

The Growth of BB Glow Treatment: A Conceptual Study

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Abstract

In 2018, Malaysia has first introduced the BB glow treatment service practice after it becomes a beauty trend in Korea and a few other countries in Asia before it broadens to the Europe and United States. BB glow treatment service is done by using micro-needling technique. Despite this fact, there is no existing regulations or guidelines that control the standard of procedure BB glow treatment service in Malaysia. There is a scarcity of literature on the use of halal cosmetics treatment service. Hence, the aims of this conceptual paper to investigate the potential of BB glow treatment service in Malaysia. However, every significant justification is supported by a narrative assessment of past literature.

Keywords: *BB glow, micro-needling, cosmetics, halal cosmetics*



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INTRODUCTION

In 2018, Malaysia has first introduced the BB glow treatment service practice after it becomes a beauty trend in Korea and a few other countries in Asia before it broadens to the Europe and United States (Rosele, 2021). In addition, BB face glow, dermadics mesowhite or water shine BB glow was other name for BB glow treatment service. BB glow treatment was originally classified by most cosmetic entrepreneurs as a semi-permanent treatment to the skin that provide quick result to the customers as though they were constantly wearing foundation.

BB glow treatment service is done by using micro-needling technique. Electric micro needle such as derma pen or derma roller is a tool for micro-needling technique. The tool will be rubbed in a whirling motion against the skin's surface to produce fine pores that allow serum or skin colour ampoules to penetrate.

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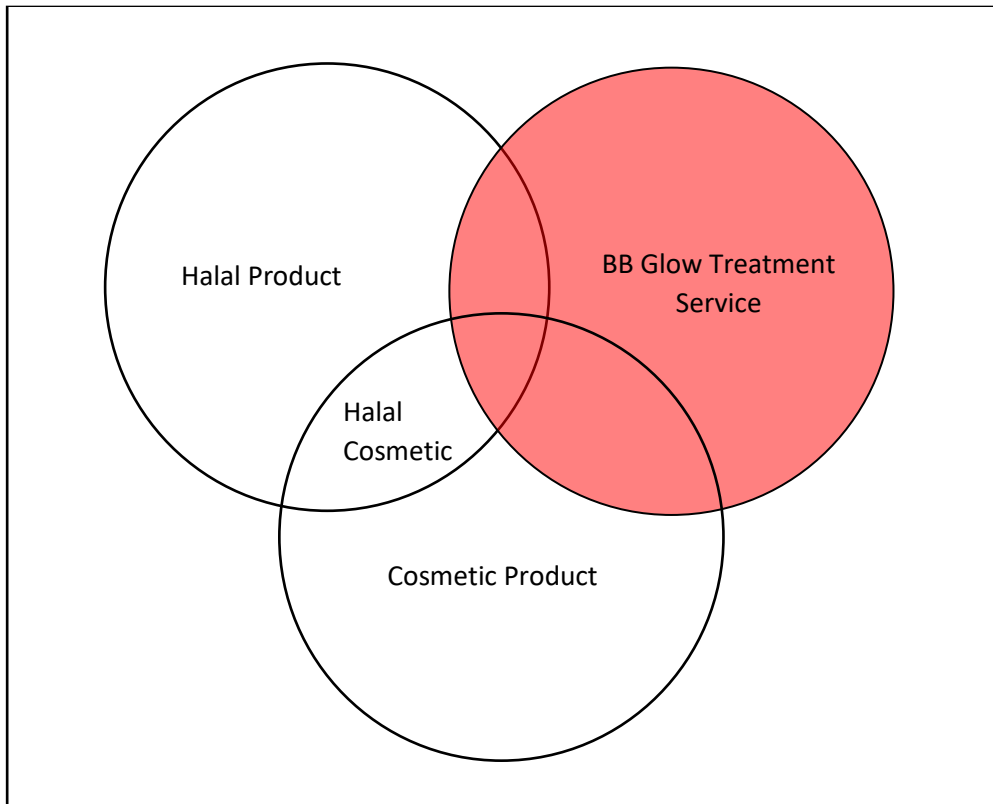


