



RESEARCH PAPER

Perception of Health Risks and Strategies for Mitigation among Male and Female Users of Cosmetics in the District of Kasur

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ABSTRACT

The core purpose of this study was to understand the awareness about possible health risks and usages of cosmetics among males and females in District Kasur. The main objectives of the present research were to explore awareness about possible health risks associated with the use of cosmetics, to identify the reason for risk-taking and using cosmetics (makeup) among cosmetic users and explore the risk mitigation practices among cosmetic users (male/female) in Kasur City. In this study, researchers strongly discourage the use of these harmful cosmetics that always brings some problems to most of the users leading to unsettled economic balance to women as most of them are working all over the day and spending almost half of what they earn on beauty. The data collected through the interview. Data were analyzed thematically and the sample size was (8) participants of females and males aged between 18 to 32 years old. The result of the present study showed that 8 participants out of 12 were unaware of cosmetics health risk and their usages. The researchers highly advise against using dangerous cosmetics because of the imbalance in women's economic stability that they generate in many users, as well as other reoccurring concerns.

KEYWORDS Awareness, Gender, Health Risk Perception Cosmetics, Safety

Introduction

The individuals Cosmetics are products applied to the body for purpose of beautifying, cleaning or improving the appearance and enhancing attractive feature. Cosmetic consist of a range of products such as toothpaste, shampoo, conditioners, mascara, aftershave lotion, cream, lipstick, facial makeup, hair dyes, deodorants and antiperspirants. (Mohiuddin AK, Cosmetics in use: 2019). Okereke J. N., (2015) the term "make up" is described as a cosmetic that primarily refers to colored cosmetics that are used to change a person's appearance.

Schneider et al as described, Skincare products or cosmetics are mixtures of synthetic or natural chemical compounds used to improve the appearance or fragrance of the body. They are articles that are meant to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part of it to encourage beauty, washing, embellishing, or improving the appearance without having any adverse effects. Since around 1000 BC, cosmetics have played a significant role in human history. Many modern beauty procedures, such hair coloring, depilation, and cleansing, have their roots in Egyptian culture. Historical societies such as the Greeks, Romans, and Egyptians used a wide range of cosmetics, some of which contained hazardous ingredients like mercury and white lead. They used scented ointments and oils to soften and cleanse their skin, as well as to cover their body odor. In addition, natural paints and dyes were put to the face, mostly for religious and ceremonial reasons, with the idea that cosmetics could enhance

vision and fend off evil spirits. These days, a variety of elements, such as brand reputation, word-of-mouth, and ads, affect the choice of skincare products. Still, studies conducted by Roberts et al.

Cosmetic Product Types (Makeup)

The term cosmetic comes from the Greek word cosmetics, which means 'to adorn' (addition of something decorative to a person or a thing). It is a material that interacts with the skin, hair, nails, lips, teeth, mucous membranes, and other parts of the human body. A cosmetic material improves or changes the external appearance of the body while also masking the odor. It protects the skin and the mammary glands. (Mohiuddin AK, Cosmetics in use: 2019)

Skin Care Materials: Skin creams are regarded as medical products; in fact, topical cream formulations are derived from pharmacological processes. In times gone by, unmediated creams were commonly used to treat a variety of skin issues. They were simply created by combining two or more components with water as the solvent.

Soaps: Long-chain alkali fatty acid salts with a pH of 9 to 10 make up the soaps. The use of high pH soap causes an increase in skin pH, irritability, and changes in bacterial flora, all of which contribute to the dehydrating effect.

Lipstick: is applied to enhance the appearance and feel of the lips. It is available in a wide variety of tints that mimic various fruit flavors and concludes, including matte, satin, glitter, and gloss. In contrast, lip stains have a hydrogel or liquid base and are frequently enhanced with alcohol to provide a matte appearance and extend wear. They are made especially to provide color to the lips only.

Foundation: eliminates imperfections, breakouts, pigmentation, and uneven shades of skin to provide a more harmonious appearance. These can be purchased as a liquid, cream, powder, or even better, starting late as a mousse. Foundation takes into account transparent, matte, dewy, or full. Prior to construction, foundation planning is necessary to modify pores, create a dewy appearance, or create a smoother finish.

