

KNOWLEDGE OF CLIENTS OF BEAUTY SALONS ABOUT FACIAL REVITALIZATION TREATMENTS

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Abstract

The cosmetology market is developing very quickly, and treatments are becoming available to everyone, regardless of age or education about them. At the same time, an increasing number of people pay special attention to appearance. Nowadays, skin revitalization is the main topic discussed by women visiting beauty salons. A wide range of rejuvenating treatments not only reduces the signs of skin aging, but also slows down the aging process. That is why women are increasingly willing to invest in their personal appearance. The proverb "How they see you is how they write you" in this case may take on a deeper meaning.

The aim of the study was to collect information about the clients' knowledge of revitalizing treatments and to investigate which rejuvenating treatments they use. A questionnaire consisting of 30 questions was used as a research tool. The respondents were guaranteed anonymity.

Based on the analysis of the conducted research the following conclusions were formulated: (1) The level of knowledge of clients of beauty salons is high. Respondents can distinguish individual treatments and know what they consist of. (2) The vast majority of respondents obtain treatments in beauty salons.

Key words: cosmetology, skin, facial revitalization treatments

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Introduction

Facial revitalization, also known as rejuvenation, is an increasingly common topic among women. Human skin undergoes various changes with age, including the aging processes. The wide application of cosmetology allows a person to significantly reduce the signs of aging by choosing the right treatments. The improvement of one's appearance can be achieved by increasing the tension and cell renewal or by introducing active substances into the skin [1].

Cavitation peeling, also called ultrasonic peeling, thoroughly cleanses the facial skin. The skin is subjected to considerable intensity and rapid collapse due to ultrasonic vibrations [2]. Ultrasound used during the procedure ranges from 0.25 to about 0.35 MHz [3]. The disappearance of bubbles caused by an increase in pressure or a decrease in temperature is called implosion.

Sonophoresis is a procedure that also uses ultrasound. Also called ultrasonophoresis, it supports the penetration of active substances into the skin [4]. Ultrasound used during the procedure ranges from 16 kHz to 10 MHz [5]. They accelerate the penetration of substances through the epidermis and dermis [6]. The substances are transported through natural structures, i.e. sebaceous glands, hair follicles and microdamage of the epidermis [2]. The acoustic wave used

during the treatment increases the permeability of cell membranes by changing the resting potential. The kinetic energy of the particles of the preparation used during the procedure is also increased [3]. As a result, the blood supply to the skin improves and the excretion of toxins is facilitated [2].

Microdermabrasion is one of the most commonly used mechanical peels in beauty salons [7]. The treatment consists in mechanical abrasion of the epidermis, especially the stratum corneum, without interfering with the deeper structures of the skin [8]. In the beauty salon, we can distinguish three forms of microdermabrasion: diamond, corundum and oxygen. The main difference between the type of microdermabrasion is the use of a different type of abrasive material [9].

Microdermabrasion, known as a mechanical peeling, is often used to prepare the skin before other treatments [7]. During the procedure, the technician should make movements in accordance with the course of the muscles. The device should be moved slowly and lightly pressed against the skin and not be held in one place. The procedure is performed on the entire face, with particular care around the eyes and lips [10]. The frequency of the procedure can be therapeutic or anti-aging. The duration of microdermabrasion is about 20-30 minutes, depending on the client's feelings. After the procedure, it is recommended to use a sun protection cream [11].

In cosmetology, we can distinguish three types of mesotherapy: needle, needle-free and micro-needle [12]. Needle mesotherapy consists in intradermal or subcutaneous delivery of drugs and active substances by injection [13]. Performing a series of small and shallow punctures is possible due to the use of an appropriate method. The resulting injury, caused by micropunctures, stimulates the skin to stimulate the cells of the epidermis and dermis [14]. Needle-free mesotherapy, being an aesthetic medicine procedure, has become a non-invasive method of skin revitalization [15]. During the procedure, such phenomena as electroporation, ultrasound and iontophoresis are used, the task of which is to generate electrical impulses [2]. The use of the electroporation method increases the permeability of the cell membrane, which contributes to the better absorption of active substances used during the procedure [11].

