



# ASSESSMENT OF AWARENESS LEVEL WITH REGARDS TO INGREDIENTS OF COSMETIC PRODUCTS - AN EMPIRICAL STUDY ON LUCKNOW CITY.

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## **ABSTRACT:-**

With the rolling up of years, increasing consciousness of consumers in terms of safety, health, and environmental sustainability has thrown lights to the components of cosmetic products under significant scrutiny undertaken by public. Despite this global trend, uncertainty prevails as of now about how informed consumers are about the product ingredients of daily use. This empirical nature study seeks to assess the level of awareness among Lucknow city's consumers with regards to the ingredients of cosmetic products. The research also aims at identification of the key factors shaping the perception and awareness of them. A structured questionnaire was used to collect data from primary sources from a sample size, and statistical tools and techniques such as descriptive analysis, correlation and regression were employed to interpret the findings. The results indicate varying awareness degrees among consumers. These findings are of great significant implications to both policymakers and cosmetic companies that are striving to promote transparency, informed purchasing decisions and safe usage. To conclude, the study suggested regulatory interventions and targeted awareness campaigns in order to bridge the knowledge gap and empower consumers health-conscious.

**Keywords:** Cosmetic products, Product ingredients, Consumer perception, Awareness level.

## **I.INTRODUCTION:-**

At global level and also within India, the cosmetics industry has witnessed high growth over the last decade. This increase is driven by shifting consumer preferences that place a higher priority on sustainability, wellness, and health as well as a growing emphasis on personal grooming. Customers' concerns about the ingredients in the products they use on their skin have led to a noticeable shift in recent years toward "clean beauty" and "green cosmetics." As a result, knowing what ingredients cosmetics contain has become crucial to making educated purchasing decisions.

In the context of cosmetics, consumer awareness is the degree to which people are aware of the roles, potential advantages, and potential health risks of the ingredients used in these products. It entails being able to read and comprehend ingredient labels, identify dangerous chemicals like sulfates, parabens, and artificial fragrances, and base decisions about what to buy on that information. A knowledgeable customer is more likely to stay away from potentially dangerous goods and choose substitutes that fit with their moral principles and personal health. Therefore, consumer safety and cosmetic manufacturers' accountability are directly impacted by ingredient awareness.

Even though consumers around the world are becoming more conscious of ingredients, Indian consumers, particularly those in tier-2 cities like Lucknow, still have a considerable awareness gap. Instead of looking at the true makeup of products, many people still rely on aesthetic appeal or brand reputation. Furthermore, awareness is still uneven in areas with weak regulatory enforcement and little public education regarding ingredient safety. There is little empirical data on how well consumers in cities like Lucknow truly comprehend the ingredients of cosmetic products, despite the fact that urbanization and social media exposure are influencing consumer habits. This means that in order to find gaps and create focused interventions, awareness levels must be evaluated at the regional level.

Consumer perception and awareness of cosmetic ingredients are shaped by a number of underlying factors. Education is one of the most important of these. Higher educated consumers are typically better able to perform independent research, discern between safe and hazardous ingredients, and comprehend technical terms on product labels.

Media and digital platform exposure is another important component. Consumer education has been greatly aided by the growth of skincare blogs, ingredient-tracking apps, and beauty influencers. These platforms encourage consumers to examine products more closely by challenging conventional marketing narratives in addition to raising awareness.

The level of income has a significant impact on awareness as well. Higher income groups tend to have greater access to luxury or certified "clean" products and are more inclined to spend money on superior, health-conscious options. On the other hand, people in lower income brackets might put affordability ahead of ingredients, frequently as a result of fewer options or a lack of exposure.

Another motivating factor is health consciousness. People who care more about their general health are more likely to research the effectiveness and safety of cosmetics. They are more likely to favor natural or organic products over those with artificial chemicals or allergens.

