

## **Eurocentric Beauty Standards: A Corpus-Assisted Discourse Analysis of Pakistani Skincare Blogs**

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### **Abstract**

Fueled by digital information sources and advancements in dermatology, increasing public concern for beauty and skincare demands a critical examination of healthcare blog content. Following a mixed-method approach, combining Corpus-Assisted Discourse Analysis (CADS) and Sketch Engine as a tool for examining frequency, wordlists, collocations, and concordances, this study analyzes the language and ideologies in ‘beauty and skincare’ blogs from three Pakistani healthcare websites: *Instacare*, *Healthwire*, and *Oladoc*. The study aims to investigate the linguistic strategies used to promote beauty ideals, particularly the emphasis on skin whitening, and to assess their potential impact on societal beauty norms and public health. The analysis, conducted from the lens of corpus linguistics and Fairclough’s three-dimensional model of discourse, reveals that these blogs predominantly emphasize beauty enhancement and skin-whitening products and narratives, promoting unrealistic expectations and Eurocentric stereotypical beauty standards within Pakistani society at the expense of overall skin health. Additionally, the blogs prioritize promoting dermatological products and treatments over holistic skincare approaches, framing skin as a beauty marker rather than a vital organ. Notably, from the three selected blogs, *Instacare* recommends organic and natural ingredients. This research argues for the growing need to critically evaluate healthcare website content in the digital age and urges providers to prioritize accurate, medically-supported information over commercial beauty ideals. These findings offer valuable insights for linguists, the general public, healthcare professionals, and website owners.

**Keywords:** Beauty framing, Corpus Linguistics, Healthcare blogs, Skincare, Pakistan

## Introduction

In Pakistan, societal pressures for beauty and youthful appearance are deeply ingrained, with a notable emphasis on achieving fair skin (Ismail et al., 2015; Abid et al., 2021). This cultural obsession has led many women to seek various means of enhancing their beauty from cosmetic products to advanced dermatological treatments. A notable example is the growing popularity of dermatologically prescribed whitening products, injections, and cosmetic surgeries by the masses (Khan et al., 2021). In this digital age, many individuals turn to online sources for guidance on beauty and skincare, often considering healthcare blogs as reliable and authoritative. However, the authenticity and credibility of these sources remain unknown, with no understanding of the extent to which they provide medically accurate or unbiased information to the public.

In recent years, there has been a growing popularity of websites providing the public with access to doctors and healthcare services, such as online appointments and consultations in Pakistan. These platforms not only sell services, products, and medicines but also publish informative blogs on various health issues and diseases. As of 2024, among the top healthcare websites in Pakistan include *Marham.pk*, *Healthwire.pk*, *Instacare.pk*, and *Oladoc.com* (Semrush.com). These platforms frequently publish blogs on a range of health topics, including heart diseases, diabetes, women's health, healthy lifestyles, nutrition, and skincare.

Despite the valuable information these blogs provide, the specific use of language, the informational value, the authenticity, and the ideological focus of the "Beauty and Skincare" category have not been thoroughly examined from a linguistic perspective. Given that these blogs are authored by healthcare professionals and are assumed to offer medically supported advice, it is important to understand how they frame beauty and skincare issues, given their concern with the promotion of youthful and fair skin. While a general survey indicates that these blogs frequently recommend products, remedies, and medical treatments aimed at achieving youthful and white skin, a deeper linguistic analysis is necessary to uncover the underlying ideologies and potential biases. To fill up this gap, this study is designed to carry out a comprehensive corpus-based investigation of Pakistani beauty blogs to provide a holistic understanding of how beauty and skincare are framed in these influential healthcare resources online.

Over the past decades, the field of corpus-based critical discourse analysis (CDA) has significantly contributed to the understanding of how language and ideologies shape discourses in various contexts. The corpus-based research is gradually offering important perspectives on media representation and public perception of diseases and health issues while at the same time revealing how language is used for manipulative purposes for marketing interest in the healthcare domain (Adolphs et al., 2013; Berariu & Moldovan, 2017). Some of the initial explorations have focused on the analysis of doctor-patient talk and interactions that involve patients or clients and doctors or other caregivers and also the portrayal of health and sickness in media (Flowerdew, 2023; O'Halloran, 2010). These studies have provided a foundational background for exploring digital healthcare discourse.

The emergence of corpus-based and corpus-driven cultures in the medical field calls attention to a genre of medical English that is different in terms of its linguistic and discursive styles. Scholars (Berariu & Moldovan, 2017; Chalupnik & Brookes, 2021; Flowerdew, 2023; Brookes & Collins, 2024) have insisted on how such language should be effectively and efficiently addressed in professional health care, as such discourses motivated by marketing and commercialization intents to make patients consume commodities are misleading and harmful. Despite these contributions, there remains a significant gap in understanding how language is used in specific sub-genres of healthcare discourse, particularly online beauty and skincare blogs.

This study, hence, contributes to more critical and informed discourses in the field of healthcare communication. Despite the significant role of these blogs in shaping public perceptions and behaviors regarding skincare, there is a notable lack of linguistic analysis of their content, especially within the Pakistani context. This study aims to fill this gap by conducting a corpus-assisted discourse analysis of beauty and skincare blogs on three popular Pakistani healthcare websites: *Instacare*, *Healthwire*, and *Oladoc*. Utilizing Sketch Engine for corpus linguistic analysis, we examined the frequency, wordlists, collocations, and concordances of the language used in these blogs. The quantitative findings are interpreted from the lens of Fairclough's (1992) three-dimensional model of discourse. Our preliminary observations suggest that these blogs emphasize beauty enhancement and skin whitening, often promoting unrealistic beauty standards and overshadowing the importance of overall skin health.

Therefore, with the aim to investigate how beauty is framed and ideologies are promoted in these blogs, this research seeks to uncover the impact of such content on public perceptions and potential health implications. Misguided or biased information could lead to harmful consequences for readers, highlighting the importance of a rigorous analysis of these online resources. This research argues for the growing need to have critical public health and media literacy in the digital age. The findings from this study will provide valuable insights for linguists, healthcare professionals, and the general public, emphasizing the need for critical evaluation of healthcare content. By prioritizing accurate and medically supported information, we can better address the intersection of healthcare communication and beauty standards.

### **Statement of the Problem**

Healthcare websites and blogs, particularly in the beauty and skincare domain, have become influential sources of information for the public. In Pakistan, these platforms (Oladac, Healthwire, and Instacare) provide healthcare services along with skincare advice and, hence, are considered authentic and credible. However, their blogs emphasize beauty ideals such as skin whitening and youthfulness which can perpetuate harmful beauty standards. The lack of critical evaluation of these online skincare discourses raises important questions about their influence on public perceptions of beauty and skin health. This situation points to the need for a rigorous investigation into how language is used in these blogs to frame beauty and skincare, and the broader societal and health implications of such representations. Applying Fairclough's (1992) three-dimensional model of discourse, this research seeks to critically analyze the linguistic mechanisms, and discursive and social practices within skincare blogs to uncover how beauty standards are constructed and what are their implications for the public.

