

KNOWLEDGE OF CLIENTS OF BEAUTY SALONS ABOUT THE TREATMENTS PERFORMED IN DIFFERENT SEASONS OF THE YEAR

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Abstract

Cosmetic treatments are professional body or face treatments performed in a beauty salon. Which treatment we choose depends on the condition of the skin or body. An important aspect is also the season of the year and weather conditions, because the selection of the appropriate cosmetic treatment depends on them.

Cosmetic treatments improve the skin appearance and skin condition on the face and body. Cosmetic treatments consist of cleansing, moisturizing and improving skin firmness.

The demand for cosmetic treatments is constantly growing. More and more people undergo cosmetic treatments, and thus get rid of the complexes and ailments they face. That is why it is so important for clients to be aware and select treatment with regard to the specific season, because performing a cosmetic procedure in a season that is a contraindication may result in a general deterioration of the skin condition and the occurrence of undesirable effects in the form of skin dryness, eczema or discoloration.

The aim of the study was to determine the level of knowledge of beauty salon clients about treatments performed in different seasons of the year, to examine whether and how often cosmetic treatments are used depending on the season, and to assess knowledge about the effects of performing cosmetic procedures at the wrong time of the year.

The survey was given to 50 people aged 18 to 60. The majority of the study group were women - 45 people, 90%, and 5 men, i.e. 10%. The largest group, i.e. 36 people, 72%, have completed higher education.

Customers of beauty salons are able to determine the cosmetic treatments that should be performed due to the season and weather conditions that prevail, and are able to choose appropriate treatments for specific seasons. Cosmetic treatments depending on the seasons are used relatively often. The most effective and most frequently performed treatments turned out to be: cavitation peeling, microdermabrasion and mesotherapy. The effects and risks associated with the performance of cosmetic procedures in the season which is a contraindication to perform them are known and successively avoided by salon clients, which proves high awareness and the ability to individually select treatments.

Key words: cosmetology, skin, season of the year

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Introduction

The skin is the outer shell of the body and an organ that determines how we are perceived by other people, and also affects our well-being. For this reason, the skin should always look fresh and youthful throughout our lives. The perception of the skin has changed over the years. Even at the beginning of the twentieth century, pale, untanned skin was considered refined. Modern women of the time hid their face under a parasol because tanned skin was perceived as contaminated by physical labour in the fields. Even today, skin colour is a symbol of social status. Nowadays, however, a tan is desirable. Tanned people give the impression that they are healthy and in good physical condition. In addition, the skin reflects the state of health and other organs as well as the entire body. Also, the mental state, such as joy or sadness is visible on the skin of the face, which for this reason is called the „mirror of the soul” [1].

Skin care is closely related to weather conditions and external factors, which is why skin care differs depending on the current season [2].

In summer, the skin is most exposed to free radicals caused by exposure to UV radiation. Therefore, especially in summer, one should remember to use sun protection such as creams and lotions with UV filters, and one should avoid staying in direct sunlight. Such actions not only effectively delay the aging process of the skin, but also the risk of developing skin cancer. In addition, in the summer, the skin is exposed to drying due to the constantly running air conditioning – that is why it is very important to remember to properly hydrate the body during the day. The task of cosmetics is to bind and retain water molecules in the skin, but they do not have the ability to „push” water into the skin. It must be supplied there by hydrating the body, otherwise the care may prove ineffective. The dehydration of

the skin is characterized by an earthy colour, the formation of very thin and shallow but visible wrinkles. On the other hand, people with oily, combination and normal skin may see an increase in seborrhea as the skin tries to prevent water from escaping from the epidermis by producing more sebum [3-5].

Autumn is the time to revitalize our skin - in addition to systematic, daily face and body care based on deep skin cleansing and moisturizing - it is worth using a serum that will provide a wealth of active substances and stimulate the skin to regenerate, making it soft and smooth to the touch [3-5]. In autumn, our skin is exposed to completely different weather conditions than in summer - increased air humidity, cold and windy days, as well as the first frosts that contribute to water escaping from the epidermis and thus to the appearance of „dry skin” - visible, single, flaky skin.. In autumn, the skin turns red more often due to the cold, which increases the risk of rupture of blood vessels [3-5].

