

## **Hair Care Products Utilization by Female Youths in Umunneochi Local Government Area**

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### **Abstract**

This paper focused on hair care products utilization by female youths in Umunneochi Local government area of Abia. It determined commonly utilized products; guidelines/modalities they follow in utilization; challenges they encounter in utilization and ways of enhancing utilization. Population was made of youths within the age range of 18-39 years. A random sample of 450 (male and female) was drawn for the study. Questionnaire was used for data collection Data were analysed using means. The findings reveal that except serum, hair sprays, setting/styling lotion that fall below the mean, all others are above the mean. The paper concludes that female youths should consult dermatologists for advice and female students should guide against fake products to prevent further hair damage.

**Key words:** Hair, Care, Products, Youths, Utilization, Chemical

### **Introduction**

Hair is a filamentous out growth that grows in the follicle found in dermis. Hair is also composed of protein, notably keratin. The human body a parts from the palms of the hands, lips and soles of the feet is covered in follicles and fine velus hair. Hair appears in different parts of the body

and is most abundant on the scalp where it plays both protective and adornment roles.

Hair needs to be properly cared for to make it look silky and lustrous. There are many hair care products of varied qualities. Every one cares for his/her hair. Female youths are however very conscious of their looks

and hair-do. They choose and use different types of hair care products, some of which may injure their hair.

It is important that they choose and use hair care products that suit the hair types. There are different types of hair care products commonly used. According to Daniel (2013) these include shampoos, conditioners, gel, hairspring, mouse, shine spray, setting/styling lotion, wax, pomade, hair colour. There are challenges in using them. Some hair care products are mixed with alcohol which can dry and damage the hair. Some illiterate hair dresser may find it difficult to interpret care labels and some hair care products are expired and may be difficult to discover these among others are some of the challenges.

Hair products are used to maintain a healthy hair. Blain (2010) noted that the products are formulated with mineral oils and linolin to make hair pliable. They are also used for dressing, controlling frizz and static, molding and adding body to the hair. For adequate care, hair photo protection is necessary with the right product usage and they can protect the hair from harmful ultra violet rays and prevent further damage.

Other than setting hair, these hair care products make the hair gentle if it is rough. Jablonski (2006), observed that these styling products can create major changes in the hair volume and

fibre. They are used to groom one's hair with latest hair styles. They can also give an easy hold to the hair. The right styling products brings the best out of hairstyles.

They are countless hair care products that promise texture, shine, curl, volume or hold to a particular style. The common styling products that are widely used by both genders are shampoos, conditioners, gel, hairspray, Mousse, serum/glass/shine sprays, setting/styling lotion, wax, pomade, creams, hair colour, etc. The shampoos are the cleansing agents. David (2004) warns that harsh shampoos affect the hair adversely reacting in dry and dull hair.

According to Claude (2006), shampoos are hydrophilic in nature. Conditioners coat cuticle of hair, making it easier to comb and given it surface sheen that makes it look good. Gels allow flexibility and other pleasing result. John (2001) noted Gels that are usually mixed with alcohol so that they will dry quicker but this can dry out the hair and damage it. Hair spray increases the resins resistant to humidity and minimizes growing force and damage. Mouse provides a smooth texture to the hair and makes hair more manageable. Serum/polish/shine-spray adds shine and smoothness or temporarily repairs spilt ends. Setting/styling lotion is used for roller settings, crunching, blow and natural

drying. Wax/pomade/creams add weight to the hair.

These hair care products have effects on the hair. According to David (2004) these affects hair adversely resulting in dry and dull hair. Lack of conditioning the hair leads to decrease tensile strength, brittleness and porosity (Dalton, 1995). Gels can dry out the hair and damage it. Mouse is a formulation of polymers and conditioners in a mixture of alcohol and dispensed as foam. They are soft to touch and can easily be removed from the hair after a few washes, among others.