Finally, consumer comprehension is greatly impacted by product labeling and brand communication. Companies that prioritize openness and provide a comprehensive ingredient list contribute to the development of consumer awareness and trust. However, even among consumers who actively seek information, ambiguous or deceptive labeling practices can impede comprehension.

Together, these elements influence consumer perceptions and awareness, emphasizing the complexity and diversity of cosmetic ingredient literacy. Businesses and policymakers who want to promote safe and informed consumption practices must have a thorough understanding of how these factors interact.

## **II. LITERATURE REVIEW:-**

**Farooque, A. (2023).** According to the study, the HCL Foundation's SAMDUAY project intends to establish a common development model for businesses and government organizations that primarily focuses on improving the social and economic well-being of communities through planned initiatives and an all-encompassing strategy. The study involved surveying beneficiaries in villages and getting in touch with project officials, which gave a precise picture of the company's development model and its effective outcomes in sectors like agriculture, health, livelihood, and education.

**Narang, R., & Sharma, R. (2021).** This study found that the intention to purchase organic skin care products is significantly influenced by only two categories of educated consumers. It is surprising that the intention to purchase organic skin care products is unaffected by other categories of knowledgeable consumers. Marketers should look into this finding more. In addition, the purchase intention behind organic skin care products has solely been significantly impacted by two income groups of personal nature. Interesting areas of concern for marketers have been brought to light by this study. Skin care products of organic nature are comparatively more expensive and are claimed to be preferably safer to eat. Despite this, there is no significant impact of higher educational and income levels on intention to buy organic skin care products. High-income, well-educated consumers are likely to purchase safer and healthier products. Other factors that may influence intention, such as psychographic factors, values, personality, and attitude, may be investigated, as this study shows that demographic factors do not significantly affect the intention to purchase organic skin care products.

**Singh, S., & Wagner, R. (2024).** Through the prisms of hedonic identity, uniqueness, and anticipated social gains for wealthy middle-class consumers, this study analyzes three aspects of the promise of luxury fashion brands. The influence of the environment and the welfare of society completes the model.

**BABURAJ, A. (2023).** According to the study, attitude is a powerful predictor of both willingness to pay and purchase intention. In this way, the intention to purchase and willingness to pay for organic personal care products both rise in tandem with the positive attitude toward them. The two most often cited reasons for buying organic personal care products are for one's health and the environment. It also demonstrated how a customer's attitude is influenced by their subjective knowledge of organic personal care products and their prior experiences. This indicates that consumers are more likely to develop favorable attitudes, which in turn result in a higher purchase intention, if they believe they are well-versed in the characteristics and advantages of organic personal care products.

**Khushboo, M. (2022).** Wellness vacationers are wealthy and contribute to our economy by bringing in foreign currency. In addition to bringing in money, wellness tourism has also led to the creation of jobs, better public health, the preservation of local culture and natural resources, and a rise in entrepreneurship. Not enough research has examined wellness tourism in general or wellness tourism activities in particular, particularly from the viewpoint of the travelers. The contributions made by this article could benefit a number of investors. Based on the findings, the article came to the conclusion that there is no significant difference in the advantages enjoyed by wellness tourists.

### **III. RESEARCH METHODOLOGY:-**

The current study uses an empirical and descriptive research design to assess Lucknow city consumers' knowledge of the ingredients in cosmetic products. To guarantee a thorough analysis, both primary and secondary data sources were used. A structured questionnaire and observational techniques were used to collect primary data. In order to evaluate the respondents' knowledge, attitudes, and actions regarding cosmetic ingredients, the survey included both closed-ended and Likert-scale questions. The observation method was used to augment the questionnaire responses by documenting real-world consumer behavior during cosmetic purchases, such as whether or not customers looked at product labels or talked about ingredient content.

Secondary data was gathered from a variety of published sources, such as research journals, articles, and the websites of regulatory bodies and cosmetic brands. These resources offered information on common cosmetic ingredients, consumer trends, and the state of regulations pertaining to the safety and labeling of cosmetic products. Convenience sampling was the sampling strategy employed in this study, which focused on Lucknow residents who use cosmetics. The study's sample size was determined to be 74 respondents in total. People who buy and use cosmetics on a regular or infrequent basis and are at least 18 years old made up the majority of the sample.

