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The influence of homemade recipes shared online: Risks of using aloe vera and sugar as a skin exfoliant.

The Influence of Homemade Recipes Shared Online: Risks of Using Aloe Vera and Sugar as a Skin Exfoliant

The influence of homemade recipes published online: Risks of using aloe vera and sugar as a skin exfoliant

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Summary:

Social media has amplified the dissemination of homemade recipes for beauty care, especially those that use aloe vera and sugar as skin exfoliants.
Although these ingredients have moisturizing, healing, and exfoliating properties described in the scientific literature, their improper use without professional guidance can cause damage to skin health. This study aimed to analyze the influence of these recipes disseminated online and discuss the dermatological risks associated with their use. The research is characterized as qualitative, exploratory, and descriptive, developed through a literature review and analysis of content published on social media. Aspects related to the frequency of publications, engagement, language used, scientific basis, and the presence of warnings and risks were evaluated. The results showed a predominance of content with high digital reach, but with low scientific basis and indirect encouragement of domestic use without professional supervision. In addition, it was found that the improper use of aloe vera and sugar can cause irritation, dermatitis, microlesions, inflammation, and photosensitivity. It is concluded that the role of the esthetician is essential in health education, promoting safe and scientifically based practices.

Keywords: Homemade recipes. Aloe vera. Sugar. Aesthetics. Skin health.

Abstract:

Social media has amplified the spread of homemade beauty recipes, especially those that use aloe vera and sugar as exfoliants. Although these ingredients have moisturizing, scar-fighting, and exfoliating properties described in the scientific literature, their improper use without professional guidance can harm skin health. This study aimed to analyze the influence of these recipes disseminated online and discuss the dermatological risks associated with their use. The research is characterized as qualitative, exploratory, and descriptive, developed through a literature review and analysis of content published on social media. Aspects related to

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publication frequency, engagement, language used, scientific basis, and the presence of warnings and risks were evaluated. The results showed a predominance of content with high digital reach, but with low scientific basis and indirect encouragement of home use without professional supervision. In addition, improper use of aloe vera and sugar can cause irritation, dermatitis, microlesions, inflammation, and photosensitivity. It is concluded that the esthetician's role is essential in health education, promoting safe, science-based practices.

Keywords: Homemade recipes. Aloe vera. Sugar. Beauty. Skin health. (from 3 to 5 keywords)

1. Introduction

In recent years, social media has begun to directly influence the habits of
Aesthetic and self-care routines. Platforms such as Instagram, TikTok, and YouTube.
They facilitated the dissemination of content about beauty, especially homemade recipes.
Presented as quick, affordable, and natural solutions for skincare. Among
The most commonly used ingredients in these recipes are aloe vera and sugar.
frequently associated with skin hydration and exfoliation. Despite having
scientifically recognized properties, the inappropriate use of these components, without
Without professional guidance, it can cause irritation, dermatitis, inflammation, and damage to the barrier.
Cutaneous. Aloe vera has moisturizing, healing, and anti-inflammatory properties, however some
Substances present in the plant can cause irritant reactions and sensitivity upon exposure.
Sunscreen. Sugar, however, when consumed in excess, can cause micro-lesions and abrasions on the skin.
Furthermore, many of these recipes are disseminated without scientific basis, resorting to...
Promises of quick results and simplified language, which favors practices
harmful to skin health. In this context, the importance of the esthetician professional is highlighted.
in guidance on safe and appropriate care. Therefore, this study seeks to analyze the
influence of homemade recipes shared on social media, especially those that use
Aloe vera and sugar as skin exfoliants, discussing the risks associated with improper use.
these ingredients and the importance of professional guidance in preventing harm
dermatological.

