

UNIVERSITI PUTRA MALAYSIA

CONTENT OF HEAVY METALS (Ni, Cd, Pb) IN SKIN LIGHTENING PRODUCTS AND DERMAL HEALTH RISK AMONG YOUNG ADULT WOMEN

SITI ZULAIKHA BINTI RUSMADI

FPSK(M) 2016 45



CONTENT OF HEAVY METALS (Ni, Cd, Pb) IN SKIN LIGHTENING PRODUCTS AND DERMAL HEALTH RISK AMONG YOUNG ADULT WOMEN

By SITI ZULAIKHA BINTI RUSMADI

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Master of Science

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



CONTENT OF HEAVY METALS (Ni, Cd, Pb) IN SKIN LIGHTENING PRODUCTS AND DERMAL HEALTH RISK AMONG YOUNG ADULT WOMEN

Ву

SITI ZULAIKHA BINTI RUSMADI

June 2016

Chairman: Sharifah Norkhadijah Syed Ismail, PhD

Faculty : Medicine and Health Sciences

Background: Human exposure to heavy metals occurs on daily basis mainly via ingestion of contaminated food sources or inhalation of resuspended dust. Other less obvious sources of dermal exposure includes heavy metal from beauty products. Indeed, heavy metal can be detected in most of beauty products in the form of impurities. The issue of the heavy metals appears as impurities in beauty products was not widely discussed. As skin lightening is the most popular beauty products in certain countries, the presence of heavy metal impurities in it can lead to direct exposure to a large number of individuals. Objective: The aim of this study was to determine the heavy metals concentration in skin lightening product namely facial moisturizing cream and to assess the risk from dermal exposure of its continued application. Additionally, this study attempts to determine the practice, knowledge and perception toward the use of skin lightening among female universities students in Malaysia. Information on perceived skin problem caused by the use of skin lightening was collected. Methodology: This is a cross-sectional study that involved 198 female students which took place in Universiti Putra Malaysia (UPM) and International Islamic University Malaysia (IIUM) from November 2014 to April 2015. Questionnaire was used to determine students' practice, knowledge and perception on skin lightening. This study sampled 33 skin lightening creams (17 local brands and 16 non-local brands) available in the local market. Samples were digested and tested for heavy metals which are nickel (Ni), cadmium (Cd) and lead (Pb) by using Inductively Coupled Plasma Optical Emission Spectrometry (ICP-OES). The physicochemical properties including moisture content, pH, type of emulsion and spreadability were measured. The health risk assessment from continued application was assessed by using Margin of Safety (MoS) and Hazard Quotient (HQ). This study has obtained ethical approval from the Ethics Committee for Research involving Human Subjects of Universiti Putra Malaysia (JKEUPM) prior conducting the study. Result: A total of 117 (59.7%) respondents aged between 20 to 30 years are currently using skin lightening products. Most of the respondents aware that skin lightening might cause health effect (87.8%, N=172). Most of the respondents have the perception that lighter skin provides high self-esteem (54.6%, N=107). The most common skin problems experienced were skin peeling (54.5%, N=22). The concentration of Ni, Cd and Pb in

non-local samples was higher compared to local samples with average (standard deviation) of 0.207 ± 0.15 mg/kg, 0.018 ± 0.02 mg/kg and 0.107 ± 0.08 mg/kg respectively. The range MoS of heavy metals in this study was higher than 100 suggesting that the presence of heavy metals impurities in the skin lightening samples were within an acceptable risk to human health. The MoS for Ni was 4.0×10^7 to 1.1×10^8 , 1.8×10^5 to 4.1×10^5 for Cd and 1.8×10^4 to 8.4×10^4 for Pb. The HQ for Ni and Cd were less than 1, whereas HQ for Pb was greater than 1 indicating that a potential may exist for adverse health effects. **Conclusion:** Heavy metals impurities detected in the samples studied were at low concentration and within acceptable risk to human except for Pb. However, care should be taken as metals are able to accumulate in human body and the health effects from it remained concern.

Keywords: Heavy metals; skin lightening products; dermal health risk assessment; female student

KANDUNGAN LOGAM BERAT (Ni, Cd, Pb) DALAM PRODUK PEMUTIH KULIT DAN RISIKO KESIHATAN KULIT DALAM KALANGAN WANITA DEWASA AWAL

Oleh

SITI ZULAIKHA BINTI RUSMADI

Jun 2016

Pengerusi: Sharifah Norkhadijah Syed Ismail, PhD

Fakulti : Perubatan dan Sains Kesihatan

Latarbelakang: Pendedahan manusia terhadap logam berat berlaku setiap hari terutamanya melalui proses pencernaan sumber makanan yang tercemar atau menghidu partikel habuk yang terbentuk dalam proses pernafasan. Sumber lain bagi pendedahan logam berat ke atas kulit adalah melalui penggunaan produk kecantikan. Logam berat sememangnya boleh dikesan dalam kebanyakan produk kecantikan dalam bentuk unsur surih. Isu kewujudan logam berat sebagai unsur surih tidak dibincangkan secara meluas. Oleh kerana produk pemutih kulit merupakan produk kecantikan yang popular di beberapa negara, kewujudan unsur surih logam berat didalamnya boleh menyebabkan pendedahan secara langsung kepada sebilangan besar individu. Objektif: Kajian ini bertujuan untuk menentukan kepekatan logam berat didalam produk pemutih kulit jaitu krim pelembap wajah dan untuk menilai risiko daripada pendedahan kulit hasil daripada penggunaan berterusan. Selain itu, kajian ini bertujuan untuk menentukan amalan, pengetahuan dan persepsi berkaitan produk pemutih kulit dalam kalangan pelajar perempuan universiti di Malaysia. Maklumat berkaitan masalah kulit yang disebabkan oleh produk pemutih juga dikumpulkan. Metodologi: Kajian ini merupakan kajian keratan rentas yang melibatkan 198 pelajar perempuan yang dilaksanakan di Universiti Putra Malaysia (UPM) dan Universiti Islam Antarabangsa Malaysia (UIAM) bermula daripada November 2014 sehingga April 2015. Soal-selidik digunakan untuk menentukan amalan, pengetahuan dan persepsi pelajar berkaitan pemutihan kulit. Maklumat berkaitan krim pemutih kulit yang digunakan responden dicatat. Sebanyak 33 krim pemutih kulit disampel (17 jenama tempatan dan 16 jenama bukan-tempatan) daripada pasaran. Sampel dicernakan dan diuji untuk kandungan logam berat iaitu nikel (Ni), kadmium (Cd) dan plumbum (Pb) dengan menggunakan Inductively Coupled Plasma Optical Emission Spectrometry (ICP-OES). Ciri-ciri fisikokemikal termasuk kandungan lembapan, pH, jenis emulsi dan penyebaran juga diukur. Risiko kesihatan melalui penggunaan berterusan dinilai menggunakan Margin Selamat (Margin of Safety, MOS) dan Quotient Bahaya (Hazard Quotient, HQ). Kajian ini telah mendapat kelulusan daripada Jawatankuasa Etika Universiti untuk Penyelidikan Melibatkan Manusia (JKEUPM) sebelum dijalankan. Hasil Kajian: Sejumlah 117 (59.7%) responden berumur antara 20 hingga 30 tahun merupakan pengguna produk pemutih kulit. Kebanyakan responden menyedari bahawa produk

pemutih kulit mungkin boleh menyebabkan masalah kesihatan (87.8%, N=172). Kebanyakan responden mempunyai persepsi bahawa kulit yang lebih putih meningkatkan keyakinan diri (54.6%, N=107). Masalah kulit yang biasa dialami adalah kulit menggelupas (54.5%, N=22). Kepekatan Ni, Cd dan Pb dalam sampel bukantempatan adalah lebih tinggi berbanding sampel tempatan dengan masing-masing memiliki purata (sisihan piawai) sebanyak 0.207±0.15 mg/kg, 0.018±0.02 mg/kg dan 0.107±0.08 mg/kg. Kisaran nilai MoS untuk logam berat dalam kajian ini adalah lebih tinggi daripada 100, menandakan bahawa kewujudan logam surih dalam sampel berada dalam risiko yang boleh diterima keatas kesihatan manusia. MoS untuk Ni adalah 4.0×10^7 hingga 1.1×10^8 , 1.8×10^5 hingga 4.1×10^5 untuk Cd dan 1.8×10^4 hingga 8.4×10^4 untuk Pb. HO untuk Ni dan Cd adalah kurang daripada 1, manakala HO untuk Pb lebih besar daripada 1 yang menunjukkan bahawa potensi yang mungkin wujud untuk kesan kesihatan yang tidak diingini. Kesimpulan: Unsur surih logam berat yang dikesan dalam sampel kajian berada pada tahap kepekatan yang rendah dan didalam had risiko yang boleh diterima oleh manusia kecuali untuk Pb. Walau bagaimanapun, penjagaan perlu diambil kerana logam berat boleh berkumpul didalam badan manusia dan kesan kesihatan daripadanya kekal sebagai satu kebimbangan. (490 patah perkataan)

Kata kunci: Logam berat; produk pemutihan kulit; penilaian risiko kesihatan kulit; pelajar perempuan

ACKNOWLEDGEMENTS

In the name of ALLAH, the Most Beneficent, the Most Merciful

Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this thesis. Greatest appreciation goes to my most dedicated supervisor, Dr. Sharifah Norkhadijah Syed Ismail, for her supervision, constant support, patience, motivation, and her immense knowledge. Her inspirational guidance, insightful comments and encouragement throughout the research and thesis works have contributed to the success of this research. Not forgotten, my appreciation to my co-supervisor, Dr. Sarva Mangala Praveena for her useful comments and knowledge regarding the research.

