

The Analysis of Dangerous Face-Cream Cosmetic Product Threats and Preventive Strategies

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Abstract

Cosmetics have now transformed into one of the daily necessities and are consumed by all demographics, both young and old, men and women. The increase in demand and need for cosmetic products was initially only for beauty purposes, but it has since evolved to include health, body care, and hygiene needs, culminating in the current trend of smooth and flawless skin, commonly known as glass skin, using a series of specific facial cream cosmetic products. The increase in public demand for facial cream cosmetic products presents an opportunity for threats to human security, where cosmetics manufacturer seek maximum profit by adding several hazardous substances, thereby posing a risk to public health. This research was conducted using qualitative research methods with data collection techniques from interviews, observations, and library research. The research results indicate a serious threat from dangerous facial cream cosmetic products with various evolving modes that 'outsmart' regulations, actions carried out by individuals who possess facilities, capital, knowledge, and access related to these matters. Therefore, it is necessary to formulate appropriate strategies to prevent strategic surprises through scenario planning that outlines several intelligence strategies to prevent and anticipate them.

1. Introduction

Cosmetics were initially a commodity that fell into the category of secondary needs, but with by time and trends, cosmetics have become products that are highly needed in daily life, consumed by all groups, including men, women, adults, and children. Basically, cosmetics have been used by humans for centuries, but it was only in the 19th century that cosmetics began to attract interest not only for beauty but also for health. (Tranggono & Latifah, 2007). Among the various types of cosmetics, there is currently an increase in demand and interest from the public towards facial care cosmetics, commonly referred to as skincare. Skincare, in this context, refers to skin care products aimed at soothing, restoring, and/or repairing as well as protecting the skin. (Satria.Ardhi, 2021). The increase in interest and demand for facial skincare cosmetics is driven, among other things, by the current trend where everyone, especially women, desires clean and well-maintained facial skin. This is reinforced by the image and perception of beautiful, fair, and smooth skin from the Korean beauty trend, which promotes a series of skincare routines characterized by glass skin, meaning skin that is smooth, poreless, soft, and radiant. (Aisyah, 2024). The high demand from the public for cosmetic products, especially facial creams, currently presents a promising business opportunity and subsequently triggers the growth of the domestic cosmetics industry, which reached 21.9%, with 913 companies in 2022 and then increased to 1,010 companies in mid-2023, of which 95% of these local industries fall into the small and medium-sized enterprise category.

However, in this case, cosmetic issues potentially threaten health, particularly facial cream products. The health threats that arise are related to the impact of using prohibited substances in cosmetic products,

where the cumulative effects of using cosmetics, in this case, facial creams containing chemicals such as formaldehyde, parabens, lead, mercury, hydroquinone, and others, can adversely affect health, including causing endocrine disorders, reproductive disorders, neurodevelopmental disorders in children, and triggering cancer. (Zota & Shamasunder, 2017). The vast business opportunities and profits from cosmetic products pose a threat stemming from the intentions of entrepreneurs in the cosmetic field who strive to reap enormous profits by ignoring regulations and the impact on consumer health. This then gives rise to various forms of cosmetic-related crimes, especially facial creams, which pose a severe threat to public or consumer health. Economic motives, coupled with weak legal sanctions that do not have a deterrent effect, are exploited by cosmetic crime perpetrators to find loopholes in obtaining significant profits. To address cosmetic crimes with the patterns and methods currently developing, there is a need for intelligence analysis capabilities in managing various data, including data considered irrelevant or as weak signals, so that it can be used to formulate predictions and strategies to prevent and anticipate strategic surprises by preparing for various possibilities in the future through proper scenario planning, thereby preventing and anticipating cosmetic crimes.

