
Market Feasibility and Consumer Acceptance of Salt-Based Bath Bombs: A Sustainable Personal Care Innovation for Value-Added Salt Enterprise Development

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Abstract

This study assessed the market feasibility and consumer acceptance of salt-based bath bombs as a sustainable value-added personal care product. Using a descriptive-developmental research design, the study examined consumer profile, product acceptability, preferred product attributes, market demand, price acceptability, marketing mix, and projected financial feasibility. Data were generated from 150 potential consumers using a structured questionnaire and product acceptability assessment. Findings revealed that most respondents were young, female, and familiar with wellness or personal care products. The salt-based bath bombs obtained an overall weighted mean of 4.39, interpreted as very highly acceptable, with relaxation or wellness appeal, scent, overall product appeal, appearance, and fizzing quality receiving the highest ratings. Preferred product attributes included lavender, calamansi, and coconut fragrances; pastel colors; spherical shape; medium size; and kraft or paper-based eco-friendly packaging. Market demand was favorable, with 81.33% of respondents expressing willingness to buy the product. The most acceptable price range was ₱50–₱75 per piece. Financial analysis showed that a selling price of ₱75.00 and production cost of ₱45.00 could yield a gross profit of ₱30.00 per unit, with a projected return on investment of 44.44%. The study concludes that salt-based bath bombs are feasible as a small-scale sustainable enterprise product, provided that formulation, safety, packaging, pricing, and regulatory compliance are strengthened.

Keywords: *Salt-based bath bombs, market feasibility, consumer acceptance, sustainable personal care, value-added salt product*

Introduction

The personal care and wellness industry has increasingly shifted toward self-care, sensory relaxation, natural ingredients, and environmentally conscious consumption. Bath bombs, as

effervescent bathing products, are commonly marketed as cosmetic, wellness, aromatherapy, spa-at-home, and gifting products. Their market appeal is shaped not only by cleansing or bathing functions but also by appearance, fragrance, fizzing quality, relaxation value, packaging, and perceived self-care benefits.

Salt-based bath bombs offer a promising opportunity for product innovation because salt is associated with mineral bathing, relaxation, exfoliation, and spa-oriented personal care. Studies on mineral-rich bathing solutions suggest that salt-based water may improve skin hydration and barrier-related outcomes in specific dermatological contexts, although commercial bath products should avoid therapeutic claims unless supported by regulatory approval (Dai et al., 2023; Proksch et al., 2005). Thus, salt bath bombs should be positioned primarily as cosmetic, wellness, and relaxation products rather than medical or therapeutic products.

In the Philippine context, salt-based personal care products are relevant because of the country's renewed interest in salt industry revitalization, local production, product diversification, and enterprise development. Salt bath bombs may serve as a value-added non-food product that can create livelihood opportunities for salt farmers, microentrepreneurs, women's groups, cooperatives, and community-based enterprises. The product also supports the principles of sustainable consumption and production by encouraging local resource use, eco-friendly packaging, and the development of small-scale enterprises.

The study is also aligned with the growing market for green cosmetics and sustainable personal care. Green cosmetics are influenced by consumers' environmental concern, perceived product quality, price acceptability, product information, availability, packaging, and ethical considerations (Dlamini & Mahowa, 2024; Limbu & Ahamed, 2023). Consumer purchase intention for organic and green personal care products is shaped by attitude, perceived behavioral control, subjective norms, and perceived product advantages (Ajzen, 1991; Kim & Chung, 2011; Phu et al., 2024). Therefore, the feasibility of salt bath bombs should be examined not only in terms of product acceptability but also in terms of market demand, price range, packaging preferences, distribution channels, and financial viability.

Packaging is particularly important in cosmetics because it protects the product and communicates product identity, quality, safety, and sustainability. Studies show that consumers associate eco-friendly packaging with material choice, design, price, manufacturing process, and environmental responsibility (Nguyen et al., 2020). In cosmetics, packaging material, eco-labels, refill options, and perceived sustainability influence willingness to pay (D'Adamo et al., 2024; Perret et al., 2025). Since bath bombs are moisture-sensitive, packaging must protect the product from humidity and breakage while also supporting eco-friendly market positioning.

Despite the growth of wellness products and green cosmetics, limited local studies have examined salt-based bath bombs as value-added salt products in the Philippine context. Existing literature discusses organic personal care products, green cosmetics, sustainable packaging, mineral bathing, aromatherapy, and bath bomb formulation, but fewer studies integrate these areas into a market-feasibility framework for local salt-based enterprise development. This study, therefore, assessed the market feasibility and consumer acceptance of salt-based bath bombs with respect to consumer profiles, product acceptability, preferred attributes, purchase intention, price acceptability, the marketing mix, and projected financial feasibility.

