



## Skin self-care during the COVID-19 pandemic

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### Introduction

The World Health Organization (WHO) in January 2020 argued about the spread of Covid-19 affirming an international emergency in public health. However, social isolation has brought several impacts on the population's life [1]. In this view, a means that serves as a relief for moments of crisis are social networks [2]. The health area, for example, has as its main vehicles for disseminating information the internet/social media [3]. Ross and collaborators in 2015 published data in which they state that the area of dermatology is significantly understood in social media. The population shares their opinions and doubts about the cosmetic experience with professionals in the area. Of this study 74% of respondents are satisfied with the guidelines of their dermatologists on the internet [4].

In this view, the search for the aesthetically beautiful was born together with the emergence of humanity. Styles and personal desires change a lot throughout history, being linked to each era as a function of our mental evolution, which follows a lifestyle at that time. It is necessary to analyze the idealization of beauty a standard used as an ideal [5].

For the construction of aesthetic ideals, philosopher researchers about the influence of physics and metaphysics developed aesthetic dialogues. Aesthetic standards are not eternal, they vary in time and space, and from one region to another. Differences between peoples can be influenced by climate, religious beliefs, the history of society, political regimes, economic systems, etc [5]. A very striking feature in the determination of beauty today is the fact of the combination of care that integrates the physical, psychological and mental.

Thus, this study aimed to analyze the increase in

skin self-care during the Covid-19 pandemic.

### Methods

Between June and October 2020, the link (<https://Forms.gle/WAVhwe4sYtjnaJtT9>) was shared from the personal contact list (WhatsApp) and shared by the researchers' social networks (Instagram, Facebook, WhatsApp) for dissemination which contained the study questionnaire prepared by the researchers. By clicking on the link, the participant received the consent form, so that they had knowledge about the study and accepted their effective participation. The questionnaire consisted of sociodemographic variables and investigations related to self-care with the skin and vanity. After reaching the sample size, the link to the Google Forms platform was blocked from receiving new responses, the data were tabulated and statistically analyzed.

### Ethical Approval

This study was approved by the CEP/CONEP Research Ethics Committee in accordance with CNS resolution nº 466/12 under registration nº 4.105.179.

### Results and Discussion

The Covid-19 pandemic forced the world population to perform social isolation at various times in 2020. The availability of time and social networks may have influenced people to increase self-care with their skin. To analyze this possibility, 424 people answered an online questionnaire with questions related to this theme. Of the total valid answers, 88.9% (n=376.9) of the participants were female, aged between 18 and 29 years (49.1%, n=208.1) and had completed higher

education (49, 1%, n=208.1), as shown in **Table 1**.

**Table 1.** Analysis of the profile of participants in this study.

	<b>N (425)</b>	<b>%</b>
Female	376	88.9
Age between 18 and 29 years old	208	49.1
<b>Complete Higher Education</b>	<b>208</b>	<b>49.1</b>

It is known that self-care is a practice that concerns an active and responsible attitude towards quality of life and, according to the answers analyzed, 99.3% (n=421) consider self-care of the skin important. But even considering the important act, only 21.9% (n=92.8) of the participants claim to have had the habit for more than 10 years. It is known that the self-care routine is extremely important, however, in this study, it was observed that only 67.2% (n=284.9) of the participants have this habit and 32.8% (n=139) claim not to be able to keep to the routine.

It is clear that self-care is not only important for aesthetics, it may be necessary to treat illnesses and prevent pathologies. Even so, when it comes to aesthetics, 15.9% (n=67.4) of the participants are not satisfied with the appearance of their skin and 58.3% (n=247.1) are partially satisfied, and the justification for this is not having found all the effective products for the skin (**Table 2**). However, 20.5% (n=86.9) of the participants stated that during the COVID-19 pandemic they changed their perception of vanity, increasing self-care with the skin, and 24.3% (n=103) decreased their self-care. care in the same period. This attitude may be related to the satisfaction of the skin's appearance during this period of pandemic.

**Table 2.** Analyzes performed to study the correlations between vanity, self-care and the COVID-19 pandemic period.

	<b>N</b>	<b>%</b>
Consideration of skin self-care important	421	99.3
Have the self-care habit for over 10 years	92	21.9
Participants who are used to self-care	284	67.2
Did not follow self-care routine in the pandemic	139	32.8
Are not satisfied with the appearance of their skin	67	15.9
Are partially satisfied with the appearance of their skin	247	58.3
Participants who changed the perception of vanity during the Covid-19 pandemic	86	20.5
<b>PARTICIPANTS WHO REDUCED SKIN CARE IN THE PANDEMIC PERIOD</b>	<b>103</b>	<b>24.3</b>

The correlation between the perception of being vain and daily self-care with the skin was analyzed and a significant correlation was observed even during the pandemic period, as an important factor for health, with a Spearman correlation coefficient of 0.267 and a P value of less than 0.001. This suggests that the pandemic influenced the study participants' routine and perception of vanity.

## Conclusion

Based on this study, vanity and daily self-care, in addition to their correlation, are directly associated with the emotional state of individuals. During the period of social isolation, it sometimes meant that the emotional state of a portion of the participants did not continue with the daily care they already had before this period. Another portion of the interviewees states that their perception of vanity has changed, understanding that self-care is not only related to aesthetics. We conclude from this result that the scenario generated by the pandemic by COVID-19 influenced the self-care of the skin, which is associated with importance for health. In addition, the increase in time generated by social isolation made participants use more time for self-care.

**Keywords:** Self-care. Beauty. COVID-19.

## Acknowledgement

Nil.

## Ethical approval

This study was approved by the CEP/CONEP Research Ethics Committee in accordance with CNS resolution n° 466/12 under registration n° 4.105.179.

## Informed consent

The patient signed the consent form.

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Not applicable.

## Data sharing statement

No additional data are available.

## Conflict of interest

The authors declare no conflict of interest.

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