2. Literature Review

2.1. Threat

Threats are defined as something that can cause danger, disturbance, or harm (Sukarno, 2014). Currently, the pattern of threats is no longer in the conventional or physical threats phase. However, it has shifted to non-physical threats and even hybrid threats targeting human security, which includes economic and health security. Threats can be categorized based on their levels, potential, and danger into minor, moderate, severe, and critical threats (Sugirman, 2009). According to Kevin P. Riehle, the threat level can be calculated based on three main factors: Intent influenced by hope and expectation, Capability, and Opportunity (Riehle, 2013). In this case, the criminals producing dangerous facial creams are individuals or entrepreneurs who possess resources such as production facilities and access to pharmaceutical/chemical raw materials and have specialized pharmaceutical preparation knowledge. They then exploit various opportunities, such as the demand and purchasing power of people desiring instant white skin, committing these crimes based on the intention and expectation of gaining significant economic profit. Business actors also know the gaps in regulations and technical oversight, allowing them to carry out their actions with various new *modus operandi*.

The health risk effects that occur from using cosmetics containing hazardous substances will not be visible in the short term but may occur and become apparent over a long period and can even lead to other effects later, necessitating a comprehensive analysis of these effects. Some cosmetic products, such as brightening and whitening creams, in this case, use chemicals like hydroquinone, mercury, and lead that are harmful to health (Pratiwi et al., 2023). Thus, many facial creams containing hazardous substances pose a serious threat as they target public health, as mentioned in the International Health Regulation (2005), which is partly caused by chemical exposure events. (IHR 2005).

2.2. Intelligence Strategy

The prevalent strategy theory proposed by Arthur F. Lykke, Jr. explains that strategy consists of three elements: means, ways, and ends (Gartika, 2022). In this context, means are the instruments used to achieve a goal, ways are the actions or methods to reach that goal, and ends are the objectives or goals to be achieved. This concept is general and can be used to formulate strategies in any field, whether military, political, economic, and so on (Lykke, 1997). An effective strategy is based on identifying clear objectives, assessing one's comparative advantages over enemies or opponents, and calculating the risks and benefits obtained. Various concepts and understandings of strategy then continued to develop. They were proposed by various experts, including Williamson Murray and Mark Grimsley, who explained that strategy is "a constant adaptation to the changing conditions and circumstances in the world, where opportunities, uncertainties, and ambiguities dominate."

This research explains that intelligence must possess the capability, especially in data analysis related to various threats through mapping modes, patterns, and impacts or risks that arise from these threats. Intelligence must also be wary of the possibility of a strategic surprise through sensitivity and handling of every weak signal or data considered not yet relevant but contains important information. The key to successful early identification is interpreting various initial signals to understand intentions (Barnea

& Meshulach, 2020). Thus, strategic foresight is necessary to prevent and anticipate surprises through scenario planning. Scenario planning is conducted by preparing not just one but several possibilities that may occur in the future, where for each possibility, we need to reduce the level of complexity so that we can handle it through scenario writing. The careful use of scenarios will reduce the number of uncertainties to become several alternative directions that are most relevant, thus making it an effective strategic planning tool that helps sharpen strategies, prepare plans for unexpected events, and maintain vigilance toward the expected goals (Lindgren & Bandhold, 2009).

2.3. Health Security

Health security is a concept developed from human security and was introduced in the United Nations Development Program (UNDP) report in 1994. It consists of freedom from fear and want (UNDP, 1994). Currently, the concept of security has evolved significantly, initially focusing on territorial security through armaments to people's security through sustainable human development, which includes seven categories, one of which is health security (UNDP dalam Mumtazinur & Wahyuni, 2021). In this case, the threat of dangerous facial cream cosmetic products falls under the category of threats to health security, as harmful chemicals are currently widely used in cosmetic products, especially in facial creams, which can threaten public health or consumers.

2.4. Cosmetics

Initially, cosmetics were known in elementary forms and made from natural ingredients through simple processes, but they were only for limited use. Along with the development of science and technology, cosmetics have undergone many advancements up to the present, not only for beauty products but also as products for maintaining health. However, cosmetics are not used to treat or prevent diseases because cosmetics are not medicines. Since cosmetics are used and utilized daily, the ingredients used in cosmetic products must be safe, beneficial, and of high quality. Some ingredients are permitted and prohibited for use and addition to cosmetic products. Among the prohibited ingredients in cosmetic products are those categorized as hazardous and can disrupt human health, including mercury, retinoic acid, hydroquinone, steroids, and other hazardous coloring agents. Hazardous chemicals, as mentioned above, are added to cosmetic products to accelerate the skin exfoliation process and provide a brightening effect, thereby attracting public interest to purchase the product while ignoring the health risks it poses, which can lead to irritation, skin damage, and even kidney damage and skin cancer.

