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COSMETIC AESTHETOLOGY AS THE NECESSITY OF MODERN LIFE

Abstract. *The article reveals the elements of theory, logic and conceptual apparatus of modern cosmetology. The names of the main directions of cosmetology and their definitions are analyzed. The peculiarities of application of different methods in modern aesthetic cosmetology are considered, mechanisms of influence of factors and their compatibility, schemes of carrying out of various procedures are presented.*

Keywords: *cosmetology, physiotherapy, surgery, aesthetics, rehabilitation, procedures.*

Formulation of the problem. To date, cosmetology is rapidly developing into a high-tech branch of medicine. In recent years, the arsenal of techniques aimed at correcting person's age-related changes has developed and expanded considerably. The aggressiveness of surgical interventions has increased, followed by more and more cases of adverse consequences after plastic operations on person's soft tissues. The development of the methods of intensive correction of age-related changes in the face area grants special significance to the solution of the problems associated with the implementation of restorative therapy to reduce the risk of complications, reduce the time of the rehabilitation period and increase the preservation of the duration of the results.

To date, any active interference with the natural biophysical processes of the human body must be inextricably linked with the whole complex of rehabilitation procedures, since any operation is a stress for the whole body and for the skin in particular. Obviously, the need for cosmetology procedures is steadily increasing. An increasingly young contingent of patients begins to engage in prophylactic procedures, not to mention acne treatment, which cannot be implemented without the use of physical factors. However, in this case the importance of physiotherapy in the activities of a physician-cosmetologist is not given due attention, although in reality, this specialist's knowledge on physiotherapy, taking into account the requirements of time, should be not less than on dermatology.

Analysis of recent research and publications. The question of modern methods in aesthetic cosmetology is given a lot of attention in foreign and domestic research. Among the professionals who specifically studied the problem are K. Bardova, P. Bardov, O. Bilinskaya, N. Gimer, V. Kolyadenko, T. Protsenko, B. Nassibullin, V. Tsepkoenko and others.

The purpose of the study is to determine the basic concepts and to study the main areas of aesthetic medicine and cosmetology.

Presentation of the main research material. Cosmetology (from the Greek Κοσμητικός - is related to beauty and -λογία - knowledge) - the science of aesthetic problems of the human body, their etiology, manifestations and methods of correction, as well - a set of techniques aimed at correcting aesthetic problems of human appearance.

Most of the terminology apparatus and methods of exposure are based on the achievements of dermatology, physiotherapy, restorative medicine, cosmetic chemistry, and, in recent years, on the achievements of orthopedics.

Cosmetology can also be called the direction in applied aesthetics. The specialists of this direction, with the help of a whole arsenal of modern equipment, innovative methods, medical preparations and cosmetics, are engaged in the formation of a harmonious image of a person in accordance with modern understanding of beauty [2].

Cosmetology is often called science, art or an independent branch of medicine. All these definitions are correct, but nevertheless none of them does not exhaust the meaning of the concept "Modern cosmetology", in which it is customary to allocate two directions - aesthetic and medicinal (medical). Aesthetic cosmetology helps to carry out proper skin care, to hide the imperfections of the appearance, to emphasize the beauty of the person, but the object of its attention are people with practically healthy skin [8].

The deterioration of the environmental situation, constant stress, imbalance and malnutrition, high population density and level of communication, the prevalence of viral, bacterial, fungal, parasitic diseases, reduced immunity - all this leads to a deterioration of health in general and negatively affects the beauty of all components human appearance: posture, skin, face, arms, legs, hair, teeth, nails. Taking into account the problems of today, an integrated approach to the problem of preserving health and beauty is necessary [9].

Cosmetology is an area of medicine. The purpose of cosmetology is to regulate metabolic processes in the skin and maximally delay the external manifestations of aging.

Cosmetology is closely linked to medical sciences: dermatology, surgery, dentistry, as well as physics, chemistry and others.

Cosmetology has several directions - therapeutic cosmetology, aesthetic cosmetology, medical cosmetology, plastic cosmetology, medical surgical cosmetology, and each of the directions can provide the health and beauty of the skin.

