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# CONTENTS

<i>Contributors</i>		<i>vii</i>
<i>Preface</i>		<i>ix</i>
<b>CHAPTER 1</b>	<b>INTRODUCTION: THE REGIMEN OF SKIN CARE FORMULAS AND TECHNOLOGICAL ADVANCES</b>	<b>1</b>
	<i>Siti Hamidah Mohd Setapar and Zarith Asyikin Abdul Aziz</i>	
<b>CHAPTER 2</b>	<b>THE RATIONALE OF RECENT INGREDIENTS IN CONTRIVING AGE-REVERSING PRODUCTS</b>	<b>13</b>
	<i>Nurul Asmirah Azman, Wong Lee Peng, Roshafima Rasit Ali, and Zarith Asyikin Abdul Aziz</i>	
<b>CHAPTER 3</b>	<b>WATER-BASED FORMULATION AS AN EMERGING ELEMENT IN SKIN CARE</b>	<b>29</b>
	<i>Ummi Syifaa' Mohd Rodzi, Wan Nur Syuhada Wan Shukri, Dayang Norulfairuz Abang Zaidel, and Wong Lee Peng</i>	
<b>CHAPTER 4</b>	<b>NANOCOSMECEUTICALS FOR ADVANCE VEHICLE OF ACTIVE CONSTITUENT IN SKIN CARE FORMULATIONS</b>	<b>47</b>
	<i>Clera Peter John, Hasmida Mohd Nasir, Siti Hamidah Mohd Setapar, and Nik Ahmad Nizam Nik Malek</i>	

<b>CHAPTER 5</b>	<b>ENHANCING DEEP SKIN CARE TECHNOLOGY VIA ENACTMENT OF DEVICES</b>	<b>61</b>
	<i>Nursyahril Ain Nadzyra Azmi, Wan Nur Syuhada Wan Shukri, and Siti Hamidah Mohd Setapar</i>	
<b>CHAPTER 6</b>	<b>PRE-CLINICAL INSIGHTS INTO MICELLAR COSMETIC FORMULATIONS</b>	<b>83</b>
	<i>Zarith Asyikin Abdul Aziz, Hasmida Mohd Nasir, Muhammad Hariz Asraf Hassan and Akid Ahmad</i>	
<b>INDEX</b>		<b>103</b>

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# **PREFACE**

*The Regimen of Skin Care: Formulas and Technological Advances* is the book that brings audiences to explore the trend in cosmeceutical arena that contributes with novel ingredients and technology implementation. This book does not discuss the low benchmark value of skin care product formulas but focusses on world-leading raw materials that have been scientifically proven to solve numerous skin issues. At its core, this book is the culmination of extensive research and collaboration spearheaded by leading universities and research institutions worldwide. These scientific committees have pooled their knowledge, expertise, and groundbreaking research to provide an insightful and comprehensive review to gather data that is expected to be a reference for many entities. The content of this book is expected to have a good impact on researchers to further investigate the real implementation of the discussed materials for skin care, as well as knowledge for manufacturers, beauty practitioners, and end customers who can benchmark their ingredients and technology preferences for advanced and safer materials in their skin care regimen and production.

**Siti Hamidah Mohd Setapar**

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