Sincere thanks to all my precious friends especially Umi, Ain, Aida, Aziemah, Fiza, Siti, Noreen and others for their kindness, and continuous moral support during my study. Thanks for the friendship and memories. I am also thankful to my lab mate and lab assistance for their thoughtful guidance and help through my research. Working with kindhearted people was indeed a wonderful learning experience, which I thoroughly enjoyed. To those who indirectly contributed in this research, your kindness means a lot to me.

Last but not least, I wish to extend my deepest gratitude to my beloved and the ever supportive parents, Mr. Rusmadi B. Kamari and Mrs. Normesiah Bt. Ramlan and also my siblings for their love, trust, care and all the efforts to provide me the finest of things I ever needed. I could never have been able to pursue my higher education and finish it without their encouragement and support. Thank you very much my dearest family.

I certify that a Thesis Examination Committee has met on 10 June 2016 to conduct the final examination of Siti Zulaikha binti Rusmadi on her thesis entitled "Content of Heavy Metals (Ni, Cd, Pb) in Skin Lightening Products and Dermal Health Risk among Young Adult Women" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

Members of the Thesis Examination Committee were as follows:

Juliana binti Jalaludin, PhD

Associate Professor Faculty of Medicine and Health Science Universiti Putra Malaysia (Chairman)

Emilia binti Zainal Abidin, PhD

Senior Lecturer Faculty of Medicine and Health Science Universiti Putra Malaysia (Internal Examiner)

Shamsul Bahari Shamsudin, PhD

Associate Professor Universiti Malaysia Sabah Malaysia (External Examiner)

33

ZULKARNAIN ZAINAL, PhD

Professor and Deputy Dean School of Graduate Studies Universiti Putra Malaysia

Date: 23 August 2016

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Sharifah Norkhadijah Syed Ismail, PhD

Senior Lecturer Faculty of Medicine and Health Sciences Universiti Putra Malaysia (Chairman)

Sarva Mangala Praveena, PhD

Senior Lecturer
Faculty of Medicine and Health Sciences
Universiti Putra Malaysia
(Member)

BUJANG BIN KIM HUAT, PhD

Professor and Dean School of Graduate Studies Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012:
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature:	Date:
Nama and Matric No	Siti Zulaikha Binti Busmadi (CS 20645)

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature:
Name of
Chairman of
Supervisory
Committee:
Signature:
Name of
Member of
Supervisory
Committee:

TABLE OF CONTENTS

			Page	
ABSTRACT ABSTRAK ACKNOWLE APPROVAL DECLARATI LIST OF TAB LIST OF ABB	ON BLES URES		i iii v vi viii xiii xiv xv	
CHAPTER				
1	INTR	ODUCTION		
	1.1	Background study	1	
	1.2	Problem statement	3	
	1.3	Study Justification	5	
	1.4	Conceptual frameworks	5	
	1.5	Objectives		
		1.5.1 General objectives	8	
		1.5.2 Specific objectives	8	
	1.6	Hypothesis	8	
2	LITE	RATURE REVIEW		
-	2.1 Skin lightening practice and perception			
	2.2	The ancient practice of skin lightening	9 9	
	2.3	Skin lightening agents		
		2.3.1 Arbutin	10	
		2.3.2 Kojic acid	11	
		2.3.3 Hydroquinone	11	
		2.3.4 Azelaic acid	11	
		2.3.5 Vitamins (A, B and C)	12	
		2.3.6 Mercury	12	
	2.4	The melanocytes	13	
	2.5	Mechanism of skin lightening	14	
	2.6	Heavy metal as contaminant in skin lightening	16	
		products		
	2.7	The physico-chemical properties of the skin	18	
		lightening products in related to metals availability		
	2.8	The health problem		
		2.8.1 Health problem caused by skin	19	
		lightening		
		2.8.2 The health effect of metal contaminant	20	
	2.9	Health risk assessment	22	
	2.10	The cosmetic control in Malaysia	23	
	2.11	Skin lightening banned in Malaysia	24	
	2.12	Gap of knowledge fulfilled by this study	25	

3	METI	HODOLOGY		
	3.1	Study design		26
	3.2	Study Location		26
	3.3	Sampling		
		3.3.1 Sampling population		26
		3.3.2 Selection of university		26
		3.3.3 Selection of students		27
	3.4	Sample size		27
	3.5	Sampling tool and measurement data		
	5.5	3.5.1 Student-administered questions	naire	29
		3.5.2 Skin lightening products sampl		30
		procedure	mg	
	3.6	Laboratory analysis		
	3.0	3.6.1 Heavy metal analysis		31
		3.6.2 Physico-chemical properties of	2	31
		samples		31
	3.7	Instrumentation and apparatus		32
	3.7	Statistical analysis		33
	3.9	Health risk assessment		33
	3.9			34
				_
	2.10	3.9.2 Hazard Quotient (HQ)		35
	3.10	Quality Assurance (QA)		20
		3.10.1 Questionnaire preparation		36
		3.10.2 Laboratory procedure		36
	0.11	3.10.3 Samples preparation		36
	3.11	Quality Control (QC)	(GOD)	
		3.11.1 Standard Operating Procedure	(SOP)	37
		3.11.2 Calibration		37
		3.11.3 Blank sample		37
4	RESU			
	4.1	Skin lightening practice, knowledge and		
		perception		
		4.1.1 Socio-demographic backgroun	d	38
		4.1.2 The skin lightening practice		40
		4.1.3 Respondents knowledge and		45
		perception		
	4.2	The characteristic of facial moisturizing cr		48
	4.3	Physico-chemical properties of facial mois	turizing	50
		cream		
	4.4	The heavy metals concentration (Pb, Cd, N	li) in the	54
		facial moisturizing cream		
	4.5	The relationship between heavy metal and		55
		physico-chemical properties		
	4.6	Health risk		
		4.6.1 Skin disease symptoms		55
		4.6.2 Odd ratio		57
		4.6.3 Health risk assessment		57

5	DISCUSSION				
	5.1	Skin ligh	tening practice, knowledge and		
		perception			
		5.1.1	The skin lightening practice	61	
		5.1.2	Respondents knowledge and	63	
			perception		
	5.2	Physico-	chemical properties of facial moisturizing	64	
		cream			
	5.3	The heav	y metals concentration (Pb, Cd, Ni) in the	65	
		facial mo	pisturizing cream		
	5.4		ionship between heavy metal and	66	
			chemical properties		
	5.5	Health ri			
		5.5.1	Skin disease symptoms	67	
		5.5.2	Health risk assessment	68	
_	~~~	~~ ~~~			
6	CONCLUSION AND RECOMMENDATIONS				
	6.1	Conclusi		70 71	
	6.2	Study Limitation			
	6.3	Recomm	endation	72	
DEFEDENCE	7			72	
REFERENCES				73	
APPENDICES		NATED .		89	
BIODATA OF				135	
LIST OF PUBI	LICATI	UNS		136	

LIST OF TABLES

Table		Page
2.1	Heavy metal concentration in skin lightening products from previous study	17
2.2	Level of heavy metals recommended based on the available guideline and the reference dose	18
3.1	Working condition of ICP-OES Pelkin Elmer Optima 8300	32
3.2	Parameter on assessing the health risk (MoS)	35
3.3	Parameter on assessing the health risk (HQ)	36
4.1	Association between socio-demographic characteristics and the use of skin lightening products among respondents	39
4.2	Association between age and education level with the skin lightening practice among respondents	41
4.3	Association between monthly incomes with the skin lightening practice among respondents	43
4.4	Association between age and education level with respondent's knowledge and perception	46
4.5	Association between monthly income and skin lightening usage with respondent's knowledge and perception	47
4.6	Manufacturing place and date for the facial moisturizing creams (N=33)	49
4.7	The facial moisturizing cream profile	50
4.8	Physico-chemical properties of the local and non-local manufactured samples	51
4.9	Heavy metal concentration in facial moisturizing cream (N=33)	54
4.10	Relationship between heavy metals concentrations and physico-chemical properties in skin lightening samples (N=33)	55
4.11	Association between socio-demographic characteristics and the skin problems experienced by respondents	56
4.12	Odd ratio for the risk of skin problem due to the used of skin lightening products	57
4.13	Margin of Safety (MoS)	58
4.14	Health risk assessment (HQ)	60

LIST OF FIGURES

Figure		Page
1.1	Conceptual framework	7
2.1	Outline of mammalian skin indicating three main layers epidermis, dermis and sub-cutaneous	13
2.2	Melanogenic pathway for melanin production.	15
2.3	Qu Puteh Kosmetik Whitening Pro 9	24
2.4	Dermaceutic Spot Cream	24
3.1	Characteristics of Public Institution of Higher Education (PIHE) in Malaysia	27
3.2	Flow chart of the research methodology	28
4.1	Moisture content of the samples	52
4.2	pH of the samples	52
4.3	Spreadability of the samples	53

LIST OF ABBREVIATIONS

ACD Allergic Contact Dermatitis
ADI Average Daily Intake

AOAC Association of Official Analytical Chemists

ATSDR Agency for Toxic Substances and Disease Registry

BfR Bundesinstitut für Risikobewertung,

Cd Cadmium

ECHA European Chemical Agency
EWG Environmental Working Group
GMP Good Manufacturing Practice
HC-SC Health Canada-Santé Canada

HQ Hazard Quotient

ICP-OES Inductively Coupled Plasma Optical Emission Spectrometry

MoS Margin of Safety

Ni Nickel

NOAEL No Observed Adverse Effect Level

Pb Lead

RfD Reference Dose

SED Systemic Exposure Dosage

SCCS Scientific Committee on Consumer Safety
TPCH The Toxics in Packaging Clearinghouse,

US EPA Unites State Environmental Protection Agency

CHAPTER 1

INTRODUCTION

1.1 Background study

Skin lightening is a beauty practice where it involved with the use of various type of skin lightening agent or chemical substance with a purpose to lighten the skin tone or provide a fair skin complexion by reducing the concentration of melanin (Mire, 2005). It is a popular practice throughout the world as people try to acquire lighter skin and also the social advantage and economic benefit that comes with it (Hunter, 2011). It is often to associates fair skin with status, wealth and desirability and it also represent the elegance and nobility (Leong, 2006).

