

CYSF - Log Book

September:

- Signed up for CYSF & brainstormed project ideas
- Chose project ***(The Impact of Exposure to Social Media Influencers Promoting Skincare Products on the Self-Esteem and Consumer Choices of Tweens)***
- Background research
- Logged into our CYSF platform
- Submitted CYSF consent letter & Ethics and Due care form - survey

October:

- Background research
- Brainstormed problem ***(How does exposure to social media influencers promoting skin-care products affect the self esteem and consumer choices of pre-teens?)***
- Submitted basic project info onto our platform
- Made objective
- Brainstormed & created hypothesis
- Made basic timeline
- Started brainstorming survey questions
- Added information to platform (problem, hypothesis)

November:

- Started detailed survey questions on Google Forms
- Started researching experts for interviews
- Met with Mr. Driedger (principal) - got confirmation for surveying the school & confirmed vague date to conduct our survey (early January)
- Background research
- Added information to platform (research, objective)

December:

- Finalized survey questions on Google Forms
- Looked, into more depth, at experts for interviews
- Tested survey
- Background research

January:

- Met with Mr. Diedger - sent him copy of survey & discussed anonymity of participants & permission from parents and students
- (Jan. 14) Went into Sephora - talked to a manager about response to the «Sephora Kid» trend and was given an email address to follow up on our questions
- Confirmed date for conducting survey (January 20-21)
- Made presentation/brief description of survey for presenting the survey
- Met with Mr. Diedger - gave us a few suggestions for our survey & tested the survey
- (Jan. 20) Conducted first survey - grade 4 class
- (Jan.21) Conducted surveys - grade 4, grade 5, grade 5 & grade 6 classes
- Found first specialist - Tasha Belix (psychologist) & confirmed interview date (Feb. 3)
- Started & finalized interview questions - psychologist
- Background research

February:

- Practiced interview questions
- (Feb. 3) Completed first interview - Tasha Belix MAC
- Analyzed survey results
- Found specialist - Dr. Nasreen Sheik (family doctor) & confirmed interview date (Mar. 4)
- Found specialists - Frances Krawiek & Kylee Spooner (Nurse Practitioner & Cosmetic Consultant)
- Found specialist - Dr. Justin Chia (dermatologist)
- Started & finalized interview questions - family doctor, nurse practitioner, cosmetic consultant & dermatologist
- (Feb. 27) Completed second interview - Frances Krawiek & Kylee Spooner (Nurse Practitioner & Cosmetic Consultant)
- Analyzed interview results
- Background research
- Added information to our platform (method)

March:

- (Mar. 4) Completed interview - Dr. Nasreen Sheik (family doctor)
- (Mar. 5) Completed interview - Dr. Justin Chia (dermatologist)
- (Mar. 16) Emailed Sephora customer service
- Analyzed interview results
- Analyzed survey results
- Brainstormed conclusion
- Filmed presentation video for our platform
- Added information to our platform (research, data analysis, interview analysis, acknowledgments, conclusion)
- (Mar. 20) Called Sephora customer service to ask our questions, but got recommended to their online chat
- Worked on trifold

Interview analysis - Justin Chia

Can you give a brief overview of your educational and professional experience as a dermatologist?

- 4 years of medical school, with a 5th year residency.
- Went to the University of Western Ontario, which is now called Western in Ontario.
- 13 years total, after high school.
- This is his 8th year of dermatology practice.
- His patients are of all ages, newborns to seniors.

How would you define skincare?

- It is the care of the skin. There are two aspects to skincare:
- one is the function of the skin
- second is the appearance of your skin

In your opinion, what is an appropriate age to begin a skincare routine?

↳ **What should that routine consist of?**

- It depends on what you mean by a skincare routine.

- The day they are born they should start on a skincare routine, the skin isn't really functioning at 100% yet.
- If you moisturize kids really early, you can actually reduce their risk of eczema as they get older, and you can reduce the risk of food allergies when they get older.
- That is different from the skincare routine that social media is talking about when it comes to tweens and all of those things.

Are there any important differences between adult and tween skin?

- As we get older and hit the tween years hormones change our skin.
- As we head into the adult years, skin changes again, due to hormone changes and exposures to different things, especially the sun. The body actually makes skin differently as you get older as well.
- Over time your body stops producing moisture and stops producing collagen and elastin.

Are there any treatments or products that tweens should be avoiding when it comes to skincare? (for example, retinol, acids, exfoliants, etc?)

