

Harmful Ingredients in Beauty Products for Eyelashes: A Social Media Review

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Background

- Use of over-the-counter beauty products promising increased eyelash growth and strength have gained popularity in the modern beauty market.
- Previous studies have shown that many of the key ingredients used in these products are known to cause harmful side effects.
- As social media sites have grown in popularity, more users are using these sites as a source of information on what beauty products to use, including on their eyelashes.
- The goal of this study was to review how social media users engage with social media content about eyelash products that contain ingredients with known harmful side effects.

Methods

- A literature review was conducted to identify key harmful ingredients found in eyelash serums, dyes, and glues/extensions.
- Next, a search of TikTok videos from the last 6 months with over 1k likes mentioning eyelash products with harmful ingredients identified in the literature review.

Results

Figure 1: Number of Likes on Videos About Extensions/Glues

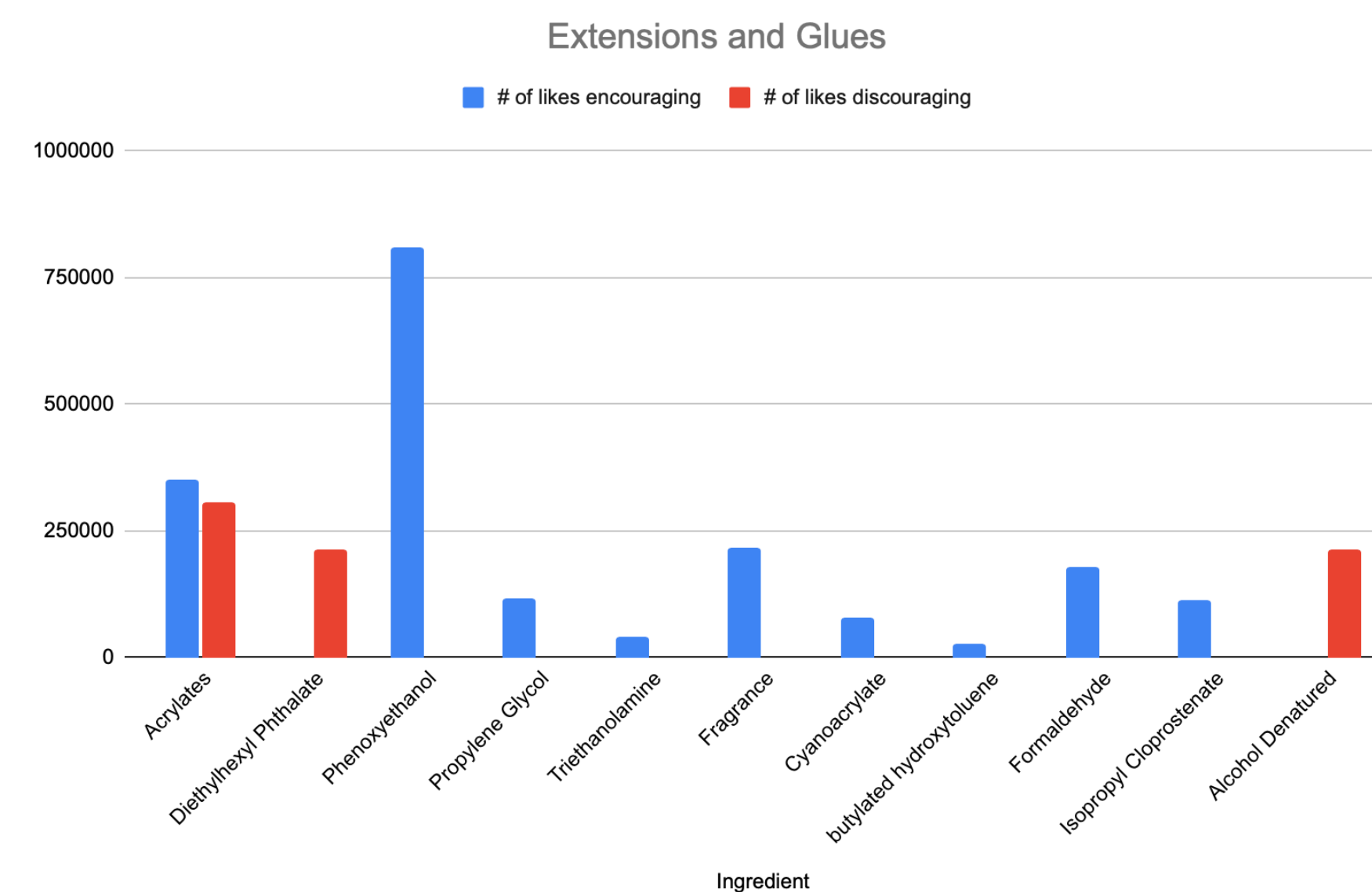


Figure 2: Number of Likes on Videos about Serums

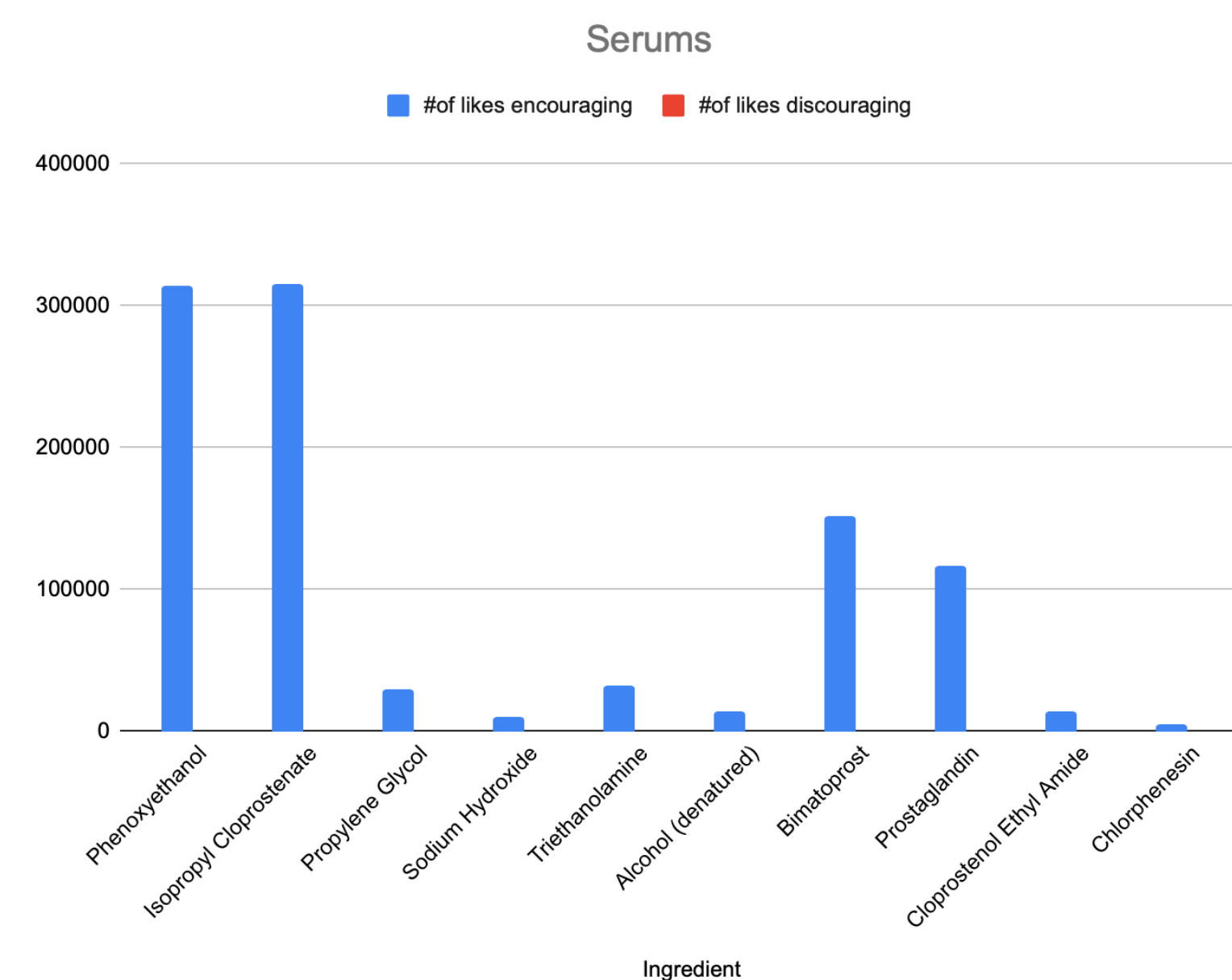
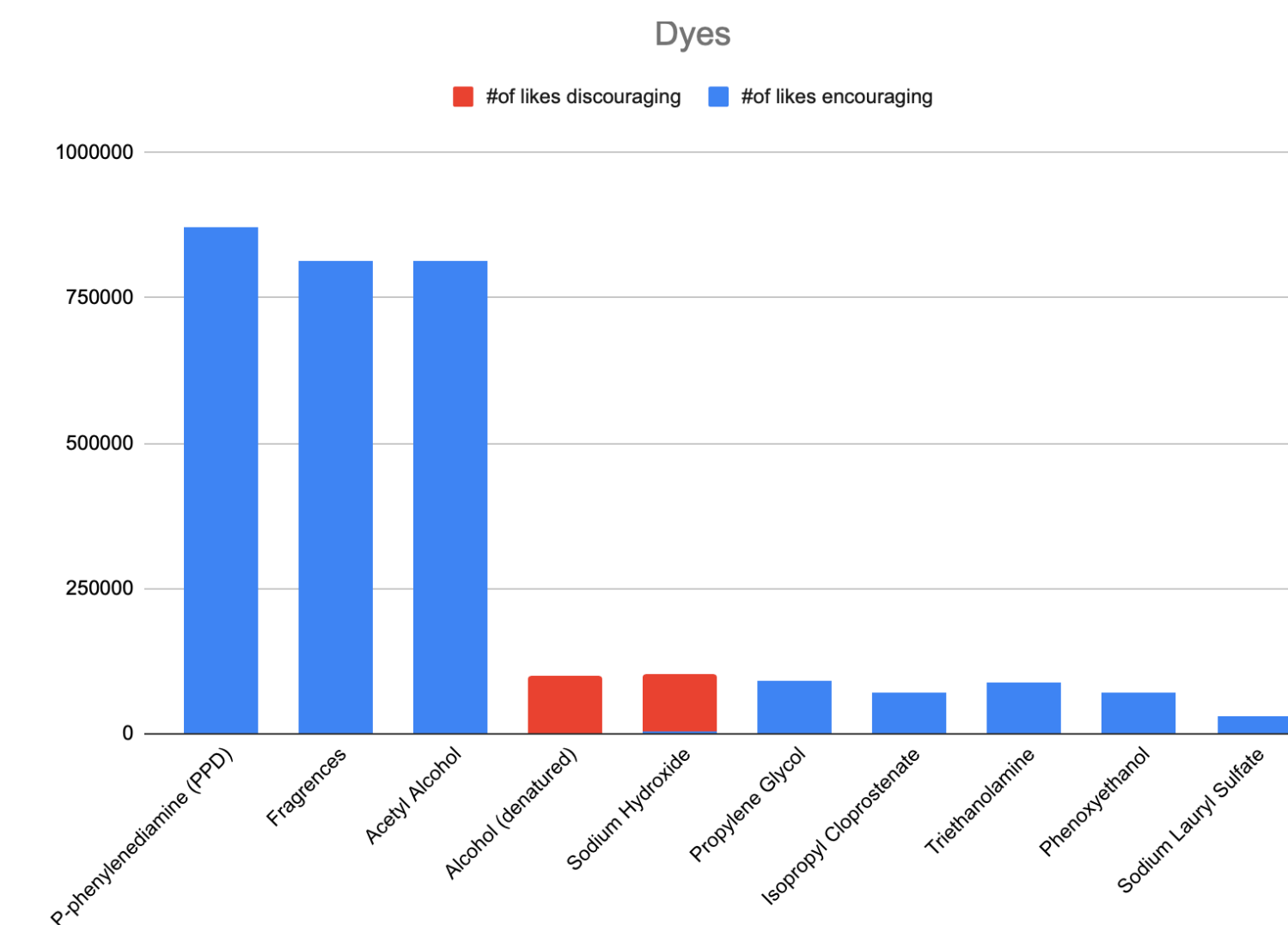


Figure 4: Number of Likes on Videos about Dyes



Conclusions

- Analyzing these videos found that there was strong engagement/number of likes on videos encouraging the use of products with harmful ingredients when compared to those mentioning side effects or discouraging product use (1,810,378 vs 98,500 for dyes, 13,492,616 vs 6,741,219 for extensions, 1,000,194 vs 0 for serums).

Implications

- Overall, this study demonstrates that a large number of TikTok consumers are engaging with content encouraging the use of eyelash products with known harmful side effects.
- It is important for dermatologists to understand what content is being spread on social media and make a diligent effort to spread evidence-backed information on the harms/benefits of products patients may be using.

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