The obsession and practice to have white and pale skin can be traced back from the ancient times. In ancient Japan, Geisha were known for their painted white skin practice, as it symbolized the beauty, grace, and high social status (Amponsah, 2010). From the West in 17th and 18th centuries, in order to differentiate themselves from the common laborers, aristocrats and rich citizens applying lead oxide powder to their faces (Leong, 2006). Pure hydroquinone was used by farmers and civil workers to keep their skin clear and soft during Achaemenid dynasty. Besides, the white skin with a matte shine was considered to be an attribute of a high origin and status during the epoch of the middle Ages and down to the middle of the 19th century (Amponsah, 2010; Dahl et al., 2004). It was reported that the first archaeological evidence of skin lightening substance was found in Ancient Egypt around 4000 BC (Durosaro et al., 2012). Study done by Andrew (2007) has reported that the skin lightening practice by using Kohl and Henna have long ago been recorded in North Africa (Durosaro et al., 2012). In traditional Chinese myth, it was claimed that pearls can lighten the skin tone and enhance the radiance of the skin by taking pearl powder mixed together with hot water on daily basis (Leong, 2006).

From Malaysia, the historic white colonial presence predominantly comes from the British occupancy. Therefore, the desire for whiteness possibly contains an element of a residual cultural nostalgia for a time before the racial pressure from the post-war era. It was concluded that, the whitening practice among Asian people were addressed to this hyphothesis; some form of atonement or repayment or some kind erasure of visible difference among them (Goon and Craven, 2003). Within Malaysia, all three of the main ethnic groups associate fair skin with beauty. Malays for instance, associate light skin with high status, believing that laborers and villagers are darker than blue-blooded Malays (Willford, 2007). Additionally, in a 2002 survey, 74% of men in Malaysia said women with fair complexion are more attractive compared to the darker-skinned counterparts (Solomon et al., 2012).

The fascination with lighter skin tone has been passed from one generation to another, explaining the unending popularity of the skin lightening practices. This popularity were then translated into the economic growth of skin lightening products in the beauty industry. Franklin (2013) report that the global skin lightening industry is expected to reach USD10 billion by the end of the year 2015. The largest market for skin lightening consumer are from Asia, followed by African and Latin American countries who are also the consumers of skin lightening products (Franklin, 2013). Asia continent shows strong hold in skin lightening industry where it can be seen in the domination of skin lightening products in Asia skin-care market with 60 percent of sales in 2003 (Leong, 2006). By 2018, the global market of skin lighteners is projected to reach USD19.8 billion, increasing from USD10 billion in 2015. This phenomenon was driven by the increasing desire for light-coloured skin among both men and women especially from the Asian, African and Middle East region. The skin lightening market is emerging from its traditional stronghold of women's into the men's segment. The demand for male skin lightening products is on steady rise, especially in Asia as the personal grooming gaining significance interest among men (King, 2013).

Skin lightening products contains an active ingredient or a combination of several ingredients that help to lessen the amount of melanin production in the skin where it is applied. Skin lightening products involves the use of lightening agents such as tritenoin, ascorbic acid, azelaic acid and kojic acid (Katsambas and Stratigos, 2001). Skin lightening process also known as skin bleaching, skin lightening, skin brightening and skin toning (Blay, 2007). Skin lightening agents generally work by targeting naturally produced melanin, and many of the commonly used agents are known as competitive inhibitors to tyrosinase. Tyrosinease is one of the key enzymes in melanogenesis process. It is a glycoprotein located in the membrane of the melanosome, a minifactorial vesicle inside the melanocyte. Tyrosinase involve in catalyzing the first two steps of melanin production: the hydroxylation of L-tyrosine to L-dihydroxyphenylalanine (L-DOPA) and the subsequent oxidation of this o-diphenol to the corresponding quinone, L-dopaquinone (Gillbro and Olsson, 2011). By suppressing the formation of tyrosinase, the action of tyrosinase will be stopped thus prevent the melanin production.

Aside from skin lightening agent, other additive such as preservatives are added as to prevent the growth of microorganism in consumer products, which if not prevented can cause spoilage or contamination of the finished products and also fragrance which is added to impart pleasant odor to the cosmetics products (Roden, 2010; SCCS, 2011). The incorporation of various types of skin lightening agents along with other ingredients has actually introduced different type of impurities or contaminant in it. Impurity is an unintentionally added substance to a product, which forms either as a byproduct of the manufacturing process, formed by the breakdown of ingredients or comes as environmental contaminant from raw ingredients (Sahu et al., 2014). Heavy metal is among the impurities of concern that is often present in beauty products. It is an environmental contaminant of raw ingredient. Canada has banned mercury (Hg), arsenic (As), lead (Pb), cadmium (Cd), beryllium (Be), selenium (Se), and thallium (Tl) as intentional ingredients in cosmetics (Environmental Defence Canada, 2011).

Skin lightening products has always been associated with health problem. This is due to the fact that variety of chemicals used to impede melanin production (i.e. glycolic acid, mequinol, corticosteroids and azelaic acid) that can cause redness, thinness, and fine wrinkling of the skin, as well as the increase towards skin infections (Franklin, 2013). Other well-described complications of the practice are nephrotic syndromes which caused by mercury and exogenous ochronosis, a localized paradoxical hyperpigmentation of skin related to long-term use of hydroquinone (Mahe et al., 2003; Gandhi et al., 2012).

1.2 Problem statement

All cosmetic products marketed in Malaysia must first be notified to the National Pharmaceutical Control Bureau (NPCB), an agency under the Ministry of Health (MOH), prior the product can be manufactured, imported or sold in Malaysia. All notified cosmetic products must comply with the requirements specified in the Guidelines for Control of Cosmetic Products in Malaysia. Sufficient and reliable documentation must be submitted by manufacturer prior receiving notification by NPCB. The company who notifies the product (notification holder) must ensure that they are responsible for all matters related to the product marketed in Malaysia. The notification holder also accountable for ensuring the safety, quality and the claimed benefits of the products (Ministry of Health Malaysia, 2015).

In Malaysia, under the Guidelines for Control of Cosmetic Products in Malaysia, Annex II listed the substances which must not form part of the composition of cosmetic products. According to this Annex, metals including Cd, Pb, Ni, Hg and also its compound are prohibited to be used as ingredients in cosmetics because they are considered unsafe (CTWG, 2009). Additionally, the more controversial cosmetic ingredients such as hydroquinone also prohibited to be used in cosmetic products. Hydroquinone is a scheduled poison substance and cosmetic products containing hydroquinone are classified as pharmaceutical products that require registration with the Drug Control Authority (DCA) (Ministry of Health Malaysia, 2014). Given that the issue of some harmful substance namely heavy metals used as intentional cosmetic ingredients has been addressed accordingly, attention turns to the presence of these substances as traces or impurities. In the Malaysian guideline, it has been indicated that the presence of traces of substances listed in Annex II shall be allowed provided that such presence is technically unavoidable in good manufacturing practice and that it comply with the Article 3 of the ASEAN Cosmetic Directive (CTWG, 2009).

However, concern arises over the 'technically unavoidable traces'. Several publication has pointed out that, the 'technically unavoidable traces' of heavy metals is rather ambiguous, subject to different interpretation and largely dependent on the technology used during the cosmetic production (Marinovich et al., 2014). There are currently no international standards for heavy metal impurities in cosmetics. However, some countries, namely Germany and Canada provide limits for impurities in beauty products as a protection for consumers (HC-SC, 2012; BfR, 2006).

Heavy metals can be frequently and easily detected in beauty products due to the persistent nature of these substances and it cause them to be present in the manufacture of pigments and other raw ingredients used in beauty industry in the form of impurities (HC-SC, 2012). Heavy metals are not biodegradable and therefore can accumulate in human vital organs. Even though some of the heavy metal appear as impurities or in trace amount, according to Tchounwou et al. (2010), certain type of metals such as Ni, Cd, Co, Cr, Cu and Se can be harmful to humans even at low concentrations (Demirezen and Aksoy, 2005). Considering the risk associated with metal contamination in beauty products, an appropriate management and well-defined limit of 'traces of metals' in beauty products is required.

Ni, Cd and Pb are the concern in this study as they were the most common contaminant detected in variety of beauty products (Chauhan et al., 2010). Ni was commonly known to cause allergic dermatitis to sensitive people (Duda-chodak and Blaszczyk, 2008). There were reported case by five Ni-sensitive women that develop facial eczema due to the used of foundation products containing traces of Ni (Foulds, 2006). Kidney damage, bone deformity, and the ability of bones to break was the health problems related to long-term exposure to lower levels of Cd (ATSDR, 2012). Meanwhile, Pb has been known to be able to cross the placenta during pregnancy and has been associated with intrauterine fetal death, premature delivery and low birth weight (Papanikolaou et al., 2005).

In cosmetic industry, skin lightening products account for 60% of sales of skin-care items (Leong, 2006). In addition, 80% of Asian consumers consider skin lightening to be the most important property of skincare cosmetics (Łopaciuk and Łoboda, 2013). As the skin lightening products were the most widely used beauty products, the presence of harmful metal, even at low concentration can cause exposure to large number of individuals.

This research was also focus on local and non-local product for relative comparison. Previous studies from other countries such as Jordan, Nigeria, Mexico, Saudi Arabia and India have able to detect heavy metal impurities including As, Bi, Cd, Pb, Ni, Hg, Fe, Mn, Zn, Se and Ti in the skin lightening products (Alqadami et al., 2013; Ababneh et al., 2013; Ayenimo et al., 2010; Peregrino et al., 2011; Sahu et al., 2014). In addition, the compliance towards the handling of heavy metal impurities in cosmetic products has been practiced extensively in country such as Canada, Germany, United States, Brazil and Korea (Marinovich et al., 2014; Bocca et al., 2014). However, there are limited available information on the current situation of heavy metal impurities in skin lightening products in Malaysia. Lightening products were broadly marketed and routinely used by 40% of Malaysian women (Frith and Mueller, 2010; Vera and Feagin, 2007). Despite of how widely used skin lightening products in Malaysia, there were very little study done to determine the presence of heavy metal impurities in products available in Malaysian market.

