

DEDICATION

This thesis is dedicated to my beloved family, who always gave me support and encouragement that been my guide for my entire journey, and for that, I feel grateful.

To lecturers and mentors, thank you for the guidance and belief in my capability and I am honored to have the opportunity to learn from you.

I also dedicated this thesis to the community of beauty enthusiasts whose reviews gave ideas and insight into how beauty products can improve. Your contributions have inspired this thesis and made a great impact on beauty product improvement.

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With deepest gratitude,

Clarisa Hasya Yutika