Thermal reconditioning is the most trendy hair straightening treatment. Hair straightening treatment gives a glossy, smooth, shiny hair texture. According to Ako (2013) these thermal reconditioning may sometimes cause damage in the rigid black hair as it is fragile and may not withstand the heat and chemicals that are used in hair treatment. The hair products leaves the hair setting intact and undisturbed even if it is not combed for a longer time. They maintain a more flexible hold and minimize growing force and damage. The hair setting products are useful in setting hair to suit the requirement of particular hair styles.

There is way to appreciate the importance of hair care products to human hair. In as much as these preparations are harmless, provided

these ingredients are pure, that all poisonous materials are excluded, that care is exercised in their manufacture and proper attention is given to the hair, they are well established. For the craze to replace dry, curly, frizzy hair with flowing straight hair, one might expect all these treatment on hair.

A lot of care is needed for one's hair to be healthy, silky and lustrous. Talal and Natsheh (2003) explains that hair care products formulated with essential oils is very helpful in dandruff treatment. Apart from this treatment, they stimulate the hair follicles, enable blood circulation and leave a soothing effect on the scalp (Johnson, 2016). The right product usage can protect the hair from harmful Ultra Violet-ray and prevent further damage.

It has been observed that hair care products are abused by youths in Umunneochi. They do not mind the effects on the hair and body. They may lead to decrease tensile strength, brittles and porosity. These cosmetics are usually dry with alcohol so that they will dry and damage the hair. They should be applied it moderately. The application should suit ones hair type. Hair should always be to flatter an individual colouring or features. Hair care products comprising of herbal extracts, food extract, flower extract, nourish the body and promotes hair re-growth. They improve the

texture of the hair and make it silky, soft and thick and impart a gorgeous look. These should be made accessible to female use through enlightenment programme, radio, tracks, to reach the people. Hair care product need to be properly utilized by female youths in Umunneochi local government area, hence the study.

### **Purpose of the study**

The major purpose of the study was to explore issues relating to hair care products utilization by females in Umunneochi LGA Specially, the study:

1. identified commonly utilized hair care products by females in Umunneochi LGA.
2. determined the challenges the female youths encounter in utilization of hair care products.
3. determined ways of enhancing the utilization of hair care products by the females

### **Research Questions**

1. What are the commonly utilized hair care products in the market?
2. What are the challenges they encounter in utilization of hair care products?
3. What are the ways of enhancing the utilization of hair care products?

### **Methodology**

*Design of the study:* The design adopted for this study was descriptive

survey. This was used to obtain information about the use of hair care products for improving the appearance of youths in Umunneochi L.G.A.

*Area of the study:* The area of the study was Umunneochi LGA in Abia State. It is a rural area that is close to a imaginary urban area. The LGA is made up of three communities. The female youths in area are very fashion conscious.

*Population of the study:* The population for the study was made up of all the female youths in the three communities in the area of the study. It was estimated that there were about 2000 female youths at the time of the study.

*Sample of the study:* A random sample of 450 female youths were drawn for the study, 150 from each of the three communities. The youths each had a minimum of upper basic education (First school leaving certificate).

*Instrument for Data Collection:* A 4-point questionnaire was used for data collection. The questionnaire was developed through literature review based on the purpose of the study. It was made up two parts. Part one includes personal data while part two dealt with items on hair care products utilization namely hair care products commonly used (11), challenges they encounter (6) and ways of enhancing the utilization of hair care products (9). It was face validated. The reliability co-

efficient was 0.75.

**Data collection and analysis techniques:** Four hundred and fifty copies of questionnaires were administered to the respondents by hand. The entire 450 copies of questionnaire were retrieved back. This gave a 100 percent return. Data analysis was done using mean scores. A mean of 2.50 was used as a criterion mean for decision making for each

item. Any item with a mean of 2.50 and above was considered as agree while any item with a mean below 2.50 was “not agreed” as an item.

### Findings of the study

#### A. The commonly utilized hair care products used among youths.

Findings of the study were summarized in Table 1.

