



Fund “Nauka” Project № 24039 Resume – Autumn Competition-based Session 2024:

“Awareness and general attitude towards the usage of cosmetic products and services”

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The aim of the project is to gain an insight into the consumers’ awareness and knowledge, regarding dermato-cosmetic products and services, as well as the opinion of experts delivering the mentioned services and products (pharmacists and practitioners) on the awareness level and general behavior of their patients – the consumers.

In order to achieve the aim the following will be analysed:

- (1) International expertise regarding the usage of dermato-cosmetic products and services;
- (2) The consumers’ opinion on the information sources they tend to base their decisions and rationale when choosing dermato-cosmetic products and procedures, as reflected in surveys taken at the locations relevant to those (pharmacies and cosmetic salons);
- (3) The consumers’ understanding and rationale on the quality of dermato-cosmetic products and services;
- (4) In-depth interviews, aiming to show the opinions of cosmetic practitioners and pharmacists on the level of awareness, knowledge and general behaviors of their patients;
- (5) The main reasons, as pointed by consumers, that drive their decision to consult a health practitioner, before choosing cosmetic products and procedures.

Expected results:

- (1) The consumers’ knowledge on dermato-cosmetic products and services is based mainly on mass and social media and over-trusting flashy ads displaying beautiful packaging, rather than the opinions and advice from expert sources;
- (2) Consumers are expected to co-relate the more expensive and/ or popular brands with higher quality and better efficacy;
- (3) It is possible that consumers would prefer consulting health practitioners for more serious skin issues, rather than for their regular hygienic or beauty regimens;
- (4) Practicing pharmacists and cosmeticians often undergo a serious amount of stress due to their patients’ unrealistic expectations and the struggle to meet those;

(5) Analyzing consumers' behaviors and opinions, as well as those of practitioners delivering the services and products, will facilitate in a better understanding of the changes necessary to amend the former's expectations, improve their ability to filter-out realistic information from such aiming simply to advertise, as well as build a higher trust in the expert opinions of professionals.