

PSYCHOEMOTIONAL PROBLEMS OF CONSUMERS OF COSMETOLOGICAL SERVICES

Abstract. This study highlights the significant impact of psychological factors on the development and progression of skin disorders, as acknowledged by dermatologists, cosmetologists, and mental health specialists. The presence of cosmetic issues poses a risk to the psychological and emotional well-being of patients, as it can result in a subjective psycho-traumatic effect that affects their self-perception and body image. Healthcare professionals from diverse specialties focus on improving patients' physical health and enhancing their resilience to psychological stress. This investigation examines the effects of cosmetology services on the psycho-emotional state of patients with self-esteem issues, in the cosmetology field.

The problem of the study. Achieving the highest level of health at all stages of life is defined by the World Health Organization (WHO) as the right of everyone, not the privilege of the selected ones. The health and well-being of the population are recognized as key factors in the socio-economic development of European countries and are of great importance in the life of every person, family and community.

Providing a person with opportunities to support health and control the factors affecting it contributes to the development of civil society and the improvement of the quality of life [4]. The problem of health and disease prevention, prolonging the duration and quality of life acquires special importance in the conditions of a long-term demographic crisis in Ukraine, changes in the general structure of the population indicate the incessant aging of the Ukrainian nation. In the context of the general aging of the human body, aging of the skin is precisely that inevitable, complex, multifactorial process that indicates the exact age in the appearance. At the biological level, according to WHO experts and scientists, aging is associated with the gradual accumulation of various damages at the molecular and cellular levels, which subsequently leads to a gradual decrease in physiological reserves and an increased risk of numerous diseases, as well as to a general decline in individual vitality [3]. In particular, the condition of the skin gradually deteriorates with age as a result of damage caused by physiological mechanisms, genetic predisposition, and external influences [3].

The concept of quality of life is actively used by world science for the integral characteristics of human existence in certain socioeconomic conditions, and in recent years it has acquired a new substantial meaning. The basic components of the latter, according to scientific research, are defined as somatic health, daily activity, and free time, which together form the physical component; emotional state, self-esteem, which form a psychological component; social activity; financial situation, employment, housing conditions as a material component; development and self-identification; environment [6].

Therefore, the three components of well-being are directly related to health – physical, emotional, and social. A comprehensive assessment of the quality of life associated with diseases involves taking into account both objective indicators obtained

through epidemiological, clinical and laboratory studies, as well as the patient's subjective assessment of his functioning in the state of illness.

The quality of life after receiving cosmetology services is the consumer's own opinion about the nature of the impact of the cosmetology procedure and the results of treatment of cosmetic problems on his physical, social, emotional and spiritual well-being [7]. According to scientific research, pathological and age-related changes in the skin significantly affect the psycho-emotional state and quality of life of patients, the formation of a person's status in society, his self-esteem, and the possibility of psychological and social adaptation to the environment. They are often accompanied by the development of depressive states, anxiety and dysmorphophobia [3].

In Ukraine, as in the whole world, cosmetology is actively developing: new beauty salons, cosmetology clinics and medical centers are opening every day, because having well-cared face and body skin, healthy hair, and beautiful nails has become the lifestyle, synonymous with life success.

Aesthetics is a science that studies the nature of aesthetic consciousness. The main category of aesthetics is beauty – a characteristic of an object or an idea, which in the process of its contemplation and understanding brings a person satisfaction and pleasure. In aesthetic medicine, such an object is a person, his appearance, which characterizes the so-called physical beauty.

Aesthetic medicine is a branch of the beauty and health industry that incorporates all the theoretical information and practical possibilities of correcting the appearance of a person using medical methods. The goal of aesthetic medicine is to restore and preserve a person's physical and moral beauty. In the modern world, there is a significant increase in interest to aesthetics in human life. One of the main human needs is the desire to have a pleasant appearance that would meet certain aesthetic standards that have developed in society. In each era, each nation, generation, social stratum formed its own ideas about the ideal human image. But beauty has always, first of all, been associated with the face. If other parts of the body can be hidden from others, the face always remains open. Therefore, even minor defects negatively affect the emotional state of people [2].

In recent years, there has been a significant impact on the population: environmental factors, acceleration of the pace of life, increase in emotional and nervous tension, decrease in free time for rest and physical education, for hygienic skin care, spread of bad habits, which leads to earlier manifestations of aging.

Changes in appearance reduce a person's capacity to work, negatively affect the psycho-emotional state, lead to depression, low self-esteem, social maladjustment, and worsen family relationships.

In this regard, there is a growing need for the services of a cosmetologist among the population. Since visits to a cosmetologist at this time become a guarantee of good appearance, harmony in the family and self-confidence at work, consumer demands for the quality of cosmetology manipulations and the qualifications of the persons who perform them are also increasing [5].