### **Research Objectives**

- To investigate the framing of beauty by strategic use of language in Pakistani skincare blogs as revealed by applying the corpus linguistic techniques
- To critically analyze the beauty-related themes and ideologies promoted by the skincare discourse of three popular Pakistani websites.
- To examine the societal and cultural implications of beauty discourses in Pakistani skincare blogs, particularly regarding skin whitening.

## **Research Questions**

- How do Pakistani online healthcare websites use language strategically to frame ‘beauty’ in their skincare blogs?
- What insights do corpus linguistic and CDA provide into the 'beauty and skincare' ideologies emphasized by three Pakistani healthcare websites?
- How do the societal implications of beauty standards in these blogs reflect broader Eurocentric ideologies?

## **Literature Review**

We will begin the literature review by elaborating on how specific standards define feminine beauty in Pakistan, such as fair skin, and will discuss the influence of media on beauty standards in Pakistani society. Then we will discuss the impact of healthcare and beauty blogs on health discourses. Finally, the review analyzes the use of persuasive language in beauty and skincare advertisements.

### **The Influence of Media on Beauty Standards in Pakistani Society**

In Pakistani society, feminine beauty is often defined using Eurocentric beauty standards such as fair and flawless skin, a slender figure, long and straight hair, wide eyes, and tall stature (Abid et al., 2021; Farooqui, 2022). Public discourses circulated through newspapers, magazines, and television shows perpetuate and reinforce the notion of fair skin as a desirable feature of feminine beauty (Khan et al., 2021). Chughtai (2023) highlights a pervasive 'Gora' complex in the Pakistani media industry wherein many actors openly admit to undergoing treatments aimed at achieving fairer skin to open up more career opportunities. This suggests lighter skin is synonymous with beauty within Pakistani society. In a similar view, Farooqui (2022) in her blog “Beauty standards vary in Pakistan depending on class but one thing reigns supreme — the gora complex” also suggests how certain are the beauty standards enforced by the Pakistani media.

This prevailing emphasis on fairness as a central attribute of beauty in Pakistani media is problematic as it significantly influences public perceptions and reinforces narrow standards of beauty (Abid et al., 2021; Lazar, 2011). For instance, in Pakistani society, girls who do not conform to these beauty standards (fair and thin) are marginalized and

stigmatization as undesirable, making it challenging for them to find a suitable marriage proposal (Iqbal, 2021; Malik et al., 2023). Furthermore, the obsession with fair skin is not confined to the media industry, but it is perpetuated through a multitude of media channels, including beauty blogs, YouTube channels, morning shows, and other platforms. Beauty experts, celebrities, dermatologists, and ordinary individuals regularly are called on TV shows to propagate tips and techniques aimed at achieving a lighter skin tone. This widespread endorsement has not only fueled public obsession but has also driven growth in the beauty and dermatology industries (Shah et al., 2022).

The influence of these beauty ideals is evident in the proliferation of aesthetic treatments offered by dermatologists and beauty clinics. For instance, there is a growing demand for minimally invasive cosmetic procedures (MICPs) such as Botox, fillers, chemical peels, and lasers across the country (Noor & Sagheer, 2023). Online platforms such as *glamorousclinic.pk*, *royalcosmeticsurgery.pk*, *lelotus.pk*, *drfarah.pk*, and *skinfudge.com* endorse the broad spectrum of services available, ranging from cosmetic surgery and plastic surgery to BB Glow facials, whitening injections, and micro-needling (Apex Skin Health International). The popularity of these treatments suggests a societal fixation on skin whitening, underlining the broader implications of how beauty standards can shape health industry practices and consumer behavior both locally and globally.

### **The Impact of Healthcare and Beauty Blogs on Health Discourses**

In the digital era, online healthcare blogging has emerged as an important medium for engaging with target audiences, both patients and consumers. This form of digital communication offers a rich resource for linguistic research and provides insights into how certain concepts are framed and disseminated through social discourses. Wilson et al. (2015) claimed that, with only minor modifications, blogs are intrinsically valuable and have significant qualitative health research data collection potential as they reflect various facets of healthcare discussion. Examining the pharmacists' blogs, Cain and Dillon (2010) identified various types of discourses, themes, and issues mentioned in the personal views of pharmacy-centric blogs. In addition, Cappuzzo (2013) also extended the argument by investigating the persuasiveness of the language in intercultural medical blogs about the use of first-person plural pronouns and possessive adjectives. Through a corpus-based approach, Cappuzzo analyzed how these linguistic features emphasize knowledge sharing, group belonging, and a sense of duty within doctor-doctor interactions in clinical blogs. The research findings of this

kind are useful for understanding pharmacists' behavior, attitude, and work problems, and contribute to young pharmacists' training, improving their patients' communication, and developing a better view of internal processes in the profession.

Scholarly investigations have also paid attention to the use of blog research for analyzing the epistemology and sociology of sensitive health topics. For example, Lukač (2011), using a corpora-based critical discourse analysis approach to understand the ideologies of the particular discourse group, explored the nature of 19 pro-eating blogs that advocate for eating disorders. Thus, the research revealed that different teenage bloggers were desensitized to eating disorders by using de-medicalized language and constructing a very strong in-group bond. Based on these insights, there is a clear opportunity to extend this research to 'beauty and skincare' blogs. These blogs are highly relevant to public health and sociocultural ideologies, as they often employ persuasive language and feature prominent media personalities. Investigating the discourse within beauty and skincare blogs could reveal how these platforms influence public perceptions of beauty standards and health practices.

### **Persuasive Language in Beauty and Skincare Advertisements**

The beauty industry, with a growing market, employs a wide range of persuasive strategies such as showcasing popular media figures, such as actors and models. Recently there is a growing shift towards using associating skincare products with natural ingredients, organic elements, and scientific principles. The use of scientific terminology in skincare advertisements is strategic because it enhances persuasion by creating an aura of opacity, particularly targeting laywomen (Arroyo, 2013). This tactic increases the appeal of beauty products by making them seem more credible and sophisticated.

Scholars have paid attention to the use of scientific language for persuasion by beauty product sellers. For instance, Ringrow (2014) conducted a corpus-based FCDA analysis of pseudo-scientific language in English and French cosmetic advertisements and found that scientific language plays a critical role in establishing authenticity and authority to persuade the female audience. Likewise, Lakkam and Somphong (2017) examined online skincare advertisements and identified seven types of lexical collocations, with the adjective+noun collocation being the most prevalent. This frequent usage highlights how descriptive language is employed to inspire and influence the audience. Similarly, Sawetsiri and Chatpunnarangsee (2017) investigated the linguistic strategies in online advertisements from

five major skincare brands and found that scientific evidence and dermatological endorsements are frequently used to persuade consumers. Also, analyzing the use of scientific lexis in skincare promotions by three Indonesian beauty brands, Kholifah (2022) concluded that scientific language serves to emphasize product authenticity, efficacy, and consumer reassurance. These scholars have rightly pointed out the growing global trend of connecting beauty with science in media advertisements.