3. Research Method

This research uses a qualitative research method with a descriptive-analytical approach. In this research, the data presented is analytical, focusing on the threat of dangerous facial creams and intelligence strategies to prevent and anticipate them. This research collected data through informant interviews and literature studies from several open sources such as books, journals, news portals, and so on, investigating issues related to dangerous facial creams. The data and information were then analyzed to formulate strategic foresight through scenario development of several possible futures to minimize risks and uncertainties. This led to conclusions that produce appropriate and effective strategies in addressing the threats of harmful facial cream cosmetics to health.

4. Result

Cosmetics are one of the pharmaceutical products intended for beauty and health needs. Unlike medicinal products intended to cure diseases, cosmetics are only used to improve and maintain appearance, making it possible to use cosmetics over a long period without requiring special supervision and diagnosis from healthcare professionals. Therefore, cosmetic products must be prohibited from containing medicinal substances and chemicals that could harm consumers' health. Currently, skincare cosmetics have become the most sought-after and popular type of cosmetics among the public due to the development of trends and lifestyles, which have been seized as an opportunity by specific individuals involved in cosmetic-related crimes to maximize their profits. Throughout the years 2021-2023, various modes of cosmetic crime involving facial creams have been discovered as follows:

- **Cosmetic products in the form of facial creams are illegal or do not have distribution permits.**

This modus operandi has been occurring for quite some time and is still found today. This modus operandi can be carried out by certain cosmetic business actors who secretly and illegally import raw materials for facial creams from China in bulk, in drum or barrel packaging. The cream is then simply placed into jars with different packaging brands or even imitates legal cosmetic brands that are popular in the market, such as Citra, Ponds, and others. From the results of laboratory tests and the Public Warning issued by BPOM, the face creams made through this modus operandi contain Mercury. This heavy metal poses health risks such as skin damage, kidney damage, skin cancer, and other chronic diseases.

A DHA Beauty Care Night Cream

Description: Not registered and contains prohibited ingredients

Citra Day & Night Cream

Description: Fake Product, Not Registered, and Contains Prohibited Ingredients

Ling Zhi Night Cream with Vit. E

Description: Not registered and contains prohibited ingredients



Figure 1. Illegal Facial Cream Cosmetic Products

- **Face cream cosmetic products produced domestically but containing medicinal or hazardous chemical substances are prohibited.**

The modus operandi of such cosmetic crimes is usually done by 'bypassing' existing regulations or finding loopholes in every applicable rule. Some examples of such modus operandi include:

- **Mass production of facial cream cosmetics in pharmaceutical service facilities or pharmacies under the pretext that the cream is a doctor's order compounded at the pharmacy.**

This modus operandi involves the participation of pharmaceutical technical personnel and health workers, where doctors place large orders for cream at a pharmacy under the guise of a prescription. The pharmacy then produces the blue-label cream facial cream to fulfill the doctor's order under the pretense of compounding rather than production. However, the prescription does not meet the standard requirements, as it should clearly state the patient's name and age. The prescription is merely a note of order. This modus operandi can have detrimental effects on the competition in the cosmetic production business, where legal cosmetic factories that comply with regulations and require significant capital and procedures must compete with cosmetic businesses that are only produced through pharmacies with simple permits and capital, and without the need for product distribution permits. According to its provisions, compounded medications from pharmacies should be made based on a doctor's prescription and then handed over by the pharmacist directly to the patient, accompanied by an explanation regarding the usage instructions. Moreover, based on the Minister of Health Regulation No. 14/2021 about the Standards for Business Activities and Products in the Implementation of Risk-Based Business Licensing in the Health Sector, it has been determined that pharmacies can only provide pharmaceutical preparations to doctors for medical emergency drugs, while compounded facial creams do not fall into the category of medical emergency drugs as specified in the Minister of Health Decree No. HK.01.07/Menkes/263/2018 concerning the List of Medical Emergency Drugs in Independent Doctor Practice (BPOM, 2022).