From our literature work, many study has been done among young adult women in Malaysia to understand the used of cosmetic and beauty products in general (Norudin et al., 2010; Lim et al., 2012). However, there were limited studies being carried out

focusing on skin lightening products, especially on the aspect of practice, general knowledge, awareness and also factors that motivates the practice among young adult women specifically university student in Malaysia. In marketing perspective, college or university students were always the targeted group as the long run customers of beauty products and they are exoected to have an ample contribution in the disposable income of society. They are also spend a lot on skin care and cosmetics that lighten the skin tones (Ali et al., 2011; Ramaswamy, 2013).

Besides on knowing the concentration of metal in skin lightening products, what more important is to assess the health risk due to exposure from skin lightening products used. Most skin lightening products are applied topically. Therefore the health risk should be evaluated dermally (Marinovich et al, 2014).

1.3 Study Justification

In beauty industry, the presence of heavy metal as ingredient is well regulated and monitored by authorities. Whereas in the case of heavy metal impurities, it is poorly regulated. Manufacturers are required to take care to remove these impurities, however only very few manufacturers remove these heavy metals from the final product due to unavailability of guideline for heavy metal impurities (Environmental Defence Canada, 2011).

Additionally, in spite of high interest that Malaysian have toward the used of skin lightening, there were very limited study on understanding the practice, general knowledge, awareness and also factors that motivates the practice in Malaysia, specifically among young adult women. Young adult women (16 to 25 years old) are found to be very sensitive about beauty and appearance to others. Due to the factors of peer pressure, the hype of crowd and others, it is common for them to lighten their skin when they reach a certain age (Bachan, 2009).

In order to assess the health risk among young adult women in Malaysia, it is crucial to determine the presence of heavy metal impurities in skin lightening products available in local market. With the increasing interest toward the used of skin lightening products and the lack of published report on the detection of heavy metal impurities in skin lightening product available in Malaysian market together with the limited information about the extent of this practice drive the need for this study to be done.

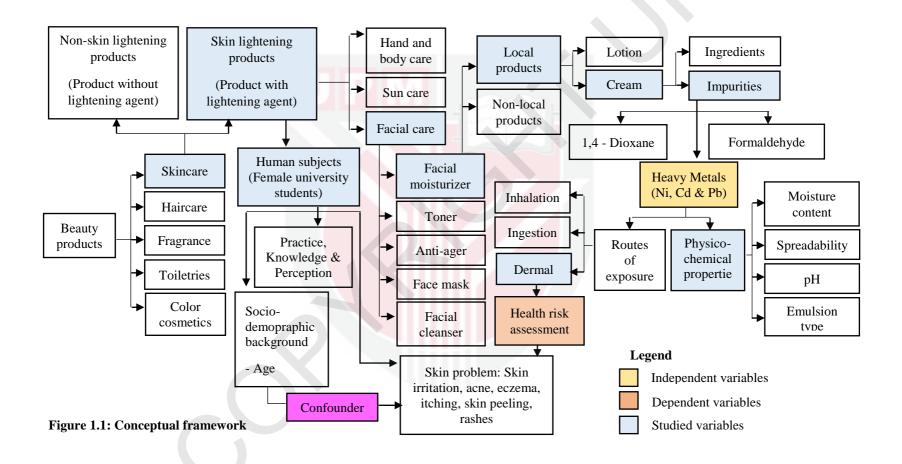
1.4 Conceptual frameworks

Figure 1.1 presents the conceptual framework of this study. Beauty market in general were divided into five major segments, which is skincare, hair care, color (make-up), fragrances and toiletries (Łopaciuk and Łoboda, 2013). Skincare was the most significant segment in beauty market, which consists of 27% of the market share in 2012 and the expansion was driven primarily from Asian market (Yun, 2014). The

skincare products can be classified either as skin lightening products if there were any skin lightening agents (azelaic acid, tretinoin, niacinamide and others) added in it or as non-skin lightening products. It was then divided into facial care, hand and body care and sun care. Facial care were further sub grouped according to the function of the products which are toner, anti-ager, moisturizer, mask and cleanser (Euromonitor International, 2006).

In the manufacturing of cosmetic products, there are two things that need to be address; the ingredients and impurities. Ingredients are materials added purposely because of its function such as humectant, emollient, preservatives, colorant etc.). While impurities are the unwanted compounds that presence as the residuals from manufacturing process, breakdown substance from product ingredients, environmental contaminants in the case of plant-derived ingredients, or what are called "unreacted monomers", the small building blocks of the large polymer ingredients common in cosmetics (EWG, 2007).

Despite heavy metals appearing as impurities, it have the ability to accumulate in the body from time to time. It is build up in fat cells, bones, glands and hair, and undoubtedly will lead to various health diseases such as cancer, allergic reaction, mutations, respiratory problems as well as development and reproductive problems (Ullah et al., 2013; HC-SC, 2012). The concentration of heavy metals in skin lightening products could be considered harmful or safe based on the health risk assessment (HRA). Heavy metal exposure on human occurs on daily basis mainly via ingestion of contaminated food sources or inhalation of resuspended dust. However, as most cosmetic products are intended for topical application, the health risk assessment in this study was focused on dermal exposure (SCCS, 2012).



1.5 Objectives

1.5.1 General objectives

The aim of this study was to determine selected heavy metals concentration (Ni, Cd, Pb) in skin lightening products available in the Malaysian market and to assess non carcinogenic health risk from dermal exposure of continued application to the skin

1.5.2 Specific objectives

- 1. To determine the skin lightening practice, knowledge and perception toward the use of skin lightening products among female universities students in Malaysia.
- 2. To analyse and compare the physico-chemical properties (moisture content, pH, spreadability, emulsion type) of local and non-local skin lightening products.
- 3. To analyse and compare the heavy metals concentration (Pb, Cd and Ni) in local and non-local skin lightening products.
- 4. To evaluate the relationship between physico-chemical properties and heavy metal concentration in the skin lightening products.
- 5. To determine the perceived skin problems caused by the use of skin lightening
- 6. To assess the health risk from dermal exposure of heavy metals through skin lightening product.

1.6 Hypothesis

- 1. There is a significant difference of physico-chemical properties (moisture content, pH, spreadability, emulsion type) between local and non-local skin lightening creams.
- 2. There is a significant difference of the heavy metals concentration (Pb, Cd and Ni) between local and non-local skin lightening creams.
- 3. There is significant relationship between physico-chemical properties and heavy metal concentration in skin lightening creams.
- 4. There is significant health risk of the heavy metal detected in skin lightening creams.

REFERENCES

- Ababneh, F. A., Abu-Sbeih, K. A., & Al-Momani, I. F. (2013), Evaluation of allergenic metals and other trace elements in personal care products. *Jordan Journal of Chemistry*, 8(3), 179 190.
- Ababneh, F. A., Abu-Sbeih, K. A., & Al-Momani, I. F. (2013), Evaluation of allergenic metals and other trace elements in personal care products. *Jordan Journal of Chemistry*, 8(3), 179-190.
- Aday, L. A., & Cornelius, L. J. (2006). *Designing and conducting health surveys: a comprehensive guide*. San Francisco, California: John Wiley & Sons.
- Adepoju-Bello, A. A., & Alabi, O. M. (2005). Heavy metals: A review. *Nigerian Journal of Pharmaceutical Research*, 37, 41-45.
- Adepoju-Bello, A. A., Oguntibeju, O. O., Adebisi, R. A., Okpala, N., & Coker, H. A. B. (2012). Evaluation of the concentration of toxic metals in cosmetic products in Nigeria. *African Journal of Biotechnology*, 11(97), 16360-16364.
- Akyol, A., Boyvat, A., Peksari, Y., & Gürgey, E. (2005). Contact sensitivity to standard series allergens in 1038 patients with contact dermatitis in Turkey. *Contact Dermatitis*, 52, 333-337.
- Ahmed Hassan, H. A., & Mahmoud Mudawi, E. (2010). Review on skin whitening agents. *Khartoum Pharmacy Journal*, 13(1), 5-9.
- Alghamdi, K. M. (2010). The use of topical bleaching agents among women: A cross-sectional study of knowledge, attitude and practices. *Journal of the European Academy of Dermatology and Venereology*, 24(10), 1214-1219.
- Ali, F., Raza, A., Izhar, S. U., Shaob, M., Amin, W., Adnan, M., & Mehmood, A. (2011). Attraction of students towards beauty products. *Australian Journal of Business and Management Research*, 1(3), 104–109.
- Ali, S., & Yosipovitch, G. (2013). Skin pH: From basic science to basic skin care. *Acta Dermato Venereologica*, 93(3), 261–267.
- ALqadami, A., Abdalla, M., ALOthman, Z., & Omer, K. (2013). Application of solid phase extraction on multiwalled carbon nanotubes of some heavy metal ions to analysis of skin whitening cosmetics using ICP-AES. *International Journal of Environmental Research and Public Health*, 10(1), 361-374.
- Al-Saleh, I., Elkhatib, R., Al-Rouqi, R., Al-Enazi, S., & Shinwari, N. (2012). The dangers of skin-lightening creams. *Toxicological & Environmental Chemistry*, 94(1), 195–219.