Methodology

Research Design

This study employed a **descriptive-developmental research design** with a quantitatively dominant approach. The descriptive component determined the profile of potential consumers, their level of product acceptability, preferred product attributes, purchase intention, acceptable price range, preferred distribution channels, and marketing mix preferences. The developmental component focused on the preparation, presentation, and evaluation of salt-based bath bomb prototypes as value-added personal care products.

The design was appropriate because the study aimed to assess the market feasibility and consumer acceptance of salt bath bombs with respect to appearance, scent, texture, dissolving or fizzing quality, perceived skin benefits, relaxation or wellness appeal, packaging, market demand, price acceptability, and financial viability.

Research Locale

The study was conducted in Pangasinan, specifically in selected consumer-accessible locations, including schools, business areas, public markets, online selling groups, local trade fairs, and wellness-related establishments. Pangasinan is an appropriate locale because it is associated with salt production and coastal livelihood activities. The product also uses salt as a local resource and explores its potential transformation into a higher-value non-food product.

Participants of the Study

The participants were 150 potential consumers of salt-based bath bombs. They included students, employees, professionals, entrepreneurs, homemakers, and individuals who purchase or use personal care, wellness, spa, or gift products. The participants were at least 18 years old, willing to participate, and able to evaluate the product using the prepared questionnaire.

Sampling Technique

The study used purposive and convenience sampling. Purposive sampling was used to select respondents who were potential users or buyers of bath, wellness, personal care, or gift products. Convenience sampling was used because respondents were selected from accessible locations and online platforms where potential consumers were available and willing to participate.

Research Instrument

The main instrument was a researcher-developed questionnaire comprising six parts: profile of the respondents, consumer acceptability of salt bath bombs, product attribute preferences, market demand and purchase intention, price acceptability, and marketing mix assessment.

A five-point Likert scale was used to measure product acceptability and marketing mix assessment. The scale was interpreted as follows: 4.21–5.00, very highly acceptable; 3.41–4.20, highly acceptable; 2.61–3.40, moderately acceptable; 1.81–2.60, slightly acceptable; and 1.00–1.80, not acceptable.

Data Gathering Procedure

The researchers prepared salt bath bomb prototypes using locally available salt, sodium bicarbonate, citric acid, fragrance or essential oil, natural colorant, binding agent, and suitable packaging materials. Respondents were informed about the purpose of the study, voluntary participation, confidentiality of responses, and possible risks if actual product testing was involved.

The respondents were shown the product prototypes and, where appropriate, were allowed to observe the product's appearance, scent, packaging, and fizzing effect. Direct skin testing was not required. After the product presentation or demonstration, the respondents answered the questionnaire. The completed instruments were collected, checked, encoded, tabulated, and analyzed.

Statistical Treatment of Data

Frequency and percentage were used to describe the respondent profile, awareness of bath bombs, preferred product attributes, purchase intention, preferred place of purchase, and price acceptability. Weighted mean was used to determine the level of product acceptability and marketing mix assessment. Ranking was used to identify the most preferred product attributes, fragrance, color, shape, size, packaging, distribution channel, and promotional strategy. Cost-and-return analysis was used to determine production cost, selling price, gross profit, break-even point, and return on investment.

Ethical Considerations

The study observed voluntary participation, informed consent, confidentiality, and responsible data use. Since the study involved a personal care product, ingredients were disclosed, and respondents with known allergies or sensitivity to fragrance, essential oils, salt-based products, or similar cosmetic products were not required to test the product. The study avoided medical or therapeutic claims and treated the salt bath bombs only as cosmetic, wellness, relaxation, and bathing products.

Results

Profile of the Respondents

The study involved 150 respondents. Most were young consumers aged 18–25 years, representing 38.67% of the sample, followed by those aged 26–35 years at 31.33%. Female respondents represented 68.67%, suggesting that women may be a primary market segment for salt-based bath bombs. Most respondents were employees or professionals, followed by students and entrepreneurs.

In terms of monthly income or allowance, the largest group reported ₱10,001–₱20,000, followed by those below ₱10,000. Regarding product awareness, 62.67% were already familiar with bath bombs or similar spa-related products, while 37.33% were not. This indicates a moderate level of existing awareness but also highlights the need for consumer education and product demonstrations.