Eye shadow: is a pigmented powder/cream or substance used to enhance the eye territory, generally on, above, and under the eyelids. Different shades might be utilized quickly and joined to have various impacts utilizing a mixing brush.

Nail Polish: Nail Clean is used to concealing toenails and fingernails. Direct, troubling adjustments may be used to repair nails or as a full or base layer to ensure that the nail is clean. This is available in a variety of finishes, including shimmer, matte, and powder.

After-shave lotions: The purpose of after-shave creams is to relieve the tightness and soreness that comes from shaving. They are cooling and refreshing for the skin, relieving inflammation and promoting wellbeing. Available in a variety of forms, including stick, clear, gel, cream, and emulsified lotions, each formulation has unique qualities that dictate how it behaves physically and how effective it is on different skin types. Emulsified lotions and after-shave creams are frequently preferred by men who find typical alcoholic after-shave lotions irritating, especially those who are prone to irritation from wind, sun, and harsh weather.

Literature Review

A literature review does not report fresh primary scholarship; instead, it uses primary or original scholarship documents as its index. Although the majority of the primary reports in the literature are oral, written documents are used in the vast majority of cases. Empirical, theoretical, critical/analytical, and methodological scholarship are examples of different types of scholarship. Second, the substance of primary reports is defined,

summarized, analyzed, explained and incorporated by a literature review. This research provides a thorough examination of different perspectives and insights offered by authors and research this research offers a complete examination of the various viewpoints and insights provided by authors and research researchers on consumer behavior towards cosmetics. Its goal is to pinpoint any gaps in the body of literature. The review mainly explores consumer behavior, the kinds and kinds of beauty product consumption, awareness levels, reasons for taking risks, and the negative impacts of makeup. This literature study is divided into multiple sections. That thoroughly examines different aspects of the subject.

G. Mestawet et.al (2018) contemplated Cosmetic Use and Its Adverse Events among Female Employees of Jimma University, Southwest Ethiopia. An aggregate of 387 females was taken part, making a 90.8% reaction rate. The lion's shares (80.1%) were utilizing, at any rate, one restorative item, and 39.0% of them were between 25–29 years. The dominant part (86.6%) of the respondents utilized toothpaste, salve, lipstick, or eye cosmetics. Beauty care products related to unfriendly occasions were experienced by 19.0% of the respondents fundamentally on face and hairs. Cream and hair beautifiers were the essential seen reasons for antagonistic occasions. Workers who had a month to monthly salary somewhere in the range of 1000 and 3000 ETB (AOR=3.4; 95% CI: 1.4–8.4), over 3000 ETB (AOR=4.7; 95% CI: 1.8–12.2) and the individuals who utilized customary beauty care products (AOR=4.5; 95% CI: 2.1–9.6) were bound to create antagonistic occasions. A critical extent of the clients experienced beauty care products related to unfavorable occasions. The female representatives must know about the normal beautifiers use practices to limit unfriendly occasions. Khan AD, Alam MN (2019) considered researching cosmetics and the negative impacts associated with them. Cosmetic items can pose health hazards, and the harmful ingredients frequently used in their compositions are the cause of recurring negative reactions. Even though there are many intricate and extensive systems in place throughout the world for the direction and quality control of cosmetics, they should be more meticulous when it comes to incorporating potentially harmful substances that are not being used into cosmetics in order to prevent harm to human health. In order to facilitate improvements in the production, marketing, and public use of restorative products, a global cosmetic vigilance program must be implemented. Suruchi Bhardwa, (2019) Considered the assessment of knowledge of the composition and proper use of beauty products among students. Beauty goods are the everyday needs of most undergraduate college students. Beauty goods are categorized as natural and commercial based on their origin. Commercial products are made up of chemicals that may also harm the area in which they are used. This study focuses on the awareness of beauty products in undergraduate college students and also considers differences in settlements, i.e. rural and urban, and their preference for different beauty products examined through the questionnaire approach. This research was performed by more than 20 girls through questionnaire and interviews. It was discovered that 54% of them utilized excellent items while 18% of them stated, they are not utilizing any magnificence item. Among this 20%, some were not utilizing a direct result of past terrible experience and some have never utilized. Our further examination was centred on this 36%. Out of this 26%, 32% of them were utilizing body salve, 12% were utilizing decency creams, 6% were utilizing sunscreen, while the excess 20% were utilizing different kinds of excellence items which significantly included shampoos, face wash and so forth.