- Amponsah, D. (2010). Levels of Mercury and Hydroquinone in Some Skin-Lightening Creams and Their Potential Risk to the Health of Consumers in Ghana. (Unpublished master's thesis). Kwame Nkrumah University of Science and Technology, Ghana.
- Andrew, M. A. (2007). Epidemiological survey on the cosmetic use of bleaching agents by the women in Jamaica. *Dermatol Venerol*, 120(12), 870-873.
- Association of Official Analytical Chemists (AOAC) (1990). Official Methods of Analysis. Association of Official Analytical Chemists. AOAC International: United States of America.
- Askari, S. H., Sajid, D. A., Faran, Z., & Sarwar, S. Z. (2013). Skin lightening practice among women living in Lahore: Prevalence, determinants and user's awareness, *Proceedings of 3rd International Conference on Business Management*. Lahore, Pakistan.
- Agency of Toxic Substances and Disease Registry (ASTDR) (2007). *Toxicological Profile for Lead.* Available at http://www.atsdr.cdc.gov/toxprofiles/tp.asp?id=96&tid=22. Accessed on 20th July 2015.
- Agency for Toxic Substances and Disease Registry (ASTDR) (2012). *Toxicological Profile for Cadmium*. U.S Public Health Service, Agency for Toxic Substances and Disease Registry, (September), 1–487. Available at http://www.atsdr.cdc.gov/toxprofiles/tp5.pdf. Accessed on 20th July 2015.
- Agency for Toxic Substances and Disease Registry (ATSDR) (2016). Glossary of Terms. Available at http://www.atsdr.cdc.gov/glossary.html#G-P-. Accessed on 27th July 2016.
- Ayenimo, J. G., Yusuf, A. M., Doherty, W. O., & Ogunkunle, O. A. (2010). Iron, lead, and nickel in selected consumer products in Nigeria: A potential public health concern. *Toxicological & Environmental Chemistry*, 92(1), 51–59.
- Ayenimo, J. G., Yusuf, A. M., Adekunle, A. S., & Makinde, O. W. (2010). Heavy metal exposure from personal care products. *Bulletin of Environmental Contamination and Toxicology*, 84(1), 8-14.
- Babitha, S., Shin, J. H., & Kim, E. K. (2009). Potential skin whitening agents of natural origin from South Asian Region. *Journal of the Society of Cosmetic Scientists of Korea*, 35(1), 1-9.
- Bachan, R. (2009). *Skin Bleaching Syndrome A Review of the Literature*. University of Technology.
- Bailey, R. L. (2011). A Study of the Factors Impacting Women's Purchases of Anti-Aging Skincare Products. (Unpublished master's thesis). The University of Georgia, United States of America.

- Barbosa, F. Jr., et al. (2005). A critical review of biomarkers used for monitoring human exposure to lead: advantages, limitations, and future needs. *Environmental Health Perspectives*, 113(12), 1669-1674.
- Barel, A. O., Paye, M., & Maibach, H. I. (2014). *Handbook of Cosmetic Science and Technology* (4th ed.). Boca Raton, Florida: CRC Press.
- Basketter, D. A., Angelini, G., Ingber, A., Kern, P. S., & Menné, T. (2003). Nickel, chromium and cobalt in consumer products: revisiting safe levels in the new millennium. *Contact Dermatitis*, 49, 1-7.
- Bellinger, D. C. (2008). Very low lead exposures and children's neurodevelopment. *Current Opinion in Pediatrics*, 20, 172-177.
- Berardesca, E., Farage, M., & Maibach, H. (2013). Sensitive skin: An overview. *International Journal of Cosmetic Science*, 35(1), 2-8.
- Beri, G. C. (2007). *Marketing Research*. Patel Nagar, New Delhi: Tata McGraw-Hill Education.
- Bundesinstitut für Risikobewertung (BfR) (2006). Kosmetische Mittel: BfR empfiehlt Schwermetallgehalte über Reinheitsanforderungen der Ausgangsstoffe zu regeln, Stellungnahme Nr. 025/2006 des BfR vom 05. April 2006. Available at http://www.bfr.bund.de/cm/343/kosmetische_mittel_bfr_empfiehlt_schwermetallg ehalte ueber.pdf. Accessed on 30th September 2014.
- Blay, Y. A. (2007). Yellow Fever: Skin Bleaching and the Politics of Skin Color in Ghana. (Unpublished doctoral dissertation). Temple University, United States of America.
- Bocca, B., Pino, A., Alimonti, A., & Forte, G. (2014). Toxic metals contained in cosmetics: A status report. *Regulatory Toxicology and Pharmacology*, 68(3), 447–467.
- Bolanle, S. A. (2002). An epidemiological survey of the use of cosmetic skin lightening cosmetics among traders in Lagos, Nigeria. *West African Journal of Medicine*, 21(1), 51–55.
- Borghetti, G. S., & Knorst, M. T. (2006). Desenvolvimento e avaliação da estabilidade física de loções O/A contendo filtros solares. *Brazilian Journal of Pharmaceutical Sciences*, 42(4), 531-537.
- Boyd, J. (2010). Consumer Psychology. Berkshire, England: McGraw-Hill Education.
- Broderick, S., Field, J., Lefebvre, M., Castello, P., Ikarashi, Y., Kasai, Y., Wilcox, N., & Bailey, J. (2011). *Principles for the handling of traces of impurities and/or contaminants in cosmetic products*. International Cooperation on Cosmetic Regulation-5, Meeting on June 29, 2011 in Paris, 1–10. Available at http://ec.europa.eu/consumers/sectors/cosmetics/files/pdf/iccr5_contaminants_en.p df. Accessed on 23rd February 2015.

- Brookfield Engineering (2015). Moisturizing cream (spreadability). Available at http://www.brookfieldengineering.com/education/applications/texture-moisturizing-cream-spreadability.asp. Accessed on 19th March 2015.
- Campaign for Safe Cosmetics. (2007). *A Poison Kiss: The Problem of Lead in Lipstick*. Safe Cosmetics Action Network. Available at http://www.womensvoices.org/wp-content/uploads/2010/06/PoisonKiss1.pdf. Accessed on 7th May 2015.
- Cangul, H., Broday, L., Salnikow, K., Sutherland, J., Peng, W., Zhang, Q., Poltaratsky, V., Yee H., Zoroddu, M. A., & Costa, M. (2002). Molecular mechanisms of nickel carcinogenesis. *Toxicology Letters*, 127, 69-75.
- Chabner, D. E. (2013). *The Language of Medicine*. St. Louis, Missouri: Elsevier Health Sciences.
- Chan, Y. H. (2003). Basic statistics for doctors. Singapore Medical Journal, 44(12), 614-619
- Chang, T. S. (2009). An updated review of tyrosinase inhibitors. *International Journal of Molecular Sciences*, 10, 2440-2475.
- Chauhan, A. S., Bhadauria, R., Singh, A. K., Lodhi, S. S., & Dinesh, K. (2010). Determination of lead and cadmium in cosmetic products. *Journal of Chemical and Pharmaceutical Research*, 2(6), 92–97.
- Charles, C. A. D. (2003). Skin bleaching, self-hate, and Black identity in Jamaica. *Journal of Black Studies*, 33(6):711-18.
- Cheng, P. L. K. (2008). The brand marketing of halal products: The way forward. *The IUP Journal of Brand Management*, 4, 37-50.
- Cobb, A. (2007). Cadmium. Tarrytown, New York: Marshall Cavendish Benchmark.
- Colorado Department of Public Health & Environment (2007). Working Draft: Garfield County Air Toxics Inhalation: Screening Level Human Health Risk Assessment. Colorado Department of Public Health & Environment Disease Control and Environmental Epidemiology Division: Colorado.
- Cosmetic Technical Working Group (CTWG) (2009). Guidelines for Control of Cosmetic Products in Malaysia: Malaysia.
- Dahl, M., Hunter, J., & Savin J. (2004). The skin and the psyche. *Clinical Dermatology*, 2, 2-15.
- Dadzie, O. E., & Petit, A. (2009). Skin bleaching: Highlighting the misuse of cutaneous depigmenting agents. *Journal of the European Academy of Dermatology and Venereology*, 23, 741-750.
- Das, K. K., Das, S. N., & Dhundasi, S. A. (2008). Nickel, its adverse health effects & oxidative stress. *The Indian Journal of Medical Research*, 128(4), 412-425.

- Demirezen, D., & Aksoy, A. (2006). Heavy metal levels in vegetables in Turkey are within safe limits for Cu, Zn, Ni and exceeded for Cd and Pb. *Journal of Food Quality*, 29(3), 252-265.
- Dlova, N., Hamed, S. H., Tsoka-gwegweni, J., Grobler, A., & Hift, R. (2014). Women's perceptions of the benefits and risks of skin-lightening creams in two South African communities. *Journal of Cosmetic Dermatology*, *13*, 236-241.
- Dolan, S. (2009). *Naturally Skinsational: Rejuvenating Skin Care Recipes*. Skin Care Resource Center. Available at
- Dotterud, L. K., & Smith-Sivertsen, T., (2007). Allergic contact sensitization in the general adult population: a population-based study from Northern Norway. *Contact Dermatitis*, *56*, 10–15.
- Duda-chodak, A., & Blaszczyk, U. (2008). The impact of nickel on human health. Journal of Elementology, 13(4), 685 - 696.
- Durosaro, A. I., Ajiboye, S. K. & Oniye, A. O. (2012). Perception of skin bleaching among female secondary school students in Ibadan Metropolis, Nigeria. *Journal of Education and Practice*, *3*(7), 40-46.
- Dyer, R. (2013). White: Essays on Race and Culture. New York: Routledge.
- Draelos, Z. D. (2011). *Cosmetics and Dermatologic Problems and Solutions*, (3rd ed.). Boca Raton, Florida. CRC Press.
- Draelos, Z. D. (2015). Cosmetic Dermatology: Products and Procedures. *In Facial Mosturizers*, Appa, Y., pp. 132-138. West Sussex: John Wiley & Sons.
- European Chemical Agency (ECHA) (2013). *Guidance for Human Health Risk Assessment Volume III, Part B Guidance on regulation* (eu) No. 528/2012 concerning the making available on the market and use of biocidal products (bpr).
- El-Shattory, Y. A., Saadia, M. A., Hamed, S. F., & Schwarz, K. (2003). Effect of different reversed micelles on autooxidation and photooxidation of stripped corn oil. *Grasas y Aceites*, *54*(1), 24–29.
- Environmental Defence Canada (2011). *Heavy Metal Hazard: The Health Risks of Hidden Heavy Metals in Face Makeup*. Environmental Defence Canada: Toronto, Ontario.
- Environmental Working Group (EWG) (2007). Impurities of Concern in Personal Care Products. Skin Deep® Cosmetics Database. Available at http://www.ewg.org/skindeep/2007/02/04/impurities-of-concern-in-personal-care-products/. Accessed on 23rd February 2015.
- Euromonitor International (2006). European Marketing Forecasts. Chicago: Euromonitor Plc.

