

Auranic Products for Healthy and Clean Skin

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ABSTRACT

The demand for organic cosmetics has increased as a result of growing public knowledge of the negative effects of synthetic chemicals in personal care products. Because of their perceived safety, environmental sustainability, and skin-benefitting properties, organic cosmetics which are made with natural components devoid of artificial additives, preservatives, and fragrances—are becoming more and more popular. With an emphasis on moisturizers and foundations, this study assesses the efficacy, safety, and consumer acceptability of a variety of organic cosmetic products, including skincare, haircare, and cosmetics items. In this study, different plant extracts were used to manufacture skin products. The physicochemical properties like pH (5.5 to 6.8), density (0.98 g/cm³), viscosity (500–700 cP) were examined. Moreover, skin hydration, allergic reactions and microbial count were also found to be satisfactory. For customers looking for natural beauty products that are safe for the environment and their skin, organic cosmetics are set to become a popular option.

Keywords: Organic Cosmetics, Physicochemical Properties, Skin Care, Plant Extracts.

INTRODUCTION

As consumers' awareness of environmental and health issues has grown over the past few decades, the cosmetics business has seen substantial changes in customer preferences. Because organic cosmetics are devoid of artificial chemicals, preservatives, scents, and other potentially hazardous substances, people are choosing them more and more. Both health-conscious customers and those worried about the environmental effects of conventional beauty products have contributed to a significant rise in the market for organic cosmetics in recent years. The global market for organic cosmetics is projected to reach USD 54.5 billion by 2027, with a compound annual growth rate (CAGR) of 9.5%, according to a Grand View Research (2021) analysis. The main drivers of this rise are the growing demand for sustainable and eco-friendly products, the growing worry over harmful substances, and the expanding awareness of chemical-free beauty products (Ameta *et al.* 2024) (Barros *et al.* 2020) (Barbulova *et al.* 2015) (Lee and Ki, 2022) (Marangon *et al.* 2015).

OBJECTIVE

The foundation of organic skincare products is the development of safe, sustainable, and efficient beauty solutions that reduce the negative effects of conventional cosmetics on the environment and human health.

METHODOLOGY

- Plant peels were collected, dried and pretreated.
- Mixed with suitable solvent to make the extract. Heated at 40 and 45°C.
- Hydrating agent was added to make it moist.
- Essential oil was also used. After that, preservatives were added to inhibit the microbial growth.
- Several testings were conducted to ensure the safety, stability, and effectiveness.

RESULT

Physicochemical Properties		
pH	Density (g/cm ³)	Viscosity (cP)
5.5 to 6.8	0.98	500–700
Safety & Effectiveness Test		
Microbial Count (CFU)	Skin Hydration	Allergic Reactions
100	15–20% Improvement	No Reaction



CONCLUSION

- Superior moisturizing, calming, and nourishing qualities make organic products perfect for people with sensitive skin or those looking for chemical-free everyday skincare substitutes.
- Eco-friendly packaging, cruelty-free procedures, and sustainable sourcing are prioritized in the manufacturing of organic cosmetics.
- Organic cosmetics are safe for long-term use and compatible with human skin because they preserve ideal physicochemical characteristics, including pH levels, viscosity, and chemical composition.

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