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Psychoemotional Impact of Natural Cosmetics on Women: Between Effect and Sensation

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Abstract: The article analyzes the psychoemotional impact of natural cosmetics on women. The aim of the study is to examine the nature of the influence of natural cosmetic products on women — separating objectively measurable physiological changes from subjective emotional experiences. The methodological foundation is a systematic review of publications covering neurocosmetics, consumer behavior psychology, and the dermatological efficacy of phytocomponents. The analysis conducted showed that improvement in psychoemotional state is determined to a greater extent not so much by direct dermatological effects as by the multilevel influence of the ritualization of procedures, sensory perception (aroma, texture), and the cognitive attitude toward the safety and environmental friendliness of the products. A psychological phenomenon has been identified whereby the subjective feeling of self-care becomes a more significant factor than the actual biochemical response of the skin. It is concluded that the therapeutic potential of natural cosmetics is realized through the synergy of product composition and the established order of its application, forming a stable positive feedback loop. The findings are of interest to psychologists, cosmetologists, dermatologists, marketers, and preventive medicine specialists.

Keywords: natural cosmetics, psychoemotional impact, consumer psychology, neurocosmetics, holistic approach, women's health, placebo effect, care rituals, sensory marketing, phytotherapy.

Introduction: In recent years, the global natural and organic cosmetics industry has demonstrated rapid growth: according to forecasts, by 2027 its turnover will reach 54.5 billion USD with an average annual rate of

approximately 5.2 % [1]. This dynamic is driven not only by consumers' deeper understanding of the possible risks of synthetic ingredients but also by a broader sociocultural shift toward sustainable consumption, eco-awareness, and a holistic approach to health. The main audience of this segment—women—increasingly perceives cosmetics not merely as a means of masking imperfections but as an instrument of self-care that promotes harmonization of the inner state and psycho-emotional balance.

Despite numerous studies devoted to the chemical composition and dermatological efficacy of natural components, the scientific discourse often overlooks the complex mechanism of their influence on the psycho-emotional sphere. Existing works are mainly focused on objective parameters: improvement of skin hydration, smoothing of wrinkles, anti-inflammatory action, whereas the choice of a natural product is frequently determined by irrational factors—a set of subjective sensations, personal attitudes, and emotional experiences. Meanwhile, a comprehensive analysis linking the biochemical processes triggered by cosmetic agents with psychological reactions and neurobiological patterns underlying the feeling of well-being is lacking.

The aim of the study is to investigate the nature of the influence of natural cosmetic products on women—separating objectively measurable physiological changes from subjective emotional experiences.

The scientific novelty of the work lies in describing a conceptual model that explains the synergistic interaction of biochemical, psychological, and sociocultural factors forming a positive psycho-emotional response to the use of natural cosmetic products.

The author's hypothesis is that in the formation of psycho-emotional comfort, the subjective feeling from the use of natural cosmetics, reinforced by the ritualization of procedures, sensory stimuli, and cognitive beliefs in their benefits, plays a more significant role than their clinically proven dermatological effect.

Materials and Methods

The literature on the psycho-emotional impact of natural cosmetics on women can be divided into several semantic clusters of research. First, studies focused on market analysis and marketing strategies of clean and natural cosmetics demonstrate a wide range of

methodological approaches, from quantitative demographic surveys and consumer questionnaires to linguistic analysis of advertising copy. For example, Cherian A. T. [2] conducts a demographic analysis of the influence of altruistic motives on attitudes and purchase intentions in the Indian green cosmetics sector, using questionnaire surveys and regression analysis. Santoro C. [3] applies case studies and content analysis of corporate reports to identify trends in sustainability and production transparency, emphasising the clean beauty movement. Silva P. C. D., Teixeira R. L. P., Brito M. L. A. [9] perform a cognitive-linguistic analysis of metaphors in advertising campaigns, allowing reconstruction of the image of green in consumer consciousness. Reports from global agencies complement academic investigations [1, 11] rely on statistical data collection and forecasting models to assess market dynamics, segmentation by price and distribution channels.

