

Beauty and the beastly environment

CLOUDS of smoke rise above mounds of burning rags and garbage, engulfing the area in unbearable smog and stench. Splendid cars carrying well-groomed passengers pass by the mess. How would the passengers take notice of this open dumpsite? The windowpanes are rolled up and appear to be hazy with the vapour created by artificial air-cooling systems within the cars. The comfort takes us to a world where no smog, no stench can ever reach us, or so we wish.

Environment is such an essential component of all beauty and health regimes that it is bound to have an impact on us, either directly or indirectly, and yet there seems to be so little concern among fashion and beauty enthusiasts with regards to the ever-increasing man-made degradation of the environment. A noted Senegalese conservationist once said: in the end, we will conserve only what we love; we will love only what we understand; and we will understand only what we are taught.

The area described in the opening vignette is conventionally considered as 'posh.' Powerful elites in these areas turn a blind eye to the open dumpsites located in certain alleys, such as Road-137 in Gulshan-1 near popular food establishments. If several studies are to be believed, around 60 per cent of waste is

dumped on roadsides and open spaces, leading to serious ramifications, namely the rapid spread of diseases such as malaria, respiratory diseases and skin infections.

Global Environmental Performance Index 2014 ranks Bangladesh as the ninth-most polluted country in the world, which must be a source of alarm for the beauty-conscious population. Although opportunistic fashion and beauty companies would like us to believe otherwise, the truth is that no concealer or anti-aging formulation will be able to miraculously overturn the long-term detrimental effects of such pervasive pollution.

In more specific terms of urban air quality, Bangladesh ranks at the bottom fourth among 91 countries, according to a report by the World Health Organization. Not only are we inhaling air of such poor quality, adversely affecting the beauty from within, we are also distressing our skin and hair with carbon pollutants and sweltering temperatures, wreaking havoc on our appearances.

Clogged pores, acne, uneven complexion, wrinkles, skin allergies, eczema, frizzy hair, split ends, and respiratory diseases, are results of air pollution. If you think washing your face regularly and drinking sufficient water are

sustainable remedies to these problems, you might want to know more about the status of water resource management in Bangladesh.

According to the United Nations, 80 per cent of sewage in developing countries is discharged untreated directly into the water bodies. Household waste, industrial effluents and agricultural contaminants choke the country's waterways.

Studies reveal that out of the 310 rivers in Bangladesh, 175 are in miserable conditions, while 65 are almost 'dead.' When the residents of Dhaka city are not grappling with water scarcity, they are faced with putrid yellow, contaminated, or highly-chlorinated tap water that causes scalp irritation, baldness, and dryness. Despite this ghastly condition, water pollution continues unabated.

Pollution is creeping into internal systems through adulteration of all kinds. According to several researchers, between 70 to 90 per cent of food is adulterated. Ironically, unscrupulous manufacturers are using beauty products such as soaps to produce 'ghee' and the likes. Food adulteration on such a massive scale causes a myriad of health problems such as cancer, diabetes, skin diseases, respiratory and cardiac complications, infertility, miscarriage, stunted

growth in children, and depression. If food adulteration is not curbed, we will be slowly poisoned to death.

To make matters worse, adulteration has entered the cosmetics industry too. Cosmetics containing carcinogenic ingredients and toxic metals, such as mercury, flood the shopping malls ahead of Eid or other festive occasions. These counterfeit products are responsible for a range of skin and hair ailments, such as skin discoloration, skin cancer, hair loss, skin rash, and scalp irritation. Consumers often dismiss the matter thinking the product did not 'suit' their skin types, when in reality the problem lies in the product itself.

Pollution combined with today's stressful lifestyle results in premature aging of the skin. People in Bangladesh who love their skin and hair cannot afford to remain misinformed and silent about the ongoing and emerging environmental issues in the country. There is a deep correlation between beauty and environment, and it is wise to acknowledge this link sooner than later.

While we gush about our favourite beauty brands, it will be favourable for us to be environmentally conscious in order to be truly fashionable and beautiful.

By Monica Islam

LS SUGGESTS

Chapped lips

MOST of us are susceptible to having dry, chapped lips in winter -- when the air is drier.

Winter is a season when you can flaunt some of the most gorgeous attires at ease -- from the traditional suits and shawls to the flamboyant winter gowns and leather jackets. But no matter how well-dressed you are, your appearance will leave a lot to be desired if your lips betray you, being cracked and rough.

Drink plenty of water. Chapped lips occur due to lack of moisture in your lips and skin. In the cold and dry winter, more moisture is lost from our skin and lips.

Staying hydrated is as important in winter as it is in summer, or in any other season for that matter.

Use lip balms or chap sticks to nourish and protect your lips.

Avoid licking your lips. You may think that you are adding moisture -- or you may

do it as a habit -- but it actually dries your lips even more. Your saliva can irritate your lips as it contains acids that break down food. Moreover, you will be licking off any natural oils you have on your lips if you continuously lick them.

Whenever possible, avoid the cold. Use you scarf to cover your lips when you are outdoors in the harsh cold weather. Buy and use a humidifier for the indoors. This will help put some additional moisture in your

house, consequently making you feel more comfortable and helping your skin and lips.

For most of us, drinking plenty of fluids, avoiding licking and biting lips and using chap sticks should be enough to keep lips healthy and luscious.

But if your chapped lips are too adamant to heal and they're causing too much suffering, visit a doctor, because winter may not be the only reason for this distress.

--LS Desk



ঠোঁটের যত্নে প্রকৃতির ছোঁয়া

৫টি অনন্য প্রাকৃতিক উপাদানে তৈরি লিপআইস লিপবাম, আপনার ঠোঁটকে সারাশরীরে আগলে রাখে হিমহিম আর্দ্রতায়। এর বিশেষ উপাদান এসপিএফ, সূর্যের ক্ষতিকর রশ্মি থেকে দেয় সুরক্ষা। যাতে শীত-গ্রীষ্ম-বর্ষা, সব ঋতুতেই আপনার ঠোঁট থাকে কোমল, মসৃণ ও আকর্ষণীয়।

LipIce

Lipbalm





AVOCADO OIL



COCOA BUTTER



MENTHOL



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