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Table 1. Profile of the Respondents

Profile Variable	Category	Frequency	Percentage
Age	18–25 years old	58	38.67
	26–35 years old	47	31.33
	36–45 years old	29	19.33
	46 years old and above	16	10.67
Sex	Female	103	68.67
	Male	47	31.33
Occupation	Students	38	25.33
	Employees/Professionals	57	38.00
	Entrepreneurs/Self-employed	31	20.67
	Homemakers/Others	24	16.00
Monthly Income/Allowance	Below ₱10,000	41	27.33
	₱10,001–₱20,000	53	35.33
	₱20,001–₱30,000	34	22.67
	Above ₱30,000	22	14.67
Awareness of Bath Bombs	Aware	94	62.67
	Not aware	56	37.33

Level of Consumer Acceptability of Salt-Based Bath Bombs

The salt-based bath bombs obtained an overall weighted mean of **4.39**, interpreted as **Very Highly Acceptable**. The highest-rated attribute was relaxation or wellness appeal, with a mean of 4.61, followed by scent at 4.56 and overall product appeal at 4.48.

Table 2. Level of Consumer Acceptability of Salt-Based Bath Bombs

Criteria	Weighted Mean	Descriptive Rating
Appearance	4.42	Very Highly Acceptable
Scent	4.56	Very Highly Acceptable
Texture	4.18	Highly Acceptable
Dissolving/Fizzing Quality	4.37	Very Highly Acceptable
Perceived Skin Benefit	4.21	Very Highly Acceptable
Relaxation/Wellness Appeal	4.61	Very Highly Acceptable
Packaging	4.29	Very Highly Acceptable
Overall Product Appeal	4.48	Very Highly Acceptable
Overall Mean	4.39	Very Highly Acceptable

Preferred Product Attributes

The most preferred fragrance was lavender at 30.00%, followed by calamansi at 25.33% and coconut at 20.67%. Pastel colors were preferred by 42.67%, while a round or spherical shape was preferred by 48.67%. Most respondents preferred medium-sized bath bombs at 58.00%. Kraft box or paper packaging was the most preferred packaging at 46.00%.

Table 3. Preferred Product Attributes

Product Attribute	Most Preferred Option	Frequency	Percentage
Fragrance	Lavender	45	30.00
	Calamansi	38	25.33
	Coconut	31	20.67
	Peppermint	21	14.00
	Rose	15	10.00
Color	Pastel colors	64	42.67
	Natural/earth tones	48	32.00
	Bright colors	25	16.67

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Product Attribute	Most Preferred Option	Frequency	Percentage
	Plain white	13	8.66
Shape	Round/spherical	73	48.67
	Heart-shaped	34	22.67
	Cube	22	14.66
	Floral shape	21	14.00
Size	Medium	87	58.00
	Small	39	26.00
	Large	24	16.00
Packaging	Kraft box/paper packaging	69	46.00
	Recyclable pouch	43	28.67
	Glass jar	24	16.00
	Plastic wrap	14	9.33

Market Demand and Purchase Intention

A large majority of respondents, or **81.33%**, expressed willingness to buy salt bath bombs. Most preferred purchasing once a month, while 31.33% preferred buying twice a month. The preferred quantity was 2–3 pieces per purchase, selected by 52.00%. The most preferred place of purchase was online shops or social media at 39.33%.

Table 4. Market Demand and Purchase Intention

Indicator	Category	Frequency	Percentage
Willingness to Buy	Yes	122	81.33
	Maybe	24	16.00
	No	4	2.67
Frequency of Purchase	Once a week	18	12.00
	Twice a month	47	31.33

Indicator	Category	Frequency	Percentage
	Once a month	62	41.33
	Occasionally	23	15.34
Preferred Quantity	1 piece	34	22.67
	2–3 pieces	78	52.00
	4–5 pieces	26	17.33
	More than 5 pieces	12	8.00
Preferred Place of Purchase	Online shops/social media	59	39.33
	Local stores	41	27.33
	Trade fairs/bazaars	29	19.34
	Spa/wellness shops	21	14.00
Likelihood of Recommendation	Very likely	83	55.33
	Likely	49	32.67
	Undecided	15	10.00
	Unlikely	3	2.00

Price Acceptability

The most acceptable price range was **₱50–₱75**, selected by 44.00% of respondents. This was followed by **₱76–₱100**, selected by 32.67%. The findings suggest that a medium-sized salt bath bomb should be priced affordably, especially for students, young adults, and budget-conscious consumers.

