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Facial cosmetics & role of pharmacist in client education

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The skin is the body's largest organ. Nevertheless, the importance of its functional role is often underestimated, and its care is taken for granted. Establishing a skin care regimen is important to maintain healthy, hydrated skin, and incorporating preventive measures can help reduce or eliminate exacerbating conditions that may make unprotected skin more susceptible to dermatologic problems. Pharmacists receive frequent requests for information about various skin care products available for cleansing, moisturizing, and photo protecting the skin. As accessible health care professionals, pharmacists are in a key position to educate patients about appropriate skin care, especially the necessity of using moisturizers several times a day to improve the skin's appearance and texture and sustain its protective function. To understand the importance of moisturizing the skin and factors that may make the skin more susceptible to dryness, pharmacists must be familiar with the skin's physiology. Such knowledge allows pharmacists to make appropriate recommendations to patients about skin care products. The goals of therapy are to restore the hydration and barrier function of the skin. To that end, the patient should be educated in how to establish a routine cleansing and moisturizing regimen.

The Role of the Pharmacist: When counseling patients, pharmacists should take the opportunity to increase awareness about the importance of a daily skin care regimen and explain the consequences of not taking care of the skin. If necessary, pharmacists should refer patients to a dermatologist. Pharmacists can be instrumental in identifying individuals who may be at a greater risk for developing dry skin, particularly those currently taking prescription medications or those with certain medical conditions. For example, approximately 33% of patients with diabetes have some type of dermatologic disorder that is the result of or affected by the diabetes. Through pharmacists' counseling, patients with diabetes can be reminded that, in addition to maintaining glycemic control, it is also imperative to adhere to a daily skin care regimen that includes mild cleansers and moisturizers to prevent further complications associated with dry skin. As health care professionals, pharmacists can provide expertise, knowledge, and advice to patients about skin care products and the health benefits of healthy, hydrated skin.

Biography

Mamoona Firdous Naqvi has professional experience stretched over 15 years mainly in regulatory affairs, business development and medical information with three leading organization Gulf Pharmaceutical - Julphar, Sanofi Aventis, Pakistan and Aga Khan Hospital one of the renowned hospital worldwide. In a affiliate role and regional role in some extent, she is highlighted with proven track record of achievements with consistent progression in the career, and she is equipped with dual qualification – a pharmacist (graduate in pharmacy and Master in Pharmaceutical Sciences) and MBA in Marketing discipline (First class First, Gold Medallist). She has solid understanding of product development, good interpersonal skills, and has excellent communication skills with sensitivity for confidential information and socio-cultural issues, strong planning skills with proven competence in establishing new processes for faster market access, and she is expertise in develop and implement regulatory strategies, appreciation for cultural diversity and team work.

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