



HOW LOOKING GOOD INFLUENCES FEELING GOOD

The internationally validated Quality of Life instrument BeautyQoL® provides the scientific proof about the link between physical appearance and quality of life

GENEVA, SWITZERLAND, October 27, 2015 /EINPresswire.com/ -- What if cosmetic products and interventions could not only improve one's physical appearance but also one's quality of life and its different dimensions – emotional life, relationships, energy level, mood etc.? As we all know, looking good has always been associated with feeling good. For the first time, this correlation can be scientifically proved with the internationally validated Quality of Life instrument called BeautyQoL®. This original initiative, supported by L'Oréal Research & Innovation, has been developed in collaboration with an international expert panel composed of dermatologists, plastic surgeons, evaluation specialists and mathematicians, and is the subject of a recent article published by the Journal of Cosmetic Dermatology: "Quality of life assessment in cosmetics: specificity and interest of the international BeautyQoL instrument".

The BeautyQoL® instrument, is composed of 42 questions covering different aspects related to Quality of Life and has been validated in 16 languages and 13 countries. Not only is BeautyQoL® specific to cosmetic products and physical appearance but also thanks to its advanced scoring procedure and comprehensive analytical potential, it is highly sensitive and is capable of capturing even smallest variations in Quality of Life, brought about by the use of innovative cosmetic and beauty care products, or changes in the physical appearance following aesthetic interventions.

Our society values beauty, youth and health. Therefore, people living with various physical appearance issues, distinctive aesthetic features or noticeable skin conditions can feel a great strain on their lives, the repercussions of which can be quite significant, influencing their emotional, professional and social interactions and overall well-being. According to the World Health Organization's determination of health, it is not only about the absence of disease but about a state of complete physical, mental and social well-being. Therefore, if an instrument such as BeautyQoL® can prove the link between the improved physical appearance and improved well-being – another paramount pillar of our society – it can contribute to demonstrating the added value of cosmetic interventions on Quality of Life – and indirectly health – which goes well beyond the superficial dimension that the use of cosmetics used to be associated with.

Dr Ariel Beresniak, Chief Executive Officer of Data Mining International, an independent research agency based in Geneva, Switzerland, and project leader of the BeautyQoL® international initiative, said: "The BeautyQoL® questionnaire is the only existing instrument in the world specifically built to discriminate small differences of Quality of Life cross-culturally, relevant to cosmetics and physical appearance, thus providing the most robust tool for scientific and market research applications in cosmetology." The BeautyQoL® instrument is currently being used in various studies promoted either by cosmetic and beauty care industry or by academic research organizations.

As BeautyQoL® measures the improvement in quality of life related to physical appearance, its potential applications are wide-ranging, including for valuing and differentiating cosmetic and beauty care products, dermatological treatments, aesthetic procedures, anti-ageing interventions, plastic

surgeries, aesthetic dentistry, etc. The BeautyQoL® instrument being specially designed and internationally validated to assess physical appearance and quality of life, it represents an important advancement in the field of quality of life and health outcomes research. By generating robust quantitative evidence, for the first time, BeautyQoL® enables to scientifically assess and firmly establish the humanistic benefits of improving quality of life and overall well-being related to physical appearance.

Scientific references:

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Beresniak A, de Linares Y, Krueger GG, Talarico S, Tsutani K, Duru G, Berger G. Validation of a New International Quality-of-life Instrument Specific to Cosmetics and Physical Appearance. *BeautyQoL Questionnaire*. *Arch Dermatol* 2012; 148 (11): 1275-1282.

About Data Mining International:

Data Mining International SA is an independent international research agency based in Geneva (Switzerland) with a North American branch, Data Mining America, based in Montreal (Canada). Data Mining International specializes in innovative disease management strategies, public health, data mining research, big data analytics and knowledge discovery, business modelling innovation, advanced simulation modelling for decision-making, risk assessment, multi-criteria analyses, health technology assessment, eHealth applications, and development and validation of quality of life instruments.

Data Mining International brings innovative solutions to the public and private sectors, including pharmaceutical and biotech industries, foods and cosmetics, public health organizations, academia, and other interest groups, stakeholders and decision-makers, across geographic boundaries.

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