Table 5. Acceptable Price Range for One Medium-Sized Salt Bath Bomb

Price Range	Frequency	Percentage
Below ₱50	18	12.00
₱50–₱75	66	44.00
₱76–₱100	49	32.67
₱101–₱125	13	8.66
Above ₱125	4	2.67

Marketing Mix Assessment

The proposed marketing mix obtained an overall weighted mean of **4.44**, interpreted as **Very Highly Acceptable**. Eco-friendly packaging received the highest rating, followed by social media promotion, product quality, and uniqueness.

Table 6. Marketing Mix Assessment

Marketing Mix Component	Weighted Mean	Descriptive Rating
Product quality and uniqueness	4.47	Very Highly Acceptable
Affordable price	4.38	Very Highly Acceptable
Eco-friendly packaging	4.51	Very Highly Acceptable
Availability through online platforms	4.45	Very Highly Acceptable
Promotion through social media	4.49	Very Highly Acceptable
Use of local salt as main ingredient	4.36	Very Highly Acceptable
Gift-set potential	4.41	Very Highly Acceptable
Overall Mean	4.44	Very Highly Acceptable

Projected Financial Feasibility

The estimated production cost per 50-gram salt bath bomb was ₱45.00. Assuming a selling price of ₱75.00 per piece, the projected gross profit per unit would be ₱30.00.

Table 7. Estimated Production Cost per 50-Gram Salt Bath Bomb

Cost Item	Estimated Cost per Unit
Local salt	₱4.00
Sodium bicarbonate	₱8.00
Citric acid	₱7.00
Fragrance/essential oil	₱6.00
Natural colorant/additive	₱3.00
Binding agent	₱2.00
Packaging	₱8.00
Labor and utilities	₱7.00
Total Production Cost	₱45.00

Table 8. Projected Cost and Return Analysis for 500 Pieces

Financial Indicator	Amount
Number of units produced	500 pieces
Production cost per unit	₱45.00
Total production cost	₱22,500.00
Selling price per unit	₱75.00
Total projected sales	₱37,500.00
Gross profit	₱15,000.00
Estimated fixed cost	₱5,000.00
Net profit	₱10,000.00
Return on investment	44.44%

The break-even point was computed as:

$$\text{BEP} = \text{Fixed Cost} / (\text{Selling Price} - \text{Variable Cost})$$

$$\text{BEP} = \text{₱5,000} / (\text{₱75} - \text{₱45})$$

$$\text{BEP} = \text{₱5,000} / \text{₱30}$$

$$\text{BEP} = 166.67 \text{ pieces}$$

Thus, approximately **167 pieces** must be sold to recover fixed costs.

Discussion

The findings indicate that salt-based bath bombs have favorable market feasibility, as evidenced by consumer acceptability, preferred product attributes, purchase intention, price acceptability, marketing mix assessment, and projected financial returns. The very high overall acceptability rating suggests that respondents positively perceived salt bath bombs as sensory, wellness-oriented, and self-care products.

The high rating for relaxation or wellness appeal confirms that bath bombs are valued not only as cosmetic products but also as experiential self-care products. This finding is consistent with studies showing that fragrance, sensory appeal, and wellness positioning influence consumer perception of personal care products (Springer et al., 2022; Vora et al., 2024). The preference for lavender, calamansi, and coconut suggests that both internationally recognized wellness scents and locally familiar fragrances may strengthen product differentiation. Lavender may be associated with relaxation, while calamansi and coconut may provide local identity and cultural familiarity.

The findings also support Ajzen's (1991) Theory of Planned Behavior, which explains that consumer intention is influenced by attitude, subjective norms, and perceived behavioral control. In this study, strong consumer acceptability and high willingness to buy indicate a favorable consumer attitude toward the product. The preference for online platforms and affordable pricing also suggests that perceived accessibility and ease of purchase may influence buying intention.

The strong market demand is consistent with studies on green cosmetics and organic personal care products, which show that consumer purchase intention is influenced by perceived product value, product information, affordability, availability, and environmental concern (Dlamini & Mahowa, 2024; Kim & Chung, 2011; Limbu & Ahamed, 2023). The finding that 81.33% of respondents were willing to buy the product indicates that salt bath bombs may be commercially viable if properly positioned, priced, packaged, and promoted.

Packaging emerged as a critical determinant of product feasibility. Respondents preferred kraft or paper-based packaging and rated eco-friendly packaging very highly. This supports previous studies indicating that consumers associate eco-friendly packaging with sustainability, material selection, design appeal, and acceptable price (Nguyen et al., 2020). In cosmetics, packaging design, sustainability labels, and packaging materials influence consumers' willingness to pay and perceptions of product responsibility (D'Adamo et al., 2024; Perret et al., 2025). For bath bombs, packaging must protect the product from moisture, preserve fragrance, prevent breakage, and communicate an eco-conscious brand identity.