Other researchers have applied various linguistic methodologies to analyze online discourse in Pakistan. For instance, Latif et al. (2021) employ Multidimensional (MD) analysis, suggesting that internet blogs in Pakistan show great differences in sub-types which means that Pakistani English is not homogeneous in net discourse. This evidence points to the need to acknowledge the varied language used in healthcare blogs that discourages beauty measures in that they target social-cultural and commercial values. The linguistic features of these blogs might facilitate the emergence of certain expectations for the representations of beauty similar to how other internet registers contribute to the construction of social norms. Likewise, Rasool et al. (2021) employ the Conceptual Metaphor Theory by Lakoff and Johnson (1980) as the theoretical framework to investigate the public health messages about COVID-19 as delivered by Pakistani newspaper articles. Both these studies emphasize the role of CADS in analyzing the persuasive use of language in the widespread social discourses such as skincare blogs in the Pakistani context.

An overview of the existing scholarly literature suggests that several research studies have explored the influence of mainstream media on beauty perceptions and standards, particularly by analyzing the advertisements of cosmetic products. However, there is limited research in the healthcare domain, including pharmaceutical and dermatology, focusing on online healthcare websites and blogs specifically in the Pakistani context. Most research on healthcare communication has centered on doctor-patient interactions and broader health issues. A significant gap exists in corpus linguistic investigation on beauty framing by skincare blogs authored by healthcare professionals and their societal implications in Pakistan.

### **Theoretical Framework: Corpus-Assisted Discourse Analysis**

Corpus linguistics, as “the study of language based on examples of real-life language use” (Baker, 2023, p.1), has the potential to uncover linguistic patterns, meaning



construction, and stylistic variations across genres. The methodological rigor of corpus analysis, with its support on quantitative data and statistical evidence, provides a rigorous framework for examining language use. One of the key strengths of corpus-based research is its ability to handle vast amounts of text, lessening issues of subjectivity and arbitrariness often associated with qualitative analysis (O'Halloran, 2010). Hence, corpus tools facilitate critical discourse analysis by ensuring transparent, unbiased, and objective findings. CDA, on the other hand, overcomes the limitation of the decontextualized nature of corpus data analysis. Such an integrated approach that combines corpus analysis with CDA is useful as quantitative evidence from the corpus is complemented by qualitative insights from CDA (Flowerdew, 2023). Therefore, the current research integrates corpus linguistics with Fairclough's (1992) three-dimensional model of discourse that provides a comprehensive framework for understanding and interpreting the quantitative findings.

Fairclough's three-dimensional model establishes a relationship between language, power, and ideology. It explains the production, transmission, and implications of discourse at three levels: text, discursive practice, and social practice. Fairclough (1992) argues that "Any discursive 'event' (i.e. any instance of discourse) is seen as being simultaneously a piece of text, an instance of discursive practice, and an instance of social practice" (p.4). In analyzing a discursive event as text, the model focuses on the description of linguistic features such as grammar, vocabulary, cohesion, and structure which give information about the lexical patterns. The first dimension identifies the underlying ideologies embedded in specific word choices in the text. The second dimension focuses on interpretation and the processes involved in the production, distribution, and interpretation of texts concerning the institutes from which they originate. In addition to highlighting the intended meaning, this level also depicts the positioning of the text within institutional power structures. The third dimension is an explanation of how the text is situated in sociocultural contexts, how it impacts social practice, and how discourses shape and are shaped by societal norms. This dimension provides insights into how discourse functions to perpetuate ideologies and power relations. Hence, Fairclough's model serves as a holistic framework for analyzing sociocultural discursive practices such as skincare discourse, and their influence on social practices and the audience's perception of beauty.

In the current study, the text has been scrutinized through a corpus that gives information about the language choices, keywords, frequency, and collocations. The text

dimension of the model assisted in identifying the use of key terms (e.g. ‘whitening’) and structuring of the discourse in line with Fairclough who argues that linguistic patterns reflect underlying ideologies. Likewise, the second dimension explains the process of distribution, consumption, and interpretation of text as Fairclough (1992) says, “The social meanings (including ideologies) of discourse cannot simply be read off from the text without considering patterns and variations in the social distribution, consumption and interpretation of the text” (p.28). The skincare blogs are widely distributed through online platforms and target a large and diverse audience. The blogs frame beauty in a particular way specifically focusing on skin whitening and rejuvenation thus emphasizing the socioculturally-ingrained Eurocentric beauty ideals. Moreover, the discursive practices reflect underlying commercial interests such as the promotion of dermatological products and treatments. The information is strategically designed for the consumers, primarily Pakistani women, where beauty norms are further strengthened, negotiated, and practiced leading to consumer culture.

By applying Fairclough’s third dimension on skincare discourse, broader social and cultural implications can be understood; the Eurocentric beauty ideals have transformed into social practice as Fairclough (1992) argues “The ideologies embedded in discursive practices are most effective when they become naturalized” (p.87). The skincare discourse around fairness reflects and reinforces the longstanding legacy of Eurocentrism in Pakistan as well as at the global level. Since the discourse comes from an authentic source, it is influential enough to shape the audience’s perceptions of beauty. The blogs emphasize and benefit from already existing Eurocentric ideals in promoting their products, services, and treatments. Hence, the discourse taps into deep-seated socio-cultural anxieties regarding skin color thus fostering harmful beauty norms and societal expectations. In summary, by applying Fairclough’s three-dimensional model, the study critically analyzes the language, power dynamics, and sociocultural implications of skincare discourse, revealing how Eurocentric beauty ideals are naturalized and perpetuated through strategic linguistic practices.

## **Research Methodology**

In our study, we conducted a corpus linguistic investigation of healthcare blogs, employing a mixed-method approach that integrated quantitative and qualitative research techniques. We utilized statistical evidence, such as frequency counts, to provide quantitative data, while collocations and concordances facilitated qualitative interpretations.

Corpus linguistics is a field of investigation and methodology that uses large collections of naturally occurring language data to analyze language patterns and usage (Baker, 2023). Corpus linguistics assists in quantitative findings such as identifying the keywords, co-occurrences, and linguistic patterns. Moreover, corpus-based research has two major strengths – its potential to process and scrutinize millions of words; and address the issues of subjectivity and arbitrariness in qualitative analysis (O'Halloran, 2010). Therefore, researchers use corpus tools to ensure transparent, unbiased, and objective findings in critical discourse analysis. However, corpus-based research is also often criticized on account of its decontextualized examples; it can be fairly compensated when the corpus approach is integrated with CDA. In the integrated approach, the corpus provides the quantitative evidence, and the CDA proceeds with qualitative analysis, thus complementing each other (Flowerdew, 2023). CADS, or Corpus-Assisted Discourse Studies, was established by scholars including Paul Baker and Alan Partington in the early 2000s (Jaworska, 2016). CADS combines the quantitative rigor of corpus linguistics with the qualitative insights of critical discourse analysis (CDA). Thereby, the method employs computational analysis to search for patterns and frequency lists, as well as collocations and concordances in large text corpora and yields qualitative findings on the ideological construction of power relations in language. It enables large-scale analysis of individual discourses, which renders the study of discourse both scientific and systematic. A corpus is defined as a large and systematically arranged group of texts that are employed for various linguistic analyses (Hunston, 2022). These texts can be written or spoken words and are arranged in a manner that gives a particular form of genre language or discourse. For instance, a corpus can consist of newspapers, academic articles, transcripts of the conversation, or in the case of the current study, health blogs with an orientation toward beauty and skincare. Corpus compilation follows a systematic approach which includes defining the scope, collecting the texts, organizing the data, processing the corpus using corpus analysis tools such as SketchEngine, and finally analyzing the data for its linguistic patterns (Baker, 2023).

