

OP_04

Fairness Cream Usage Among First Year Students of the University of Kelaniya

Madhushika RDH¹, Ahamed AMN¹, Jayasanka JPLI¹, Lal PAES¹, Madusanka RAD¹

¹*Faculty of Medicine, University of Kelaniya.*

Introduction: Global cosmetics industry exponentially expands throughout past decades. Patients often present to the dermatology clinic, shows complications of frequent usage of fairness cream.

Objectives: This study was carried out to determine the beliefs, practices and factors associated with fairness cream usage among first year students of University of Kelaniya.

Methods: A descriptive cross-sectional study was carried out associating enrolment year 2018/2019 all the faculties of University of Kelaniya. 601 first year students of Kelaniya university were subjected to the study for one year from 2020-2021. Self-administrated online questionnaire was given via Google forms and SPSS application version 20.0 was used for data analysis.

Results: 343 participants out of 612 of total participants have used fairness cream more than 3 months and it shows a significance between first year student of Kelaniya university and fairness cream usage. fairness cream use for more than three months was 1.5 times more common among females and dark is the most attractive skin tone for males and there is significance between dark skin tone and attractiveness of males. Finally, it revealed fair is the most attractive skin tone for female and there is a significance between fair skin tone and attractiveness of female.

Conclusion: There is a significant among first year student of Kelaniya University and fairness cream usage. Females are more frequent fairness cream users than males in first year students. Also, there is a significance relationship between physical attractiveness and skin tone. majorly of study population developed acnes as a compilation of fairness cream usage. Oiliness reduction in skin was satisfactory among the study population.