The second block of studies is devoted to the functional and formulation aspects of natural ingredients. Michalak M. [6] uses molecular-biological methods and in vitro studies to evaluate the antioxidant activity of plant extracts and their influence on skin-ageing processes. Bikiaris N. D. et al. [8] focus on the development of PLA nanocomposites, applying scanning electron microscopy and thermal analysis to assess their mechanical and barrier properties. R Rausch H. et al. [12] conduct a historical-philosophical review of European phytotherapy, combining documentary analysis with systematisation of botanical classifications and prescriptions, which makes it possible to trace the evolution of the use of medicinal herbs in cosmetology. Within this group Ghalamghash S., Ghalamghash R. [4] introduce the concept of neurocosmetics, describing preprints of experimental studies on animals and the first pilot clinical trials that demonstrate the potential of neuromodulating peptides.

The third block comprises works that investigate the psychological and emotional reactions of women to the use of cosmetic products. Roso A. et al. [5] carry out experimental sensory tests and questionnaires, establishing correlations between the textural characteristics of products and consumers' emotional reactions, using physiological measurements (heart rate, skin conductance) for analysis. Ciarrochi J. et al. [10] propose a process-oriented therapeutic approach that combines techniques of ACT (Acceptance and Commitment Therapy) and cognitive-behavioural

therapy to work with self-perception and body image, which can be integrated into self-care practices when using cosmetics. Gómez-Borges A. et al. [13] investigate how workplace self-care resources mediate the relationship between personal resources and psychological wellbeing, applying structural modelling based on survey data.

Finally, a separate group comprises studies on the safety of natural products. Tran J. M., Comstock J. R., Reeder M. J. [7] perform pharmacological screening of allergenic compounds in clean beauty products, demonstrating that natural does not always mean hypoallergenic and that labelling standards often mislead the consumer.

Thus, the literature clearly exhibits a diversity of approaches: marketing studies rely on questionnaires and content analysis, formulation research on physicochemical and biological methods, and psychologists employ experimental and therapeutic techniques. At the same time, significant contradictions are revealed: some authors state the high effectiveness of plant components in terms of physiological and emotional effects, whereas others point to their potential allergenicity and insufficient standardisation. There is no consensus on methods for measuring the calming or uplifting effect of product texture. Poorly covered issues include the long-term psychophysiological consequences of regular use of natural cosmetics, cross-cultural differences in the perception of product purity and environmental friendliness, and the integration of biochemical indicators with consumers' subjective emotional feedback.

Results and Discussion

Analysis of existing empirical data and theoretical concepts allows us to distinguish two interrelated but qualitatively different directions of the influence of natural cosmetics on women: an objective physiological effect and a subjective psycho-emotional sensation. Their interaction, in which the psychological component often dominates the biological one, determines the final perception of the product and forms its therapeutic value for consumers.

Thus, speaking of the physiological effect, the plant-based ingredients widely used in natural cosmetics display proven pharmacological activity. Shea butter and jojoba oil effectively restore the lipid barrier of the

epidermis and prevent transepidermal water loss [8]. The antioxidant properties of green tea, pomegranate and resveratrol extracts ensure the neutralization of free radicals and slow down the processes of photo-ageing of the skin [6]. Substances such as bisabolol from chamomile and allantoin exhibit pronounced anti-inflammatory and soothing actions.

At the same time, the effectiveness of such components in commercial formulations depends on their concentration, stability and bioavailability, which often remains the subject of scientific debate. The results of studies are not always confirmed by in vivo clinical trials, and the cognitive bias of appeal to nature can lead to inflated expectations among consumers [9].