In the current study, the corpus consists of 37 blogs, published between January 1 to May 10, 2024, on three healthcare websites: Instacare, Healthwire, and Oladoc. The total word count for this entire corpus is 49,407 comprising 14 blogs with 19,118 words from Oladoc; 4 blogs with 6,359 words from Healthwire; and 19 blogs with 23,930 words from Instacare. The mean number of words in each of the blogs in the corpus is 1333. This corpus was compiled to analyze the framing of beauty and skincare in the selected blogs by

identifying keywords, frequency, collocations, and concordances. Frequency is one of the most basic concepts in corpus analysis and it counts the number of times a particular word occurs in a text. The most frequent linguistic choices give information about the major themes of the text. Baker (2023) points out “[i]t is the tension between these two states – language as a set of rules vs language as a free choice that makes the concept of frequency so important” (p.82). Frequency count is important because the choice of lexical items is not random but rather ideological, and reveals people’s intentions in producing a discourse. Frequency count assists in quantification but alone it is insufficient in analyzing a corpus. Therefore, words are studied to other words through collocations of two or more words that often occur together to convey specific meanings. Sometimes, words have ambiguous meanings and can only be interpreted from their companions as Firth (1957) said, “You shall know a word by the company it keeps” (Baker, 2023, p.93). When the co-occurrence of two or more words is regular or frequent and carries some statistical significance, they are termed as collocates. For example, the word ‘skin’ often collocates with ‘tone’ or ‘whitening’. These collocates add a whole layer of meaning or concept to the lexical item ‘skin’ and their consistent co-occurrence can emerge into an ideology. Corpus analysis also studies words within their context through concordances that give a deeper insight into the lexical patterns of the text. Concordance analysis is considered the most effective technique and it interprets the word choice by reading the whole sentence. Baker (2023) defines a concordance as “a list (usually presented in the form of a table) of the occurrences of a particular search term in a corpus, presented within the context that they occur in” (p.107). A concordance table shows all instances of the search terms in their immediate contexts and reduces the risk of biased and unauthentic interpretations. In this study, we used all three basic steps of corpus investigation for a comprehensive quantitative and qualitative analysis of the selected text.

### **Data Collection and Sampling**

The researchers developed a specialized corpus containing three sub-corpora, one taken from each of the websites, healthwire.pk, instacare.pk, and oladoc.com. We selected only those blogs that are published in the English language. 'Marham.pk' has been excluded because most of its blogs are published in Urdu, except for a fraction that uses the English language as a medium. Since the research belongs to the field of English linguistics and the other three websites use the English language as a medium, this delimitation is inevitable. Moreover, only the articles published from January 1, 2024 till May 10, 2024 were included

to see the recent trends. Since the research focuses on the framing of 'beauty and skincare,' the articles that contained these terms at least once, were included.

### **Framework for Data Analysis**

The current research employs the corpus analysis framework delineated by Baker (2023). Baker's framework outlines a systematic approach to corpus linguistic investigation, starting with corpus selection and construction. The initial step involves counting word frequencies and generating a wordlist. Following this, collocates of the most frequent lemmas are identified, and their concordances are examined to understand their contextual usage. Although Baker's framework includes additional steps for more extensive analyses, our study follows to these foundational procedures. We extracted and compiled 'beauty and skincare' blogs published between January 1, 2024 and May 10, 2024 into three distinct files corresponding to each website: healthwire.pk, instacare.pk, and oladoc.com. The entire corpus was processed using Sketch Engine, chosen for its user-friendliness, familiarity, and free access.

The analysis began with generating frequency counts and word lists for the entire corpus. Next, we focused on the most frequent lemma 'skin', analyzing its collocates and concordances. We then narrowed our analysis to specific terms, 'skincare' and 'beauty,' manually searching these terms within each sub-corpus. We identified the most common collocates, primarily function words, articles, and prepositions, and focused on content word collocates for contextual analysis through concordances. This approach allowed us to identify recurring themes and focal points for each website. Finally, we compared and contrasted these themes across sub-corpora to recognize how each site frames beauty and the underlying motivations driving their discourse. A thorough analysis of these findings is presented in the subsequent section.

### **Data Analysis and Interpretation**

The data exhibited variation in the number of blogs and articles across the three websites. Table 1 provides a summary of the blogs, word counts, and the mean length of each blog within the three sub-corpora.

**Table 1***Number of Blogs, Word Count for each sub-corpus and Mean Length*

Sr.#	Healthcare Website	Blogs (2024)	Word count for each sub-corpus
1.	Oladoc	14	19,118
2.	Healthwire	4	6,359
3.	Instacare	19	23,930
4.	Total	37	49,407

Table 2 presents the top ten most frequently appearing lemmas across the entire corpus as they give sufficient information about the linguistic patterns according to the specific goals of the research as emphasized by Baker (2023). This table features the primary themes by focusing solely on content words and excluding functional words. The lemma 'skin' emerges as the most frequent, underlining its importance and the central emphasis of the corpus.

**Table 2***Top Ten Frequently Occurring Lemmas*

Rank	Lemma	Frequency	Rank	Lemma	Frequency
1.	skin	1259	6	Lip	196
2.	cream	252	7.	Treatment	185
3.	acne	236	8.	Good	182
4.	hair	235	9.	Vitamin	180
5.	scar	224	10.	Face	147

The analysis uncovers distinct patterns and frequencies among the lemmas, with 'skin' representing a strong focus on skincare-related topics. This pattern reveals the corpus' emphasis and postulates insight into the primary themes discussed across the different websites.

