



THE IMPLEMENTATION OF HYGIENE PRACTICES BY MAKEUP ARTISTS IN RESPECTING CLIENTS' HEALTH RIGHTS

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ABSTRACT

Hygiene in the practice of makeup artists (MUAs) is a crucial aspect in Introduction: Ensuring the health and safety of clients. Violations of hygiene principles can increase the risk of skin infections, irritation, and disease transmission. This study aims to identify the implementation of hygiene standards practiced by MUAs and how these practices reflect respect for clients' health rights. This study used a descriptive qualitative approach. This study employed purposive sampling to select informants, a technique that involves selecting samples from the population based on the researcher's objectives and specific criteria. Data were collected through in-depth interviews with 10 professional MUAs and direct observation of their work practices. The data was collected by a questionnaire as its research instrument, which has been validated through a validity test conducted by an expert. Data were analyzed using thematic analysis techniques to identify patterns, trends, and practices that either reflect or violate hygiene principles. The results show that most MUAs were aware of the importance of hygiene; however, shortcomings remain in practices such as the use of unsterilized tools and makeup products being applied to multiple clients without disinfection. Four key themes were identified in this study: Factors Hindering Hygiene Implementation, The Relationship Between Hygiene and Clients' Health Rights, The Importance of Professionalization and Certification, and Implications of Professional Ethics. As hygiene awareness continues to grow globally—especially after the COVID-19 pandemic—there is an urgent need to improve practices in beauty services. In Bali, a top wedding destination, the stakes are even higher.

Keywords: health right; hygiene; makeup artist; professional practice; sanitation

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INTRODUCTION

The beauty industry is currently experiencing rapid growth, driven by increasing public awareness of personal appearance and the widespread use of social media as a platform for self-expression. One profession that has significantly developed within this sector is that of the Makeup Artist (MUA). MUAs play a vital role in enhancing individual appearances for various occasions, ranging from weddings and professional photo shoots to formal events (Almira Syakina, 2021) This is particularly evident in popular wedding destinations such as Bali, where the demand for professional makeup services has surged. Known for its picturesque landscapes, vibrant culture, and luxurious hospitality services, Bali has become a top choice for both domestic and international couples seeking a dream wedding. The growing popularity of destination weddings in Bali has further elevated the importance of professional MUAs who can deliver flawless results while catering to diverse client needs. The high frequency of weddings and related events in Bali has made it a hub for beauty professionals, placing increased pressure on MUAs to uphold both aesthetic quality and hygiene standards (Anderson, 2017).

However, behind the aesthetic aspect lies a critical responsibility that is often overlooked: the importance of hygiene in the delivery of makeup services (Almira Syakina, 2021). Good hygiene practices not only reflect the professionalism of a makeup artist (MUA)

but also represent a moral and ethical obligation to respect the health rights of clients. According to the World Health Organization (WHO), hygiene is a key factor in preventing the transmission of infectious diseases, particularly in services that involve direct contact with the skin and mucous membranes, such as makeup application. The use of unsterilized makeup tools, contaminated cosmetic products, or poor hand hygiene can lead to skin infections, conjunctivitis, allergic reactions, and the transmission of infectious diseases such as herpes simplex or hepatitis (Anderson, 2017). The right to health is a fundamental human right recognized internationally. In the context of beauty services, clients are entitled to treatment that does not compromise their health. This aligns with the principles of Client Rights in both health and beauty services, where client safety and comfort are top priorities. Unfortunately, awareness of this right has not been fully internalized by all industry practitioners, including makeup artists (MUAs). Field observations reveal a low adherence to hygiene standards, often due to a lack of training, limited knowledge, or pressures related to time constraints and operational demands (Ichtiar, 2024).