2. Theoretical Framework

The Influence of Social Media on Homemade Beauty Recipes

In recent years, social media has come to exert a strong influence on beauty and self-care habits. Digital platforms such as Instagram, TikTok, YouTube, and Pinterest have significantly expanded the circulation of content focused on beauty, facial aesthetics, skincare, and treatments considered natural. In this context, recipes

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Homemade recipes gained significant visibility for being presented as accessible, economical, and easy-to-prepare alternatives.
Among the ingredients most frequently used in these recipes are aloe vera and sugar, widely associated with hydration, cell renewal, and skin exfoliation. The popularization of these practices is mainly due to the influence of digital content creators who share personal experiences and immediate results, often without scientific backing or proper professional guidance.

Aloe vera is a plant known for its moisturizing, healing, and anti-inflammatory properties. Its bioactive components include vitamins, minerals, amino acids, enzymes, and polysaccharides that can contribute to skin regeneration. According to Sánchez et al. (2020), the use of Aloe vera in cosmetic formulations can aid in skin hydration and recovery from mild inflammatory processes.

Despite the benefits described in the scientific literature, improper use of the plant can cause significant adverse effects. The presence of substances in the plant latex, such as aloin and aloe-emodin, is associated with skin irritation, contact dermatitis, and...
Photosensitivity, especially in individuals with sensitive skin or an allergic predisposition.

Furthermore, artisanal preparations generally lack microbiological control, proper preservation, and standardization of the concentration of the active ingredients used. This increases the risk of fungal and bacterial contamination, favoring dermatological complications and inflammatory processes in the skin.
Sugar is also widely used in homemade recipes as a physical exfoliating agent due to the abrasiveness of its crystals. Exfoliation promotes the superficial removal of dead cells and stimulates cell renewal. However, when performed excessively or improperly, it can cause micro-lesions, sensitization, irritation, and damage to the skin barrier.

According to López-Gómez and Naranjo (2020), the friction caused by the crystals of physical exfoliants can trigger changes in the stratum corneum, increasing transepidermal water loss and promoting inflammatory processes. Therefore, frequent use without professional guidance can compromise skin integrity and worsen skin sensitivity.

Another relevant aspect concerns the psychological and social impact of social media on consumer behavior. Constant exposure to beauty standards and promises of quick results contributes to an increased search for immediate solutions related to physical appearance. Often, digital content uses simplified and appealing language, encouraging aesthetic practices without individual assessment of skin conditions.
According to Maibach (2017), the rapid dissemination of digital aesthetic content favors the reproduction of procedures without scientific basis, which increases the risks associated with the inappropriate use of natural substances and homemade cosmetics.
"The popularization of aesthetic treatments advertised in digital environments has significantly increased the performance of procedures without professional supervision, contributing to an increase in skin irritations, sensitizations, and damage related to the incorrect use of natural ingredients" (MAIBACH, 2017, p. 214).
During the analysis of digital content, a predominance of videos and publications promising skin lightening, blemish reduction, intense hydration, and facial rejuvenation was observed. However, a large portion of the content lacked reliable scientific references, contraindications, or warnings about potential adverse effects.
Furthermore, an indirect incentive for the continued use of these recipes was observed, mainly among adolescents and young adults, influenced by self-care trends disseminated on digital platforms. This scenario highlights the need for education in...

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health and awareness about the risks associated with the indiscriminate use of natural substances on the skin.

In this context, the importance of the esthetician as an agent of education and prevention in aesthetic health stands out. Professional practice grounded in scientific evidence contributes to the proper guidance of skin care, the prevention of dermatological complications, and the promotion of safer and more responsible aesthetic practices.

Thus, the results obtained in this study demonstrate that, although homemade recipes with aloe vera and sugar are widely disseminated and strongly influenced by digital media, their improper use can pose significant risks to skin health, reinforcing the need for qualified professional guidance and access to scientifically sound information.

3. Materials and Methods

This study is characterized as qualitative, exploratory, and descriptive research.

carried out through a literature review and analysis of digital content related to

Homemade recipes for aesthetic skin care.

The research was developed from scientific articles, books, and publications available at [website address].

databases such as Google Scholar, SciELO, and PubMed, using terms related to

Aloe vera, sugar, aesthetics and skin health.