↳ If so, why? (i.e. in what way can these products be harmful?)

- All the things that you described are called anti-aging products. A tween does not need an anti-aging product, and they can wreck the skin barrier.
- Retinoids are irritating on the skin, and this can impair its function.

- An impaired skin barrier can lead to irritant contact dermatitis or allergies, which is called an allergic contact dermatitis. This can lead to lifelong allergies from these ingredients as well.

Are there any treatments or products that tweens should be encouraged to use?

↳ **If so, why? (i.e. in what way can these products be useful?)**

- Especially in Calgary due to the climate, a moisturizer is really important; you don't need to use anything fancy or harsh.
- A hydrating cleanser.
- It is important to choose non-comedogenic products which do not cause acne.
- The only other thing that people need is basically good sun protection no matter what age you're at particularly in the tween years.

Have you heard of the “Sephora Kid” trend? Have you noticed an increase in the number of tween patients you see in your practice, and/or have you heard about such an increase from your colleagues?

↳ **Why do you think that is?**

- I have definitely heard of it.
- 50% of Sephora sales really occur with people under the age of 15.
- That's why they're targeting tweens, good or bad.
- a lot of patients, instead of coming in and saying, I haven't tried anything, have spent hundreds of dollars on these creams, and they haven't helped their skin.

- It is a hundred percent social media for sure.
- Tweens are the center of marketing, because they're a big group. I love how they care about their skin.
- 1 amazing silver lining to everything is that tweens care about their skin, and that is important. Unfortunately, it's due to social media and influencers and things that aren't really based on science.

As a dermatologist, have you ever seen this type of trend emerge before?

↳ Is this trend concerning to you?

- Every year there's a new trend. Again, that's only been since social media has started.
- The positive for the trend is that people are starting to care more about their skin.
- I don't think it's good, because in many ways they're targeting the wrong audience.

What advice do you have for tweens when it comes to developing a skincare routine and keeping healthy habits for their skin?

- You want to use things that are not irritating on your skin.
- You want to use something very simple.

- You do not need a 10 to 12 step cream treatment plan every night for tween skin.
- It needs to be cost effective; most of the things that are very expensive when it comes to skincare. It is only that expensive because of the marketing.
- Find something simple, something affordable and something that doesn't irritate.

Is there anything we haven't talked about that you think is important to discuss/share?

- I'm grateful that people care more about their skin than they used to.
- I'm concerned that companies are targeting tweens.
- People are literally spending so much money on unnecessary products that are actually harming them rather than helping them.

Preventous Cosmetic Medicine: Frances Krawiek & Kylee Spooner - Interview

What is skincare?

- It is not a static concept, it should change with age and needs and concerns. As we age and go through different stages in life, our nutrition changes, what we expose our body to and how our genetics interact with our lifestyle, our skin needs different things. Skin care needs to change with those things.
- Skincare can be a cleansing routine, to active ingredients to treat certain medical conditions. It can also promote good skin health and prevent damage.

What age do you think is appropriate to have a skincare routine?

- When you are interested in it. The younger the better. You don't need anything fancy but you need to be aware of what not to use. I think a lot of things we want to put on our skin to feel better or prettier like cosmetics can be damaging. It is good at a young age to know about sun prevention and protection to prevent trans-epidermal water loss.
- The younger you are that you learn these things, you won't be fooled by marketing. That is what Sephora is good at is marketing. Sometimes their skin care products are expensive, they aren't giving you as much and sometimes they can be damaging. If you can learn and be open minded about your skin at a young age then you will really be less subjected to bad marketing.

In our project we are targeting tweens from 8-12. So at this age what should their skincare routine look like?

- **Frances:** Keep it basic. Clean your skin. A gentle cleanser, sunscreen protection outside and then for sure a light cream that provides a nice barrier function. You

do want to protect the water function of our skin and not strip it with benzoperoxide or cencocilic acid that becomes more necessary if you have acne and increasing oil production at a young age.

- **Kylee:** A gentle cleaner, and of course an SPF, the more you are protected by the sun the better you'll age. A basic moisturizer with nothing too concentrated, you don't need active ingredients unless you are treating acne.

What is the difference between adult vs. kid skin?

- Kids' skin is newer, younger, more functioning skin. The cells within your skin are healthy and responsive in regard to hydration, not damaged, they are activated with the needs of your skin but also not compromised by excessive oil which tends to happen when your hormones are more productive. They are also not compromised by increasing age.
- What surprises people, early in your 20's your skin function peaks. That's when we are busy suntanning, partying and drinking too much and then you discover 20 years later you shouldn't do that. The younger you are, the more functioning your skin is. Particularly before 20 and below. Hormones add an element to all of it in terms of changing how our skin responds and what it has to deal with.
- Because of these differences, a kid's skin may react differently to skincare products meant for adults.