**Table 1:** Mean response of respondents, on the commonly utilized products used?

S/N	Hair care products commonly used	Mean (X)	Decision
1	Shampoos	3.89	Agree
2	Conditioners	3.52	Agree
3	Gel	3.06	Agree
4	Hairspray	2.06	Disagree
5	Mousse	3.24	Agree
6	Serum/glass	2.36	Disagree
7	Shine spray	3.38	Agree
8	Setting/styling lotion	2.36	Disagree
9	Wax	3.11	Agree
10	Pomade	3.08	Agree
11	Hair colour (Hair dye of different colours)	3.63	Agree

Table 1 shows the mean responses of respondents on the hair care products commonly used among youths to promote attractiveness in Umunneochi youths. These range between 3.89 to 2.36. Among the type of hair care products used that ranked highest is shampoos (3.89). This is followed by

hair colour (3.63), conditioners (3.52), mousse (3.24), wax/pomade (3.11). The type of cosmetics/hairstyling products that fall below the range were setting/styling lotion and serum/glass/shine spray (2.36) and hair spray (2.06).

**Table 2:** Mean responses on the challenges they encounter in the utilization of hair care products

S/N	Challenges they encounter in the utilization of hair care products	Mean (X)	Decision
1	There are varieties of hair care products which may be difficult to choose from.	3.50	Agree
2	Some hair care products are expired and may be difficult to dictate.	3.78	Agree
3	Some hair care products are mixed with alcohol which can dry the hair and damage it.	3.63	Agree
4	Some hair colour turns the hair grey if one stops the usage of colour pigment.	3.72	Agree
5	Some hair dressers are illiterate and may find it difficult to interpret manufacturers instruction on products	3.76	Agree
6	Some hair care products like shampoos affects the hair adversely resulting in dull and dry hair.	3.45	Agree

Table 2 reveals mean responses of respondents on challenges they encounter in the utilization of hair care products. The mean ranges from 3.78 to 3.45. Among the challenges some hair care products are expired and cannot work efficiently 3.78 ranked the highest followed by some hair dressers are illiterate and may find it difficult to interpret care labels (3.76).

In descending order of magnitude, some hair care product are mixed with alcohol which can dry out the hair and damage it (3.63), there are variety of hair care products which may be difficult to choose(3.50) and some hair products like shampoos affect the hair adversely resulting in dull and dry hair soft (3.45).

**Table 3:** Mean responses on the ways of enhancing the utilization of hair care products

S/N	Ways of enhancing the utilization of hair care products	Mean (X)	Decision
1	Hair is shampooed, washed and dried.	3.46	Agree
2	Use petroleum base ointment in the dry hair.	3.65	Agree
3	Straighten the hair by bypassing a hot metal comb from roots to the ends.	3.52	Agree
4	Clean the hair before apply chemical relaxer.	3.72	Agree
5	Apply relaxer section by section until the hair is straightened.	3.63	Agree
6	Leave the relaxer cream on the hair for 10 to 20 minutes before it is washed, conditioned and rinsed.	3.73	Agree
7	Moisturize the hair by beating an egg and apply into the dry hair before shampooing.	3.58	Agree
8	Style the hair according to the shape of the face.	3.66	Agree
9	Consult the physician for the best hair styles.	3.64	Agree

Table 3 shows various ways of enhancing their utilization. The mean ranges from 3.73 to 3.46. The relaxer cream is usually left on for 10 to 20 minutes 3.73 followed by before applying chemical relaxer cleanse the hair properly 3.72. In descending order of magnitude in the dry hair petroleum based ointment or oil is applied (3.65), once the relaxer is applied it is smoothed section by section until the hair is straightened (3.63), a hot metal comb is passed from roots to the ends (3.52) and before beginning pressing or hair straightening the hair is shampooed and dry (3.46).

#### **Discussions of findings**

The study reveals the responses on hair care products utilization practices of female youths in Umunneochi Local Government of Abia State. Of all the 11 items listed 8 items were used and 3 items were rejected. The people use shampoos, gels, hair sprays among others. This is in conformity with Chantal (2001) who said that hairspray is used for holding, shaping and adding shine to the hair. Daniel (2013) states that modern formulation of silicone in hairspray provides sheen and lubricate the hair fibre and minimize growing force. The guidelines they follow in utilization of

hair care products are that they control dandruff, stimulate blood circulation, reduce scalp dryness, balance potential hydrogen ph, stimulate the brain and enhance blood flow; Talal (2010) agrees that the pleasant aroma of these hair care products has a healthy effect on memory and mood.