- Farage, M. A., Miller, K. W., & Maibach, H. I. (2009). Textbook of Aging Skin. In *Aging in Asian Skin*. Ling L. C., pp. 1019 1023. Cincinnati, Ohia: Springer Science & Business Media.
- Farage, M. A., Miller, K. W., & Maibach, H. I. (2009). Textbook of Aging Skin. In *Facial skin attributes and Age perception*. Nkengne, A., Stamatas, G., Bertin, C., pp. 973 982. Cincinnati, Ohia. Springer Science & Business Media.
- Flora, G., Gupta, D., & Tiwari, A. (2012). Toxicity of lead: a review with recent updates. *Interdisciplinary Toxicology*, 5(2), 47–58.
- Fokuo, J. K. (2009). The lighter side of marriage: Skin-bleaching in post-colonial Ghana. *African and Asian Studies*, 8(1-2), 125-146.
- Footitt, R. J. (2012). *The Canning of Fish and Meat.* Liverpool: Springer Science & Business Media.
- Foulds, I.S. (2006). Facial eczema due to color pigments in foundation makeup in nickel sensitive patients. *Contact Dermatitis*, 55(S 1), 11.
- Franklin, I. (2013). Living in a Barbie World: Skin Bleaching and the Preference for Fair Skin in India, Nigeria, and Thailand. (Unpublished senior honors thesis). Stanford University. California.
- Freireich-Astman, M., David, M., & Trattner, A. (2007). Standard patch test results in patients with contact dermatitis in Israel: age and sex differences. *Contact Dermatitis*, 56, 103-107.
- Fries, J. F. (2004). *Living Well: Taking Care of Yourself in the Middle and Later Years*. Massachusetts. Da Capo Press.
- Frith, K.T., & Mueller, B. (2010). *Advertising and Societies: Global Issues*. New York. Peter Lang Publishing, Inc.
- Gandhi, V., Verma, P., & Naik, G. (2012). Exogenous ochronosis after prolonged use of topical hydroquinone (2%) in a 50-year-old Indian female. *Indian J Dermatol*, 57(5), 394-395.
- Gallagher, C. A., & Lippard, C. D. (2014). Race and Racism in the United States: An Encyclopedia of the American Mosaic. California. ABC-CLIO.
- Gao, X., Wang, W., Wei, S., & Li, W. (2009). Review of pharmacological effects of Glycyrrhiza radix and its bioactive compounds. *Zhongguo Zhong Yao Za Zhi*. 34(21), 2695-700.
- Garg, A., Aggarwal, D., Garg, S., & Singla, A. K. (2002). Spreading of semisolid formulations—An Update. *Pharmaceutical Technology*, 84–105.
- Ghazali, R. (2016, January 22). Health Ministry announces ban on Qu Puteh product.

 The Star Online. Available at

- http://www.thestar.com.my/news/nation/2016/01/22/health-ministry-qu-putehban/. Accessed on 25th July 2016.
- Gillbro, J. M., & Olsson, M. J. (2011). The melanogenesis and mechanisms of skin-lightening agents existing and new approaches. *International Journal of Cosmetic Science*, 33, 210–221.
- Godt, J., Scheidig, F., Grosse-Siestrup, C., Esche, V., Brandenburg, P., Reich, A., & Groneberg, D. A. (2006). The toxicity of cadmium and resulting hazards for human health. *Journal of Occupational Medicine and Toxicology (London, England)*, 1, 22.
- Goh, S. K., & Sandhu, M. S. (2013). Knowledge sharing among Malaysian academics: Influence of affective commitment and trust. *Electronic Journal of Knowledge Management*, 11(1), 38–48.
- Goon, P., & Craven, A. (2003). Whose Debt?: Globalisation and whitefacing in Asia. *Intersections: Gender, History and Culture in the Asian Context*, 9.
- Gottman, J., Gottman, J. S., Abrams, D. & Abrams, R. C. (2016). The Man's Guide to Women: Scientifically Proven Secrets from the "Love Lab" About What Women Really Want. Rodale.
- Grace, X. F., Vijetha, R. J., Shanmuganathan, S., & Chamundeeswari, D. (2014). Formulation and Evaluation of Polyherbal Cosmetic Cream. *Advanced Journal of Pharmacie and Life Science Research*, 23, 14–17.
- GSI Environmental (2011). GSI Chemical database (Bismuth). Available at http://www.gsi-net.com/en/publications/gsi-chemical-database/single/66-bismuth.html. Accessed on 25th July 2016.
- Haghir, H., Mokhber, N., Azarpazhooh, M. R., Haghighi, M. B., & Radmard, M. (2013). A magnetic resonance imaging study of adhesio interthalamica in clinical subtypes of schizophrenia. *Indian Journal of Psychiatry*, 55(2), 135–139.
- Hamed, S. H., Tayyem, R., Nimer, N., & AlKhatib, H. S. (2010). Skin-lightening practice among women living in Jordan: Prevalence, determinants, and user's awareness. *International Journal of Dermatology*, 49(4), 414–420.
- Harmens, H. et al. (2010). Mosses as biomonitors of atmospheric heavy metal deposition: spatial patterns and temporal trends in Europe. *Environmental Pollution*, 158, 3144–3156.
- Hanan, Z. I., & Durgin, J. M. (2014). *Pharmacy Practice for Technicians*. New York. Cengage Learning.
- Hawkins, S. S., Subramanyan, K., Liu, D., & Bryk, M. (2004). Cleansing, moisturizing, and sun-protection regimens for normal skin, self-perceived sensitive skin, and dermatologist-assessed sensitive skin. *Dermatologic Therapy*, *17*, 63–68.

- Health Canada-Santé Canada (HC-SC) (2012). Guidance on Heavy Metal Impurities in Cosmetics. Available at http://www.hc-sc.gc.ca/cpsspc/pubs/indust/heavy_metals-metaux_lourds/index-eng.php. Accessed on 15th August 2014.
- Health Canada (2010). Report on Human Biomonitoring of Environmental Chemicals in Canada: Results of the Canadian Health Measures Survey Cycle 1 (2007–2009): Ottawa. Canada
- Henson, M. C., & Chedrese, P. J. (2004). Endocrine disruption by cadmium, a common environmental toxicant with paradoxical effects on reproduction. *Experimental Biology and Medicine (Maywood, N.J.)*, 229(5), 383–92.
- Hubbard, A. T. (2002). Encyclopedia of Surface and Colloid Science (Vol 1). California: CRC Press.
- Hunter, M. (2002). 'If you're light you're alright': Light skin color as social capital for women of color. *Gender & Society*, 16(2), 175-193.
- Hunter, M. L. (2005). Race, gender, and the politics of skin tone. New York. Routledge.
- Hunter, M. L. (2011). Buying racial capital: Skin-bleaching and cosmetic surgery in a globalized world. *Journal of Pan African Studies*, 4(4), 142-164.
- Hwang, M., Yoon, E. K., Kim, J. Y., Son, B. K., Yang, S. J., Yun, M. O., Choi, S. S., Jang, S. D., & Yoo, T. M. (2009). Safety assessment of chromium by exposure from cosmetic products. *Archives of Pharmacal Research*, 32(2), 235-241.
- Hyman, J., & Jacobs, L. (2009). Why Does Diversity Matter at College Anyway?. *US News & World Report.* Available at: http://www.usnews.com/education/blogs/professors-guide/2009/08/12/why-does-diversity-matter-at-college-anyway. Accessed on 17th April 2015.
- Ianhez, M., Fleury, L. F. F., Miot, H. A., & Bagatin, E. (2013). Retinoids for prevention and treatment of actinic keratosis. *Anais Brasileiros de Dermatologia*, 88(4), 585-93.
- International Agency for Research on Cancer (IARC) (2006). *Inorganic and organic lead compounds*. Vol. 87. IARC: Lyon, France.
- International Agency for Research on Cancer IARC (2011). A review of human carcinogens—part C: metals, arsenic, dusts, and fibres. *The Lancet Oncology*, 10(5), 453-454.
- International Agency for Research on Cancer (IARC) (2012). Nickel and nickel compounds. IARC Monographs 100 C. World Health Organization, Lyon. Available at http://www.efsa.europa.eu/sites/default/files/scientific_output/files/main_documents/4002.pdf. Accessed on 17th February 2015.