What skin care products should tweens be avoiding?

- I would say the things that strip your skin, the barrier function. There are things our skin needs like ceramides and that promotes the hydration in our skin and hyaluronic acid is a molecule in our skin. We don't want to strip or damage the function of that. Some products can do that. Benzoyl Peroxide, too many actives that you don't need like retinol, acids, over exfoliating you only need to do that a couple times a week. The younger you are, if you have normal skin, the more basic and simple, the healthier your skin will be.
- If you think about it, skincare should not be static, it should not stop. You should treat the age and the patient's needs.

- For these over the counter, you can spend thousands of dollars (Dior, Estee Lauder) but there is no real tight monitoring system. In the cosmetic world, compared to science acute care medicine there are more strict skin care standards compared to cosmetics. At least Health Canada watches and these medical grades have to prove their outcomes and active ingredients are delivered, you don't get those in places like Sephora. It's not that they DON'T have it, but they might have less ingredients that are less helpful, there are just things that head to head, the product will be much less effective and more expensive.
- Whenever you are using an active ingredient you need to know how to use it.

Do you see the «Sephora kid trend» being an issue?

- The digital trend is becoming an issue for kids developing.
- Bringing back to the education aspect to overusing too many actives, you might not see the effectiveness immediately but down the road that's when acne as an adult or rosacea because overusing some of these can cause more damage than good for sure. I would predict the issue is long term damage from not knowing what they are using.
- It is a challenging problem, I think that we don't see those kids as they go to Sephora. But we see them later when they have issues that can't be dealt with product lines that can't be helped at those places. Proactive was an issue - it's not the ingredients that were wrong, it's just they didn't have the ingredients to affect this problem and can cause damage because whatever they are allowed to put in, they use in abundance of the product and not something else.
- Sephora has to be held accountable. It's challenging because a lot of kids, whether it causes damage or not, but lots of families can't afford it.

Should kids use retinol?

- At this age, retinoids are not necessary. They reduce inflammation, develop new elastin so there are a multitude of pathways and it can be very healthy for the skin but at this age, you don't need it.
- **Retinol should not be given without education and definitely not to a child.**

Does Sephora have a responsibility?

- "Absolutely. Anyone who is making millions of dollars has a responsibility."
Frances Krawiek

- **Kylee:** They have several lines I think the company that owns each line, but Sephora themselves, the people who work there should have more education that when a 10, 12 year old who wants a serum that is mixed with glycolic with retinol, I would not sell that to that child.
- **Francis:** Not that their products don't have a place, but there should be some thoughtfulness to it.

Interview Analysis - Psychologist (Tasha Belix)

What is Self-Esteem?

- "The inside of us and how we love ourselves."
Oftentimes when we feel good and have enough self-esteem, we don't think about it. It allows us to be kind, see the best in others and forgive others; it brings out the best in us. When we don't have enough self-esteem and self-love, it can turn into mean behaviour very quickly; we can put other people as well as ourselves down.
- **Quick fixes:** Sometimes, we look for quick fixes to make ourselves feel better that aren't really about filling us up on the inside. It could be texting someone you don't know, if they think you're cute, watching «garbage shows» that temporarily numb us out and don't make us think as much. It can even be who we choose to hang out with; if you don't love yourself as much, we tend to put up with bad friends and or girlfriends and boyfriends.

As a psychologist, what impact are you seeing on how social media affects tweens?

- A little grade five girl (10-11yr) came into my office, she is spunky; loves school and sports. She was recently really excited to join her new soccer team, only to find out her whole soccer team are Sephora girls.
«All they care about is their skincare and mascara! They spent all their Christmas money on makeup.»
- It makes you think. These are all young girls gathered together to play a sport. Instead of talking about their next soccer match or cool skills they learned, they're talking about skincare. Really?

What are you seeing in terms of tweens and social media usage?

- "Quite a few years ago, I did research about the images teens see on social media and how they see their body."
- The average number of hours a tween spends on their phone scrolling on social media: Youtube, TikTok, Instagram, is a very scary number.
- Social media can be very visual: men with their shirts off because they just worked out, photos of people in bikinis, photos of people at the gym, girls wearing crop tops and short shorts, etc. **It sends a lot of visual messages;** lots about body: be slim, be fit, be skinny, get botox, etc.