- **Facial cream cosmetic products are produced in a factory through contract manufacturing services and distributed to doctors' clinics.**

Toll manufacture is a government policy to support the development of the business world, particularly in the cosmetics sector, with the expectation of providing the broadest possible opportunities for everyone to become entrepreneurs with their brands and businesses in the cosmetics field through production services in an industry that meets the requirements and regulations set by the government. Maklon means that cosmetics can be produced and made through third-party services for individuals or other business entities that use these maklon services. However, not every cosmetic factory is allowed to provide maklon services; only cosmetic industries that have a Good Manufacturing Practice (GMP) certificate with complete aspects that are still valid for the intended cosmetic formulation are permitted to offer maklon services (BBPOM di Semarang, 2022). However, then the policy was misused by producing face cream cosmetics that had circulation permits but were later added with medicinal ingredients that should be prohibited in cosmetics to provide an instant effect on the cosmetics under the pretext of being based on a doctor's prescription. The product is distributed to doctors' clinics, where each clinic and doctor will give their brand and label and then sell to consumers, both those who have undergone consultation and those who have not. As a result, the use of medicinal ingredients in the product no longer aligns with the conditions and needs of each patient or consumer and is used in the long term, posing health risks.

- **Cosmetic products, such as facial creams produced in pharmacies or by contract manufacturers, are sold freely through clinics or online.**

In addition to discovering face cream sales that do not meet regulations through pharmacies and clinics, the product was also found to be sold freely through online platforms such as sales on the Shopee and Tokopedia marketplaces.

The addition of chemicals or medicinal substances in cosmetic products, especially facial creams, is intended to provide an instant effect in brightening or whitening the skin. Some of the most commonly misused medicinal chemicals found in facial creams include the following:

- **Mercury**, a dangerous heavy metal compound, is usually added to facial cream cosmetic products as a whitening agent because it can inhibit the enzyme tyrosinase, which plays a role in melanin production (Pratiwi, dkk, 2022). Mercury can quickly be absorbed into the human body through inhalation (inhaled through the nose), ingestion, and absorption through the skin. With the addition of mercury to facial cream-type cosmetics over a long period, it will be absorbed through the skin and then accumulate in the body, leading to various health problems such as allergies, irritation, dark spots, and even several fatal diseases due to its carcinogenic nature, such as brain and kidney damage, disruption of fetal development in pregnant women, skin cancer, and so on. Pregnant women who use cosmetics containing mercury will experience mercury toxicity effects on the central nervous system and kidneys, as well as harmful effects on the fetus and hindered growth of the baby. Babies born to mothers exposed to mercury toxins may experience brain damage, mental retardation, blindness, and reduced speech ability (Kuntz et al., 2013).

Hydroquinone is a chemical drug that can cause skin peeling when used on human skin. This substance inhibits melanin, which is naturally produced by human skin, thereby providing a brighter effect on the skin. However, over a prolonged period, it can cause ochronosis, characterized by the appearance of bluish-brownish spots on the skin, in addition to causing a burning and itchy sensation (Indriaty et al. in Suyudi et al., 2022).

- **Retinoic Acid** is the active form of Vitamin A (Retinol) commonly used for acne treatment, to conceal scars on the face, and to minimize large pores. (Mega Sari, dkk, 2024). The use of Retinoic Acid for therapeutic purposes should only be done under the supervision of a doctor for a specified period until the skin issue improves and not for continuous use. Misusing Retinoic Acid in facial cream cosmetic products consumed over a long period without medical supervision can cause health effects such as skin damage, including a burning sensation. It can lead to severe effects like teratogenicity or fetal defects.

- **Steroids** are medicinal substances used through a doctor's prescription to treat inflammation but are misused to provide a whitening effect on the skin. The long-term use of steroid ingredients in facial cream cosmetics can result in epidermal thinning, making facial veins more visible. (Haryanti, dkk, 2018).

