

ABSTRACT

OBJECT

To find out the views and practices of college girls related to cosmetics products use. (Age: 17-20)

OBJECTIVES

1. To find out about the views and practices regarding the purchases of cosmetics their type and use as per occasion.
2. To find out about the practices regarding the application and storage of cosmetic products.

INTRODUCTION

clothing

The industry is at the point where it becomes very important 'To find out views and practices of collage girls, related cosmetic products used'. This research is conducted at Rana Liaqat Ali Khan Government Collage of Home Economics and it shows how much teen age girls know about cosmetics, their practices related to use of cosmetics, the storage of such products and their preferences while purchasing and using cosmetic products.

METHADODOLOGY

clothing

This study shows views and practices of college girls related to cosmetics products. The practices are related to the use, care and storage of different cosmetics products. Therefore it is Qualitative/Quantity study design

The population for this study was students of R.L.A.K. Government collage of Home Economics from XI to BSC, and the sample size was two randomly selected sections from each year.