

## A SCIENTIFIC APPROACH TO BEAUTY: ANALYZING AVOSKIN'S SKINCARE TERMINOLOGY AND INGREDIENTS

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### ABSTRACT

*Language plays a pivotal role in the beauty and skincare industry, particularly in conveying product benefits, scientific ingredients, and their effects on the skin. This study investigates the specialized lexicon used in skincare guides authored by leading beauty professionals, focusing on the intersection of scientific terminology and emotive language. Drawing upon previous research, particularly (Widyasari, Hawa, & Ardini, 2022) semantic analysis of beauty terms, this study narrows the scope to skincare. By analysing terms like Salicylic Acid, Marine Collagen, and Niacinamide, the research highlights how such language bridges the gap between technical knowledge and consumer engagement. It also examines how emotive descriptors like “soothing” and “radiant” enhance trust and appeal, connecting with consumers emotionally while maintaining credibility. The findings underscore the importance of language as a tool for shaping consumer understanding and engagement in the skincare industry.*

**Keywords:** Skincare terminology, Dermatological terms, Emotive language, Marketing language.

### INTRODUCTION

Language serves as a vital tool for communication, allowing individuals to connect and share information within society. (Susanto, 2018). In the context of the beauty and skincare industry, language plays a crucial role in conveying product benefits, ingredients, and their effects on the skin. Terms used in skincare, such as those found in popular brands like Avoskin, often blend scientific terminology with marketing language to shape consumer understanding. These scientific terms, alongside more familiar beauty-related expressions, create a specialized lexicon that influences how skincare products are perceived and used. This study explores the meanings of these terms, focusing on how they are presented in skincare books and guides, offering insight into how language bridges the gap between scientific knowledge and consumer engagement in the skincare field.

This study aims to identify the beauty terms related to skincare products and their meanings, expanding upon previous research in the field. While much of the existing literature has focused on investigating meanings in slogans, advertisements, movies, and videos, fewer studies have specifically delved into the terminologies within the skincare industry (Halim & Mutmainna, 2023). This gap is particularly significant given the growing global interest in skincare and its evolving language. To address this, the data for this study was sourced from skincare books written by renowned beauty experts and moguls, widely recognized for their influence in the skincare community. By analysing the terminology used in these texts, this study seeks to shed light on how skincare products are described and understood in the broader beauty industry.

Moreover, (Sasse, 2018) emphasizes that emotionally resonant language; such as terms that suggest confidence or revitalization—plays a significant role in enhancing consumer trust and satisfaction. The use of consumer-friendly terminology that connects with feelings, like ‘gentle,’ ‘soothing,’ or ‘rejuvenating,’ adds a personal layer to the

product, encouraging users to feel emotionally supported and confident in their choices. This combination of scientific and emotive language not only informs but also engages consumers, making them more likely to trust and connect with skincare products.

## METHODOLOGY

The data was analysed in three stages based on the approach outlined by (Miles & Huberman, 1994). First, data reduction was conducted, where irrelevant information was filtered out to focus on the key terms and concepts directly related to the study. Then, data display was employed, in which the data was organized into tables. These tables presented the identified skincare terms, including ingredients and their specific benefits, as well as marketing-related terminology used in the context of Avoskin products. Each term was accompanied by an explanation to clarify its meaning and relevance. Finally, in the conclusion drawing stage, the authors synthesized the findings to draw connections between the terminology and its impact on consumer understanding and skincare communication.

## RESULT AND DISCUSSION

We identified 20 key terms related to Avoskin’s skincare products, gathered from their official website. These terms include active ingredients such as Salicylic Acid, Niacinamide, Marine Collagen, and Retinol, along with their associated benefits like exfoliation, brightening, hydration, and anti-aging.

Product	Scientific Terms
Avoskin Your Skin Bae Serum Salicylic Acid 2% + Zinc	<ul style="list-style-type: none"> <li>● Salicylic Acid</li> <li>● Zinc</li> <li>● Exfoliant</li> <li>● Antimicrobial</li> </ul>
Avoskin Your Skin Bae Serum Marine Collagen 10% + Ginseng Root	<ul style="list-style-type: none"> <li>● Marine Collagen</li> <li>● Ginseng Root Extract</li> <li>● Antioxidant</li> <li>● Anti-inflammatory</li> </ul>
Avoskin Your Skin Bae Serum Ultimate Hyaluron HYACROSS 3% + Green Tea	<ul style="list-style-type: none"> <li>● Hyaluron HYACROSS (Hyaluronic Acid)</li> <li>● Green Tea Extract</li> <li>● Soothing</li> </ul>
Avoskin YSB Serum Niacinamide 12% + Centella Asiatica	<ul style="list-style-type: none"> <li>● Centella Asiatica</li> <li>● Sebum-regulating</li> <li>● Brightening</li> </ul>
Avoskin Miraculous Retinol Toner	<ul style="list-style-type: none"> <li>● Retinol</li> <li>● Exfoliation</li> <li>● Peptide</li> <li>● BHA (Beta Hydroxy Acid)</li> <li>● PHA (Polyhydroxy Acid)</li> <li>● AHA (Alpha Hydroxy Acid)</li> </ul>

### 1. Salicylic Acid

Salicylic acid is a chemical exfoliant often used in skincare to help treat acne. It works by penetrating deep into the skin and removing excess oil and dead skin cells from inside the pores. Think of it as a gentle yet effective way to keep your skin clean and clear by unclogging pores.