- Let's say you're a 13 year old and you spend 1 hour a day on social media. In that 60 minutes, I would imagine, based on how fast the videos are switching, you would see around 1 000 images of what the « perfect body » is supposed to look like.
- As a 13 year old, with a lot of change going on and you are seeing thousands of images of what « the perfect girl» or «perfect boy» looks like, you can imagine how that would affect your self-esteem.
- 5 years ago, the average teen would spend 7 hours a day on social media! That is more than 100 days a year!
- Therefore our social media is definitely having a huge effect on how we see and love ourselves. It would be great if it was making them feel good, but it is unfortunately, for the most part, doing the opposite.

What do you think is the most concerning about tweens on social media?

- **What you're missing out on;** you can use social media in a good way: learning how to cook a meal, learning new skills, etc. For short amounts of time as well. **This is using social media in a good way.** As long as we have lots of other things that fill our bucket, like hanging out with friends, being on a sports team, being with family, bike riding, etc. a little bit of social media is okay, because we have **balance**.

I think the problem is when people stop doing the other things in life we know are healthy and start going on social media a lot more. What happens a lot as well is that when girls are 13 years old, they are 6 times more likely to quit sports than boys. Then what happens When you are not part of a sports team and are active and working hard, you tend to build bad habits: eating less to try and be skinny, spending lots of time on social media because they think that would make them feel better.

Have you had patients discuss skin care products and usage at a young age, around tweens (8-12)?

- One girl was an awoken 10 year old to the «Sephora Kid» trend and expressed her concern on the matter. "What is going on?" or "What is happening in our world?"
- Tasha has also talked to several other tween patients that think that getting «fake eyelashes» or certain skincare products or lip masks and such from Sephora is what is going to make them feel good about themselves.
"Sometimes it can be nice to put on makeup and mascara but other times, when we don't feel good about ourselves, it makes me wonder what we are hiding on the inside."
- "I know a lot of young people that I might have had concerns about because their self-esteem is not really strong. They put a lot of makeup on their face and take tons of selfies. Often when people are doing that they take deep dives into hundreds of photos of themselves and put filters on and make them look even more and more flawless. It

becomes very easy for people like this or anyone to get obsessed with trying to look as good as possible."

How do you think based on your clients that social media is influencing their choices? (whether it's every day decisions or consumer choices)

- It can sometimes take away some sleep, because it might make them get up earlier to do all of the things they think they **need** to do to look «perfect» in school, such as skincare and doing their hair, when in reality, it would benefit them so much more to get that extra 45 minutes of sleep.
- I think the way young people (tweens) are spending their money now is also being influenced by social media. Like if they get money for Christmas or Birthdays. Sephora gift cards have also become popular as well and are being used to purchase things. It is cool sometimes, to splurge on a cool lip gloss, or gentle face mask.
"To me, I'm hearing a lot more about young people with perfect skin, who are buying all of these elixirs, retinoids and fancy eye creams. What do you need to fix?"
- If you are 12 years old and start spending around \$50 a month on skincare products , it quickly rounds up to \$600 a year! Doing that year after year after year; that is a lot of money being given away to beauty industries. Tweens and young skin probably only need a moisturizer and a cleanser!
- Even as an adult, I have gotten influenced into buying certain products. I went to Sephora because someone gave me a gift card and I decided to spend my money on a fancy lip oil because a university student told me about how much I need to buy it. Hearing them saying things like "Oh my gosh! How can you even live without it?" and "You need to try it!" almost gave me FOMO because I didn't have the lip oil.
- I went to Sephora and asked an employee some questions about «Sephora kids». They proceeded to show me a section heavily influenced by TikTok with a product called «Drunk Elephant». The products are all like \$80 each! The employee said because of TikTok, tweens and kids have been obsessed with the section.
- It doesn't matter if we're teenagers or adults, because it only takes one person to say "You need this Dior Lip Oil! (for example)" and suddenly we're thinking, maybe I do need this! Then, you can tell your friends about it and it ricochets just like that.

How do you think social media influences tweens when it comes to skin care products?

- People that you look up to or follow online can especially influence you more to buy certain products. One day you might not like a certain Drunk Elephant product, but then,

maybe after you've seen an influencer use it, you feel you need to have it. That is the power of influence these days. Years ago, you would really only be able to be influenced by friends, but recently, it has become so much easier to be influenced because of all the information there is out there and how quick and easy it is to access.

