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THE STANDARD FOR COSMETICS/ GROUP VILLAGER

KITTIPONG KEARDRIT : GUIDELINES FOR PROMOTION OF THE
HERBAL SHAMPOOS PRODUCTS IN ACCORDANCE WITH THE STANDARD FOR
COSMETIC : SHAMPOOS. THESIS ADVISORS : LADDAWAN THONG-NOP, M.P.H.,
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This research aimed at studying the knowledge of the herbal shampoo producing villager groups about cosmetic product quality standards set by the Ministry of Industry, and to check the quality of the shampoos produced by these villager groups, to include proposing guidelines for a quality guarantee certificate.

The research utilized questionnaires to study 39 sample groups and indepth interviews with purposefully identified key informants. The data from questionnaires were analyzed by the SPSS program while the indepth interview information was descriptively analyzed. The shampoo samples were sent to be checked for quality by the Department of Medical Sciences, Ministry of Public Health.

The study results showed that the herbal shampoo producing villager groups had knowledge about the quality standards at middle, low and high levels respectively. Only 1 shampoo sample of 468 samples was found to have quality at a par with the standard quality. The proposed guidelines both for promoting herbal shampoo production and for applying for a quality guarantee certificate arising from the study results are included in this study.