5. Discussion

From the results of interviews with several informants consisting of government agencies, medical practitioners, and both legal and illegal business operators, it was found that the presence of cosmetic products, especially facial creams containing hazardous substances such as banned chemical drugs, poses a threat formed by three main factors as proposed by Kevin P. Riehle's theory. These factors are the intention of the perpetrators to gain economic profit, the capability where the perpetrators are individuals who possess facilities, capital, and knowledge related to cosmetics, and the opportunities arising from various aspects such as the lack of public knowledge and awareness about the dangers of cosmetics containing chemicals, legal sanctions that have not deterred the perpetrators, and so on.

This cosmetic crime poses threats in various fields, with the most significant threat being in the health sector, where the products can cause various health issues such as skin damage and cancer, kidney damage, pregnancy and fetal complications, and other serious health problems. Health threats need to be prevented and addressed as outlined in the health security concept by the World Health Organization (WHO), including threats arising from exposure and increased dependence on chemicals related to the numerous cases of facial creams containing hazardous substances. Therefore, dangerous facial cream products can be categorized as a severe threat because they are pretty structured and can potentially disrupt or hinder the implementation of national development programs. According to the National Industrial Development Master Plan for 2015-2035, the cosmetics industry is a priority.

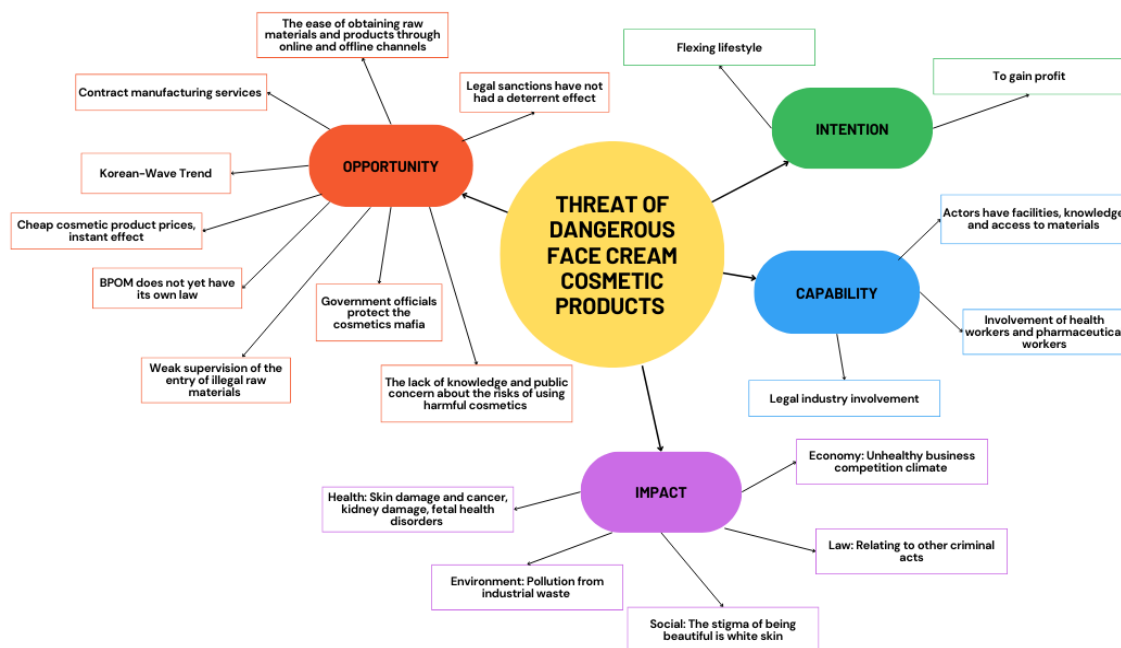


Figure 2. The Threat of Dangerous Facial Cream Cosmetics

To overcome the threat, it is necessary to conduct an analysis and formulate an appropriate intelligence strategy. Based on the results of this research, several critical points of the strategy have been formulated based on the strategy theory (Lykke, 1997), which consists of Means, Ways, and Ends.