Nowadays, facial revitalization is one of the most discussed topics among women. Skin aging affects everyone, regardless of age. Beauty salons have a wide range of treatments specializing in facial skin revitalization. Eliminating and even delaying the aging process of the skin.

In cosmetology, platelet-rich plasma, also known as vampire lifting or PRP, is an autologous procedure [16]. Platelet-rich plasma is obtained by centrifuging the patient's blood. The use of the platelet-rich trap treatment provides many benefits. The skin gains elasticity and regains its natural tension. The blood supply improves, wrinkles become shallower, and skin tone is uniform [17].

The aim

The aim of this study was to determine the state of knowledge of beauty parlour clients about face revitalizing treatments and to investigate which rejuvenating treatments are used by clients.

Material and methods

The research was conducted among women using treatments available in beauty salons. The study group included 50 women aged 20 to 50.

A self-designed questionnaire was used to achieve the stated goal. The material was collected using a diagnostic survey. The survey consisted of 3 metric questions and 27 questions about the subject of the work. The questionnaire had both single and multiple choice questions. The survey was conducted using a google form.

The results were collected and calculated using a google form.

Results

The largest number of female respondents started attending a beauty salon at the age of "20+" - 31 respondents 62%, "30 +" - 9 people 18%, aged "40+" - 9 people 18%, one respondent 2% marked "other answer".

Improvement after attending a beauty salon was noticed

by 46 respondents - 92%, the remaining part, i.e. 4 people - 8%, did not see any difference.

44 respondents - 88% intend to use modern methods of rejuvenation, the remaining part, i.e. 6 people - 12% do not intend to use such treatments.

47 respondents - 92% know how human skin is built, the remaining 4 people - 8% do not have such knowledge.

As many as 50 respondents had cavitation peeling, which is 100% of the respondents.

Sonophoresis was undergone by 36 respondents - 72%, the rest, i.e. 14 respondents - 28% did not obtain such a procedure.

50 people - 100% know what cavitation peeling is all about, and 44 people - 88% know about sonophoresis.

42 respondents - 84% have knowledge about the microdermabrasion procedure, while 40 respondents - 80% obtained it.

Needle mesotherapy is known to 45 people - 90%, it was performed on 22 respondents - 62%. Needle-free mesotherapy is known to 45 respondents - 90%, the rest, i.e. 5 people - 10% do not know this procedure, while micro-needle mesotherapy can be distinguished from needle-free mesotherapy by 43 respondents - 86%.

Discussion

The accuracy of the collected results can be confirmed by comparing them with the results of studies conducted by other researchers. Such a comparison also allows for the presentation of changes that have occurred over time, or in relation to slightly different circumstances of conducting the study or conducting it on a different research sample (both in terms of its size and gender or age structure). The discussion is an objective summary of the collected research results. The aim of the discussion is to discover new thoughts, conclusions or recommendations.

The latest trends in cosmetology focus on the broadly understood subject of rejuvenation, smoothing and making the skin healthier. This is achieved by specific treatments which, properly selected and administered by qualified staff at appropriate intervals with the use of good quality products can lead to revitalized skin. This applies not only to the skin of the face but the whole body. Due to the popularity of the subject and the high demand for this type of treatment, a large number of researchers willingly take up this issue and make it the subject of their considerations and scientific studies. For this reason, an attempt at an objective assessment of research cannot do without a discussion of them.

