



Natural products application: Health, Cosmetic and Food

Provided by nature, adapted scientifically for industry



Book of abstracts
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1st Natural products application: Health, Cosmetic and Food: book of abstracts

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PCC-13: BIOACTIVITY OF PLANT EXTRACTS: ASSESSMENT OF CYTOTOXICITY, ANTIMICROBIAL AND ANTI-OXIDANT ACTIVITIES	
Joana Rolo	265
PCC-14: IN SILICO STUDY OF A LIBRARY OF FLAVONOIDS AS POTENTIAL COLLAGENASE INHIBITORS	
José Pedro Lemos Pinheiral	266
PCC-15: FILM-FORMING PROPERTIES OF FISH COLLAGEN IN THE PRESENCE OF PLANT EXTRACTS	
Katarzyna Adamiak	267
PCC-16: ELASTASE AND ITS POTENTIAL AS TARGET PROTEIN FOR BIOACTIVE COMPOUNDS	
Luis Carlos Machado Sampaio	268
PCC-17: ASSESSMENT OF COSMECEUTICAL POTENTIAL OF AGARICUS BRASILIENSIS MUSHROOM: ANTIOXIDANT AND ANTI-TYROSINASE ACTIVITY	
Maja Kozarski	269
PCC-18: CONSUMERS BEHAVIOR AND PERCEPTIONS REGARDING NATURAL COSMETIC PRODUCTS	
Maria João Sousa	270
PCC-19: PRODUCTION AND IN VIVO SKIN HYDRATION EVALUATION OF A COSMECEUTICAL CONTAINING OPUNTIA FICUS-INDICA (L.) MILL CLADODES HYDROALCOHOLIC EXTRACT	
Marta Cunha	271
PCC-20: APPLICATION OF CHITOSAN AND CHITOSAN DERIVATIVES IN COSMETICS	
Marta Szulc	272
PCC-21: STABILITY OF NANODISPERSIONS CONTAINING MYRCIARIA AULIFLORA MART. EXTRACT FOR SKIN LIGHTENING PRODUCTS APPLICATION	
Nathalia Olivia de Sousa Garcia	273
PCC-22: USERS SELF-ASSESSMENT OF A DAILY MOISTURIZING OF THE SKIN, WITH NATURAL INGREDIENTS	
Sarra Jelidi	274
PCC-23: THE ANTIMICROBIAL EFFECTS OF THE COMMERCIAL LAVENDER AND INCENSE ESSENTIAL OILS AND EXTRACTS AS AN ECOFRIENDLY COSMETICS PRESERVATIVES	
Szymon Frąk	275
PCC-24: UTILIZATION OF BEE PRODUCTS AND TRÁS-OS-MONTES AROMATIC PLANTS ON THE DEVELOPMENT OF COSMETIC FORMULATIONS.	
Sarra Jelidi	276

PCC-22

USERS SELF-ASSESSMENT OF A DAILY MOISTURIZING OF THE SKIN, WITH NATURAL INGREDIENTS

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The cosmetic industry keeps growing, constantly pursuing to satisfy consumers' desire for beauty. Nowadays, sustainability awareness is gaining relevance in the cosmetic sector. The increasing market trend in favour of green cosmetic products, which use ingredients from natural inputs, portrays the ecological and social weight of consumer choices when using products that contribute to nature in a sustainable way. This study aims to analyze the user self-assessment effectiveness of a cream formulation for daily moisturizing of the skin, with natural ingredients, including bee products, local plant material of the region of Trás-Os-Montes, and vegetable oils. Twenty-two individuals aged between 24 and 74 years were included in the product's effectiveness study. The pre-use self-assessment shows that most of volunteers presented mixed skin type (at least three in five individuals). For dry skin individuals (one in five individuals), skin jerking and the rapid absorption of the products are the main issues. The assessment of product efficacy was measured based on a post-use questionnaire. The results obtained for non-placebo users in the assessments are presented in **Figure 1**. The product exhibits positive performance for all the attributes under assessment. For products efficacy the highlight is for hydration and skin smoothness. For products attributes, ease application scores the maximum of 3.3 points. Different, wrinkles reduction and fragrance present less favourable results. When asked about the willingness to buy the product only one in four users respond negatively, mainly because of the strong fragrance of the preservative agent product. Users willing to buy/recommending the product to a friend mention the satisfactory results obtained, hydration performance and natural product as the determinant for that decision. The users willing to buy the product consider to do it at an average price of 10€ for a 50ml package.

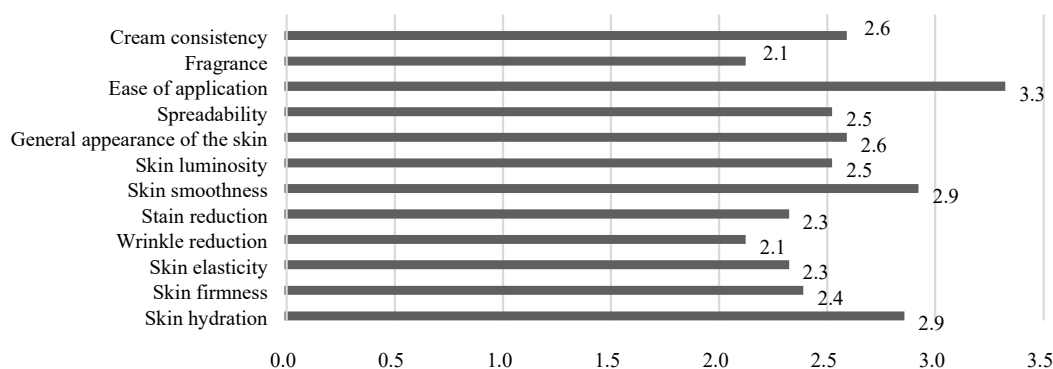


Figure 1: Results from consumers' satisfaction based on the self-assessment from the users' sample (0. Totally dissatisfied; 1. dissatisfied; 2. Indifferent; 3. Satisfied; 4. Totally satisfied)

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