to communicate with the buyers and others who influence purchasing decisions (Cravens and Piercy, 2006).

3.10.4. PRICE

Price is the amount of money charged for product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service. It is very important for the firm to retain loyal customers who are willing to pay higher price for their favorite brand, thus their purchase is not only based on low price (Levy and Wetz, 2012).
3.10.5. PACKAGING

Packaging is the process of making external case of a product. In the past years, packaging was just used to keep the products from the external contamination and damage. But in this modern era, packaging has greater functions. Today’s packaging must have aesthetic appearance and be able to depict the products in order to grab people’s attention which will result in the increase of sales.

3.10.6. LIFE STYLE

Lifestyle plays an important role in the customer’s purchasing behavior. Customers are motivated to buy products in order to maintain or pursue a certain lifestyle. Lifestyle is influenced by factors like demographics, social class, motives, personality, emotions, values, household life cycle, culture and past experiences.

The origin and growth of cosmetics in the world, cosmetics in India, Indian cosmetic customers, male cosmetic users of India and factors that affecting the purchasing decision of cosmetics are all discussed in this chapter. The methodology of the study will be explained in detail in the forthcoming chapter.