The purpose of the questionnaire was to gather information on consumer preferences, media and influencer influence, demographics, and knowledge of particular cosmetic ingredients. To summarize the awareness levels, the gathered data was examined using fundamental descriptive statistical tools, such as frequency distributions and percentages. Additionally, cross-tabulations were employed to investigate awareness among various demographic groups. This methodology offered a well-rounded combination of qualitative and quantitative insights into the habits and knowledge of consumers in Lucknow city regarding the ingredients of cosmetic products.

#### **Objective:-**

1. To study the awareness level of people of Lucknow city regarding Cosmetic product's ingredients.
2. To identify the underlying factors that shape the perception leading to the awareness of Cosmetic product's ingredients.

#### **Hypothesis:-**

$H_0$  = Awareness level does not prevail with regards to ingredients of cosmetic products.

$H_a$  = There is significant awareness level with regards to ingredients of cosmetic products.

#### **Limitations of the Study:-**

- **Limited Geographical Scope**

Because the study was limited to Lucknow, it might not accurately reflect consumer awareness or behavior in other parts of India. Disparities in education, culture, and economic status between states and cities may produce different outcomes.

- **Sample Size Constraints**

Despite efforts to guarantee sufficient representation, the sample size was small and might not accurately reflect the range of beliefs and practices among Lucknow's cosmetic users.

- **Self-Reported Data**

Based on self-reported responses, the results could be skewed by inaccurate recall or social desirability bias. It's possible that participants exaggerated their awareness or actions to conform to societal norms.

- **Cross-Sectional Design**

The research employed a cross-sectional survey methodology, which records answers at one particular moment in time. This makes it more difficult to determine cause-and-effect relationships or evaluate how awareness or behavior has changed over time.

- **Focus on Limited Variables**

The main focus of the study was how awareness relates to certain behavioral indicators, like reading labels and paying attention to ingredients. Brand loyalty, peer pressure, advertising exposure, and dermatological consultations were not taken into account.

- **General Awareness vs. Ingredient-Specific Knowledge**

Although general awareness levels were measured, the study did not go into great detail about people's knowledge of particular harmful or helpful ingredients. This could restrict the extent to which consumers are aware of the ingredients in cosmetics.

- **Exclusion of Non-Users**

Because the study only included people who use cosmetics, it did not include non-users who might have insightful opinions or valid reasons for avoiding cosmetics because of ingredient-related worries. Public awareness may have been partially understood as a result of this.

## **IV.RESULTS AND FINDINGS:-**

### **DATA ANALYSIS & INTERPRETATION:-**

#### **Correlation Analysis:**

		Are you aware of the ingredients in the beauty products you use ?	How 2 do you check the ingredients list on beauty product labels before purchasing ?
Are you aware of the ingredients in the beauty products you use ?	Pearson Correlation	1	.554**
	Sig. (2-tailed)		<.001
	N	74	74
How 2 do you check the ingredients list on beauty product labels before purchasing ?	Pearson Correlation	.554**	1
	Sig. (2-tailed)	<.001	
	N	74	74

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4.1: Correlation

A Pearson correlation analysis was performed to look at the relationship between consumer awareness and their practice of looking up cosmetic ingredients before making a purchase. The findings show that the variables have a moderately positive correlation with one another:

$N = 74$ ,  $p < 0.001$ , and  $r = 0.554$ .

This implies that people are more likely to be aware of the ingredients in the beauty products they use if they read the ingredient list on the labels before making a purchase. At the 1% level, the correlation is statistically significant because the p-value is less than 0.01. Thus, it can be concluded that ingredient-checking behavior and awareness follow the same path, i.e., greater scrutiny raises awareness.

