

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Views on Treating Dry Skin; 54% Use Creams/Lotions for Protection: GILANI POLL/GALLUP PAKISTAN

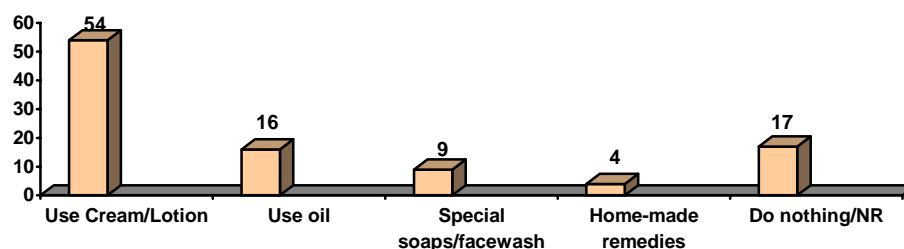
Islamabad, January 25, 2010

According to a recent Gilani Research Foundation survey carried out by Gallup Pakistan, more than 3 out of 4 Pakistanis use different methods to protect their skin from drying during winter season; 54% claim to use cream/lotion, 16% use oil, 4% protect their skin from home-made remedies (eg yogurt and egg pastes), and 9% claim to wash their faces with special soaps and face wash. The remaining 17% do not do anything or gave no response. It is interesting to find that both women and men are conscious of their appearance and hence use different methods to protect their skin from drying during winter, but the use of creams and lotions is higher among women (61%) than men (47%).

A nationally representative sample of men and women from across the country were asked “*Skin usually gets very dry during winters. Do you use anything to protect your skin?*” Fifty four percent (54%) claimed to use cream or lotions to keep their skin hydrated in the winter, 16% said they massage oil on their skin, 4% claimed to use home-made remedies (like yogurt and egg pastes), and 9% said they use special soaps or face wash. Sixteen percent (16%) of the respondents use nothing on their skin and 1% gave no response.

The findings of the survey reveal that a significantly higher percentage of urbanites (70%) as compared to ruralites (45%) use creams or lotions to protect their skin from cold weather. Interestingly while a higher percentage of women (61%) as compared to men (47%) use creams/lotions, a comparatively higher percentage of men (21%) as compared to women (12%) use oil for treating dry skin.

“*Skin usually gets very dry during winters. Do you use anything to protect your skin?*”



Source: Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2805 men and women in rural and urban areas of all four provinces of the country, during January 2010. Error margin is estimated to be approximately \pm 2-3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on personal care and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Saadia Khalid

Assistant Manager (Research)

Phone: +92-51-2655630

E-mail: saadia.khalid@gallup.com.pk