Considering the features of the psycho-emotional sensation, the main contribution to a woman's emotional well-being is made not so much by the purely biological action as by the totality of ritual and sensory impressions from using the product:

- Ritualization of care. A multistep procedure (cleansing, toning, serum, cream) is transformed from a routine action into a conscious self-care ritual. Psychological studies show that regular rituals create a sense of order and control, reduce anxiety and strengthen mental resilience [10]. Natural cosmetics in this context act as a kind of rite aimed at self-care.
- Sensory impact. The aroma and texture of the product are powerful emotional triggers. Volatile organic compounds, such as linalool from lavender or limonene from citrus, interact with olfactory receptors and affect mood and memory centres in the brain [4]. A pleasant scent helps to reduce cortisol levels, and the silky texture of a cream or the softness of a foam activates oxytocin secretion, enhancing tactile pleasure and reinforcing a positive perception of one's own body [5].
- Cognitive set and placebo effect. Marketing messages such as organic, vegan, eco-friendly form in a woman a conviction of the product's safety and environmental friendliness, which triggers a powerful placebo mechanism. The expectation of positive changes promotes more attentive monitoring of the skin condition, and even minor improvements are interpreted as the result of the cosmetic's action.

Table 1 presents a comparative analysis of the main motives when choosing natural and conventional cosmetics.

Table 1. Comparative analysis of the main motives for choosing natural and conventional cosmetics (compiled by the author based on the analysis of [2, 3, 11]).

Motivational factor	Natural cosmetics (significance level)	Conventional cosmetics (significance level)
Perceived formulation safety	High	Medium
Brand environmental responsibility	High	Low
Sensory characteristics (fragrance, texture)	High	Medium
Clinically proven efficacy	Medium	High
Compliance with ethical norms (cruelty-free)	High	Low
Formula/technology innovativeness	Low	High
Price / Availability	Medium	High

Analysis of the data presented in Table 1 indicates that consumers of natural cosmetics primarily rely on value-oriented and emotional motives, whereas when selecting conventional products, they are guided by more pragmatic, goal-oriented criteria.

products should be viewed not as a sequential linear process but as a multilevel dynamic system with positive feedback. This interrelated mechanism can be conveniently represented as a conceptual diagram (Figure 1).

The psycho-emotional effect of natural cosmetic

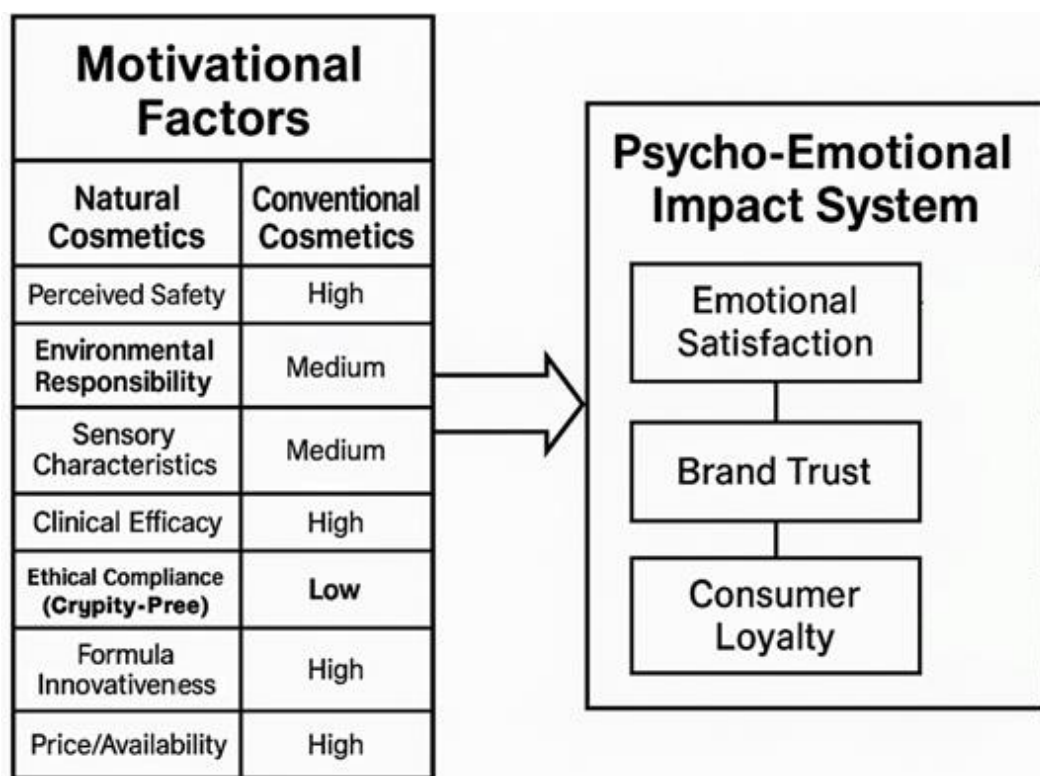


Fig. 1. Conceptual model of the psycho-emotional effect of natural cosmetics (compiled by the author based on the analysis of [7, 11, 12, 13]).

