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## Iranians Spend \$2b a Year On Cosmetics

The use of makeup and toiletries has turned Iran into the 7th largest cosmetics consumer in the world.

About 14 million Iranian women and men spend \$2.1 billion annually on various types of cosmetics. This was the finding of the research conducted by Saeed Samadi, the head of Consultation Department at Iran's Tose' Mohandesi Bazargostaran Ati, on the money spent on makeup, Presstv wrote. The research suggests Iran has a 29-percent share in the \$7.2-billion cosmetics market of the Middle East. This means 14 million women mostly between 15 and 45 years of age from the country's six major cities spend an average of \$7 a month on cosmetics. Samadi's report says the high amount is mostly because about half of Iran's population is under the age of 30. The researchers, however, admit the figure is an estimate and not the precise figure of cosmetic purchase in Iran.

### Daily Makeup Unhealthy

Some women's handbags are literally overflowing with the stuff, but research suggests that applying makeup on a daily basis could be bad for your health. Makeup is supposed to improve a person's looks, but research now suggests that women who use makeup on a daily basis are flooding their bodies with as much as 5 pounds of chemicals a year. A study has shown that some women use more than 20 different beauty products a day while nine out of 10 apply outdated makeup.

The reliance on this 'cocktail' of cosmetics to enhance beauty means potentially dangerous chemicals are absorbed into the body through the skin. Some health experts have gone as far as linking some of the compounds used to make cosmetics and toiletries with side-effects such as skin problems, premature ageing and even cancer.

Eye specialists have also linked makeup with eye infections and other conditions. Richard Bence, a biochemist who has been researching popular makeup brands, says: "We really need to start questioning the products we are putting on our skin and not just assume that the chemicals in them are safe. We have no idea what these chemicals do when they are mixed together; the effect could be much greater than the sum of the individual parts."

Bence believes that people should use more organic rather than conventional cosmetics. He says: "If lipstick gets into your mouth it is broken down by the enzymes in saliva and in the stomach. But chemicals get straight into your bloodstream, there is no protection."

The Royal College of Optometrists also warn against the dangers of using makeup. A survey carried out by the college found that many cases of sore, itchy and watery eyes could have been caused by makeup past its use-by-date. The researchers revealed that one in four women put their health and looks in danger this way.

A separate study, carried out by the British Skin Foundation, found that the average woman applies 175 different chemicals to their skin on a daily basis. Many of these chemicals have been associated with skin problems, hormonal conditions and cancer.

Professor David Gawkrödger, a consultant dermatologist and spokesman for the British Skin Foundation, said, "Some of the chemicals in everyday toiletries may trigger irritant reactions of allergy. Reactions are particularly seen in patients with atopic eczema and those with sensitive skin