On the other hand, the global shift in hygiene awareness—particularly in the post-COVID-19 era—presents a significant opportunity to drive behavioral change. Clients are now increasingly aware of the importance of hygienic and safe services. This is especially true in high-end destinations like Bali, where discerning clients expect both exceptional service and strict hygiene protocols. Therefore, in-depth research is needed to examine how hygiene practices are implemented by makeup artists (MUAs) and how these practices reflect respect for clients' health rights. This study aims to identify MUAs' level of understanding of hygiene principles; analyze the hygiene practices applied in makeup activities; and assess the extent to which these practices reflect respect for clients' health rights (Chidimma Belinda Osilo, 2023). By comprehensively understanding hygiene practices, this study is expected to contribute to improving the quality of makeup artist services, both in terms of professionalism and ethics. In addition, the findings of this research are anticipated to serve as a foundation for the development of hygiene guidelines or regulatory standards for beauty industry practitioners in Indonesia—particularly in prominent wedding destinations like Bali, where the demand for high-quality, hygienic beauty services continues to grow. This study aims to identify the implementation of hygiene standards practiced by MUAs and how these practices reflect respect for clients' health rights.

METHOD

Design

The research design uses a descriptive qualitative approach to gain a deep understanding of hygiene practices among makeup artists. The type of research employed is empirical legal research.

Sample and Population

This study employed purposive sampling to select informants, a technique that involves selecting samples from the population based on the researcher's objectives and specific criteria. The inclusion criteria were: (1) working as a makeup artist in Bali, (2) holding a certification as a makeup artist, and (3) willingness to participate as a respondent and sign an informed consent form. The exclusion criteria were: (1) not working as a makeup artist in Bali, and (2) certified makeup artists who declined to participate as respondents. The research was conducted in Bali Province, a popular wedding destination, where there was significant demand for makeup artist services.

Instruments

This study employs a questionnaire as its research instrument, which has been validated

through a validity test conducted by an expert. The questionnaire comprises 20 items that assess the implementation of hygiene practices among makeup artists in relation to healthy living behaviors and respect for others' health rights, as stipulated in Article 5, Paragraph 1D of the Indonesian Law No. 17/2023. Following the questionnaire administration, in-depth interviews will be conducted and recorded using a smartphone's audio/video recording feature.

Data Collection

Data collection techniques include: in-depth interviews with 10 professional MUAs from various backgrounds (independent, bridal, commercial); direct observation of makeup sessions conducted by participants; and documentation in the form of photos and field notes regarding the tools and products used. The data collection involve conducting interviews with respondents guided by an interview protocol that will be subjected to validity testing. Each interview session is anticipated to last around 15 minutes, during which the researcher will record and transcribe the responses, and also take documentation notes.

Data Analysis

Data analysis is based on primary legal sources. Respondents were selected using purposive sampling. Data were analyzed using thematic analysis techniques to identify patterns, trends, and practices that either reflect or violate hygiene principles.

RESULT

Key Research Findings

Based on in-depth interviews and direct field observations with 10 professional makeup artists (MUAs) in Bali Province, it was found that the majority of MUAs (6 out of 10 participants) demonstrated a basic awareness of the importance of hygiene in makeup practices, especially since the COVID-19 pandemic. They acknowledged the risk of disease transmission through makeup tools and mentioned several preventive measures, such as washing brushes with antibacterial soap, using hand sanitizer before starting makeup, and avoiding the direct use of products from containers (e.g., lipstick or mascara). However, four participants admitted that they did not routinely clean their tools after handling clients, and some hygienic procedures were carried out inconsistently due to time constraints or limited facilities. The author also conducted observations through video footage shared on social media by some makeup artists, where it was noted that many MUAs still failed to observe proper hygiene by using lipstick brushes directly on clients in turn, without employing single-use lipstick applicators.

Based on observations, the hygiene practices of makeup artists (MUAs) in the field can be categorized into three levels. The high hygiene practice category was demonstrated by three makeup artists who used disposable tools, had personal sanitation SOPs, stored tools in sterile containers, and cleaned their hands before and after each makeup session. The moderate hygiene practice category was observed in three makeup artists who regularly washed their brushes but reused makeup sponges or products without spatulas, and substituted disinfectant with wet wipes. The low hygiene practice category was found in four makeup artists who consistently used the same brushes for multiple clients, did not use hand sanitizer, lacked routine sterilization procedures, and had visibly dirty tools. The gap between knowledge and actual practice appears to be a key issue in field implementation, as each makeup artist applied different standards.