Content published on digital platforms, such as Instagram, was also analyzed.

TikTok and YouTube, observing aspects such as the language used, the promises of

results, the presence of scientific evidence, and warnings about potential risks.

dermatological.

The content was selected using hashtags related to the topic, including

#aloevera, #homemadeexfoliant and #skincare. The analysis sought to understand the influence

these publications about self-care habits and the possible risks associated with their use

inadequate of these ingredients.

Because it involves a literature review and analysis of public content, the research does not

It involved direct contact with human beings.

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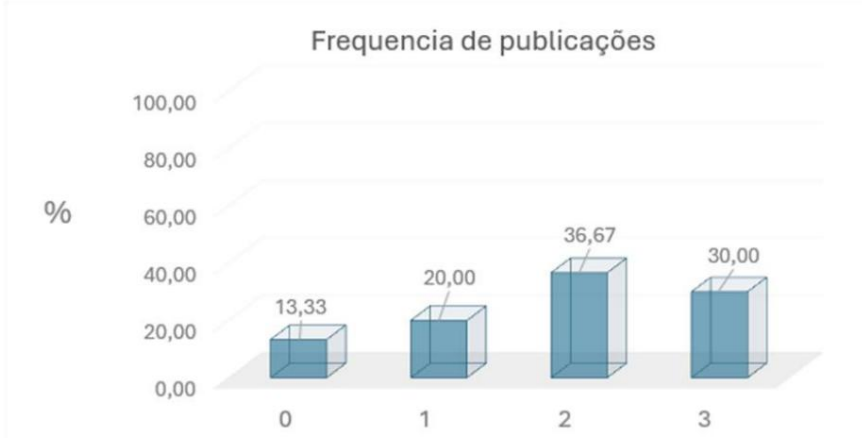
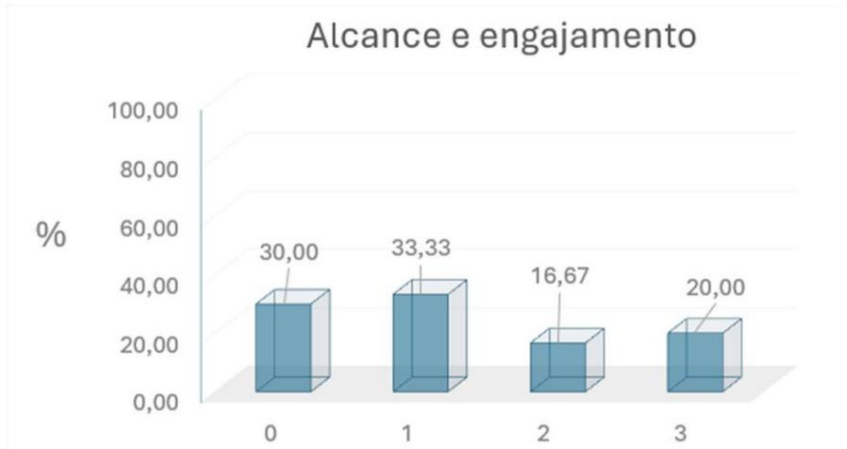
4. Results and Discussion



0-Baixo (1-2)	poucas postagens, feitas raramente ou sem constância.
1- Moderada (3 - 5	publicações regulares, mas sem excesso, mantendo um equilíbrio.
2-Alto(5-6)	postagens frequentes, com presença constante nas redes ou plataforma.
3- Muito Alto (>7)	grande volume de publicações em curto período, com postagens várias vezes ao dia ou quase contínuas.



0- Irrelevante	quase não há visualizações, curtidas, comentários ou interação do público.
1- Baixo	poucas pessoas são alcançadas e o nível de interação ainda é pequeno.
2-Medio	alcance e engajamento razoáveis, com participação moderada do público.
3- Alto	muitas pessoas alcançadas e grande quantidade de interações, mostrando forte envolvimento do público.

