

Rowan University

Rowan Digital Works

Rowan-Virtua Research Day

28th Annual Research Day

May 2nd, 12:00 AM

Facial Skincare Routine Adherence in the General Population

Leah Cliatt

Rowan-Virtua SOM

Joanna Petrides

Rowan-Virtua SOM

Follow this and additional works at: https://rdw.rowan.edu/stratford_research_day



Part of the [Behavior and Behavior Mechanisms Commons](#), [Dermatology Commons](#), and the [Integumentary System Commons](#)

Let us know how access to this document benefits you - share your thoughts on our [feedback form](#).

Cliatt, Leah and Petrides, Joanna, "Facial Skincare Routine Adherence in the General Population" (2024). *Rowan-Virtua Research Day*. 148.

https://rdw.rowan.edu/stratford_research_day/2024/may2/148

This Poster is brought to you for free and open access by the Conferences, Events, and Symposia at Rowan Digital Works. It has been accepted for inclusion in Rowan-Virtua Research Day by an authorized administrator of Rowan Digital Works.

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.

AAD Face washing Recommendations

Use gentle non-alcoholic cleanser	Apply a moisturizer after washing
Use fingertips to apply cleansers	Wash twice a day (morning/night)
Use warm water to wash face	Wash face after sweating

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
How often participants wash their face

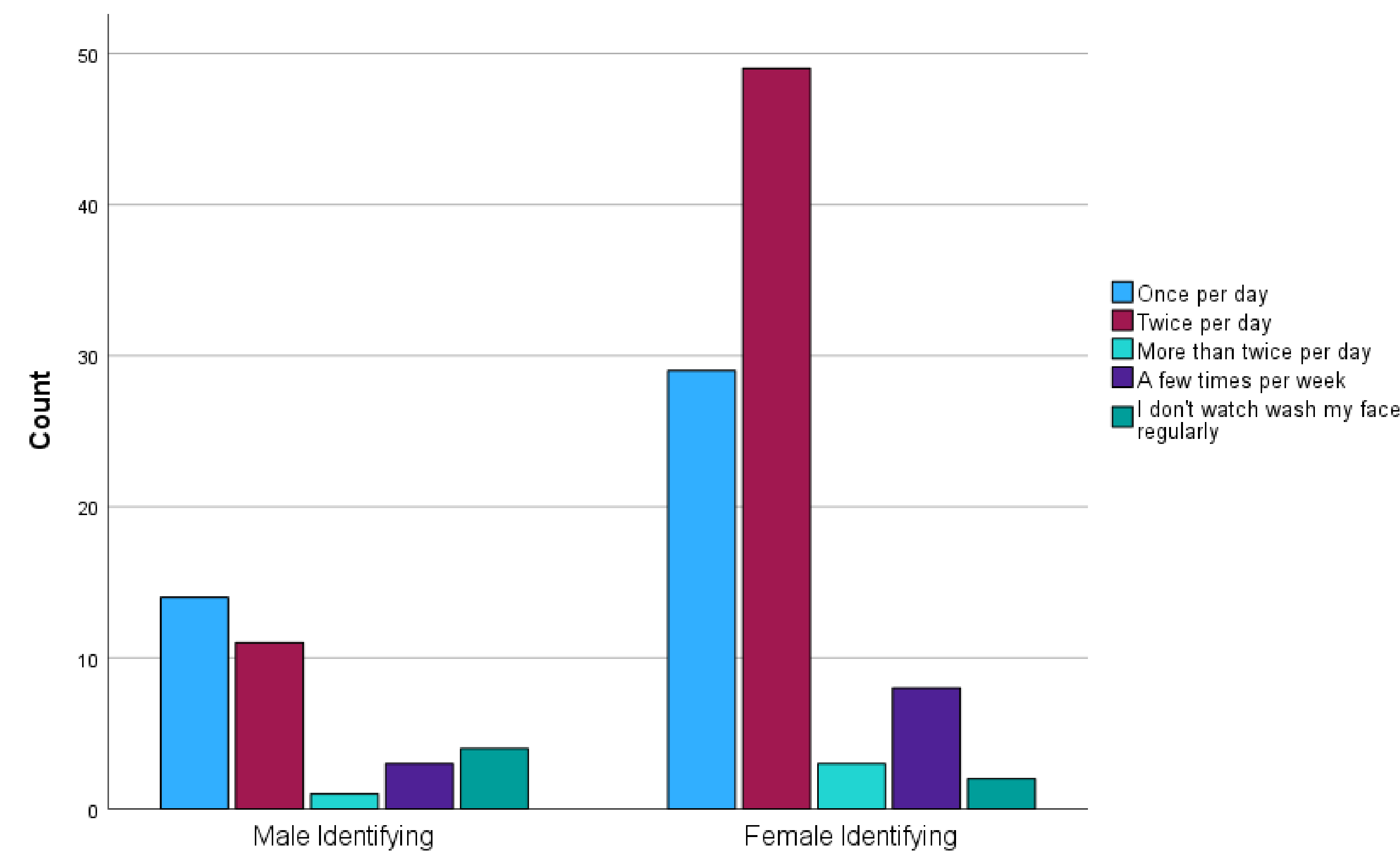


Figure 2. Reported resources used for skincare information
Resources used for skincare information