But David (2004) warns that harsh shampoos affect the hair adversely reacting in dry and dull hair. According to Claude (2006), the surfactants or these cleansing agent of shampoos are hydrophilic (mix with water). They can dry the hair quickly and damage it. Some hair care products can cause tensile strength, brittleness and porosity. Chantal (2011), reasoned that conditioning the normal fibre can take care of the hairs that have undergone various chemical treatments like waving, straightening and colouring. According to John (2010) these alcohol they mix will dry out the hair and damage it. Leo (2009) believes that some of these hair care products like hair colour can look harsh, dries the hair and roots will need regular retouching. Improper utilization of hair care products to the hair can lead to serve hair fibre damage like Trichorrhexisnodosa.

In the challenges they encounter in the utilization of hair care products, Talal (2010) unveiled that some hair products may be difficult to choose due to their complexities in their make

ups. Of all the item listed on the table female youths cannot hesitate in agreeing with the items. Some hair products are more stable and remains in the scalp for longer time. This confirms the findings made by Leena (2010) who said that their hair products suffer from severe loss due to low density and removes after few washes. Some have to be enhanced after appropriate softening to make them acceptable for use. Some hair colour turns the hair grey if one stops the usage of colour pigment. This result supports Blain (2010) who said that these hair colours are known to cause severe itching, redness and blister formation on the skin of the scalp. Due to their inability to penetrate, they are not able to change the colour of the natural melanin in the hair fibre.

However, table 4 describes the ways of enhancing the utilization of hair care products of female youths. According to John (2010), these hair care products are used for adding shine and smoothness or alternately frizz to the hair. Proper diet, sound sleep and healthy lifestyle coupled with hair care products will result to lustrous hair. David (2004) believes that good hair contributes beauty to every face and increases self-confidence of people. According to Johnson (2016) Ability to know the details of hair care products utilization



of female youths can be one of the best in beauty regim'e. They are useful in setting hair to suitable requirement of particular hair styles. For the craze to replace dry, curly, frizzy hair with flowing straight hair, one might expect all these hair care products including fixative or other styling products. Regular application of hair care products helps but good diet will also keep the scalp healthy. Hair care products have essential vitamins, minerals and nutrients and healing properties which are able to protect the hair adequately.

### **Conclusion**

Hair care products are products for styling hair. They are products used for the purpose of cleansing, beautifying, promoting attractiveness or altering one's appearance. These styling products create major changes in the hair volume and fibre. They are used to groom one's hair with latest hairstyles. They can also give easy hold to the hair. The right styling products brings the best out of the hairstyles.

In addition, these hair care products usually contain a high degree of adhesiveness which keeps the hair fibre close to each other leaving the hair setting intact even if it is not combed for a long time. They contain alcohol, anti-static ingredients, plastic resins and polymers that are used for

roller setting, crunching, blow and natural drying. Hair care products have essential minerals, vitamins, other nutrients and healing properties which are able to protect the hair adequately. Apart from these treatments, they stimulate the hair follicles, enable blood circulation and leave a soothing effect on the scalp. For the craze to replace dry, curly, frizz hair with flowing straight hair, one might accept all these treatments on the hair including fixative or other styling products. It was observed that by the time they encounter the challenges in the utilization of hair products and find ways to enhance the utilization, irreversible hair loss can be tackled.

### **Recommendations**

- ❖ Hair care products users should guide against fake products as these will cause more harm to the hair.
- ❖ Hair care products are costly now and users of hair care products may use aloe vera gel to augment.
- ❖ Female youths should avoid excessive use of hair care products as too much application can harm the hair.
- ❖ All hair dressers should consult dermatologist for advice.

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