- Iwegbue, C. M. A., Bassey, F. I., Tesi, G. O., Onyeloni, S. O., Obi, G., & Martincigh, B. S. (2015). Safety evaluation of metal exposure from commonly used moisturizing and skin-lightening creams in Nigeria. *Regulatory Toxicology and Pharmacology*, 71, 484–490.
- Jablonski, N. G. (2012). *Living color: The biological and social meaning of skin color*. London. University of California Press.
- Jham, V., & Puri, S. (2013). Cases on Consumer-Centric Marketing Management (Advances in Marketing, Customer Relationship Management, and E-Services). Pennsylvania. IGI Global.
- John, S., Lorenz, P., Petersen, R. D., Heldermann, M., & Borchert, S. (2005). Skinlightening agent with different pathways of action on Melanogenesis. *SÖFW-Journal*, 131(7), 40-49.
- Josefson, A., Färm, G., Stymne, B., & Meding, B. (2006). Nickel allergy and hand eczema--a 20-year follow up. *Contact Dermatitis*, 55(5), 286-290.
- Kankia, H. I., & Abdulhamid, Y. (2014). Determination of accumulated heavy metals in benthic invertebrates found in Ajiwa Dam, Katsina State, Northern Nigeria. *Archives of Applied Science Research*, 6 (6), 80-87.
- Kamakshi, R. (2012). Fairness via formulations: A review of cosmetic skin-lightening ingredients. *Journal of Cosmetic Science*, 63(1), 43-54.
- Karri, S. K., Saper, R. B., & Kales, S. N. (2008). Lead encephalopathy due to traditional medicines. *Curr Drug Safety*, *3*(1), 54-59.
- Katsambas, A. D. & Stratigos, A. J. (2001). Depigmenting and bleaching agents: Coping with hyperpigmentation. *Clinics in Dermatology*, 19, 483–488.
- Kauth, M. R. (2013). *Handbook of the Evolution of Human Sexuality*. New York. Routledge.
- King, M. (2013, Jul 16). Skin lighteners market to be worth \$19.8 billion by 2018. Companies and Markets. *Yahoo! Finance*. Available at https://uk.finance.yahoo.com/news/skin-lighteners-market-worth-19-000000319.html. Accessed on 23rd March 2015.
- Klein, K. (2003). Formulating water-in-oil emulsions: a scary endeavor. *Cosmetics and Toiletries*, 118, 24-25.
- Kokoi, I. (2011). Female Buying Behaviour Related to Facial Skin Care Products. (Unpublished bachelor's thesis). Haaga-Helia University of Applied Science, Finland.
- Kraft, J. N., & Lynde, C. W. (2005). Moisturizers: What they are and a practical approach to product selection. *Skin Therapy Letter*, 1-13.

- Lanphear, B. P., et al. (2005). Low level environmental lead exposure and childrens' intellectual function: an international pooled analysis. *Environmental Health Perspectives*, 113(7), 894-899.
- Lazare, J. (2012). Careful Attention to Aging Skin. Aging Well, 5(5), 18.
- Leong, S. (2006). Who's the fairest of them all? Television ads for skin whitening cosmetics in Hong Kong, *Asian Ethnicity*, 7(2), 167-181.
- Li, E. P. H., Min, H. J., Belk, R. W., Kimura, J., & Bahl, S. (2008). Skin lightening and beauty in four Asian cultures. *Advances in Consumer Research*, *35*, 444–449.
- Lim, Y. S., Sim, T. Y., Tan, N. L., & Ng, T. H. (2012). Cosmetic Product: A Study of Malaysian Women Shoppers in Cyberspace. *World Applied Sciences Journal*, 20(11), 1529-1533.
- Łopaciuk, A., & Łoboda, M. (2013). Global Beauty Industry Trends in the 21st Century. Knowledge Management & Innovation Knowledge and Learning. International Conference, 2013. Zadar, Croatia.
- Mabrouk, P. A., & Castriotta, K. (2001). Moisture analysis in lotion by Karl Fischer Coulometry - An experiment for introductory analytical chemistry. *Journal of Chemical Education*, 78(10), 1385-1386.
- Mahé, A., Ly, F., Aymard, G., & Dangou, J. M. (2003). Skin diseases associated with the cosmetic use of bleaching products in women from Dakar, Senegal. *British Journal of Dermatology*, 148(3), 493–500.
- Ma'or, Z., Halicz, L., Portugal-Cohen, M., Russo, M. Z., Robino, F., Vanhaecke, T., & Rogiers, V. (2015). Safety evaluation of traces of nickel and chrome in cosmetics: The case of Dead Sea mud. *Regulatory Toxicology and Pharmacology*, 73(3), 797-801.
- Marinovich, M., Boraso, M. S., Testai, E., & Galli, C. L. (2014). Metals in cosmetics: an a posteriori safety evaluation. *Regulatory Toxicology and Pharmacology: RTP*, 69(3), 416-24.
- Mathews, T. J. (2013). The relationship between skin complexion and social outcomes: how colorism affects the lives of African-American women. (Unpublished master's thesis). Clark Atlanta University. Georgia
- McCance, K. L., & Huether, S. E. (2015). *Pathophysiology: The Biologic Basis for Disease in Adults and Children*. Canada. Elsevier Health Sciences.
- Ministry of Education Malaysia (2016). Public Institutions of Higher Education (PIHE). Available at http://www.moe.gov.my/en/ipta. Accessed on 23rd June 2014.
- Ministry of Health Malaysia (2014). Consumers Cautioned Against Using Cosmetic Product Containing Scheduled Poison. Available at http://www.pharmacy.gov.my/v2/en/news/09-jul-2014/consumers-cautioned-

- against-using-cosmetic-product-containing-scheduled-poison.html. Accessed on 17th March 2016.
- Ministry of Health Malaysia (2015). Control of Cosmetic Products in Malaysia. Available at http://www.myhealth.gov.my/en/control-of-cosmetic-products-in-malaysia/. Accessed on 20th March 2016.
- Mire, A. (2005). Pigmentation and empire: The emerging skin-whitening industry. Counterpunch. Available at http://www.counterpunch.org/mire07282005.html. Accessed on 28th July 2015.
- Momber, A. W. (2003). *Hydroblasting and Coating of Steel Structures*. Oxford. Elsevier.
- Nassir Shaari, J. A., & Mohd Arifin, N. S. (2010). Dimension of halal purchase intention: A preliminary study. *International Review of Business Research Papers*, 6(4), 444-456.
- Nduka, J. K., Odiba, I. O., Aghoghome, E. I., Umedum, N. L., & Nwosu, M. J. (2016). Evaluation of harmful substances and health risk assessment of mercury and arsenic in cosmetic brands in Nigeria. *International Journal of Chemistry*, 8(1), 178-187.
- New Straits Times (2016, January 22). Qu Puteh product banned by Health Ministry; contains "high levels" of mercury. *New Straits Times Online*. Available at http://www.nst.com.my/news/2016/01/123471/qu-puteh-product-banned-health-ministry-contains-high-levels-mercury. Accessed on 25th July 2016.
- New Straits Times (2016, March 6). Our obsession with fair skin. *New Straits Times Online*. Available at http://www.nst.com.my/news/2016/03/131265/our-obsession-fair-skin. Accessed on 20th March 2016.
- Nnorom, I., Igwe, J., & Oji-Nnorom, C. (2005). Trace metal contents of facial (make-up) cosmetics commonly used in Nigeria. *African Journal of Biotechnology*, 4(10), 1133-1138.
- Norudin, M., Desnika Efni, M. A., & Mohd Rafi, Y. (2010). Cosmetic usage in Malaysia: Understanding of the major determinants affecting the users. *International Journal of Business and Social Science*, 1(3), 273-281.
- Nordberg, G. F. (2004). Cadmium and health in the 21st century—historical remarks and trends for the future. *BioMetals*, 17(5), 485-489.
- Nystul, J. (2015). One Good Life: My Tips, My Wisdom, My Story. New York. Penguin Publisher.
- Olumide, Y. M., Akinkugbe, A. O., Altraide, D., Mohammed, T., Ahamefule, N., Ayanlowo, S., Onyekonwu, C., & Essen, N. (2008). Complications of chronic use of skin lightening cosmetics. *International Journal of Dermatology*, 47(4), 344-353.

- Orlowski, C., & Piotrowski, J. K. (2003). Biological levels of cadmium and zinc in the small intestine of non-occupationally exposed human subjects. *Human & Experimental Toxicology*, 22(2), 57-63.
- Ostrander, G. K. (2005). *Techniques in Aquatic Toxicology* (Vol. 2). Florida. CRC Press.
- Pacwa-Płociniczak, M., Płaza, G. A., Piotrowska-Seget, Z., & Cameotra, S. S. (2011). Environmental applications of biosurfactants: Recent advances. *International Journal of Molecular Sciences*, 12(1), 633-654.
- Paine, F. A. (2012). *The Packaging User's Handbook*. Glasgow: Springer Science & Business Media.
- Pan, E. (2013). *Beautiful White: An Illumination of Asian Skin-Whitening Culture*. (Unpublished honors thesis). Duke University, North Carolina.
- Pandey, S., Seth, A., Tiwari, R., Singh, S., Behl, H. M., & Singh, S. (2014). Development and evaluation of antimicrobial herbal cosmetic preparation. *African Journal of Pharmacy and Pharmacology*, 8(20), 514-528.
- Papanikolaou, N. C., Hatzidaki, E. G., Belivanis, S., Tzanakakis, G. N., & Tsatsakis, A. M. (2005). Lead toxicity update. A brief review. Medical Science Monitor: International Medical Journal of Experimental and Clinical Research, 11(10), RA329 A336.
- Parvez, S., Kang, M., Chung, H. S., Cho, C., Hong, M. C., Shin, M. K., & Bae, H. (2006). Survey and mechanism of skin depigmenting and lightening agents. *Phytotherapy Research*, 20, 921–934.
- Parvez, S., Kang, M., Chung, H. S., & Bae, H. (2007). Naturally occurring tyrosinase inhibitors: Mechanism and applications in skin health, cosmetics and agriculture industries. *Phytotherapy Research*, 21(9), 805–816.
- Peate, W. E. (2002). Occupational skin disease. *American Family Physician*, 66(6), 1025-1032.
- Peregrino, C. P., Moreno, M. V., Miranda, S. V., Rubio, A. D., & Leal, L. O., (2011). Mercury levels in locally manufactured Mexican skin-lightening creams. *International Journal of Environmental Research and Public Health*, 8, 2516 2523.
- Peterson, R. K. D., & Schleier III, J. J. (2014). A probabilistic analysis reveals fundamental limitations with the environmental impact quotient and similar systems for rating pesticide risks. *PeerJ*, 2:e364.
- Petit, L., & Pierard, G. E. (2003). Skin-lightening products revisited. *International Journal of Cosmetic Science*, 25, 169-181.

