



HAIR DISORDERS

## AESTHETICS OF HAIR: A SOCIO-DEMOGRAPHIC STUDY OF HAIR CARE IN WOMEN AT A TERTIARY CARE HOSPITAL

*Mamatha Kusagur<sup>(1)</sup>*

*Jjm Medical College, Bapuji Hospital, Davangere, India<sup>(1)</sup>*

**Introduction :** As the saying goes that “hair in fact is probably the bane of most women’s lives.” Hair care aesthetics is concerned with the process of beautification of hair. The current perspective in hair care is not just concerned with cleansing, but the focus has been shifted to prevent hair damage at molecular level.

**Objective:** The objective of this study was to correlate the use of various hair care products and cleansing by women depending on various socio-demographic strata.

**Materials and methods:** A cross sectional survey was conducted on 100 females for 6 months who attended Dermatology outpatient department at a tertiary care centre, South India open to general public. A pre structured questionnaire about hair care products and cleansing was used to randomly assess 100 women.

**Results:** In our study, 100 females were evaluated in age group of 11-60 years and participants were explained the purpose of the study. We found that about 51% women cleansed their hair once a week. Major cleanser was shampoo used by 78% and soap nut was the least used cleanser in 2%. Hair conditioners were used by 27%. 74% women used hair oil once a week. Hair gel was used by 12%. 14% women used hair sprays. 16% women had colored their hair atleast once in their life time. 25% used hair colors for graying of hair. Branded and special hair care products were used most commonly in women of high socioeconomic status. Middle-class women used shampoos most commonly and cleansed hair once a week. Soap nut and no cleanser were more commonly used by women of low socioeconomic status.

**Conclusion:** Women consider hair as vital part of their body and trichologists play a crucial role in addressing their queries with regard to various cleansers and branded hair care products.

