Facial Skincare Routine Adherence in the General Population

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Facial Skincare Routine Adherence in the General Population
Leah Cliatt OMS-II; Joanna Petrides PsyD, MBS

Background
• Interest in skincare routine increased during the COVID-19 pandemic
• Humans have diverse commensal microbes on facial skin which are affected by skincare routines
• Studies have shown a good daily facial cleansing and moisturizing routine can increase microbiome diversity and hydration levels
• The American Academy of Dermatology (AAD) have shared facial cleansing recommendations. It is unclear how many people follow them.
• Assessing general population skin care practices can help guide healthcare providers when having conversations with their patients on skincare.

Hypothesis
• The general population does not follow AAD recommendations for facial cleansing.
• Female-identifying individuals will have a better skincare routine than male-identifying individuals

Methods
• 19-question electronic survey utilizing Qualtrics
• Questions included demographics, facial cleansing practices, and motivation for skincare routine
• Survey was distributed via Rowan Email and on social media platforms (GroupMe, Instagram, etc.)
• Data were analyzed using Chi-squared on SPSS

Results
• 124 responses were collected

![Figure 1. Self-reported occurrence of face-washing](image)

![Figure 2. Reported resources used for skincare information](image)

![Figure 3. Items with statistical difference between male/female gender identities](image)

<table>
<thead>
<tr>
<th>Differences in Routine</th>
<th>Differences in Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>using gentle non-alcoholic cleanser</td>
<td>hygiene</td>
</tr>
<tr>
<td>applying moisturizer after washing</td>
<td>beauty/anti-aging</td>
</tr>
<tr>
<td>washing after sweating</td>
<td>health</td>
</tr>
<tr>
<td>using warm water</td>
<td></td>
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<tr>
<td>Face washing occurrence</td>
<td></td>
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</tbody>
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Conclusions
• There is a strong correlation between identifying female and following AAD facial skincare recommendations
• Female identifying participants are motivated by hygiene, beauty/anti-aging, and health (acne, psoriasis, etc.)
• Female-identifying participants are more likely to seek skincare routine information from a healthcare professional
• There is uncertainty among the participants on how often they should wash their face in a day
• Limitation: There were 33 male identifying participants in the survey study

Future Direction
• Design infographic pamphlets with face cleansing recommendations for distribution at medical offices
• Repeat survey aiming for a larger sample size and male identifying participants

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References