Modern therapeutic cosmetology is a set of methods for correcting visible changes. All this is associated with diseases of the internal organs, which directly or indirectly affect the condition of the skin. From the nineteenth century, the concept of "therapeutic cosmetology" included not only the treatment of skin diseases, but also the prevention of cosmetic deficiencies of the skin of the face, neck, scalp, hands and feet. Therapeutic cosmetology contains:

- methods of using external cosmetics for cleaning, feeding, moisturizing and toning the skin;
- massage techniques (including LPG endermology);
- injection methods (mesotherapy, biorevitalization, redermalization, botulinotherapy, contouring plastic surgery);
- physiotherapeutic (other - hardware) methods: (laser therapy, phototherapy, pressotherapy, magnetotherapy, ultrasound, electric currents and many other physical factors of influence on the organism to solve aesthetic problems.

Plastic cosmetology (surgery) - a section of surgery that deals with operations aimed at eliminating deformations and defects of the organ, tissue or surface of the human body, or correction of visible physiological changes.

The following plastic operations are most often performed: correction of the nose, chin and ears, face lift, forehead and neck, blepharoplasty, eyebrow plastic, lip correction, botox injections; liposuction in the abdomen and waist area, enlargement, reduction and correction of the breast, rejuvenation of the hands; enlargement of the buttocks, hip liposuction.

Aesthetic cosmetology is a separate area for skin care without serious medical interventions. The greatest demand among the services offered by the solid center of aesthetic cosmetology is the cleaning of face skin, applying nourishing masks, wrapping the body, wax depilation and massage. Each of them is carefully selected according to the individual needs of the person. All these procedures are carried out by qualified cosmetologists, so the final result brings a rejuvenating and tonic effect.

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Cosmetology is often called science, art or an independent branch of medicine. All these definitions are correct, but nevertheless none of them does not exhaust the meaning of the concept "Modern cosmetology", in which it is customary to allocate two directions - aesthetic and medicinal (medical). Aesthetic cosmetology helps to carry out proper skin care, to hide the imperfections of the appearance, to emphasize the beauty of the person, but the object of its attention are people with practically healthy skin. Physicians-cosmetologists or aesthetists who do not have a higher medical education can practice aesthetic cosmetology. Aesthetists cannot engage in medical manipulations that violate the integrity of the skin (contour plastic surgery, mesotherapy, botulinum toxin injection, middle and deep peeling, laser grinding, etc.), to treat dermatological diseases, prescribe medicinal products. All these areas in cosmetology require serious medical training, and they are engaged in medicinal cosmetology. For a long time there were disputes about the right to the existence of the specialty - a cosmetologist, the profession

of dermatologist was common, represented by doctors-dermatovenereologists who received special training in cosmetology [10].

The progress achieved in the study of skin physiology, the mechanisms of its aging and pathogenesis of diseases, has allowed cosmetic manufacturers to come to the creation of cosmetics consciously, in accordance with the needs of the skin and the mechanism of action of active components [12].

Conclusions. Thus, "Cosmetology" is a scientific discipline that studies the methods of diagnosis, prevention of the treatment of diseases, elimination of cosmetic defects of the skin of the congenital and acquired defects of the face, body, head, beauty care products, which successfully combines hardware techniques, knowledge of doctors and medical preparations of high technologies. The main task of science "Cosmetology" is to find modern and effective means and methods, develop the latest products and cosmetic services for the protection and maintenance of health and beauty.

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КОСМЕТИЧНА ЕСТЕТОЛОГІЯ ЯК НЕОБХІДНІСТЬ СУЧАСНОГО ЖИТТЯ

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Анотація. У статті розкрито елементи теорії, логіки та понятійного апарату сучасної косметології. Проаналізовано назви основних напрямів косметології та їхні дефініції. Розглянуто особливості застосування різних методик в сучасній естетичній косметології, представлено механізми впливу факторів і їх сумісність і схеми проведення різних процедур.

Ключові слова: косметологія, хірургія, естетика, процедури.

КОСМЕТИЧЕСКАЯ ЕСТЕТОЛОГИЯ КАК НЕОБХОДИМОСТЬ СОВРЕМЕННОЙ ЖИЗНИ

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Аннотация. В статье раскрыты элементы теории, логики и понятийного аппарата современной косметологии. Проанализированы названия основных направлений косметологии и их дефиниции. Рассмотрены особенности применения различных методик в современной эстетической косметологии, представлены механизмы влияния факторов и их совместимость и схемы проведения различных процедур.

Ключевые слова: косметология, хирургия, эстетика, процедуры.