**Regression Analysis:****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 <sup>a</sup>	.307	.298	.607

a. Predictors: (Constant), How 2 do you check the ingredients list on beauty product labels before purchasing ?

Table 4.2.1: Model Summary

**ANOVA<sup>a</sup>**

Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	11.769	1	11.769	31.957	<.001 <sup>b</sup>
	Residual	26.515	72	.368		
	Total	38.284	73			

a. Dependent Variable: Are you aware of the ingredients in the beauty products you use ?

b. Predictors: (Constant), How 2 do you check the ingredients list on beauty product labels before purchasing ?

Table 4.2.2: ANOVA

A linear regression was conducted using "checking the ingredient list before purchasing" as the independent variable and "awareness of cosmetic ingredients" as the dependent variable in order to further investigate the predictive relationship.

\* The model yielded an  $R^2 = 0.307$ , meaning that the practice of reading product labels accounts for roughly 30.7% of the variation in ingredient awareness.

\* The model's statistical significance is confirmed by the F-statistic = 31.957 and a significance value ( $p$ ) < 0.001.

•The average difference between the observed and predicted values is shown by the standard error of estimate, which is 0.607.

This suggests that Lucknow consumers' awareness of the ingredients in cosmetic products is strongly and significantly predicted by their ingredient-checking behavior.

**Conclusion:**

The results of this empirical study show that Lucknow consumers, particularly those who regularly read product labels, have a fair amount of knowledge about the ingredients in cosmetics. The result of the regression and the positive statistical significant correlation is in favor of the rejection of the null ( $H_0$ ) and acceptance of the alternate hypothesis ( $H_a$ ), which demonstrates that there is, in fact, a significant level of awareness regarding cosmetic ingredients. Proactive consumer behavior, especially the habit of reading product labels before making a purchase, seems to be strongly associated with this awareness.

**Correlation Analysis:**

		Are you aware of the ingredients in the beauty products you use ?	How 2 do you use beauty products?
Are you aware of the ingredients in the beauty products you use ?	Pearson Correlation	1	.085
	Sig. (2-tailed)		.473
	N	74	74
How 2 do you use beauty products?	Pearson Correlation	.085	1
	Sig. (2-tailed)	.473	
	N	74	74

Table 4.3: Correlation

"Awareness of ingredients in beauty products" and "how one uses beauty products" have a correlation coefficient of 0.085, according to the Pearson correlation analysis. This shows that the two variables have a very weak positive relationship. Nevertheless, the significance value (Sig. 2-tailed) is higher than 0.05 at 0.473. Accordingly, there is no statistically significant correlation. According to the correlation analysis, there is no significant connection between people's knowledge of the ingredients in beauty products and how they use them.

**1. Regression Analysis:****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.085 <sup>a</sup>	.007	-.007	.727

a. Predictors: (Constant), How 2 do you use beauty products?

Table 4.4.1: Model Summary

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.274	1	.274	.520	.473 <sup>b</sup>
	Residual	38.009	72	.528		
	Total	38.284	73			

a. Dependent Variable: Are you aware of the ingredients in the beauty products you use ?

## b. Predictors: (Constant), How 2 do you use beauty products?

Table 4.4.2 ANOVA

According to the results of the regression analysis, the R-value is 0.085 and the R Square value is 0.007, indicating that the way people use beauty products accounts for just 0.7% of the variation in ingredient awareness. This explanatory power is extremely low. The regression model is not statistically significant, as indicated by the ANOVA table's significance (p-value) of 0.473, which is higher than 0.05. Thus, according to the regression analysis, awareness of the ingredients in cosmetic products is not significantly predicted by the predictor variable ("how 2 do you use beauty products").

**Conclusion:**

Examining Lucknow residents' knowledge of cosmetic product ingredients and determining contributing factors were the goals of this study. The results of the regression and correlation analyses show that there is no statistically significant connection between people's knowledge of the ingredients in beauty products and how they use them. As a result, it is impossible to reject the null hypothesis (H<sub>0</sub>), which claims that there is a lack of awareness regarding the ingredients in cosmetic products. This suggests that Lucknow consumers' general awareness of cosmetic ingredients is low and may be lacking.