- Pierre, J. (2013). *The Predicament of Blackness: Postcolonial Ghana and the Politics of Race*. Chivago: University of Chicago Press.
- Pitman, S. (2014, June 19). Malaysia Health Ministry advises consumers against two cosmetic products. *Cosmetic design-asia.com*. Available at. http://www.cosmeticsdesign-asia.com/Regulation-Safety/Malaysia-Health-Ministry-advises-consumers-against-two-cosmetic-products. Accessed on 17th March 2016.
- Pokras, M. A., & Kneeland, M. R. (2008). Lead poisoning: using transdisciplinary approaches to solve an ancient problem. *Ecohealth*, *5*(3), 379-385.
- Qu, C. S., Ma, Z. W., Yang, J., Liu, Y., Bi, J. & Huang, L. (2012). Human exposure pathways of heavy metals in a Lead-Zinc mining area, Jiangsu Province, China. *PLOS ONE*, 7(11), 1-11.
- Ramaswamy, M. (2013). *Marketing Management*. New Delhi: Tata McGraw-Hill Education.
- Reeve, R. N. (2002). Introduction to Environmental Analysis. England: John Wiley & Sons.
- Rendon, M. I., & Gaviria, J. I. (2005). Review of skin-lightening agents. *Dermatologic Surgery*, 31(7), 886–889.
- Rippe, J. M. (2013). Lifestyle Medicine (2nd ed.). Florida: CRC Press.
- RIVM (National Institute of Public Health and the Environment) (2001). *Re-evaluation of human-toxicological maximum permissible risk levels*. RIVM Report 711701 025.
- Robertson, G. L. (2012). *Food Packaging: Principles and Practice* (3rd ed.). Florida: CRC Press.
- Roden, K. (2010). Preservatives in personal care products. *Microbiology Australia*, 195-197.
- Rom, W. N., & Markowitz, S. B. (2007). *Environmental and Occupational Medicine*. Philadelphia: Lippincott Williams & Wilkins.
- Sabale, V., Kunjwani, H., & Sabale, P. (2011). Formulation and in vitro evaluation of the topical antiageing preparation of the fruit of *Benincasa hispida*. *Journal of Ayurveda and Integrative Medicine*, 2(3), 124-8.
- Sabharwal, V., Maan, S., & Kumar, S., (2014). Women buying behaviour and consumption pattern of facial skin care products. *International Journal of Management and Social Sciences Research*, 3(9), 1-13.
- Sahu, R., Saxena, P., & Johnson, S. (2014). *Heavy Metals in Cosmetics*. Centre for Science and Environment: India.

- Sanders, T., Liu, Y., Buchner, V., & Tchounwou, P.B. (2009). Neurotoxic effects and biomarkers of lead exposure: A review. *Reviews on Environmental Health*, 24(1), 15-45.
- Scientific Committee on Consumer Safety (SCCS) (2011). SCCS (Scientific Committee on Consumer Safety), opinion on fragrance allergens in cosmetic products, 13-14 December 2011.
- Scientific Committee on Consumer Safety (SCCS) (2012). The SCCS's Notes of Guidance for the Testing of Cosmetic Substances and Their Safety Evaluation. 8th Revision, 11 December 2012.
- Sherene, T. (2010). Mobility and transport of heavy metals in polluted soil environment. Biological Forum - An International Journal, 2(2), 112–121.
- Skoloda, K. M. (2009). *Too busy to shop: Marketing to "multi-minding women"*. Connecticut: Greenwood Publishing Group.
- Smit, N., Vicanova, J., & Pavel, S. (2009). The hunt for natural skin whitening agents. *International Journal of Molecular Sciences*, 10(12), 5326–5349.
- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer Behaviour*. New South Wales: Pearson Higher Education AU.
- Sparrow, G. (2005). Nickel. New York: Marshall Cavendish.
- Street, J. C., Gaska, K., Lewis, K. M., & Wilson, M. L. (2014). Skin bleaching: A neglected form of injury and threat to global skin. *African Safety Promotion Journal*, 12(1), 52-71.
- Sukhareva, L. A., Yakovlev, V. S., & Legonkova O. A., (2008). *Polymers for Packaging and Containers in Food Industry*. Florida: CRC Press.
- Suresh, K., & Chandrashekara, S. (2012). Sample size estimation and power analysis for clinical research studies. *Journal of Human Reproductive Sciences*, 5(1), 7-13.
- Suzana M., Nur Nadia, M. A., M., Zahariah, I., Hui, C. K., Yamin Anum, M. Y., & Wan Zurinah, W. N. (2009). Modulation of melanin synthesis and its gene expression in skin melanocytes by palm tocotrienol rich fraction. *African Journal of Biochemistry Research*, 3(12), 385–392.
- Szefer, P., & Nriagu, J. O (2006). *Mineral Components in Foods*. Florida: CRC Press. Tada, M., Kohno, M. & Niwano, Y. (2014). Alleviation effect of arbutin on oxidative stress generated through tyrosinase reaction with L-tyrosine and L-DOPA. *BMC Biochemistry*, 15(23).
- Teixeira, T. S. (2014). The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It. Working Paper. Harvard Business School. Boston, Massachusetts.

- Tchounwou, P. B., Yedjou, C. G., Patlolla, A. K., & Sutton, D. J. (2010). Molecular, clinical and environmental toxicology. *Experientia Supplementum*, 100, 365–396.
- Toxics in Packaging Clearinghouse (TCPH) (2009). An Assessment of Heavy Metals in Packaging: 2009 Update. United States Environmental Protection Agency.
- Theresa, O. T., Onebunne, O. C., Dorcas, W. A., & Ajani, O. I. (2011). Potentially toxic metals exposure from body creams sold in Lagos, Nigeria. *Researcher*, 3(1), 30–37.
- Titilayo, E. A., Olufemi, A. G., & Ogbemi, E. T. (2012). Chronic Exposure to heavy metals in public water supply and human health risk assessment. *Terrestrial and Aquatic Environmental Toxicology*, 6(2), 106-111.
- Tobin, D. J. (2005). *Hair in Toxicology: An Important Bio-monitor*. Cambridge. Royal Society of Chemistry.
- Toure, A. (2012). Bleached and Black. Marianopolis College, Canada.
- Tsatmali, M., Ancans, J., & Thody, A. J. (2002). Melanocyte Function and Its Control by Melanocortin Peptides. *Journal of Histochemistry & Cytochemistry*, 50(2), 125-133.
- Ullah, H., Noreen, S., Fozia, Rehman, A., Waseem, A., Zubair, S., Adnan, M., & Ahmad, I. (2013). Comparative study of heavy metals content in cosmetic products of different countries marketed in Khyber Pakhtunkhwa, Pakistan. *Arabian Journal of Chemistry*.
- Underhill, P. (2009). Why We Buy: The Science of Shopping-Updated and Revised for the Internet, the Global Consumer, and Beyond. New York: Simon and Schuster.
- United States Environmental Protection Agency (US EPA) (1989). Risk assessment guidance for Superfund volume 1: human health evaluation manual (Part A). EPA/540/1–89/002. Environmental Protection Agency, United States: Washington, D. C.
- United States Environmental Protection Agency (US EPA) (2004). IRIS data base. Available at http://www.epa.gov/iris/subst/0277.html. Accessed on 25th July 2016.
- United States Environmental Protection Agency (US EPA) (2008). *Provisional Peer Reviewed Toxicity Values (PPRTV) for Iron and Compounds (CASRN 7439-89-6).*Derivation of Chronic and Subchronic Oral RfDs. Superfund Health Risk Technical Support Center, National Center for Environmental Assessment, Office of Research and Development, U.S. Environmental Protection Agency: Cincinnati, OH.
- United States Environmental Protection Agency (US EPA) (2016). Technology Transfer Network; 1996 National-Scale Air Toxics Assessment. Available at https://archive.epa.gov/airtoxics/nata/web/html/riskbg.html. Accessed on 19th July 2016.

- Uter, W. et al. (2012). Current patch test results with the European baseline series and extensions to it from the "European Surveillance System on Contact Allergy" network, 2007-2008. *Contact Dermatitis*, 67(1), 9-19.
- Valko, M., Morris, H., & Cronin, M.T. (2005). Metals, toxicity and oxidative stress. *Current Medicinal Chemistry*, 12, 1161-1208.
- Velasquez, J. A. (2011). The Super Transfer Student. USA: Lulu.com.
- Vera, H., & Feagin, J. R. (2007). *Handbook of the Sociology of Racial and Ethnic Relations*. New York: Springer Science & Business Media
- Willford, A. C. (2007). Cage of Freedom: Tamil Identity and the Ethnic Fetish in Malaysia. Singapore: NUS Press.
- Williams, S. D., & Schmitt, W. H. (2012). *Chemistry and Technology of the Cosmetics and Toiletries Industry*. London: Springer Science & Business Media.
- Wone, I., Tal-Dia, A., Diallo, O. F., Badiane, M., Touré, K., & Diallo, I. (2000). Prevalence of the use of skin bleaching cosmetics in two areas in Dakar (Sénégal). *Dakar Medical Journal*, 45(2), 154-157.
- Yun, H. S. (2014). Business Strategy Analysis of Domestic Beauty Business in the U.S.A. Expanding Towards Emerging Asian Markets. (Unpublished master's thesis). California State University, California.
- Zheng, N., Liu, J., Wang, Q., & Liang, Z. (2013). Health risk assessment of heavy metal exposure to street dust in the zinc smelting district, Northeast of China. *Science of the Total Environment*, 408, 726-733.