### **Analysis of 'Skin'-Related Concepts**

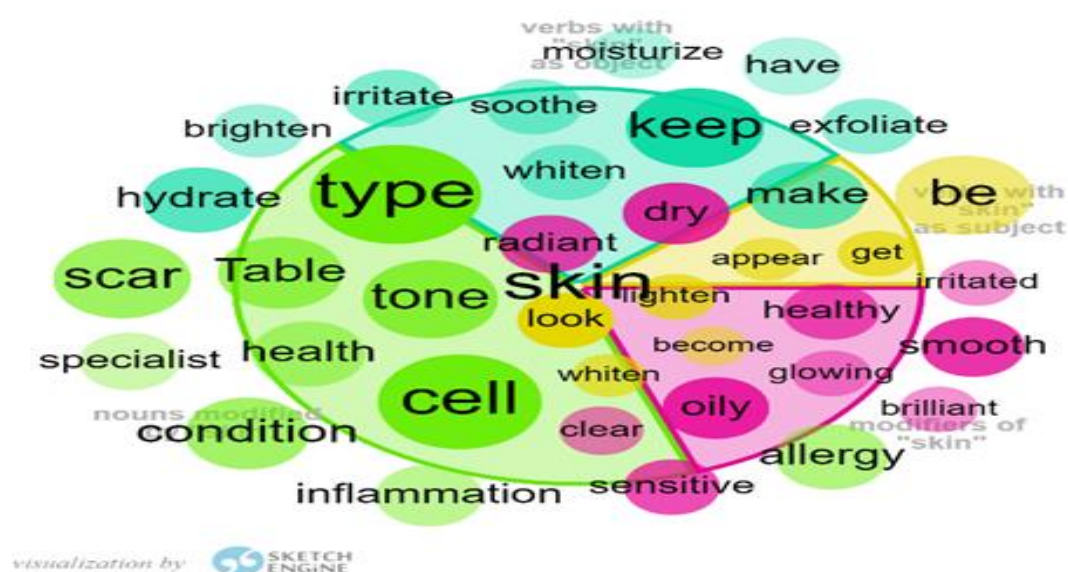
The lemma '*skin*' is the most frequent and abundant term throughout the corpus, signifying its central role in the discussed content. Concepts frequently associated with '*skin*' include forms such as "brilliant," "radiant," "youthful," and "overnight whitening." This prominence indicates the corpus' major focus on skin-related topics. Additionally, the terms 'cream' and 'acne' appear 252 and 236 times, respectively, underlining a significant emphasis on recommending skincare products and addressing acne and scars. Broadening the scope of

skincare advice, the discussions also extend to hair issues and lips. The term *'treatment'* implies that the blogs provide not only information but also recommend specific treatments. The adjective *'good'* frequently modifies *'treatment'* and *'skin'*, indicating an evaluative aspect to the recommendations provided. The presence of *'vitamin'* in the corpus indicates that the blogs often link skincare with vitamins to highlight their perceived benefits. Moreover, *'face'* is a recurring term as the primary focus is on facial skin in the context of beauty enhancement.

The top ten lemmas offer an overview of the prevalent topics, but for a more detailed exploration, we paid attention to collocations and concordances in the coming sections. Figure 1 illustrates collocates of *'skin,'* with the left section visualizing nouns that are modified by *'skin.'* This visualization reveals key skin-related topics discussed in the blogs. The collocates such as *'type,' 'tone,' 'cell,'* and *'health'* suggest a detailed examination of skin texture and overall health.

**Figure 1**

*'Skin' word sketch of the whole corpus*



### Analysis of 'Skin Type' and Associated Concepts

Further investigation into the term *'skin type'* reveals its association with the concept of beautiful skin. For instance, one blog states, *"Recognizing Your Skin Type: Knowing what type of skin you have is the first step towards having glowing skin."* Here achieving a radiant complexion is framed as an ultimate goal for skin care. Furthermore, the adjective *'dead'*

frequently appears in conjunction with 'skin type' in the concordances. Examples include, *"It stimulates the production of collagen and promotes the regeneration of new skin cells, resulting in a skin surface that is smoother and more even,"* and *"First and foremost, its natural exfoliating properties gently remove dead skin cells, unveiling a radiant complexion."* Here the frequent use of the term 'dead' carries a negative connotation, framing the skin as something that requires rejuvenation through the removal of its upper layers. This metaphor implies that dead skin is undesirable and must be removed to achieve radiant and healthy skin. Thus, the content motivates the audience to eliminate the skin's upper layers using various products and treatments. While this recommendation aligns with typical skincare routines, it can also lead to the use of potentially unsafe and extreme methods, such as the adoption of aggressive techniques or products to remove dead skin, which could be damaging to skin health.

### Analysis of 'Skin Tone' and Associated Concepts

The left collocates of 'skin tone'—such as 'even,' 'uneven,' 'bright,' 'lighter,' 'fairer,' and 'desired'—all evoke the notions of whiteness and beauty. For instance, one blog states, *"You can achieve the desired skin tone by using the product consistently."* These collocates suggest that the blogs implicitly promote an ideology of whiteness while linking it with skincare. These blogs also frequently endorse various products, treatments, and home remedies to enhance skin health, as seen in the statement, *"Both of these serums are excellent for your skin health."* Here, the notion of skin health is entwined with glow and fairness, framing the skin as a marker of beauty rather than merely an organ.

Further examination reveals that collocates such as 'scar,' 'inflammation,' and 'condition' are associated with both general skin issues and beauty treatments. For example, *"Laser treatment is a well-known choice for treating skin inflammation scars, as it can target scar tissue while invigorating collagen creation."* While inflammation and scars are typically viewed as skin ailments, in this context, they are framed within the beauty standards narrative. This implies that since scars are undesirable, laser treatments are necessary to cure these imperfections. The term 'specialist' appears as evidence that the blogs advocate for medical consultation or emphasize certain dermatologists' treatment. For example, *"While a skin specialist may be able to advise you better about a permanent treatment, some over-the-counter products can help reduce acne and make your skin clear."* This recommendation suggests not only focusing on skin beautification but also on how professional advice is



crucial for achieving and maintaining skin aesthetics. While the blogs do not explicitly link 'beauty' with 'skin', the post-modifiers implicitly convey this association.

### Analysis of Skin Premodifiers and Their Implications

The lower right section of the word sketch in Figure 1 highlights the premodifiers of 'skin.' A closer examination of the collocation list reveals that all these modifiers such as 'healthy,' 'glowing,' 'brilliant,' 'bright,' 'energetic,' 'radiant,' 'smooth,' 'youthful,' 'beautiful,' and 'sensitive' are synonymous with beauty. These adjectives play an important role in constructing the beauty frame associated with skin. The following concordance lines exemplify this association:

*"Embarking on the journey to radiant **skin** involves a series of essential steps that nourish, protect, and rejuvenate your complexion."*

*"Whether you pick beet-based **skincare** items or Do-It-Yourself masks, customary use of beets can help you accomplish clearer, more brilliant skin."*

*"Rich in antioxidants like vitamin C and beta-carotene, they help combat free radicals, promoting youthful **skin**."*

*"How To Whiten **Skin** Overnight Naturally?"*

These concordance lines exemplify how medical terminology, natural ingredients, and a sense of urgency are linked with skincare. The metaphor of a 'journey' suggests that achieving radiant skin is an ongoing endeavor that needs continuous determination and energy. The focus is on achieving a desirable aesthetic rather than maintaining intrinsic skin health. Emphasizing various strategies for beautifying the skin, these narratives frame skin as a symbol of beauty and encourage readers to pursue clearer, brighter, and smoother skin. While these recommendations may appear benign, they significantly structure readers' perceptions and foster a beauty-centric approach to skincare.

