

Products promising increased eyelash length and strength are popular in the modern beauty market. Previous studies have shown that many of the key ingredients used in these products are known allergens/irritants. As social media sites have grown in popularity, more users are accessing these sites as a source of information to determine what to purchase. The goal of this study was to canvas social media to assess the safety of promoted eyelash products.

We compared ingredient lists of top products promoted as serums, extensions and dyes with the ACDS core allergen 90 panel. We also analyzed 6 months of TikTok videos pertaining to these products. Videos were included if they had over 1K "likes".

Videos reviewing eyelashes extensions received positive reviews 93% of the time (28 pro vs 2 con). Known allergens in these products included acrylate adhesives including cyanoacrylate, phenoxyethanol, propylene glycol, triethanolamine, fragrances, butylated hydroxytoluene, and formaldehyde. 89% of videos promoted eyelash dyes (31 pro vs 4 against). Common allergens in eyelash dyes included PPD, fragrances, triethanolamine, and phenoxyethanol. Finally, 100% videos about eyelash serums (55) were encouraging use. Common allergens in serums were phenoxyethanol, propylene glycol, and triethanolamine. Reported side effects were eyelash loss, stinging/redness of eyes, periorbital darkness, and vision changes.

Overall, this study demonstrates that a large number of TikTok consumers are engaging with content encouraging the use of eyelash products with known allergens and irritants. Increased regulation of cosmetic products may be warranted to prevent adverse events especially with products used peri-ocularly.