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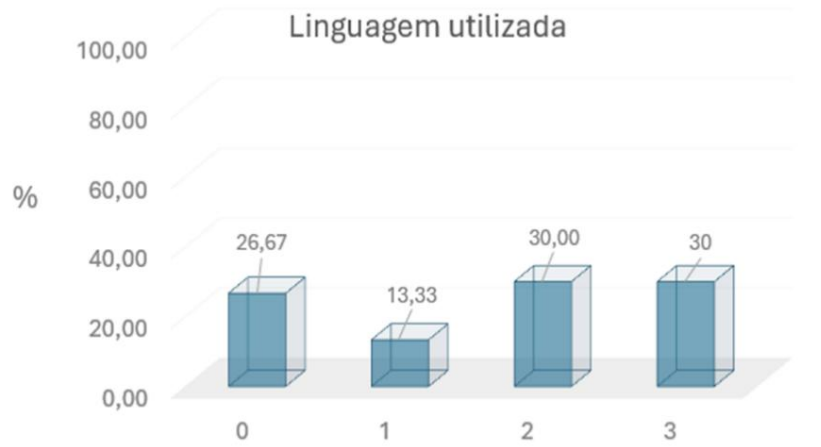
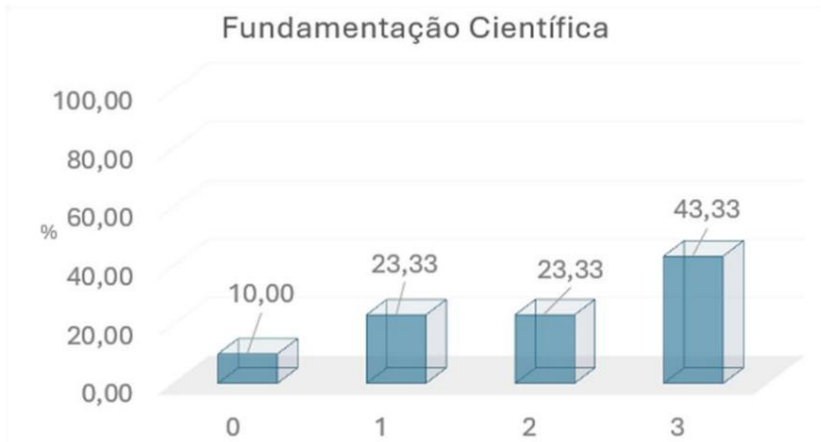


0- Sensacionalista	linguagem exagerada, apelativa e usada para chamar muita atenção ou causar impacto.
1- Leiga	linguagem simples e popular, fácil de entender para qualquer pessoa.
2- Clara; Educativa	linguagem objetiva e explicativa, com foco em ensinar de forma compreensível.
3- Tecnica	linguagem mais profissional e especifica, utilizando termos da área ou cientificos.



0- Inexistente	não apresenta nenhuma base cientifica ou referência confiável.
1- Genérica	cita informações cientificas de forma vaga, sem detalhes ou comprovação clara.
2- Superficial	possui alguma explicação ou referência científica, mas pouco aprofundada.
3- Cientifica	apresenta informações fundamentadas em estudos, pesquisas ou fontes confiáveis de forma clara e consistente.