**Correlation Analysis:**

		How important is it to you that beauty products are free from harmful ingredients?	Have you ever stopped using a beauty product due to its ingredients ?
How important is it to you that beauty products are free from harmful ingredients?	Pearson Correlation	1	.039
	Sig. (2-tailed)		.742
	N	74	73
Have you ever stopped using a beauty product due to its ingredients ?	Pearson Correlation	.039	1
	Sig. (2-tailed)	.742	
	N	73	73

Table 4.5: Correlation

A veritably weak positive correlation is shown by the Pearson correlation measure of 0.039 between the significance that people place on beauty products being free of dangerous constituents and whether they've ever stopped using a product because of its constituents. With a significance value of 0.742, it's significantly advanced than the typical arrestment point of 0.05. This indicates that there's no statistical significance in the relationship. Put further simply, people's concern about dangerous constituents has little bearing on whether they've actually done anything about it, similar as discontinuing a product.

**Regression Analysis:**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.039 <sup>a</sup>	.002	-.013	.684

a. Predictors: (Constant), How important is it to you that beauty products are free from harmful ingredients?

Table 4.6.1: Model Summary

Table 4.6.2: ANOVA

The correlation results are also supported by the regression analysis. Only 0.2% of the variation in whether someone stopped using a product can be explained by how important they believe it is for beauty products to be free of harmful ingredients, according to the R value of 0.039 and R Square of 0.002. The significant (p-value) is 0.742 in the ANOVA table, which is not significant statistically. This suggests that the dependent variable (stopping product use) is not significantly predicted by the predictor variable (concern for harmful ingredients).

**Conclusion:**

The findings from the regression and correlation studies indicate that there is no statistically significant connection between consumers' actual behavior of stopping the use of beauty products because of harmful ingredients and their concerns about these ingredients. Despite the existence of some awareness and concern, it does not seem that these factors result in tangible consumer action. This suggests a possible discrepancy between the attitudes and actions of users in Lucknow, showing that although people may agree that ingredient safety is important, it has little bearing on their choices of how to use it.

**V. SUGGESTIONS AND CONCLUSION:-****5.1 CONCLUSION OF THE STUDY:-**

The purpose of this study was to investigate the degree of consumer awareness in Lucknow regarding the ingredients used in cosmetic products and to pinpoint the major determinants of this awareness. A multifaceted view of consumer behavior was revealed by the empirical analysis employing regression and correlation techniques. Interestingly, there was a positive and statistically significant correlation between ingredient awareness and the practice of reading product labels before making a purchase. This suggests that proactive behavior is crucial in raising awareness because it shows that customers who actively interact with product information are more aware and knowledgeable about the products they use on their skin.

But the study also found important gaps in other areas. The information revealed no statistically significant correlation between people's awareness of cosmetic ingredients and their overall use of beauty products. Similarly, although many respondents voiced concerns about potentially harmful ingredients, there was little correlation between these concerns and the actual behavior of stopping the use of such products. These results demonstrate a disconnect between attitude and behavior—although consumers may be aware of the dangers of particular ingredients, this knowledge does not always affect their choices about what to buy or how to use them.

When combined, the findings provide a complex conclusion. Although there are pockets of knowledgeable consumers, general awareness is still uneven and does not always result in significant shifts in consumption habits. The results confirm that awareness exists but is behavior-dependent and context-specific, partially rejecting the null hypothesis ( $H_0$ ). This emphasizes how urgently the knowledge-behavior gap must be closed through focused educational interventions, precise labeling guidelines, and public health initiatives. Increasing consumer knowledge about ingredient safety may enable people to make healthier decisions and encourage responsibility in the cosmetics sector.