The results also show that affordability remains a major consideration. The most acceptable price range was ₱50–₱75, which indicates that consumers may be interested in the product but remain

price-sensitive. This is consistent with Dlamini and Mahowa (2024), who found that perceived price significantly influences green cosmetic purchase intention. A selling price of ₱75.00 appears feasible if supported by attractive packaging, pleasant scent, product uniqueness, and perceived wellness value.

The preference for online shops and social media platforms as distribution channels reflects the visual and demonstrative nature of bath bombs. Since bath bombs feature visible fizzing, color release, and aesthetic packaging, they are well-suited for short-form video marketing, social media demonstrations, customer reviews, and seasonal gift promotions. This supports research showing that social media influence and eco-friendly packaging affect green and zero-waste cosmetic purchase intention (Prakash et al., 2024).

The projected financial analysis indicates that salt bath bomb production may be profitable at a small-scale level. With a production cost of ₱45.00 and a selling price of ₱75.00, the product may generate a gross profit of ₱30.00 per unit. The projected ROI of 44.44% and break-even point of approximately 167 pieces suggest that the product may be suitable for student entrepreneurs, MSMEs, women-led livelihood groups, and salt-producing communities. However, actual profitability may vary depending on raw material costs, packaging costs, labor, spoilage rate, shelf-life stability, production efficiency, and market reach.

From a sustainability perspective, salt bath bombs may support the utilization of value-added salt and community-based enterprise development. Instead of selling salt only as a low-value raw material, salt producers may explore non-food applications in wellness and personal care. This aligns with the broader sustainability paradigm in cosmetics, which considers ingredient sourcing, production processes, packaging, distribution, consumer use, and disposal (Rocca et al., 2022). It also supports responsible consumption and production by encouraging local sourcing, eco-friendly packaging, and the creation of small-scale livelihoods.

Nevertheless, product development must be undertaken responsibly. Since bath bombs are personal care products, product safety, labeling, stability, and regulatory compliance are necessary before commercialization. Studies on bath bomb formulation demonstrate that such products should undergo proper formulation and evaluation procedures to ensure intended cosmetic quality and safety (Narkhede et al., 2024). Product labels should disclose ingredients, net weight, directions for use, warnings, storage instructions, manufacturer information, batch number, and expiration or best-before date. The product should avoid therapeutic claims and should be marketed only as a cosmetic, wellness, or bathing product.

Overall, the findings suggest that salt-based bath bombs are feasible as a small-scale, sustainable enterprise product. Their strongest market advantages include high consumer acceptability, strong appeal for relaxation, preferred eco-friendly packaging, willingness to buy, affordable pricing, suitability for online sales, and the value-added use of local salt. Product refinement should focus on improving texture, ensuring formulation stability, developing preferred fragrance variants, strengthening packaging, and preparing a compliant marketing and labeling strategy.

Conclusion

The study concludes that salt-based bath bombs are market-feasible and highly acceptable as a sustainable value-added personal care product. The product's strongest attributes are relaxation or wellness appeal, scent, overall appeal, appearance, and fizzing quality. These findings indicate that potential consumers value the product mainly for its sensory, experiential, and self-care benefits.

The preferred product profile includes lavender, calamansi, and coconut fragrances; pastel or natural colors; a round or spherical shape; a medium size; and kraft- or paper-based eco-friendly packaging. These preferences show that consumers are attracted to products that combine wellness appeal, local identity, visual attractiveness, and environmental responsibility.

Market demand is favorable, with most respondents expressing willingness to buy the product and recommend it to others. The preferred purchase quantity of 2–3 pieces suggest opportunities for bundled packs, gift sets, and themed wellness kits. Online shops and social media platforms are the most suitable initial channels for distribution and promotion.

The financial analysis indicates that salt bath bombs may be profitable at a small-scale enterprise level. With an estimated production cost of ₱45.00 and a selling price of ₱75.00, the product may generate a gross profit of ₱30.00 per unit, a projected ROI of 44.44%, and a manageable break-even point of approximately 167 pieces.

The study further concludes that salt-based bath bombs may serve as a viable value-added salt product that supports MSME development, salt livelihood diversification, sustainable packaging, local-resource utilization, and responsible consumption. However, before full commercialization, the product should undergo further formulation refinement, safety screening, moisture-stability testing, shelf-life evaluation, proper labeling, and cosmetic regulatory compliance.

AI Declaration Statement:

AI-supported tools helped with grammar and structure in creating this article. No AI tools were used to collect, analyze, or interpret data; all authors are credited for their academic contributions.

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