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ORGANIC COSMETICS: BENEFIT OR DECEPTION

More and more people choose natural products for the purpose of caring of their health. "Useful Boom" has not bypassed the cosmetics company. Skin care products, which do not contain chemical components are popular.

The goal of our research is to find out if it's worth buying organic cosmetics and whether it really does not harm our beauty and health, and if there are only benefits.

There are no 100% natural cosmetics produced in production. If this were the case, then the presented lines would have a minimum shelf life of no more than a few days and only in cool conditions [2, 1].

Organic cosmetics has a natural and safe composition, in the standards of organic cosmetics prohibited products of petrochemicals (mineral oil, propylenglycol), microplastic (acrylates copolymer, polyethylene, nylon-12), silicones, artificial flavors, dyes, products from dead animals, with nano- and genetically modified components [3].

As for the organic line of cosmetics, it differs from the general criterion of natural products. For its preparation, environmentally-friendly raw materials are used without the addition of chemistry. Also, the area of cultivation is very important, it should be far from factories. If all these factors are taken into account, organic cosmetics should cost a large amount of money. But in practice everything is different. Organic cosmetics of various brands can be found on shelves in a fairly large range of prices, some of which are much lower than the usual "chemical" analogues. It turns out that in some brands it is nothing more than a marketing move to attract as many customers as possible to its products [2].

Another important factor in organic cosmetics is that neither the ingredients nor the finished cosmetic product has passed the animal testing. The safety of cosmetics that is

not tested in animals is confirmed by alternative methods: in vivo (volunteer testing), in vitro (in vitro from an artificially synthesized cell culture), computer testing [3].

The main difference between natural cosmetics and chemical one is how it affects the body. Chemical cosmetics can and will perform their work, but in addition to the beneficial effect, it will also harm. Many substances in its composition can penetrate through the pores, accumulate in the body and then cause unpleasant effects, for example, allergies. Some chemicals, which form the basis of such cosmetics, aggressively affect the body. A good natural remedy contains well-worked components, it contains vitamins, extracts of useful plants. If the remedy is called to purify, then the foundation in it will be chosen sparing and caring. The result - not only beauty and health, but also no harm to the body [1].

So, we analyzed different articles and came to a conclusion that there is an indispensable meaning in using organic cosmetics, but it is imperative to check its components so that there is no allergy to them. Also, you should not buy cheap natural cosmetics, because most of all it is cheating the manufacturer, and in my opinion, it is necessary to combine chemical and organic cosmetics, because in the usual cosmetics there are components necessary for our organism that do not exist in nature, therefore they are absent in natural cosmetics.

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