### Skincare in Each Sub-Corpus: Routine and Regimen

Our investigation began with a broad analysis of skin-related themes prevalent in prominent Pakistani medical healthcare blogs. The initial frequency count and word list

indicated that '*skin*' emerged as the most frequently occurring lemma across the entire corpus, underscoring its central role. To gain a deeper understanding, it was crucial to examine this term in detail. However, to fully appreciate the nuances, it was also necessary to delve into the specific interests of individual blogs. Thus, the focus was narrowed to the terms '*skincare*' and '*beauty*' within each blog. This approach aligns with the research objective of examining how these terms are framed within healthcare blogs. Additionally, these terms consistently appear as subcategories across all three healthcare websites: Oladoc, Instacare, and Healthwire. Each of these platforms features articles categorized under '*skincare*' and '*beauty*' among their diverse topics. By concentrating on these specific subcategories, we aim to explore the unique ways in which each blog frames and discusses '*skincare*' and '*beauty*,' thus providing a more comprehensive understanding of the content and focus of these healthcare blogs.

### **Instacare Themes: DIY Products, Regular Skincare Routine, Organic Ingredients, Inner Beautification**

The word sketch visualization in Fig. 2 highlights the most significant and frequently co-occurring collocates of '*skincare*' within Instacare blogs. The analysis of nouns modified by '*skincare*' shows notable patterns. For instance, the left collocates of '*skincare*' indicate that it often appears in conjunction with '*routine*,' underscoring a persistent focus on continuous beautification. Concordance analysis of these top collocates further illuminates the primary themes of this sub-corpus.

### **Use of Natural Ingredients in Skincare: Turmeric, Beet, Clove Water, Cucumber**

The blogs frequently discuss natural ingredients for skincare routines, with a notable emphasis on substances like turmeric and beets. For example, turmeric is highlighted for its ability to tighten, cleanse, and revitalize the skin, making it a valued component in skincare practices. Other ingredients mentioned include cucumber, clove water, collagen peptides, and specific skin medicines. Instacare primarily advocates the use of organic foods to improve skin health from within. While the recommendations are health-conscious, the treatment of skin in these blogs extends beyond mere organ function, framing it also as a significant marker of beauty.

## Motivation and Guidance for a Consistent Skincare Routine

A significant focus of the blogs is to provide guidance and motivation for adhering to a consistent skincare routine. They outline the steps involved in a basic skincare regimen: *"We'll guide you through each step of a basic skincare routine, which includes toning, cleansing, moisturizing, and using sunscreen."* Emphasis is placed on consistency and regularity, as indicated by collocates such as daily, basic, every day, and consistent. For example, one blog advises: *"Now that we've explored the amazing benefits of drinking clove water for skin health, let's discuss some practical tips for incorporating this potion into your daily skincare routine."* The preposition 'into' appears 11 times, referring to the integration of specific ingredients into skincare practices, predominantly healthy and organic ones, with beets mentioned five times. This approach highlights the importance of including natural ingredients to bolster skin health from within, rather than merely focusing on external beauty. As noted, *"With their hydrating properties and ability to detoxify, incorporating beets into your skincare routine can enhance your natural beauty from the inside out."* While the information provided is practical and valuable, emphasizing natural ingredients and DIY methods, the ultimate goal remains the enhancement of skin as a marker of beauty. The blog also recommends ready-made products, such as, *"If you have fine lines or photo-aged skin, use a collagen-boosting diet, supplements, or skincare products."* Despite its positive approach, Instacare aligns with other websites by discussing beauty standards and maintaining a focus on skin as an aesthetic element.

## Follow a Strict Skincare Regimen

The analysis of the term '*skincare regimen*', which appears eight times in the concordances, reveals that the blogs frequently advocate for seeking advice from dermatologists. The immediate left collocates include premodifiers such as strict, good, healthy, customized, evening, and eating. These modifiers highlight the importance of adhering to a regimen to maintain youthfulness and achieve radiant skin. For instance, one blog notes: *"Knowing your skin type will help you create a customized skincare regimen that works for you."* The premodifiers of '*skincare*' also suggest that maintaining a skincare routine is presented as a crucial, daily task, essential for reaching the goal of beautiful skin. The use of powerful adjectives aims to persuade readers to prioritize their skin's appearance. Despite its focus on skin beautification, the recommendations on this website are relatively

positive, emphasizing the importance of a well-structured skincare regimen for achieving desirable skin outcomes.

**Figure 2**

*'Skincare' word sketch of Instacare*

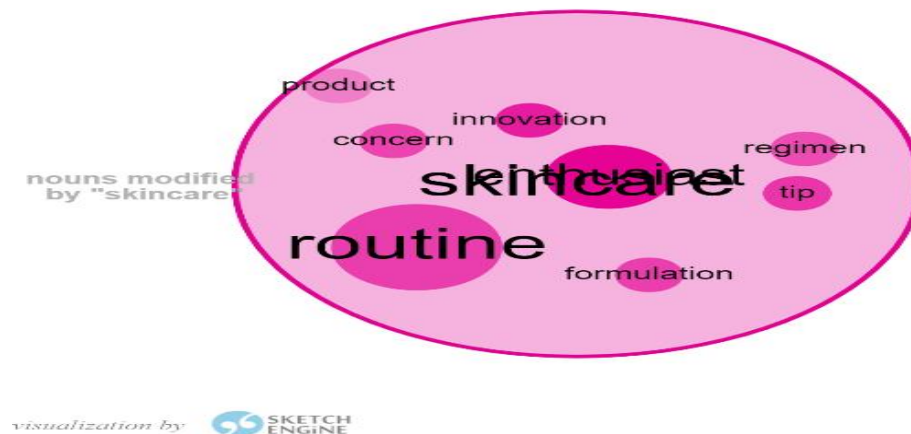


### **Healthwire Themes: Be a skincare enthusiast, use Niacinamide serum, and consult dermatologists**

In this analysis, we explore the themes prevalent in Healthwire's content, particularly focusing on skincare, the use of Niacinamide serum, and consultations with dermatologists. Figure 3 presents a word sketch of the Healthwire sub-corpus, highlighting that 'skincare' appears 11 times, with 'routine' being the most prominent noun modified by 'skincare'. Notably, this sub-corpus is characterized by a dominance of nouns modified by 'skincare' and a conspicuous absence of other functional lexicons. This observation suggests that Healthwire's primary focus is on recommending skincare products and services, leveraging strong lexicons such as regimen, enthusiast, tip, formulation, product, innovation, and concern. The enthusiasm for skincare is often linked to idealized notions of skin whitening and beauty stereotypes, implying that individuals who follow a skincare routine are vibrant and epitomize beauty. For instance, the concordance "*Niacinamide Serums Spread the Love Skincare enthusiasts are constantly on the lookout for the next game-changing ingredient*" shows the pursuit of the latest advancements in skincare to enhance beauty. This persuasive language encourages the audience to align with skincare enthusiasts by adopting the recommended products.