The literature review executed out in support of this study provides insightful information on a number of consumer behavior topics, including the purchasing of cosmetics, awareness of health risks, behaviors related to seeking information, usage patterns of beauty products, reasons for taking risks, and the effects of cosmetics on health. Several international researchers, including those from Pakistan and India, have studied consumer behavior with regard to the purchase and use of cosmetics, awareness of health hazards, and motivations for taking risks, and the impact of cosmetics on one's health. Nevertheless, considering that women use makeup products more frequently than men, it is interesting that prior research primarily concentrated on female consumers. Furthermore,

rather than taking into account male consumers, research has mostly focused on examining information about the negative impacts of cosmetics, awareness levels, and consumer purchase behavior among female consumers.

Theoretical Framework

The researcher applies social comparison theory, this theory is related and defined the concept of cosmetics usages in this study because people typically evaluate themselves by comparing themselves with others who are somewhat more attractive or to others who are less attractive than themselves.

Nowadays every person has a wish that looks more attractive than others. So they have taken health risk for improves themselves as compared to others. They have used many types of cosmetics products in daily routines. Makeup intake is also predicted to be affected by self-esteem. According to Bunk and Mussweiler (2001), the theory of social comparison offers a useful method for examining the usage of cosmetics and can provide light on a variety of psychological processes. Along these lines, Davis (2013) proposed that acquiring and using more makeup might be a tactic for people—men and women alike—who feel less beautiful after upward comparisons.

Material and Methods

According to Kothari (2004), Methodology is the systematic, empirical analysis of procedures applied to a field of study. It entails procedures for defining, explaining, and predicting phenomena to solve a problem; it is the hows of the research method or techniques. The methodology does not seek to provide solutions; rather, it provides the theoretical foundation for determining which protocol, or collection of procedures, may be used in a given situation.

Research methodology encompasses concepts such as research designs, target population, sample size and sampling, data collection, data analysis and instruments of data collection

Design of Research

Research design, in the words of Kothari (2004), is a blueprint strategy, roadmap, or research plan that attempts to answer research questions. The current study design is qualitative. According to Asika (1991), a population is a speculatively suggested collection of research elements. A review populace is a group of elements from which a research test is selected. Area The universe for the current analysis is kasoor City.

Population of Interest: Burns & Grove, (1997) The entire collection of respondents who satisfy the specified set of requirements is known as the target population.

This study focuses on the male and female target demographics in kasoor City's various neighborhoods who use cosmetics. It highlighted users of cosmetics.

The researcher employed a practical sampling method.

According to Dornyei (2007), convenience sampling is a non-probability or non-random sampling technique in which target population members who satisfy specific pragmatic requirements—like ease of accessibility—are chosen. As per S. K. & Given Lisa M. (2008), study subjects of the population that are conveniently available are also included. are selected. According to S. K., & Given Lisa M., (2008) it is also referred to the researching subjects of the population that are easily accessible to the researcher. The cases for in-depth investigation are identified using a convenient sampling technique. The convenient sampling is selected because the population was spread out over a large region and the researcher needed to invite the first participants who are now available to participate.

The research follows a thematic data analysis. The interviews were digitally recorded, keynotes and the medium of language were mixed i.e. Urdu and English, but some informants were interviewed exclusively in the English language. While in the case of informants who have given an interview in English, each and exact word of their quotes is reproduced; but in the case of informants who used more of Urdu language; their quotes had required a translation and this might would have ended in some of the meaning loss. A few informants also did not feel quite comfortable with the idea that the interview would be recorded, so, considering this, only that the field notes were taken while interviewing them. To prevent maximum data loss the notes were elaborated right away.

Results and Discussion

The present investigation implements a qualitative research methodology and makes use of thematic data analysis. After being categorized into the following themes, the data were examined, Risk perception, decision-making processes and justifications, and risk-reduction strategies

Presently day's makeups are considered as fundamental parts throughout everyday life. They pull in individuals to it, yet additionally have mental ramifications. It has acquired fame in the last 3 forty years and its utilization has been expanded dramatically both in guys and females. The most well-known beautifying agents which are utilized male and female in everyday life like cream, fragrance, cleanser, cleanser, lipstick and so forth hence individuals use/apply beautifiers items in the day by day schedule to a look appealing, attractive, more youthful than other because the cosmetics and beauty care products change their look, they have seen changed and wonderful than other.

