

Interview #1 (Female, 54 years old)

Interviewer: Do you usually have a skincare routine?

Interviewee: Yes.

Interviewer: Is there one in the morning and one at night? Do you just do it once? Do you do it several times a day? How is it?

Interviewee: One in the morning and one at night.

Interviewer: Is it the same or is there any difference?

Interviewee: No, they are different creams. There's a cream in the morning, for the day, and a cream at night, it's for the night. This morning cream was supposed to be used in the afternoon too, but sometimes I forget. That's an important piece of information, right?

Interviewer: Yeah, it is. So it's more in the morning and at night, and the afternoon one gets a bit forgotten.

Interviewee: Right. But it would be the same cream for the morning and afternoon.

Interviewer: It would be the same morning cream... it's the same cream that I use twice, morning and afternoon, it's the day one. And the night one, only when going to sleep.

Interviewer: What is the step-by-step for the morning and the step-by-step for the night?

Interviewee: The step-by-step is you have to wash your face with the specific soap for your specific face, for your skin type. And after, apply the day cream, let it, wait for it to dry a little bit, and then apply sunscreen.

Interviewer: And at night?

Interviewee: And at night, after showering, you wash your face as well with the same specific facial soap for your skin type, and apply the night cream. But then you don't need to apply sunscreen anymore, right? Just the night cream.

Interviewer: Right. Then you said you were supposed to apply the same cream in the afternoon, but you don't. Why don't you apply it? Because you forget, or you are out and don't have it with you?

Interviewee: Because I forget. I forget. Yes, exactly. Either I'm out and don't have it, or I forget. Or some reason like that.

Interviewer: Right. In general, do you strictly follow this step-by-step of yours, or has there ever been a time when you skipped any of these steps?

Interviewee: I forget. Sometimes I forget to, for example, wash my face with soap, because I'm in a hurry to go somewhere, so I just wash my face with water and apply the cream. Or else, I apply the cream... when I do the ritual perfectly, washing my face with soap, applying the cream, and then I wait for it to dry, and in the meantime while I'm waiting for it to dry, I forget to apply sunscreen.

Interviewer: Right. So, sometimes when you're in a hurry, you don't want to wait for it to dry and just leave.

Interviewee: It's not that I don't want to wait for it to dry, it's because I need to wait for it to dry and then while I'm waiting for it to dry and I go do something else... I forget.

Interviewer: Right. Is this skincare routine something you started recently or has it been for a long time?

Interviewee: This skincare has been for a long time, but it doesn't have continuity. Because then I get lazy to continue. Or else, I start to see that the result is not what I expected. And then I want to change the cream, so I have to make an appointment with the dermatologist again, to change the cream. And then, I end up waiting a long time, I go about six months without using it, more or less. And then I go back to using it. And so it goes.

Interviewer: Over the years, have you changed the products you use a lot, or is it more or less the same thing, the same ritual?

Interviewee: I always changed the product. The ritual is the same. One for the day and one for the night. But the creams are always different. Even because of age, right? And the needs of the moment.

Interviewer: Right. Are there any homemade practices or recipes, or very traditional skincare from your region or family that you have used in the past, or that you use now, or that you stopped using?

Interviewee: Yes, there are. Baby diaper rash cream. It's very traditional here in my region. And it is rich in vitamin C. So it's very common to use it. It would basically be that one.

Interviewer: Right. On average, how many different products are there? Three, right? The soap, the cream, and the sunscreen.

Interviewee: Four, in this case, right? Like, counting the sunscreen. Because there's the specific soap for your specific skin type's face, the day cream, the night cream, and the sunscreen.

Interviewer: Just those. Isn't there one that you use occasionally, or in general just those?

Interviewee: No, no, there isn't. Just those really.

Interviewer: Right. How long does it usually take you to get ready in the morning? And at night too, how long does this ritual last, more or less?

Interviewee: The... just the time for the creams or the whole time, for clothes, showering, everything?

Interviewer: Specifically regarding the creams.

Interviewee: Oh, regarding the creams it's fast. It's about ten minutes.

Interviewer: Right. For both, morning and night too, right?

Interviewee: Yes.

Interviewer: Right. Do you usually wear makeup?

Interviewee: Rarely. Only on festive occasions. Where wearing makeup is requested.

Interviewer: Does that change how you do your skincare during the night or morning, or is it the same thing?

Interviewee: It changes. No, no. I usually don't use the creams when I'm going to wear makeup.

Interviewer: Right. Is there a reason for this or do you just do it that way?

Interviewee: I think it's going to be cream... too much cream, too much stuff to put on my face.

Interviewer: Right. Do you usually always buy the same products or do you like to vary?

Interviewee: It varies depending on what my dermatologist recommends. I don't like buying a cream just because I saw it on the internet or because a friend used it and it worked, no. Only if my dermatologist recommends it.

Interviewer: Right. How long has it been since you last went to the dermatologist?

Interviewee: November 4th.

Interviewer: And did your routine change? From when you made that visit, did the cream change, anything?