- This could be a potentially dangerous situation for tweens to be in, as they are most likely learning not very great money-management habits. With prices additionally going up, having a young person trying to keep up with all of the expensive trends, it takes away money for the important things. Instead of spending \$30 on a lip mask, that money could have gone towards a new soccer ball, or a swimming pool membership. Especially nowadays, with how easy it is to buy things online, it's hard to know and learn when to stop. It's important to hit that pause button and have good reasoning behind purchases. We have started teaching youth how to get into debt really easily.

Why should adults care about this Sephora kids trend?

- As we are growing up and developing, part of becoming a good healthy adult is having a good self-esteem and loving and accepting yourself. If we are really young and spending so much time on the outside of yourself, like taking lots of selfies and wearing tons of makeup, it is the opposite of helping us figure out who we are on the inside. It is so much easier to put on makeup or self-tanning spray than it is to figure out who we are and really fix some parts of yourself and be good to ourselves. This is called the developmental task; it is something we have to do in order to become a healthy adult.

How damaging is it for kids to see these young influencers using certain brands on social media when it comes to their self esteem?

- It really depends on what the influencer is promoting. There could be an influencer talking about a novel they just read, or teaching you how to cook a meal, or talking about soccer or skiing and promoting things that really give people confidence and make them feel good. Other influencers could be promoting products that they know are bad for you and that they don't agree with the ingredients it is made with, or the testing of the product. However, because these influencers are getting paid to promote this product, they post about the product anyway. There is essentially no guidelines or governing body that gets to decide what is being posted and whether or not it is a good influence for tweens and people; a time when parents need to step in and advise their kids on what is good and what is fake.

As a psychologist, have you ever seen this type of trend before?

↳ Does it concern you?

- Social media definitely sped up the influence of things in the past few years. On my side of things, I'm seeing more of the bad and negative side of it; I've even had patients

come in before, saying that they have had to completely delete and block apps before, because of how bad they make them feel about themselves or about how much time they steal and distract you. Social media is the most powerful, not so amazing influence I have seen in my career.; it is the thing that causes the most conflict and hurt for families and young tweens.

Are you seeing more tweens talk about skin care products at this young age?

↳ Why do you think that is?

- Yes and exactly because of the Sephora Kid trend. This trend definitely comes from social media; it's not likely that your older brother or sister is the one telling you about it. From there, the trend trickles down into more parts too, like hair care to fake tanning and the clothes and shoes you need to wear. It's nice to have nice things but it shouldn't be life or death.
- I think if there were more influencers that didn't care that much about their appearances, that would give permission to more people to not always have to look «perfect».

What advice do you have for tweens when they talk about skin care products, beauty standards they see on social media, and this recent trend of tweens at Sephora?

- Always remember that oftentimes what you see on social media is there because they want you to buy something (for promotion purposes). It is important to always remember to take a step back and look at what research would say; ask parents, dermatologists, useful websites and sources. You don't always have to follow the trends.
- Remember to keep a balance with the trends. Don't creep into the obsessiveness of it all.

Is there anything we haven't talked about that you think is important to discuss/share?

- Another important thing to keep in mind with social media and online influence, is that a lot of the time, what we see is fake.
We look at things and are like "Oh my goodness! Their vacation looks so amazing!" or "Oh my gosh, look at that person's skin!" or "How are their eyes so sparkly?"
Guess what? **A lot of it is a lie.**
↳ "Just because we see it, doesn't mean it's real."
- Look into this website: <https://www.kff.org/>

Interview Dr. Nasreen Sheik (Family Doctor)

* We interviewed Dr. Sheik on March 4th, however due to some technology issues, we lost the recording and were not able to analyze it*

Sephora Interview Comments

1. Went into the store - beauty agents were not able to speak to us about the science fair project. They gave us an email address to contact customer service.
2. We contacted customer service online (via email) and they responded saying they would be happy for us to call in and talk to their customer support line.
3. We called in to talk to their customer service and they put us through two people who both said they could not help us. They asked us to use the online chat bot app to ask our questions.

The response from the CEO of Sephora - Artemis Patrick:

<https://www.businessinsider.com/only-3-things-teen-needs-from-sephora-ceo-artemis-patrick-2025-1>

- Use age-appropriate skin-care for tweens
- They should only be using three products: cleanser, moisturizer, sunscreen
- The official Sephora response: "Sephora is working to balance the growing interest in beauty among younger consumers with a sense of responsibility toward their skincare health."