Figure 3. Prevention and Anticipation Strategy

To formulate an effective intelligence strategy to prevent strategic surprise and anticipate issues with dangerous facial cream cosmetics, precise strategic foresight is needed through scenario planning techniques to strengthen the capacity for anticipation and response to any existing threats. In this case, four possible future scenarios and the necessary strategies for each possibility are prepared. The scenario development begins by determining two driving forces or two main factors that are the primary drivers of the issue of dangerous facial creams, consisting of :

- The effectiveness of supervision and legal enforcement related to the issue of dangerous facial cream cosmetics as an internal factor originating from the government side.
- The level of demand and purchasing power of the community for dangerous facial cream cosmetic products as an external factor originating from the community side.

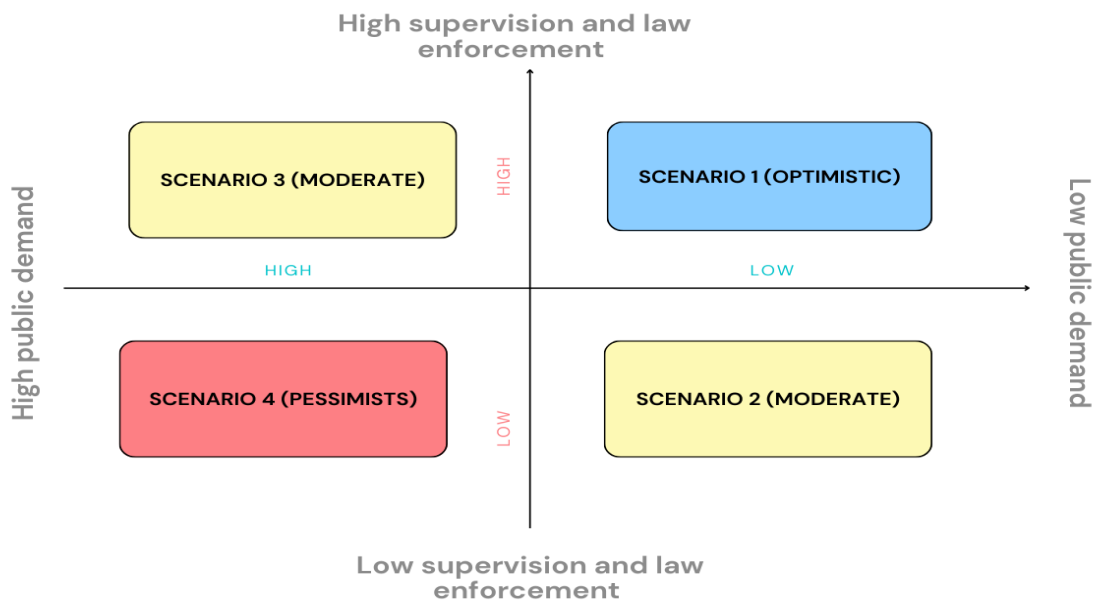


Figure 4. Scenario Planning Prevention and Anticipation Strategy

SCENARIO 1 (OPTIMISTIC)

This scenario is described as an optimistic scenario or the primary scenario that is aimed to be realized, where supervision and law enforcement are carried out optimally and effectively by the government, supported by activities and education that successfully reduce public demand and purchasing power for harmful facial cream cosmetics, thereby reducing opportunities for unscrupulous business operators to produce and supply these products. To realize the future situation in this scenario, several supporting and preventive strategic steps and actions need to be taken as follows:

Supporting Strategy :

To realize this scenario, various actions need to be taken, including:

- Improving the effectiveness of socialization and educating the public regarding the dangers and risks of facial creams containing harmful medicinal substances. The effectiveness of education can be realized through various educational activities, both directly and indirectly, such as through social media or podcasts, with a delivery method that is lighter, more relaxed, modern, and easy to understand while also keeping up with current trends through collaboration with influencers.
- Enhancing internal synergy between units and functions at BPOM, achieved through coordination and collaboration as well as data exchange between monitoring and enforcement results because, fundamentally, cosmetic crime perpetrators are linked to legal cosmetic business operators.
- Strengthening and making BPOM's supervision more effective through collaboration and synergy with various government sectors, idEA (Indonesian E-Commerce Association), and professional organizations such as the Indonesian Medical Association (IDI), the Indonesian Pharmacists Association (IAI), the Indonesian Society of Dermatology and Venereology (PERDOSKI), and the Indonesian Society of Aesthetic Doctors. (PERDESTI).
- Establish a denylist for cosmetic factories that have been proven to violate regulations and issue public warnings for products that do not meet the requirements so that the public is informed.
- Increase in intelligence operations activities, both in the form of field operations in synergy with BIN, POLRI, and others, as well as conducting outreach activities to business actors, experts, and the community
- Conducting legal actions against criminals using UU No. 17/2023 on Health and the Money Laundering Crime Law. This is also accompanied by coordination and socialization with law enforcement officials such as prosecutors and judges regarding the threats and risks posed by dangerous cosmetic face cream crimes, necessitating strict legal sanctions that provide a deterrent effect.

Prevention Strategy :

To prevent the failure of this scenario, which would lead to a shift to the underlying scenario, balanced steps between oversight actions and legal enforcement are necessary. In this case, the government can enhance oversight activities and also conduct socialization and education for the community, accompanied by legal enforcement efforts and the imposition of strict legal sanctions that have a deterrent effect on criminals, so that this situation and scenario can occur and be implemented well as expected.

SCENARIO 2 (MODERATE)

This scenario is described as a moderate scenario where supervision and law enforcement against the crime of dangerous facial cream cosmetics are pretty low or not optimal, which could be caused by several factors such as a lack of resources for law enforcement, the absence of a deterrent effect from the legal sanctions applied, or it could also occur due to the intervention of certain government officials in handling the cases. However, in this scenario, the situation can still be controlled and managed quite well because the community is already sufficiently educated and aware of the dangers of facial creams containing harmful substances, leading to decreased demand and purchasing power for these products. To realize the future situation in this scenario, several supporting and preventive strategic steps and actions need to be taken as follows:

Supporting Strategy :

To realize this scenario, various actions need to be taken, including:

- Improving the effectiveness of socialization and educating the public regarding the dangers and risks of facial creams containing harmful medicinal substances. The effectiveness of education can be realized through various educational activities, both directly and indirectly, such as through social media or podcasts, with a delivery method that is lighter, more relaxed, modern, and easy to understand while also keeping up with current trends through collaborations with influencers.
- Issuing a public warning list for facial cream cosmetic products that do not meet regulations and contain hazardous substances periodically so that it becomes a source of information easily accessible to the public.
- Enhancement of intelligence operations activities, both in the form of field operations in synergy with BIN, POLRI, and others, and conducting outreach activities with business actors, experts, and the community.

Prevention Strategy :

To prevent this scenario's failure, which would result in a decline in the situation in the pessimistic quadrant, actions need to be prioritized towards increasing public knowledge and awareness. This can be done through various means, such as socialization activities or information dissemination through news, social media content, and podcasts. To make educational activities more optimal, they can also be accompanied by collaboration and coordination with professional healthcare and pharmaceutical personnel organizations, experts and academics, and renowned influencers.

SCENARIO 3 (MODERATE)

This scenario is described as the second moderate scenario where education and socialization towards the community are pretty low or ineffective, resulting in the community lacking knowledge and awareness about the dangers and risks of using harmful facial cream cosmetic products. This condition then results in the community's high demand and purchasing power for dangerous facial creams because they are tempted by instant effects, which becomes a highly profitable business opportunity for unscrupulous entrepreneurs to produce and supply these creams. However, in this scenario, the situation can still be controlled and managed quite well due to extensive monitoring and enforcement activities that impose legal sanctions on the perpetrators. To realize the future situation in this scenario, several strategies need to be implemented as follows:

Supporting Strategy :

To realize this scenario, various actions need to be taken, including:

- Enhancing internal synergy between units and functions at BPOM, conducted through coordination and cooperation as well as data exchange between monitoring and enforcement results because, fundamentally, cosmetic crime perpetrators are linked to legal cosmetic business operators.
- Strengthening and making BPOM's supervision more effective through cooperation and synergy with cross-sector government, idEA (Indonesian E-Commerce Association), and professional organizations such as the Indonesian Medical Association (IDI), the Indonesian Pharmacists Association (IAI), the Indonesian Society of Dermatology and Venereology (PERDOSKI), and the Indonesian Society of Aesthetic Medicine. (PERDESTI).
- Enhancement of intelligence operations activities both in the form of field operations in synergy with BIN, POLRI, and so on, as well as conducting outreach activities to business actors, experts, and the community
- Enforcing the law against criminals using UU No. 17/2023 about Health and the Money Laundering Crime law to provide a deterrent effect.

Prevention Strategy :

To prevent the failure of this scenario, which could lead to a situation in the pessimistic quadrant, the actions taken are prioritized government efforts in terms of supervision and legal enforcement against criminals producing dangerous facial cream cosmetics so that the public's ignorance and high expectations regarding the instant effects of these facial creams are not exploited by the perpetrators for mere profit.

SCENARIO 4 (PESSIMISTS)

This scenario is described as a pessimistic or the worst-case scenario that is least expected, where education and socialization towards the community are pretty low or ineffective, resulting in the community lacking knowledge and awareness about the dangers and risks of using harmful facial cream cosmetic products. This condition then results in the community's high demand and purchasing power for dangerous facial creams due to the allure of instant effects, which subsequently becomes a highly profitable business opportunity for unscrupulous entrepreneurs to produce and supply these creams. This condition is further exacerbated by the weak oversight and law enforcement actions against the perpetrators, which could be due to regulatory gaps, lack of resources, intervention by specific individuals, or the lack of understanding among law enforcers about the threats and risks of the issue, resulting in light penalties for the offenders. In this case, a strategy is needed to prevent this worst-case scenario from occurring and to improve the situation, including the following:

- Improving the effectiveness of socialization and education to the public by considering a more relaxed, casual, modern, and easily understandable delivery method, both directly and through social media, podcasts, and collaboration with influencers.
- Improving coordination and cooperation among government agencies such as BPOM, the Ministry of Health, the National Police, BIN, BAIS, Customs, and professional organizations like the Indonesian Medical Association (IDI), the Indonesian Pharmacists Association (IAI), the Indonesian Dermatology and Venereology Association (PERDOSKI), the Indonesian Aesthetic Doctors Association (PERDESTI), as well as with idEA (Indonesian E-Commerce Association) regarding supervision of online sales.
- Conducting legal actions against criminals using UU No. 17/2023 about Health and the Money Laundering Crime Law, followed by coordination with law enforcement regarding the urgency of cosmetic crimes, which is expected to impose legal sanctions that deter the perpetrators.

6. Conclusion

Cosmetic products such as facial creams that contain harmful substances have become a severe threat that can impact various fields, especially in the health sector. The threat arises from the addition of harmful chemicals in facial creams, carried out by business actors with the intention and expectation of obtaining significant economic profits, supported by their capabilities in terms of facilities, knowledge, capital, and access to raw materials, along with the opportunity presented by high public demand for facial creams with the hope of achieving instant clean and white skin effects. This threat is classified as a serious one because it has the most significant impact, causing health risks ranging from mild effects such as irritation and skin damage to the most fatal effects like kidney and brain damage, skin cancer, pregnancy, and fetal complications, which certainly disrupt the government's program in ensuring public health. Therefore, to prevent and anticipate the threat of dangerous facial cream cosmetics, intelligence plays a vital role in formulating effective strategies, including efforts to educate the public about the dangers of facial creams to reduce demand and purchasing power, thereby cutting off the supply of products from manufacturers, increasing surveillance activities, intelligence operations, and law enforcement operations against cosmetic crime perpetrators to achieve a deterrent effect, as well as conducting various internal and external coordination and synergy with other government agencies, professional organizations, and influencers.

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