Today, the number of factors that contribute to the formation of cosmetic defects is constantly increasing: hereditary and oncological diseases that require surgical intervention, injuries, burns, as well as, undoubtedly, the deterioration of the environmental situation, which significantly affects premature aging and the appearance of a person. It is known that the presence of defects and deformations of

the appearance, especially of the face, affects the personality, changes the character and behavior, causes disturbances in the emotional and motivational spheres, and reduces the quality of life (QoL).

A significant number of people bear cosmetic defects painfully, see them as obstacles to achieving success in social and personal life. A cosmetic defect quite often begins to affect a person as early as childhood, especially during puberty, which, of course, has a negative impact on the formation of character.

The aim of the study. Evaluation of the effectiveness of the application of methods of aesthetic medicine. Impact on physical and psycho-emotional state and quality of life.

Materials and methods. 75 women aged 18 to 50 who are consumers of cosmetology services participated in the study. Dermatological quality of life index was determined in patients before and after the application of aesthetic medicine treatment methods.

Research results. At the current stage of the development of aesthetic medicine and cosmetology, great importance is attached to the quality of life. It is known that indicators of the quality of life fully depend on the physical and psycho-emotional state of the individual, therefore consumers of cosmetology services who have facial defects and deformations, are experiencing physical suffering and are in constant psycho-emotional stress, belong to the "risk group".

In the vast majority of developed countries, considerable attention is paid to the quality of a person's life, especially if it differs from others for some reason. Conditions to receive education, employment, and the development of cultural and spiritual life, which contributes to the improvement of adaptation in society are created for the person. According to various researchers, 20-100% of patients with facial defects and deformities are diagnosed with mental disorders along with a decrease in "quality of life". Most often, they refer to neurotic disorders, which are understood as "reverse mental disorders caused by the influence of psychotraumatic factors, which occur with the patient's awareness of the fact of his illness, without disturbing the reflection of the real world and which are mainly psychogenically determined emotional and somatovegetative disorders" [4].

Consumers of cosmetology services strive to become healthier, better versions of themselves. It is not only about preserving physical, but also mental health. Cosmetology, not surprisingly, has a positive effect not only on appearance. Thanks to procedures aimed at preserving youth and correcting imperfections, consumers of cosmetology services begin to feel more confident, their self-esteem increases significantly.

Skin conditions, especially those with facial manifestations, such as acne, psoriasis, vitiligo can cause emotional and psychological disturbances. Patients with acne are prone to depression, anxiety, and low self-esteem. This is of particular importance in young years, when a psychological disorder can become the cause of social problems. With manifestations of psoriasis, an autoimmune inflammatory skin disease, the patient's quality of life decreases and the risk of suicide increases. In addition, people with acne, vitiligo, and other dermatological conditions on the face also have psychological disorders, low self-esteem, and quality of life indicators. The state of the face plays a major role in a person's image and self-esteem. Patients with facial skin diseases have an increased risk of developing depression and suicidal

tendencies, which is an additional incentive for the development of treatment methods. Skin condition affects overall well-being, including social, emotional state and performance at work and school.

There are a number of assessment methods used in clinical trials to determine the psychological impact of skin conditions and treatment benefits. One of the most popular methods is the dermatological quality of life index (QOL). This method includes a survey on regular use and assessment of the quality of life of patients with dermatological diseases. The Dermatology Quality of Life Index is also a randomized controlled clinical trial in dermatology that can be used in clinical practice for counseling, assessment, and treatment decision-making. The Dermatology Quality of Life Index consists of 10 questions regarding the patient's perception of the condition of his skin and various aspects of quality of life, including symptoms, well-being, daily activities, leisure time, work, schooling, personal and sexual relationships, side effects during last weeks.

In the course of the study, in which 75 women were involved, the quality of life was assessed one month before and after the application of aesthetic medicine treatment methods. Patients were asked to complete a survey. The results of the survey were processed and were subject to statistical analysis. A significant difference in the indicators of the dermatological quality of life index was recorded a month before and after the application of aesthetic medicine treatment methods. A significant number of patients with high scores experienced anxiety, insecurity, and the impact of diseases on leisure time. The questions with the greatest change in the indicators in the percentage ratio were related to the impact on sex life and relationships with others.

Conclusions. The problem of preserving and improving physical beauty has troubled humanity since ancient times. Thus, the ancient Greeks formed such a concept as *kalokagathos* – a harmonious combination of physical (external) and moral (spiritual, internal) virtues, the perfection of the human personality as an ideal of human education. *Kalokagathos* was simultaneously a socio-political, pedagogical, ethical and aesthetic ideal.

To some extent, this ideal image is reflected in the definition of health contained in the preamble of the Charter of the World Health Organization: "health is not only the absence of disease or physical defects, but a state of complete physical, mental and social well-being". Of course, without a sense of beauty, the mental and social well-being would be incomplete. Physical beauty and health are also closely intertwined concepts. Therefore, the interdisciplinary field of medicine, which has been called aesthetic, is constantly in creative search, and is at the forefront of scientific research. During the research, we came to the conclusion that the application of aesthetic medicine methods significantly affects the quality of life, self-esteem, social and sexual relations, as well as attempts to find a decent job.

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