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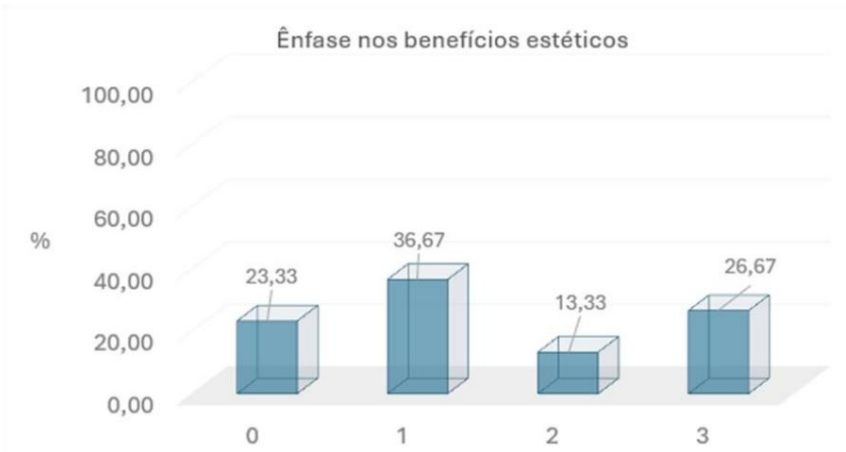
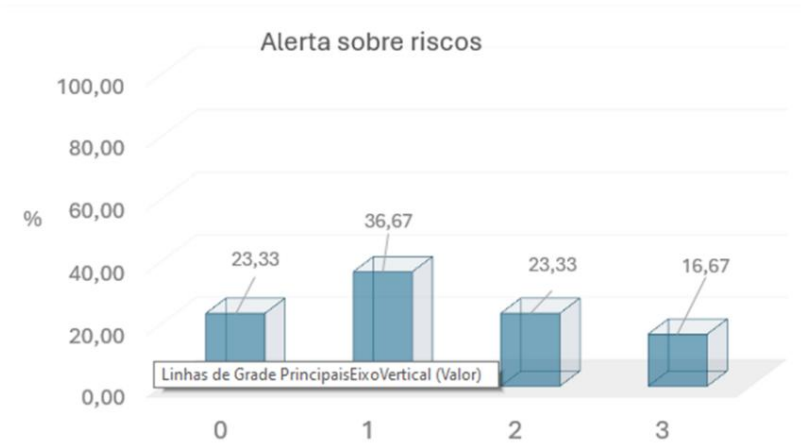


0- Não citado	os benefícios não são mencionados.
1- Generico	os benefícios são citados de forma vaga e sem detalhes.
2- Expecifico	os benefícios são descritos de maneira clara e objetiva
3- Exagerado	os benefícios são apresentados de forma excessiva ou com promessas irreais.



0- Ausente	não há nenhum aviso sobre possíveis riscos ou cuidados.
1- Minimo	o alerta é citado de forma rápida e pouco detalhada.
2- Claro	os riscos e cuidados são explicados de maneira objetiva e compreensível.
3- Com Orientação Profissional	além do alerta, recomenda buscar acompanhamento ou orientação de um profissional.

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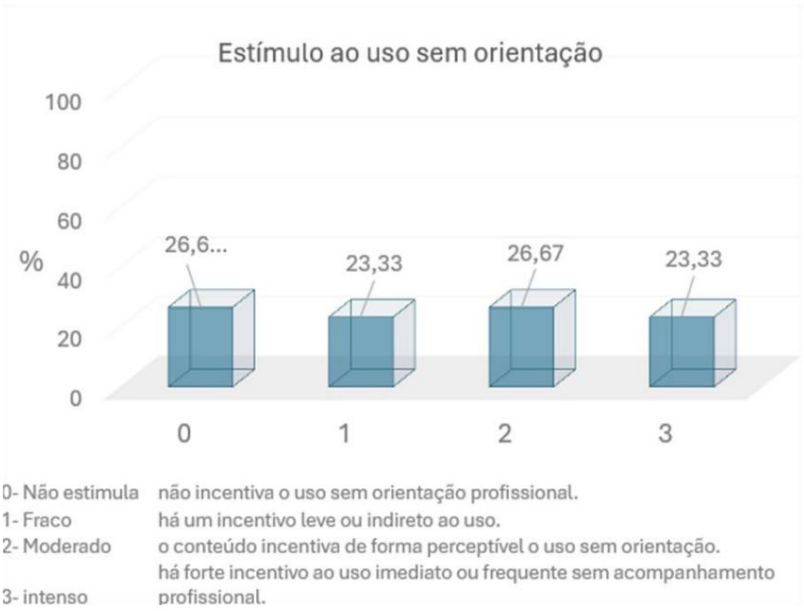
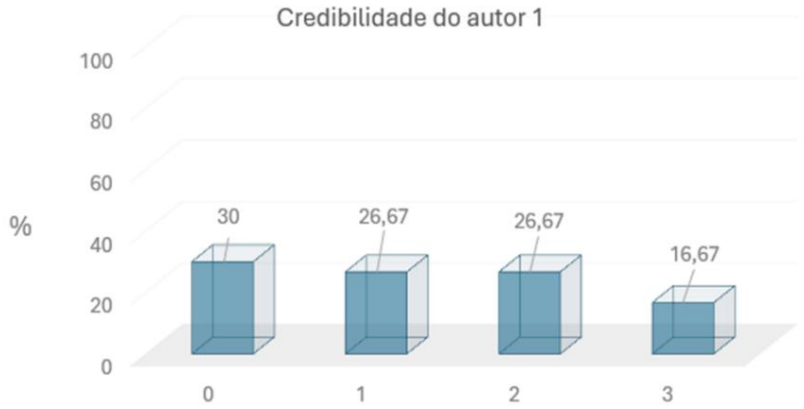