Figure 1: Research gap towards developing framework BB glow treatment service

The figure shows research gap in developing framework of BB glow treatment service in Malaysia. There is no existing regulations or guidelines that control the standard of procedure BB glow treatment service in Malaysia. Additionally, there are some standard or guideline that can be applied in cosmetic product. As for instance, there are some requirements have been stated in MPPHM 2020 Clause 18 (2) where the standard stated that for scheme cosmetic product should be notify and get approval from NPRA before manufacture the cosmetic product. The product also has to meet with the Guideline for Cosmetic GMP, Guidelines for Control of Cosmetic Products in Malaysia, MS 2634:2019 Halal Cosmetics General Requirements (First Revision), Control of Drugs and Cosmetic Regulations 1984 and Guidelines for Control of Cosmetic Products in Malaysia 2017. The notification document has to be declared for every product by NPRA. On the other hand, the existing standard or guideline are not suitable to apply for BB glow treatment service because the BB glow treatment are concern with the safety of device, the cosmetic product ingredients and also related with end-to-end service. Moreover, BB glow treatment service is a skin treatment where the practitioner has to penetrate the BB cream to the first layers of the skin which called epidermis. Nevertheless, there is no clear standard and justification from authority body about the standard of procedure related with the BB glow treatment service. Hence, it is clear why the existing standard and guideline are not applied in BB glow treatment service.

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LITERATURE REVIEW

Cosmetics are defined as "any article intended to be used on the human body by rubbing, sprinkling, or other similar application for cleansing, beautifying, promoting attractiveness, altering the appearance of the human body, and maintaining skin and hair health, provided that the article's action on the human body is mild" (Ali et al., 2016). Research by (de Groot and White, 2001) highlighted by (Shahid et al., 2018) refers cosmetics as "any preparation applied to the skin, eyes, lips, hair, or nails for the goal of cleansing, enhancing appearance, providing a pleasant odour, or providing protection". Based on the Federal Food, Drug, and Cosmetic Act (FD&C Act) cosmetics can be defined as "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance". Definition of cosmetics based on the (Pharmaceutical et al., 2011) is "articles with mild action on the human body, which are intended to be applied to the human body through rubbing, sprinkling or other methods, aiming to clean, beautify and increase the attractiveness, alter the appearance or to keep the skin or hair in good condition."

Cosmetics products are also concerned about safety issues of the consumers. There are personal care products that have contact directly with the consumer's skin and body. Hashim (2013) stated in the research to ensure that cosmetic products or service providers are safe to be used, appropriate safety tests are required as pre-caution to avoid skin sensitivity. This statement support by Marinovich et al (2014) mentioned that the certain PCPs (Personal Care Products) come into contact with human skin, leading to adverse local effects, periodically and when the skin penetration occur, it depending on the safety of its ingredients.

Moreover, P. Hashim & Mat Hashim (2013) stated the chemical, microbiological and toxicity measures are the basic criteria that must be carried out in ensuring the health of the finished goods and the cosmetic products must have a pH value of 5.0 – 6.5. A study by Che Mohd Hashim & Musa (2014) supports the statement and point out that cleansers, moisturizers and colour cosmetics are examples of skin care products in that pH range meanwhile as for hair pH level is 4.5 – 5.5 and if the hair care item with a pH in excess of 7.5 will make the hair dry and brittle.

According to the Guidelines for Control of Cosmetic Products in Malaysia 2017, cosmetic goods are acceptable if they meet the toxic metals and the minimum permissible microbial limits. According to Mohezar. S (2016) the researcher identified that health risks such as breast cancer, genital anomalies and distortion associated with cosmetic products containing nano-particle ingredients have increased consumers understanding of cosmetic products. Moreover, in accordance with Zaidun & Hashim (2017) the researcher tends to agree with the statement and indicated that the ingredients must be carefully chosen and the stability of the products can affect their safety.