Most customers are ignorant of the possible health hazards linked to cosmetics and how to use them correctly. Thus, a lack of comprehension exists. Most women are clueless about cosmetics and how to apply it. They don't have necked eyes and wear a wide variety of makeup. As one person stated,

"One of the main issues with cosmetics use is that customers don't know enough about them to be aware of the possible health hazards connected to their consumption habits."

They apply cosmetics without covering their eyes, and as a result, they run the danger of developing health problems or allergies, among other things. The majority of consumers apply cosmetics to their skin incorrectly. Additionally, they ignore the safety instructions listed on the product's label. The majority of women uses cosmetics incorrectly and has poor beauty habits. One participant mentioned, for example, that

"unhealthy makeup routines and excessive cosmetic use are also harmful to the skin of cosmetic users."

Health Challenges with Inclusivity

The first decades of the twentieth century are when beauty culture and cosmetics first emerged. The Pakistani public's growing awareness of their looks has resulted in a growth in demand for cosmetic items due to the country's booming cosmetic industry. Because of this, Pakistani women today place a high value on maintaining a lovely, endearing, attractive, and respectable appearance. Wearing makeup helps you feel more comfortable, which is the most important reason for wearing it. Makeup will make you feel more comfortable girls will be more confident and ready to take on the day if they wear it. This increased sense of control is necessary for you to have the optimistic outlook you deserve when you venture out into the world. As theoneparticipantsaid:

"The primary motivation for donning cosmetics and accepting a health risk is the conviction that it enhances one's sense of security and comfort. Cosmetics and makeup will help you feel more confident and give you the positive attitude you deserve."

Cosmetics and makeup are essential for shielding the skin and body from dangerous substances including pollution, bacteria, and UV rays. Makeup functions as a barrier, protecting the skin from direct contact with these particles by forming a thin layer surrounding the skin. Even though cosmetics can't provide total protection, it greatly lowers the chance of injury. As some participants pointed out,

"makeup protects the skin from infections, pathogens, and damaging UV rays while also helping to remove dust and dirt."

At some point, the natural features on your face would be less apparent. However, with makeup, you can build a lighter look for your face and a good style that adds a nice touch throughout and makes you look your best in front of the camera. One of the well-known reasons was shared by two participants:

"We want to look flawless in the picture and they want their face to look bright and stunning in the camera photo during the photo session."

Making the appearance of youth and beauty is another important justification for wearing makeup, especially for women who might feel under pressure to hide their actual ages. Makeup is a tool that helps people deal with these kinds of events and helps them look younger. Makeup can be used to effectively cover up wrinkles, fine lines, and other aging symptoms. As stated by the participants,

"Prominent wrinkles and rough, dry, pigmented skin are common issues for older people. They use makeup to improve their looks in an attempt to counteract these aging effects and obtain a more flawless and young appearance by masking flaws."

Practices for diminishing Health Risk

Avoid using the cosmetic and see a doctor if you get an infection as a result of using it: If you have an infection and are treating it with makeup, you should stop wearing and using the cosmetic product. You run the risk of exacerbating the disease if you don't. One participant said.

"If you have any complications or problems as a result of using cosmetics, you should stop using them and see a doctor,"

Distributing makeup is not the major mitigation method to lower health hazards. Spreading illnesses and microscopic organisms is facilitated by the sharing of makeup. This holds true for both testing on cosmetics in stores and sharing makeup with others. To reduce the chance of contamination, always be sure to use a fresh applicator. As one person made clear..

"Check the expiration date on cosmetics before using them, and do not purchase cosmetics that are about to expire,"

"Said one participant.

"You use moisturizer and sunscreen block when you have faced any infection or issue due to cosmetics product because they help to reduce health risk like dryness and protect your skin due to sun radiation.

Diseases and health hazards relating to cosmetic use:

Aggravation, Burning, Stinging, Tingling or other skin distress without obvious, objective sign of irritations, It is assessed that between 1 to 10% of all corrective clients note this distress, basically on the confront. Its signs are as a rule gentle erythematic and scaling, but dermatitis may occur. Senior individuals with great cleanliness are especially vulnerable to creating this side impact period, basically amid the winter when mugginess is moo.