The initial motivating factor — for example, an intrinsic need to care for one's own well-being — activates an aesthetic-sensory self-care ritual that involves a natural remedy. During this ritual, pleasant organoleptic characteristics (aroma, texture) combine with cognitive confirmation of the product's safety and benefits, leading to a marked reduction in tension, an increase in self-esteem, and a sense of control over one's own state. The resulting emotional response, in turn, strengthens the initial motivation, ensuring repeatability of the behaviour and forming a stable attachment to the chosen product and care ritual.

In parallel, complementary health-promoting approaches — foremost nutrition science — are harmoniously integrated into this model. Systemic work on metabolism, hormonal balance, and inflammatory processes from within produces a sustained and pronounced effect on skin condition, energy levels, and overall well-being. For example, the Mild Hormonal Rebalance programme, aimed at nutritional support of the liver and normalization of insulin sensitivity, directly influences skin clarity and emotional stability. Real

improvements recorded within the Nutrition as Therapy system — body mass reduction of 5–12 kg and optimisation of laboratory parameters — greatly enhance confidence in the holistic approach.

The use of natural cosmetics here acts not merely as a masking tool but as an external embodiment of internal transformation: daily care becomes an act of recognition and celebration of a healthy, strong organism. The combination of the objective effect of nutritional support and the subjective sensation derived from the cosmetic ritual forms a powerful cumulative psycho-emotional uplift. Statistical data indicating that 80 % of clients experience a decrease in anxiety within the first six weeks of guidance confirm the presence of this synergistic mechanism, whereby changes in nutrition and lifestyle are reinforced by daily self-care practices [5, 9, 11].

Figure 2 presents a diagram of the key factors determining consumer choice in the natural cosmetics sector in 2024, which further underscores the significance of psychological determinants.