## **5.2 RECOMMENDATIONS AND SUGGESTIONS:-**

### **1. Enhance Ingredient Transparency through Simplified Labelling**

Cosmetic companies should make sure that information about ingredients is displayed in a way that is easy for consumers to understand. Nowadays, a lot of labels list chemical names that are hard for the typical consumer to understand. Businesses should think about emphasizing the nature of ingredients—such as natural, potentially hazardous, or allergenic—using icons, color codes, or simple language. Customers may find it simpler to make wise choices at the point of sale as a result of this simplification.

### **2. Launch Government-Supported Ingredient Literacy Campaigns**

Campaigns for ingredient literacy should be launched by federal, state, and local government organizations in coordination with consumer advocacy groups and health authorities. Social media, local TV and radio stations, community health centers, and educational institutions can all be used to promote these campaigns. Campaigns to raise awareness should focus on common ingredients used in cosmetics, their uses, potential hazards, and safer substitutes.

### **3. Adopt Smart Labeling Technologies for Digital Transparency**

On product packaging, businesses can include Near Field Communication (NFC) tags or QR codes that point to specific pages with comprehensive ingredient profiles. Each ingredient's function, place of origin, possible adverse effects, and any available dermatological information can all be explained on these pages. Consumers can be further empowered with real-time, personalized information through interactive features like ingredient rating systems and safety alerts.

### **4. Certification and Verification of Ingredients**

For labels like organic, non-toxic, dermatologist-tested, cruelty-free, or vegan, brands should aggressively pursue third-party certifications from reputable organizations. These certifications are particularly crucial in raising consumer awareness and confidence about product safety and ethical sourcing, and they also act as tools for fostering consumer trust.

### **5. Utilize Influencers and Experts to Educate Consumers**

Accurate information regarding cosmetic ingredients can be shared by enlisting the help of dermatologists, skincare specialists, social media influencers, and consumer health advocates. Q&A sessions, product breakdowns, tutorial videos, and myth-busting reels are examples of educational partnerships that target younger audiences, who are very active on the internet.

### **6. Regulate Ingredient Claims and Advertising Practices**

Stricter rules for ingredient disclosure must be enforced by regulatory agencies such as the Ministry of AYUSH (for herbal products), the Bureau of Indian Standards (BIS), or the FSSAI (for cosmeceuticals). To prevent deceiving the consumer, all marketing claims pertaining to ingredient safety or skin benefits should be evidence-based and backed by clinical or laboratory data.

### **7. Embed Cosmetic Safety into the Education System**

Including modules on ingredient safety and basic personal hygiene in secondary school or college curricula could greatly increase awareness from an early age. A generation of conscientious consumers could be produced by this education, which could include reading product labels, comprehending the dangers of ingredients, and assessing the claims made in beauty ads.

### **8. Develop Brand-Specific Consumer Engagement Platforms**

Digital platforms (websites or mobile apps) that allow users to look up, evaluate, and discuss experiences with particular ingredients or products should be developed by cosmetic brands. With blogs, professional opinions, safety alerts, and Q&A forums, these platforms can also serve as centers for customer education, making customers feel more informed and connected.

### **9. Promote Active Feedback Loops Between Consumers and Brands**

Brands can gain a better understanding of consumer awareness and concerns by promoting feedback through structured mechanisms, such as public suggestion forms, review sections focusing on ingredient effects, or post-purchase surveys. Brands can use this user-generated data to inform product reformulations and awareness campaigns that meet consumer expectations.

### **10. Encourage Further Academic and Market Research**

Regular, area-specific research on consumer awareness and ingredient trends should be promoted by nearby universities, research centers, and market research companies. By using these insights to guide business strategy and public policy, consumer protection measures can continue to be contextually relevant and data-driven.

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- FDA – Cosmetics (U.S. Food and Drug Administration): <https://www.fda.gov/cosmetics> (Provides information on cosmetic regulations, labeling, and safety.)
- Bureau of Indian Standards (BIS) – Cosmetics Regulations: <https://www.bis.gov.in/> (Includes Indian standards for labeling and cosmetic ingredient safety.)