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RESEARCH METHOD

This study conducted qualitative approach. In order to obtain relevance information, the research used library research and content analysis to gather the data. Based on the scope this research, the BB glow treatment concept and data on its service is generally gathered from the website of cosmetics consumers and practitioners. Other than that, by referring official website of United State Food and Drug Administration (USFDA) and Metro Harian there are some data that may contribute with the research. As applied to the study, this theory holds the concept of BB glow treatment service that will help to construct a framework of BB glow treatment.

FINDINGS AND DISCUSSION

Based on Harian Metro news that was reported by Hafidzin, (2019) revealed that according to spa provider Khailily Mohd Ridzuan there are two methods that have been practiced on BB glow treatment service in Malaysia. First, the treatment is not permanent on skin but it can help consumer skin become cleaner and glow. As for the second method, the process of treatment likely with tattoo procedure where the BB cream penetrate to skin layer and it will be long last for about one year. This procedure using micro-needling technique and its semi-permanent treatment. This statement also supported by Azliana Md Yusof spa provider in Malaysia.

In addition, Dr Setterfield (2019) mentions that the BB glow treatment service involves using micro-needling device to perform the semi-permanent makeup. As stated by Rosele (2021) the BB glow treatment entails much more complex mixture of BB cream compared to hyaluronic acid and vitamin C which are commonly utilize by micro-needling practices to treat the skin. There is a confusion in determining whether a microneedle is categorized as medical device or cosmetic device. It is illustrated that having a “in-clinic” micro-needling treatment that with needle length of 0.5 mm or more is considered as a medical device and vice versa. It is believed that restricting the chemicals to only on the epidermis area, will deliver a safe treatment, which does not scientifically prove (Setterfield, 2019). The industry classified the micro-needling based on the length of the needle.

These are types of micro-needling that used for skin treatment: -

Table 1: Types of micro-needling (Setterfield, 2019)

Types of micro-needling	Definition
Cosmetic Needling	Less than 0.5 mm is considered cosmetic and thus safe to be used at home to infuse suitable topical materials to help and optimize cell activity.
Medical Needling	Needle depths approaching 0.5 mm or more considered as medical to vitalize the dermis which are the skin deeper layers.

As for medical needling, the depths the needles reach the deep dermis, the appearance of scars and acne will be minimal. However, (Setterfield, 2019) state that penetration technique that exceeds medical needling depths may cause high risk to the consumers. Those include allergic responses, post-inflammatory hyperpigmentation, scarring, and granulomas.

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Micro-needling has been around for a while and is considered to be fairly safe compared with other care modalities. There are greater risks for micro-needling (tattooing) BB cream than with any other product used for a cosmetic home treatment device because there is not enough monitoring from authority body. Derma-rolling has been utilised for a variety of conditions, with numerous studies proving its effectiveness. Chemical peeling, platelet rich plasma, radio frequency, succession, punch elevation, and lasers have all been tested alone and in combination with it (Singh & Yadav, 2016).

In addition, the tools that used for cosmetics process also affected the safety of the procedure which are including in the halal requirement process. A 3 mm long needle protects the medical needling tool, which must be rolled over the scar in three directions under constant pressure: vertically, horizontally, and diagonally, and a straight system guide is required to minimise shear pressures and deeper injury (Busch et al., 2018). Halal is also concern about the safety during process of cosmetics treatment. The tools and utensil are the important things to be considered as it will have direct contact with the consumer skin.

CONCLUSION AND FURTHER RESEARCH

In a nutshell, a new wave in the global cosmetics market will emerge, resulting in increased demand for cosmetics that suit religious and cultural standards. As in cosmetic industry treatment service, there are various type of facial treatment that have been handled by beauty practitioner in Malaysia. Nowadays, BB glow treatment is the new trend beauty treatment that have been arise in Malaysia. However, there is no clear standard of procedure on this treatment.

Therefore, this study may assist the authority's body such as the Department of Islamic Development Malaysia (JAKIM), National Pharmaceutical Regulatory Agency (NPRA), Malaysian Standards Department and Medical Device Authority (MDA) to establish new guideline for cosmetic industry in Malaysia. Moreover, it can create awareness among the consumer about the new trend beauty treatment that arises in Malaysia.

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