### 2. Zinc

Zinc is a mineral with many benefits for the skin. In skincare, it helps reduce redness,

calm inflammation, and regulate oil production. It also has protective properties that can shield the skin from harmful environmental factors.

3. Exfoliant

An exfoliant is an ingredient that removes dead skin cells from the surface of the skin. It helps brighten the complexion, smooth the texture, and prevent clogged pores. Exfoliants can be either physical (scrubs) or chemical (like acids), with the latter being gentler and more effective.

4. Antimicrobial

Antimicrobial ingredients work to kill or inhibit the growth of bacteria and other microorganisms. In skincare, they help to prevent breakouts and keep the skin healthy and free from infections.

5. Marine Collagen

Marine collagen is a type of protein derived from fish or other sea life. It is known for its ability to improve skin elasticity and hydration, helping the skin look firm and youthful. Think of it as a building block that keeps the skin smooth and supple.

6. Ginseng Root Extract

Ginseng root extract comes from the ginseng plant and is rich in antioxidants. It helps rejuvenate the skin, improve circulation, and reduce signs of aging. It's like an energy booster for your skin, making it look more vibrant and awake.

7. Antioxidant

Antioxidants are substances that protect the skin from damage caused by free radicals, which are harmful molecules from pollution, UV rays, and other environmental factors. They help prevent premature aging and keep the skin healthy.

8. Anti-inflammatory

Anti-inflammatory ingredients help calm and soothe irritated skin. They reduce redness, swelling, and other signs of irritation, making the skin look more even and feel more comfortable.

9. Hyaluron HYACROSS (Hyaluronic Acid)

A form of hyaluronic acid, a substance that attracts and retains moisture in the skin. It keeps the skin hydrated and plump, reducing the appearance of fine lines. Imagine it as a super-hydrator that makes your skin feel soft and bouncy.

10. Green Tea Extract

Green tea extract is derived from the leaves of the tea plant. It is rich in antioxidants and has soothing, anti-inflammatory properties. It helps to calm the skin, protect against damage, and reduce redness.

11. Soothing

Soothing ingredients are used to calm irritated or sensitive skin. They help reduce discomfort, redness, and inflammation, making the skin feel relaxed and balanced.

12. Centella Asiatica

Also known as cica or gotu kola, is a medicinal plant well-known in skincare for its calming and healing properties. It helps reduce redness, soothe irritation, and promote skin repair, making it especially beneficial for sensitive or damaged skin. Essentially, think of it as a natural ingredient that helps your skin heal and stay calm.

13. Sebum-Regulating

Sebum is the natural oil produced by your skin. Ingredients described as "sebum-regulating" help control and balance oil production, preventing your skin from becoming too oily or too dry. This keeps your complexion looking fresh and less prone to breakouts.

14. Brightening

Brightening ingredients work to improve skin tone by reducing the appearance of dark spots, hyperpigmentation, and dullness. They give your skin a radiant, even glow, making it look healthier and more vibrant.

15. Retinol

An ingredient that reduces wrinkles and smooths skin texture.

16. Exfoliation

The process of removing dead skin cells from the surface of the skin to reveal fresher, smoother skin underneath.

17. Peptide

Small chains of amino acids that help signal the skin to produce more collagen, leading to firmer and smoother skin.

18. BHA (Beta Hydroxy Acid)

An acid that works deep in the pores to clear out oil and dirt, making it great for treating acne. It helps exfoliate the skin and prevent breakouts.

19. PHA (Polyhydroxy Acid)

Gentle exfoliation to help exfoliate the skin without irritation, great for sensitive skin.

20. AHA (Alpha Hydroxy Acid)

An acid derived from milk that exfoliates the surface of the skin, making it softer and smoother by removing dead skin cells

## CONCLUSION

This study builds upon existing research, particularly (Widyasari, Hawa, & Ardini, 2022) semantic analysis of beauty terms in makeup books, by focusing specifically on the language of skincare guides authored by prominent industry experts. While (Widyasari, Hawa, & Ardini, 2022) emphasized analysing meanings in broader beauty-related contexts, this research narrows the scope to examine the interplay of scientific terminology and emotive language in skincare.

From the analysis of skincare ingredients found on Avoskin's official website, it was concluded that 20 key terms were identified. These ingredients include Salicylic Acid, Niacinamide, Marine Collagen, Retinol, Zinc, Ginseng Root Extract, Hyaluronic Acid, and others. Each of these ingredients was analysed for its specific function and role in skincare, focusing on their primary benefits like exfoliation, antimicrobial effects, anti-aging, soothing, brightening, and hydration. Using the process of data reduction, these ingredients were distilled to their most essential functions, eliminating unnecessary detail to focus on their core benefits. Some ingredients, such as Salicylic Acid and Zinc, were found to have primary benefits related to acne treatment and soothing properties. Other ingredients, like Niacinamide and Marine Collagen, were associated with multiple skincare functions, reflecting their versatility in the products.

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