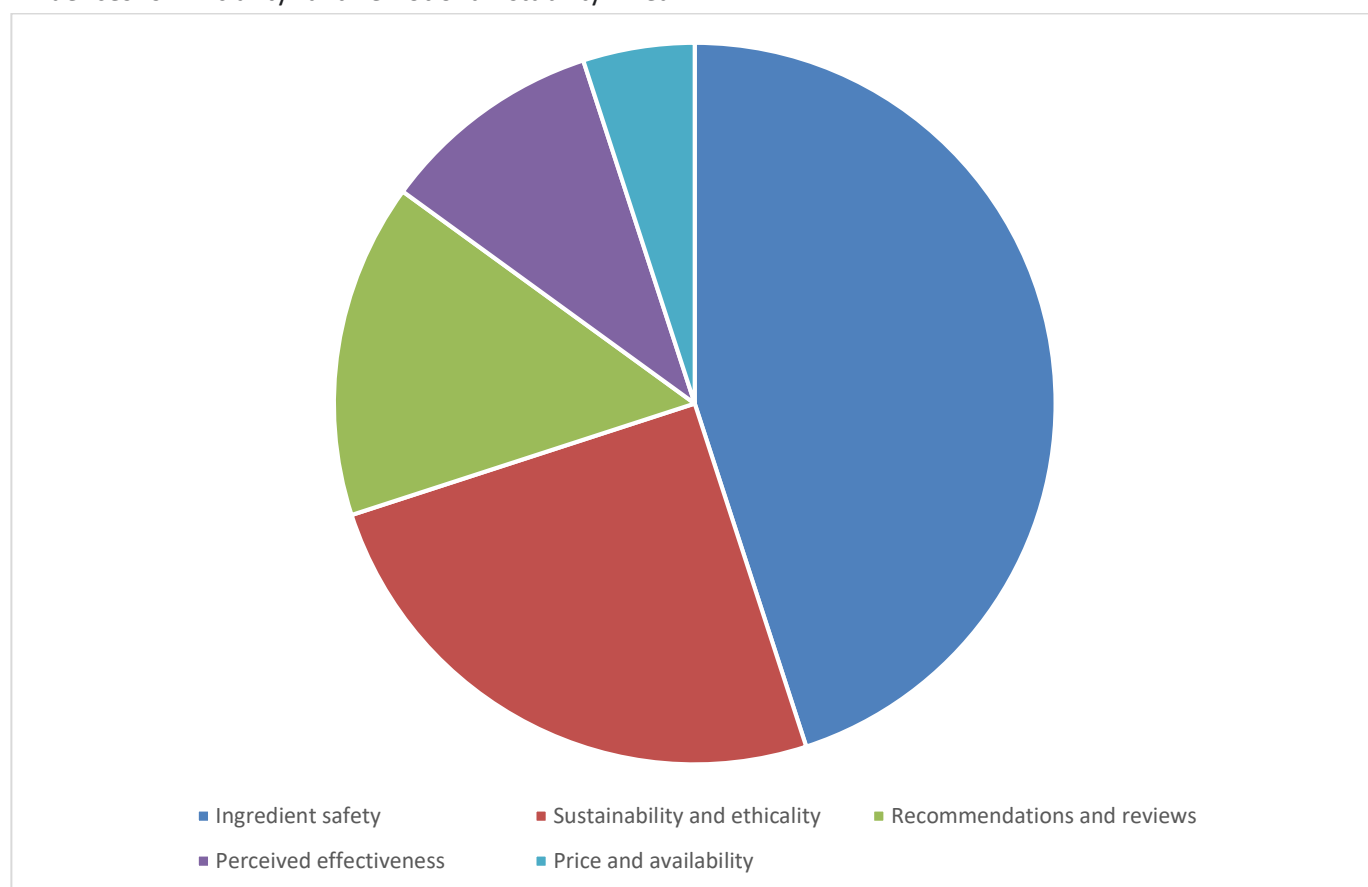


Fig. 2. Key drivers of consumer choice in the natural cosmetics sector (compiled by the author based on the analysis of [1, 11, 12]).

Accordingly, the value of natural cosmetics for the modern woman lies not in their capacity to radically

change appearance but in their ability, through product application, to influence the internal state. While the

effect remains important, the primary consideration is precisely the emotional perception and the sensations produced. The discovered phenomenon sets the task of revising approaches to the development and marketing of cosmetics, shifting attention from the pursuit of the most active ingredient to the creation of a holistic sensory and emotional experience.

Conclusion

The research conducted provided an analysis of the psycho-emotional impact of natural cosmetic products on women, moving beyond classical dermatological paradigms. It was revealed that the perception and satisfaction level derived from the use of these preparations are determined by a complex synergy of two aspects: an objectively measurable physiological effect and a subjective psycho-emotional sensation.

The main finding of the study confirms the initial hypothesis: to achieve sustainable psycho-emotional balance, the importance of the sensation formed through the ritualisation of self-care, a positive sensory experience, and cognitive confidence in the safety and benefits of the product outweighs the influence of its clinically recorded dermatological action. It has been established that natural cosmetics act as a catalyst for self-acceptance and self-care processes, initiating a positive feedback mechanism in which regular care rituals contribute to anxiety reduction and increased self-esteem.

Thus, the stated goal — to perform a systematic analysis of the dualistic nature of the influence of natural cosmetics — has been fully achieved. The obtained results have practical significance: for specialists in marketing and cosmetic product development, they indicate the need to shift the emphasis from exclusively functional characteristics to the formation of a comprehensive emotional-sensory experience. For psychologists, cosmetologists, and nutritionists, they open the prospect of creating integrated programmes aimed at improving the quality of life of women, considering self-care as a crucial component of mental health.

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