DISCUSSION

Factors Hindering Hygiene Implementation

Currently, there are no specific technical regulations in Indonesia that govern hygiene standards for the makeup artist profession. Most makeup artists rely solely on self-acquired

knowledge or informal training standards. There is no national licensing system that mandates minimum hygiene requirements such as tool sterilization, the use of personal protective equipment (PPE), or basic training on contagious skin diseases. Limited resources and time constraints have led some makeup artists to perceive the use of sterile disposable tools (such as sponges, spatulas, and mascara wands) as an added production cost. During high-demand situations (e.g., weddings), many admit to reducing sterilization time. Additionally, clients' lack of awareness about hygiene significantly contributes to the issue; most clients do not ask about or demand hygiene protocols from makeup artists, resulting in low consumer-driven pressure. This lack of resistance from the market allows unhygienic practices to persist.

The Relationship Between Hygiene and Clients' Health Rights

Hygiene is fundamentally linked to the right to health, which is a part of human rights as stipulated in various Indonesian legal frameworks. Article 28H paragraph (1) of the 1945 Constitution of the Republic of Indonesia states: "Every person has the right to live in physical and spiritual prosperity, to reside, and to have a good and healthy environment." Similarly, Law No. 39 of 1999 on Human Rights (Article 41) affirms that "Every person has the right to a healthy and clean environment." The Health Law No. 17 of 2023, Article 4 paragraph 1 (a), declares that "Every person has the right to be physically, mentally, and socially healthy." Furthermore, Article 5 of the same law outlines obligations, including: (a) realizing, maintaining, and improving the highest possible standard of public health; (b) maintaining and enhancing the health of others under one's responsibility; (c) respecting others' rights to a healthy environment; and (d) adopting healthy behaviors and respecting others' health rights. (JDIH BPK RI, n.d.)

Internationally, this principle is also reflected in the International Covenant on Economic, Social and Cultural Rights (ICESCR), Article 12, which recognizes "the right of everyone to the enjoyment of the highest attainable standard of physical and mental health." (Kurniaty, 2021) ; Article 1 of the Universal Declaration of Human Rights (UDHR) states: "All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood." (Andrus, Beth; Rosen, Sonia A, 2021) ; The WHO Guidelines on Personal Hygiene and Infection Prevention in Service Settings (2020) emphasize that service industries, including the beauty sector, must implement protocols to prevent disease transmission. Therefore, when a makeup artist neglects basic hygiene practices, they are, whether directly or indirectly, violating the client's right to safe and healthy services.

The Importance of Professionalization and Certification

In several countries, such as Australia and the United Kingdom, professional makeup artists are required to hold sanitation training certificates or health licenses issued by authorized institutions (e.g., Departments of Public Health). In contrast, no such obligation currently exists in Indonesia. Therefore, implementing national regulations and certification systems that include sanitation standards could serve as a long-term solution. This study identified examples of good practices, such as participant makeup artist number 3, who demonstrated increased awareness of transmission risks after attending accredited beauty training programs. Additionally, makeup artist number 7 had developed a personal Standard Operating Procedure (SOP) for each stage of their work involving tools, materials, and client skin interaction.

Implications of Professional Ethics

Within the ethical framework of service provision, every practitioner is obligated to avoid

actions that may harm clients (non-maleficence), provide services in accordance with professional standards (beneficence), and respect clients' rights to information and safety (respect for autonomy). Poor hygiene can be considered a violation of these principles, especially when it results in health issues—either directly (such as infections) or indirectly (such as chronic irritation or allergic reactions). Most makeup artists acknowledge the importance of hygiene, particularly in the context of the COVID-19 pandemic, which heightened general awareness. They demonstrated understanding of key hygiene practices, including handwashing, brush cleaning, and the use of disposable products.

CONCLUSION

Hygiene in makeup artistry is not merely a matter of aesthetics or professionalism; it is a fundamental component of respecting clients' right to health. This study found that while awareness of hygiene practices exists, there remains a gap in their consistent implementation. Routine training, hygiene certification, and client education are strategic measures that could elevate hygiene standards and safeguard public health. As part of the service industry, makeup artists must prioritize clients' rights in every service provided. The findings indicate that hygiene implementation among makeup artists in Indonesia remains inconsistent and does not yet fully reflect a commitment to clients' health rights. The absence of formal regulations, limited technical education, and low consumer awareness are key challenges that must be addressed through regulatory and educational approaches.

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