Another illustrative concordance is "*Incorporating niacinamide serum into your skincare routine can bring balance and comfort to your complexion.*" Here, the specific recommendation of Niacinamide serum is portrayed as a means to improve complexion, subtly pushing the idea of beauty tied to product usage. This tactic not only aims to sell products but also to instill the notion that beauty can be achieved through commercial skincare solutions. Healthwire's blogs predominantly advocate for the use of commercial skincare products and consultations with specific dermatologists for skin concerns, rather than promoting natural ingredients or DIY remedies. This emphasis on whitening products and treatments over natural solutions suggested a deliberate promotion of a particular beauty standard. The content frames beauty as a concern that readers should address by seeking out dermatologists available on the website, thereby increasing the marketization and publicity value of the blog while diminishing its informational value. Healthwire's content strategy heavily leans towards commercial promotion of skincare products and services, framing beauty in terms of product use and dermatological consultations, rather than providing diverse or holistic skincare advice.

In the Oladoc sub-corpus, '*skincare*' most frequently collocates with '*routine*', appearing 7 times. The left-hand collocates include follow, maintain, effective, proper, good, and your. A notable theme in this sub-corpus is the association of skincare with elements of fear and negative concepts. For instance, the statement "*If you do not take care of your skin every day, it becomes prone to wear and tear. It can leave your skin dull, dry*" employs the term '*wear and tear*', typically associated with inanimate objects such as clothes, furniture, and machines. These items gradually deteriorate with use, are replaceable, and are valued for their age, functionality, and aesthetic appeal. However, applying the term '*wear and tear*' to human skin or the face introduces a negative and problematic conception. It suggests that human skin, like lifeless objects, is subject to decay and damage, implying that it can and should be maintained or replaced through various treatments. This analogy reduces skin to a product and a beauty marker, rather than recognizing it as a vital organ. This framing propagates the idea that skin must be preserved at all costs, emphasizing the use of specific skincare remedies to achieve glowing or white skin, often promising rapid results such as overnight transformation.

**Figure 3***Skincare word sketch of Healthwire*

**‘Skincare’ Oladoc: Use skincare remedies; skin is prone to wear and tear; achieve glowing/white skin overnight**

As evident in Fig 4, the nouns modified by 'skincare' are notably abundant, with 'routine' being the most frequent collocate: for example, *"Combining the above home remedies with an effective skincare routine can give you glowing skin over time."* This emphasis on using skincare remedies and products highlights the goal of achieving glowing skin. The term 'remedies' typically refers to cures, medications, and treatments for illnesses. Using this term for skincare implies that dull skin is a syndrome that must be cured, thereby transforming it into glowing skin. Similarly, 'regime' is the second most frequent collocate, aligning with the focus observed in other websites. Additional nouns such as product, enthusiast, goal, items, habit, and schedule further stress the importance of following a regular and proper skincare routine, alongside the use of various products: for example, *"In this article, we will discuss simple DIY tricks to whiten skin overnight and skincare habits that can improve your complexion"*. Linking skincare to overnight whitening frames it as an urgent and essential goal. This language can promote harmful ideologies and behaviors, leading readers to believe that overnight skin whitening is feasible, thereby prompting them to try all sorts of products promising such results. While DIY tricks appear less dangerous and more trustworthy to readers, the reality is that natural ingredients and home remedies cannot whiten skin overnight. This gap between expectation and reality may drive readers toward commercial products, believing that these alone can fulfill the promise of rapid skin

transformation. In conclusion, the Oladoc sub-corpus uses language that commodifies skin, promotes unrealistic beauty standards, and encourages anxiety-driven skincare practices.

**Figure 4**

*Skincare word sketch of Oladoc*



## Findings and Discussion

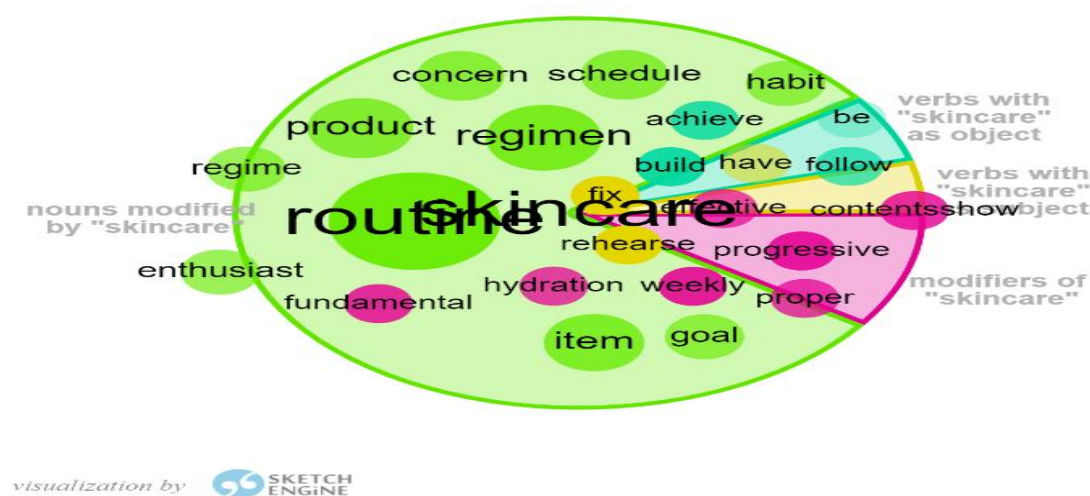
The study shows that while Instacare, Healthwire, and Oladoc serve as potentially useful platforms for acquiring skincare information, they all contribute to the perpetuation of a restrictive and possibly harmful aesthetic of skin beauty. The domination of fair, bright and youthful collocates are rooted in some of the deeply embedded Eurocentric beauty norms in the society of Pakistan. Also, Post-modifiers like ‘routine’ and ‘regimen/regime’ are commonly present in all these platforms, which direct attention toward skin beautification rather than skin health. This linguistic pattern confirms another generalization of these blogs that specifically focus on skin whitening and rejuvenation treatments that are allegedly possible for women in Pakistani society, thus, putting more emphasis on stereotyped and unattainable beauty standards. The results of this research can be compared to previous work on mediated messages and normative beauty standards. Chughtai (2023) rightly identified the dominant ‘Gora’ complex throughout the length and breadth of the Indian subcontinent due to the prejudice of fair complexioned people being beautiful. Therefore, the purpose of endeavoring towards the beauty established by the skincare blogs is achieving beauty standards.

To that end, Figure 5 below shows the distribution of the skincare collocations within the entire corpus; two corpora Healthwire and Oladoc have more affinities as opposed to Instacare. While evaluating both the websites of Oladoc and Healthwire, it is quite apparent that they are majorly focused on the sales of whitening and beauty products with little to no consideration of the skin's health. The content they present focuses on skin as something that is important for beauty, rather than for the nutrients it needs to function properly. On the same note, while other companies continue to present unrealistic beauty ideals, Instacare stands out by recommending guidance on natural foods, homemade facial, and natural products so that audience categorizes skin care under a healthier view. This divergence points to varying approaches within the blogs' content, suggesting that while the overall trend supports narrow beauty ideals, there are different emphases regarding the health versus beauty focus. This contrasts with the more uniform narratives found in other beauty communications and reflects the complexity of how different platforms address skincare.