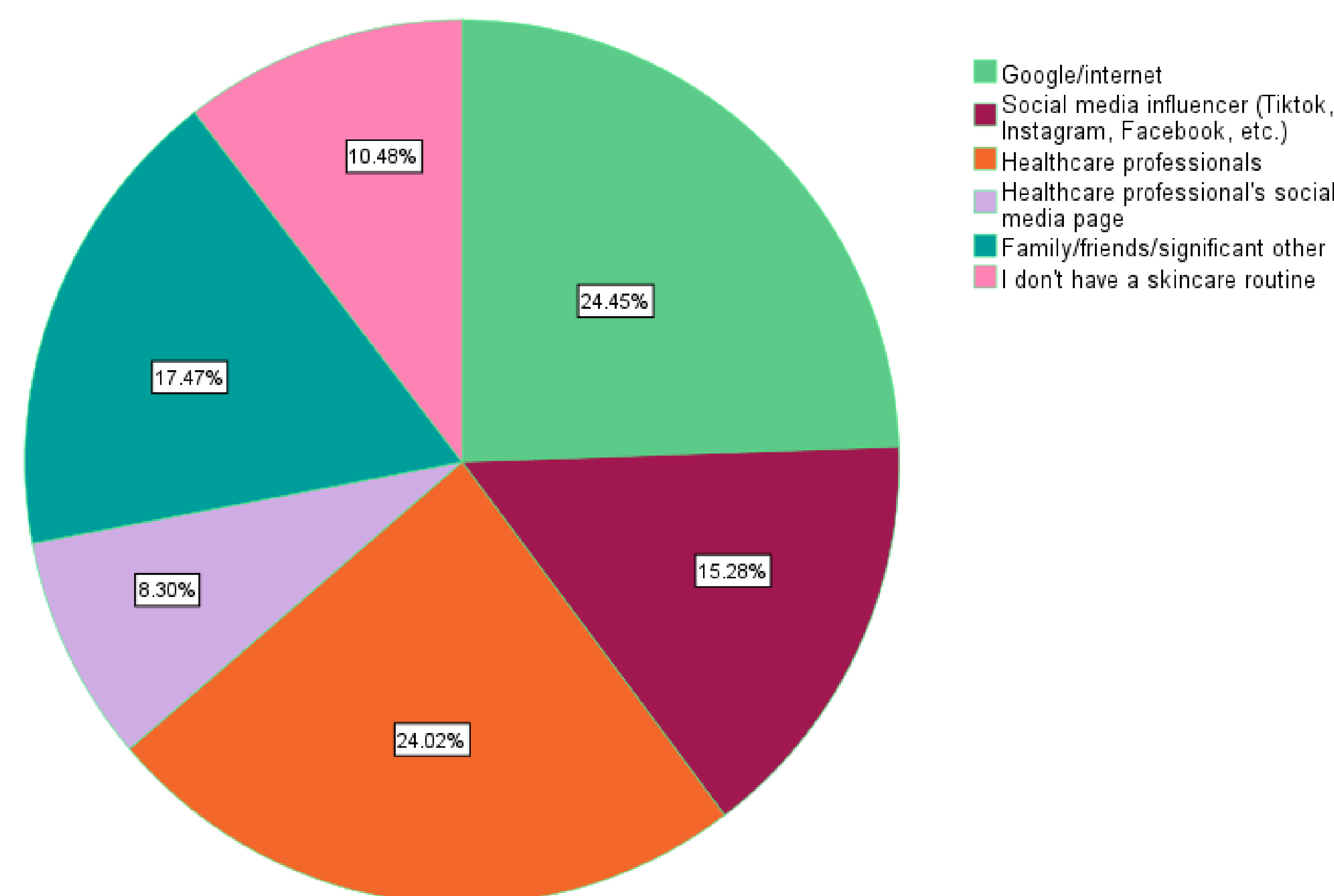


Figure 3. Items with statistical difference between male/female gender identities

Differences in Routine		Differences in Motivation	
using gentle non-alcoholic cleanser	(p= <0.001)	hygiene	(p= <0.001)
applying moisturizer after washing	(p= <0.001)	beauty/anti-aging	(p= <0.001)
washing after sweating	(p= <0.001)	health	(p= 0.004)
using warm water	(p= 0.026)		
Face washing occurrence	(p= 0.098)		

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

Acknowledgements

The authors would like to acknowledge the contribution of Medical Scholarship faculty in knowledge as well as in support in creating this poster.

References

