

ABSTRACT

Mistakes in choosing skin care products are a major obstacle for teenagers, because they do not know the ingredients and they tend to choose skin care products that often cause skin irritation and allergies due to fragrances and preservatives. Choosing beauty products that are safe for the skin and the environment is a sign of compassion and proof of love for oneself and the environment. However, due to the lack of information about sustainable and clean beauty in Bandung, this is the biggest obstacle for teenagers to use clean beauty in their daily lives. The research method used is a mixed-method, namely observations in several cosmetic shops and beauty clinics in Bandung, interviews with related parties, literature search through valid mass media sites, and distributing questionnaires. The theory used is design thinking as a process of application prototype design stages, starting from the empathize, define, ideate, prototype, and test stages. After that, a descriptive analysis was carried out to describe the results of the data taken and run a comparison matrix to improve the data obtained. The hope for the final result that is designed is an informative application prototype as an effort to increase teenagers' interest in caring for skin health through the use of cosmetic products based on sustainable and clean beauty, as well as understanding the need for skin care from an early age with safe and quality beauty products.

Keywords: prototype, application, design thinking, sustainable, clean beauty, skin care