Tingling more often than not begins on the arms, hips and legs. Within the muggy climate, disturbance happens due to antiperspirants and antiperspirants. Emulsifiers and surfactants display in moisturizing or emollient creams may too cause aggravation, particularly when connected to facial skin.

Sunscreen or lotion-induced photosensitivity or photo contact allergy.

A comparatively uncommon side effect of cosmetics is photosensitivity, or photo contact allergy, which is brought on by sunscreens or lotions. These days, photo contact allergy is acknowledged to be significantly influenced by ultraviolet (UV) filters. The goal of preventing skin cancer and premature aging of the skin as a result of sun exposure is the driving force behind the extensive usage of UV filters in skincare products, particularly in sunscreen formulations. The number of photo contact allergic responses to these compounds has significantly grown as a result of the increased use of UV filters.

Lead to Lungs Diseases

The chemicals that are utilized in corrective are frequently breathed in, particularly from scents or powders and they seem to lead to harming of lung tissues. Overwhelming cosmetics regularly trigger conditions of the lungs in case breathed in. The chemical fixings in talcum powder, such as silicates powder cause hypersensitivities and contaminations of the lungs.

Hair Disorders

The changing fashion trends that cause hair difficulties frequently result in an overabundance of hair products on the market. Hair gels, serums, shampoos, conditioners, and hair sprays are examples of products that may have dangerous chemicals that provide the appearance of nice hair for a short while but eventually cause damage to the hair over time.

Eye Infections

Eye makeup is utilized broadly indeed by women who do not utilize overwhelming beauty care products. In any case, it's basic to review that your eyes and the skin around them are the foremost fragile zone of your confront. Layers of eye makeup can be harmful to your eyes because it also slips at you through the corners causing unsettling influence.

Makeup Can Cause Cancer

Overuse of makeup can have negative consequences, such as a higher chance of developing skin cancer. For example, metal might cause anemia and glucose intolerance when it comes to lipstick. Furthermore, a number of items have hazardous substances including zinc oxide and barium sulfate that can cause organ failure, especially in the liver and kidneys. Additionally, cosmetics such as body creams can interfere with thyroid function.

Discussion

Interviews were conducted with twelve individuals for the study, including men and women who use cosmetics. The age range of the participants (18–45 years) suggests a young population. Every participant had a high level of education, was in good health, and some had jobs. Eight individuals in the entire population were unaware of the negative effects of cosmetics, how to use them and the health hazards they pose. On the other hand, four participants who worked in the medical sector showed that they were aware of the risks associated with cosmetic health. The majority of participants stated that they preferred to use cosmetics merely to improve their own or their peers' appearance after seeing others use them. Majority of the participant uses cosmetics products according to their skin and

they have use cosmetics products 2 to 4 times in per day. 8 participants out of 12 total populations have suffered from different cosmetics health risks like hair damage, pimples, allergies, rashes, skin burning, redness skin, irritation, eye infection, headaches etc. Most female participants have suffer from skin allergies, rashes, redness, pimple, eye redness and burning skin because their skin has very sensitive than men skin. While men are suffering mostly from skin allergies during apply hair color and shaving, rashes, burning skin, hair damage problems. 2 participants out of 12 do not have suffered from any cosmetics risk and problem because they used steroid-free and herbal cosmetics products in their daily life.

In the past, everyday routines mostly involved the use of basic cosmetics like shampoo, hair oil, and soap. But throughout time, both men and women have started using more and more cosmetics, such as moisturizer, deodorant, perfume, and hair color and gel. Given that men are just as likely to know about and use cosmetics as women, it is clear that the market for cosmetics is not exclusively targeted at women. Cosmetics are becoming an essential aspect of everyday life for both men and women in today's culture. Sadly, most people are still ignorant of the potentially dangerous consequences that improper usage of cosmetics can have. Users of cosmetic items are more likely to get skin disorders as a result of this ignorance. A lot of people think that it is superfluous to comprehend how cosmetics are used and the health hazards that come with them. But it's important to understand that all cosmetic products come with safety warnings, and people need to pay attention to them. Most cosmetics contain dangerous ingredients that can damage human skin either directly or indirectly. Nowadays everyone wishes to appear attractive, stylish, and younger than others. As a result, people equate themselves to those who are worse off than they are. Downward comparison kind will inspire people to strive to be better than those who are worse. Therefore they can use cosmetics product to change their look to be model and beautiful. We may not be able to change ourselves immediately, but if we make an effort and use makeup to enhance ourselves regularly, we may feel better about ourselves than others. As a result, people strive for successful performance to appear younger, and they see themselves as more attractive than others. People of both genders will use/apply makeup to their skin at every event or activity in trying to look younger, attractive, and beautiful. As a result, the forms of upward or downward comparison theory are related to cosmetics use and health risks. Both styles are related to the dangers of cosmetics and their applications. Upward identifies the concept of taking health risk while downward types compare to other who are worse and create confident to improve ourselves better.