The first studies analysed are those conducted by A. Alexa and M. Roszkowska-Rost in February and March 2021. The purpose of their research was to verify the knowledge of beauty salon clients about treatments using hyaluronic acid and their impact on skin revitalization. It should be noted that the goal they specified referred only to the facial area and the use of hyaluronic acid. On the other

hand, the issue of skin revitalization after cosmetic procedures is a goal consistent with the research conducted in this paper. The study involved 100 women (100% more than in the case of this study). According to the respondents' answers, the natural, physiological process of skin aging begins between the ages of 20 and 30 (according to over 80% of the respondents), which can be compared with the respondents' answers presented in this paper regarding the age at which they started using the services of beauty salons. Most of these clients started using the services of beauty salons between the ages of 20 and 30 (62%). In addition, already at that time, most of the respondents noticed signs of skin aging (74%). In this regard, it should be stated that although the questions in both studies sounded different, their meaning, i.e. determining the age at which the first signs of skin aging are visible in the respondents, are consistent [18].

According to the responses in the study conducted by A. Alexa and M. Roszkowska-Rost, the vast majority of respondents (94%) know that the aging process of the skin can be slowed down through the proper use of appropriate treatments offered in beauty salons. For people participating in the study, the results presented in this paper indicate that they know what factors have an impact on skin aging (98%), accurately indicate treatments that are revitalizing treatments, and intend to use treatments that will keep their skin in good condition, in the best possible condition and slow down the aging process. Thus, the research conducted in this paper supplements the results of A. Aleksa and M. Roszkowska-Rost. They compliment the information on the possibility of slowing down the skin aging process with specific treatments and also indicate the factors that cause this process [18].

In the research conducted by A. Alexa and M. Roszkowska-Rost, the respondents correctly indicated in about 60% what hyaluronic acid is. More or less the same amount of them correctly indicated where it occurs in the human body and what cosmetics contain it. In the study, the results of which are presented in this paper, all respondents indicated that they had heard of active ingredients such as hyaluronic acid (100%). Therefore, when comparing both studies, it should be emphasized that all respondents have heard of hyaluronic acid, but not all of them are able to give its correct and accurate definition. In addition, the vast majority of respondents from this study have already used treatments with the use of this acid in the past, which is indicated by their numerous responses regarding the use of many different treatments specified in the research for this study (where 74% of people participating in the study indicate that they used hyaluronic acid treatments in the past). In addition, the respondents (92%) in the study for this work indicated that they know how human skin is built. This allows us to conclude that they also know in which areas hyaluronic acid is present, which in relation to the research of A. Aleksa and M. Roszkowska-Rost would mean a much better result in terms of knowledge about the structure of the skin [18].

Another study that should be taken into account when considering the veracity and precision of the collected results is that conducted by M. Sekita Pilch between September 2018 and March 2019. The aim of this study was to assess the frequency of using nanobrasion treatment in the area of facial skin and the level of satisfaction with the procedure in the group of aesthetic cosmetology clients. The vast majority of respondents (75%) in this study indicated that thanks to the nanobrasion treatment, keratinization disorders were reduced, and half of the respondents indicated a reduction and normalization of seborrhea. The respondents also indicated the reduction of the unsightly appearance of the skin (87.5%) and the reduction of rough epidermis (62.5%). It should therefore be concluded that, similarly to the study conducted for the purposes of this work, it was indicated that the revitalizing treatment led to a visible improvement of the skin in the majority of people participating in the study after starting the appropriate treatments. Improvement of the skin after attending a beauty salon occurred in 92% of people participating in the research conducted for the purposes of this study. Only 8% of the respondents had a different opinion. It can therefore be concluded that the results achieved both in the case of this study and the study conducted by M. Sekita-Pilch prove that revitalizing treatments significantly improve the appearance of the skin and lead to its revitalization by normalizing seborrhea or reducing rough epidermis or reducing keratinization disorders [19].

Conclusions

The conducted analysis of the research allowed us to formulate the following conclusions:

1. The level of knowledge of clients of beauty salons is high. Respondents can distinguish individual treatments and know what they consist of.
2. The vast majority of respondents obtain treatments in beauty salons.

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