Nevertheless, all three platforms share a common emphasis on achieving glowing, radiant skin, which is closely tied to beauty ideals. They encourage readers to pursue fairer, whiter, and brighter skin through either DIY remedies or commercial products, often making unrealistic promises of quick results. These exaggerated claims not only contribute to reader dissatisfaction and potential mental health issues, but also drive individuals towards dermatological consultations, thus aligning with the commercial interests of these websites.

**Figure 5**

*'Skincare' word sketch of the whole corpus*





The study found that the content from these blogs frequently glorifies various dermatological products and treatments such as niacinamide serums, collagen boosters, micro-needling, whitening injections/drips, hydra facials, and cosmetic surgeries. This focus suggests that marketization and publicity are primary motivations behind the content, overshadowing the provision of genuine skincare advice. While the information presented can be useful, the predominant narrative remains centered on idealized beauty standards through an array of treatments and products. This supports the findings in existing scholarship that link media representations of beauty to the growth of the beauty and dermatology industries (Iqbal, 2021; Nasir et al., 2021; Farooqui, 2022).

Regarding the language and terms used by the blog authors, the investigation of frequent terms like '*whitening*,' and '*brightening*' shows how beauty is constructed as a set of ideas related to Eurocentric values. This can be associated with the text dimension by Fairclough (1992) which depicts how words and grammar structure the discourse depending on the standard societal norms of fairness and beauty. The facts observed in the course of the analysis of production and distribution of these blogs show that the content is not only informative but also intentionally commercial. Thus, it is also relevant to refer to the second dimension of Fairclough, that is, discursive practices contribute to forming consumer behavior and influence the interpretation and internalization of beauty norms. On the societal level, such discourses maintain globally imbued Eurocentric conceptions of beauty among people. According to the third dimension of Fairclough, these texts not only reproduce the ideologies but also serve as a tool portraying the hegemonic ideologies about beauty where fair skin has become synonymous with beauty in the context of Pakistan. The study also reveals ways through which the constant use of such modifiers as '*glowing*' and '*radiant*' for the skin deepens the naturalization of unreasonably high standards of beauty. These lexical choices, thus, provide a subconscious perception that fair skin is better than darker skin, thus confirming what Fairclough argued: discursive practices are imbued with ideologies that benefit commercial stakeholders. In addition, as these blogs are read by the audience in large numbers, the European standards of beauty get naturalized, which explains how the global beauty standards affect the local appreciation and perception of beauty.

Overall, the findings extend existing research on the role of healthcare blogs in shaping health discourses (Wilson et al., 2015; Cain & Dillon, 2010). Focusing on beauty and skincare blogs, the study highlights their significant role in shaping public perceptions of beauty and health. This is consistent with the literature on the persuasive impact of beauty

advertisements and skincare communications (Arroyo, 2013; Ringrow, 2014). The study confirms that, like advertisements, beauty blogs use persuasive language to promote specific beauty ideals, further commercializing and reinforcing these standards. These findings necessitate a broader consideration of the sociocultural context in which these beauty ideals are perpetuated. The intertwining of commercialization, publicity, and beauty standards within the content of these healthcare websites highlights a critical need for greater self-reflection. Given their association with healthcare professionals, these blogs wield significant influence and bear a heightened responsibility to offer balanced and ethical guidance. Hence, the findings identify a critical gap between skincare information and authentic dermatological guidance highlighting the potential of these blogs to trigger harmful consumer behaviors. Therefore, the research suggests ethically-driven healthcare communication through online healthcare websites, particularly skincare blogs.

## **Conclusion**

The analysis of language used in Pakistani healthcare blogs highlights a predominant focus on skin beautification, with a particular emphasis on skin whitening. This aligns with societal beauty norms but detracts from an emphasis on skin health, which should be a priority for healthcare providers. The research findings highlight that the selected healthcare websites predominantly frame beauty as an ultimate goal, narrowly defined by attributes such as radiant, glowing, white, and youthful skin. These blogs emphasize skin beautification and whitening, frequently recommending a variety of techniques, home remedies, DIY and commercial products, treatments, and stringent skincare routines. The content of these blogs often utilizes premodifiers of '*skincare*' exaggerated adjectives, impactful and negative terms, object-related metaphors, and fear tactics. Consequently, readers are often compelled to prioritize skin whitening as a primary objective, despite the potential risks involved. To address these issues, this study recommends a critical reassessment of 'beauty and skincare' blogs on healthcare websites. Although authored by health experts, these blogs do not consistently provide accurate and medically sound information. Given their broad public access and the trust they command, these platforms should focus on treating skin as an organ, rather than merely as a beauty marker or product. Misguidance and misinformation can not only mislead readers but also contribute to a shift in ideological perceptions regarding skin health within Pakistani society.

Applying Fairclough's three-dimensional model of discourse and corpus linguistics to the discourse of Pakistani skincare blogs demonstrated how language crystallizes and reflects the major ideologies of a society. On one hand, the continued emphasis on values such as fairness and beauty underlines the Eurocentric hegemonic ideology discourse mirrors, and on the other hand, sustains the operations of power within consumer culture. These arguments support Fairclough's contention that naturalized discourses are the most effective because beauty blogs reinforce the social prejudices concerning skin color and promote the longstanding beauty standards that have negative consequences for individuals and society from the standpoint of health and public perceptions. Language has a pivotal position in building the norms of beauty as well as regulation of consumers' behavior and expectations in the context of unhealthy beauty standards promoted by online skincare blogs.

Therefore, this study recommends skincare blogs revise their content adopting a more holistic approach and focusing on skin health instead of artificial beauty. Websites in the health sector should seek to enhance general wellness rather than just physical appearance and they should not encourage the use of 'quick fixes' in place of viable long-term solutions. Moreover, they should inform the public about the dangers of using skin-lightening products and must look at the ethical consequences that come with disseminating such information. Such an approach will enable the creation of a more diverse and healthier image of skin care in the community. Subsequent studies should expand the corpus analysis of earlier 'beauty and skincare' blogs to evaluate the shifts in trends and discourse. Collecting data from various online platforms, including social media and other popular websites, will provide a comprehensive understanding of skincare and beauty discourse. An online survey or interview of respondents may provide more information on how these blogs affect their perception and practice on skincare and beauty.

Additionally, the general public needs to critically understand the information that is found on skincare blogs, and to stay always cautious and analytical of the influence of biases and advertising interests. Attention should be paid to skin care techniques and remedies, to focus on hindering diseases and other health problems, and not just to achieve people's beauty dreams. It is also important to be careful with the dangers of products used in skin lightening and with unrealistic expectations about the results of their use. A considerable part of the internet space is healthcare websites, and it does not make sense to pursue cosmetic objectives for skincare without a holistic approach. It is crucial to think through the ethical

side of what is being published to make sure that all information is accurate and that no misleading headlines expressly inspire dread and exaggerated claims. In conclusion, the present research underlines the important focus on the responsible and ethical promotion of skincare content through healthcare websites. By implementing these recommendations, stakeholders can contribute to a healthier and more realistic perception of skin health within Pakistani society.

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