The Punjabi government recently pledged to take tough measures against the manufacture and distribution of fake cosmetics. In the interest of public safety, the Punjab Chief Minister declared that the Punjab Drug Amendment Bill (PDAB) has received the support of the provincial cabinet. Underlined the grave health hazards that come with producing and selling phony cosmetics. He denounced the impunity with which the criminal group behind the counterfeit cosmetics operated. The Chief Minister claims that in the past, people have lost their financial security and health as a result of the relevant institution's negligence. Claims that substances linked to skin conditions, allergies, or cancer will no longer be included in cosmetic products. He declared that the sale of fake and inferior cosmetics in retail establishments would be outright forbidden and that it would be crucial to educate the public about the use of cosmetics as a risk to one's health and well-being.

Conclusion

In summarized form, this study strongly opposes the use of dangerous cosmetics, as they frequently cause consumers to experience a variety of issues. The disproportionate financial impact on women is especially worrisome, as many of them devote a sizeable percentage of their income to cosmetic items. Since natural beauty is better by nature, it is important for people to develop a sense of pride in and acceptance of their physical appearance. The study also reveals the startling ignorance of cosmetics users about components, application, and related health dangers. As a result, it is critical that all relevant

parties—academics, teachers, and employers—address this matter seriously and increase public awareness.

Overall, little research is available to document the awareness about health risk information and usage of cosmetics. In this study, the main reasons cosmetics user give for taking a risk and using cosmetic for their physical appearance, look attractive, beautiful, groom, look young and skin protected. Majority of the cosmetics users are suffering from many health risks and problems due to excessive use of cosmetics product like headaches, allergies, rashes, skin burning, Irritations, eye infection, redness skin, pimples, dark circles, breath disorder, ageing etc. According to all participants cosmetics users use mitigation practices of cosmetics health risk like look expiration date, read safety warning on labels, uses only branded products, not sharing cosmetics product with others before sleeping remove makeup on the face and do not use harmful cosmetics etc.

Recommendations

- The government ought to take action to outlaw the sale of regional, unsanitary cosmetics. Cosmetics companies should mention the side effect of cosmetics on the product label. The government and social institutions ought to host lectures and put up signs in public areas to educate people about the dangers of using makeup.
- Establishing the practice of taking off makeup before to going to bed is essential to prevent overstressing your skin. The skin renews itself naturally while you sleep. Makeup left on all night might impede this process, possibly blocking pores and leading to outbreaks and acne. Thus, in order to promote skin health and rejuvenation, it is imperative to make sure that makeup is removed completely each night.
- To stop a breakout on your face, you should not use someone else's makeup brushes or sponges. Instead of helping with proper makeup, dirty brushes can produce more debris on your face. This can also cause the skin to get irritated and itchy. So clean your brushes every week to keep the softness intact and when you use them, they will not do any harm to your face. Sharing makeup is a perfect way the most perfect way to spread microscopic organisms and disease. This goes for attempting out cosmetics at the store. Continuously guarantee you're employing an unused implement.
- Keep cosmetics out of regions that are hotter than 70 degrees Fahrenheit. Furthermore, it's best to avoid putting cosmetics in damp areas like toilets. Even though many people omit sunscreen and moisturizer from their regular beauty routine, using these products can help prevent dry skin from makeup and have anti-aging benefits. Avoid aggravating dryness on scaly or flaky skin by not wearing makeup on them. For the best possible skin health, use sunscreen and a moisturizer on a daily basis.

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