0- Não estimula	não incentiva o uso sem orientação profissional.
1- Fraco	há um incentivo leve ou indireto ao uso.
2- Moderado	o conteúdo incentiva de forma perceptível o uso sem orientação.
3- intenso	há forte incentivo ao uso imediato ou frequente sem acompanhamento profissional.



0- Desconhecido	não há informações sobre quem produziu o conteúdo.
1- Leigo	o autor não possui formação ou conhecimento técnico na área.
2- Esperiencia Empirica	o autor fala com base em experiências pessoais ou práticas.
3- Profissional da Area	o conteúdo é produzido por alguém com formação ou atuação profissional relacionada ao tema.

The results demonstrated that social networks exert a strong influence on care.
aesthetics, mainly in the dissemination of homemade recipes with aloe vera and sugar.
Much of the content analyzed promised quick results, however...
with little scientific basis and without guidance on potential risks.
It has been observed that improper use of these ingredients can cause irritation, dermatitis,
microlesions and sensitization of the skin, especially due to excessive sugar consumption as
physical exfoliant. Regarding aloe vera, despite its moisturizing and healing properties,
Improper use may cause adverse reactions and photosensitivity.
The absence of microbiological control in homemade preparations was also identified, which

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This increases the risk of skin complications. Furthermore, much digital content encourages...
Aesthetic practices without professional supervision.
Therefore, the results reinforce the importance of guidance from a professional esthetician and of...
Dissemination of scientifically based information, promoting aesthetic care.
safer and more aware.

Final Considerations

It can be concluded that social networks exert a great influence on habits related to
aesthetic care, mainly in the dissemination of homemade recipes that use aloe vera (Aloe).
vera) and sugar as skin exfoliants. Although these ingredients have properties
While known in the field of aesthetics, improper use without professional guidance can cause
damage to skin health.
The results demonstrated that much of the content disseminated on digital platforms
They have little scientific basis and lack information about risks and
contraindications. Furthermore, there was an observed encouragement for the domestic use of these recipes without
Individual assessment of skin conditions.
Excessive use of sugar as a physical exfoliant can cause micro-lesions, irritation, and
Skin sensitization. Similarly, improper use of aloe vera can trigger skin irritation.
Adverse reactions, especially in sensitive skin. The absence of microbiological control in
Homemade preparations also constitute a significant risk factor.
Therefore, the importance of the esthetician's role in providing guidance is highlighted.
safe skin care practices, promoting scientifically sound and scientifically based practices.
contributing to the prevention of dermatological complications.
Finally, the study highlights the need to raise public awareness about...
risks associated with homemade recipes shared online, encouraging access to information
Reliable and aesthetic care performed in a safe and responsible manner.

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