Interviewee: The cream changed, the cream changed. In fact, the reason for the visit was to change the cream, both the night and the day one.

Interviewer: The previous one you were using wasn't working, so you wanted to change?

Interviewee: It was. It's because the previous one was to remove skin blemishes.

Interviewer: Hm, I see.

Interviewee: And then I didn't need it anymore, it reached a point where it was no longer taking effect.

Interviewer: Right. What normally makes you decide to buy a new product?

Interviewee: What normally does it is if the previous one is not having the effect I expect.

Interviewer: Right. Or it already did the job it had to do, right?

Interviewee: Exactly, or it has already met the objective.

Interviewer: Right. Do you usually finish the products you buy or has there ever been a time when you bought a product, forgot about it, and let it expire?

Interviewee: There have been a few times, but when I was younger. Now that I see the need is forcing me to actually use the creams, and then after the age of 50... but before, it usually expired and I wouldn't finish it, either because I forgot to put it on, or out of laziness. So it was hard to finish a

cream. It usually expired, I had to buy another one or change creams. But not now, after 50 when I see a greater need, I am actually finishing all my creams.

Interviewer: Right. On average, do you have any idea how much you spend on these products?

Interviewee: It's expensive, they are expensive products. All beauty products, they are expensive products. But I really understand because it needs a lot of research, it needs an investment so that, even so the consumer sees the return, right? Otherwise, they won't be loyal to that cream. They will buy it once and not buy a second time. But the investment is high, it's expensive, it's not cheap. Especially here in Brazil, where products are usually imported, they are not national. And that makes it quite expensive.

Interviewer: What country are the products you use from?

Interviewee: From France.

Interviewer: And are the labels normally in Portuguese, can you understand them?

Interviewee: I can. They are, it's not because I understand a little bit of French. They already come... because here in Brazil there is a law that they need to be translated. You can't sell a product without having a translation on the packaging.

Interviewer: Right. Have you ever felt that a product did more harm than good, and what was the product?

Interviewee: An acid. I used it once, but it's been a few years, and it really irritated my skin. So I discontinued it.

Interviewer: Right. Do you feel that the products you are using now, what you normally use, bring visible results, and if so, in how much time?

Interviewee: Yes. So I'm feeling my skin is softer, I am feeling results, yes.

Interviewer: How long did it take?

Interviewee: Oh, of course I wanted a more... like a plastic surgery result already, right? For it to pull everything up like that, make everything look 40 years old again, but... [laughs] it does the job.

Interviewer: That's right. And how long did it take to show these results? A month, two months?

Interviewee: It was a month, a month and a half, more or less.

Interviewer: Right. Where do you usually look for information about skincare? Just with the dermatologist?

Interviewee: With the dermatologist, but I also research a lot on the internet to find out what people are using, if there is anything new, and then I take it to my dermatologist and we talk about it, whether it's suitable for me or not.

Interviewer: Right. So when you buy a product, it's based on the dermatologist's recommendation?

Interviewee: Always, always. I don't buy it because I saw it somewhere or because someone else is using it, no.

Interviewer: Right. What is your routine like when you travel? Does it change, does it stay the same, how is it?

Interviewee: It changes. Because then I start using what is... for example, right now in France, since it was a very harsh winter, I prioritized the moisturizer, which was even a recommendation from my dermatologist.

Interviewer: Do you usually consult your dermatologist before you travel, or was it just because the dates coincided this time?

Interviewee: Usually, I try to, but when I can't, I normally just use sunscreen, because a lot of the creams I use can't have a lot of sun exposure, and since I'm outside a lot while traveling, I prefer not to use them.

Interviewer: What about the soap?

Interviewee: No, that's a big problem of mine, because the soap is big, it's heavy. And so I don't take my soap on trips. I either use my husband's, which is for another skin type, or I simply don't use it, I just use regular body soap. It's one, one of the things I fail at in my skincare is that. Because since it's a big bottle, I hardly ever, actually, I don't take it. When it's a trip close by, right, São Paulo, for example, then I take the opportunity, buy it there in São Paulo and keep using it, right. But to take it, for example, just now to France, I didn't take it. I kept using my husband's.

Interviewer: Right. Have you ever improvised a product that you didn't have at the time? Like for example, lip balm, you were without lip balm, but you felt your mouth was dry, so you used something else to substitute it.

Interviewee: I have. [Laughs].

Interviewer: Can you give an example?

Interviewee: Uh, let me see... A lipstick... Hmm. Or instead of sunscreen, putting on the baby ointment again, it popping up there as protection.

Interviewer: Right. Is there a product you need to reapply? That's the case with the cream, right? That you would need to reapply and don't.

Interviewee: It's not always, right? I usually reapply, but it's more complicated, it's harder. Uh, I hardly ever reapply in the afternoon. I just use it in the morning and at night.

Interviewer: Right. If there was something that could facilitate your skincare routine, what would you like it to be?

Interviewee: A capsule.

Interviewer: Just take the capsule and everything would be fine. [Laughs].

Interviewee: Just take the capsule and everything would be fine.

Interviewer: All right. I think those are the questions.