In winter, the skin is most exposed to damage to the hydrolipid barrier, and thus the escape of water from the epidermis and increased skin sensitivity, which is manifested by its reactivity and erythema, which may be the reason for capillary breakage. In the winter season, in order to improve hydration, humectants are very important - compounds that bind water to the epidermis and prevent its escape. Humectants are e.g. hyaluronic acid, aloe vera, glycerine, sugar and panthenol. In winter, it is also very important to use emollients - substances whose purpose is to prevent water from escaping from the epidermis and to firmly „anchor” water molecules. Emollients are vegetable oils, butters and waxes [3-5].

After winter comes spring, so it is time to take care of our skin again. At this time of year, one should remember to use lighter cosmetics that do not clog the skin [3-5].

The aim

The aim of the study was to determine the level of knowledge of beauty salon clients about treatments performed in different seasons of the year, to examine whether and how often cosmetic treatments are used, depending on the season, and to assess knowledge about the effects of performing cosmetic procedures at the wrong time of the year.

Material and methods

The study was conducted among people using the services of the beauty salon „Salon Urody Ewa”, located in Łomża. The study included 50 people aged 18 to 60.

To achieve the stated goal, an original questionnaire created for the purposes of the research, was used. The survey contained 27 questions about the researched topic and 3 questions about the data. The questionnaire contained closed and semi-open questions, giving the respondents the opportunity to choose more than one answer. Participation in the study was voluntary and anonymous. Before completing the survey, the respondents were informed about its purpose and use. All obtained data were gene-

ralized and used in a collective study. The consent of the owner of the beauty salon where the research was conducted was obtained for the study. The approval of the Senate Research Ethics Committee of the Academy of Applied Sciences in Łomża (no. 88600) was also obtained. The OpenOffice Excel program was used to calculate the survey results.

Results

Out of 50 respondents, 38 respondents (76%) answered that the season of the year does not affect the frequency of using the services of a beauty salon, only a small number of respondents specified specific seasons (Fig. 1).

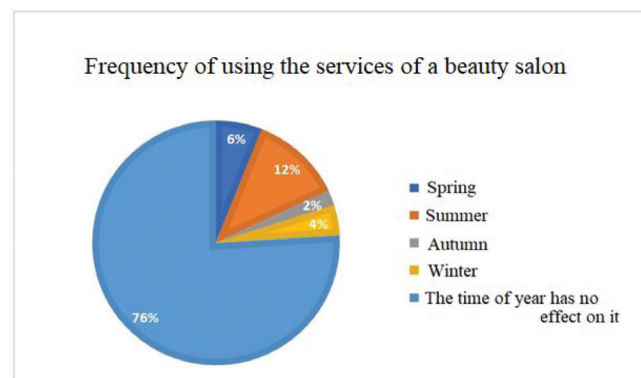


Fig. 1. : Frequency of using the services of a beauty salon

Among the respondents, 39 people, i.e. 78% of the respondents, choose cosmetic treatments due to the season (Fig. 2).

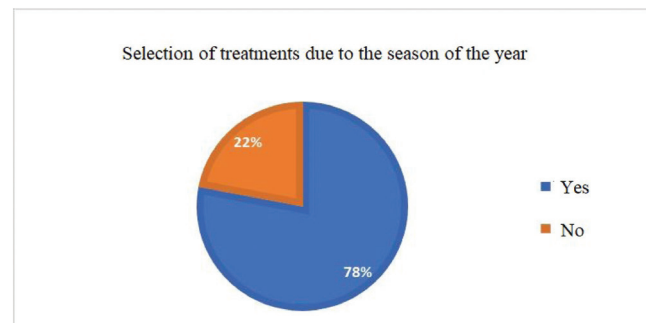


Fig. 2. : Selection of treatments due to the season of the year.

Among the 50 respondents, 29 people (35%) order cosmetics online, 28 people (34%) buy them at a drugstore, 17 people (21%) buy them in a beauty salon, and 8 people (10%) in professional cosmetics stores .

Overall, during the year, the largest number of respondents used cavitation peeling (33%), mesotherapy (25%) and chemical peeling (16%). The least popular procedures were: capillary closing (3%), fractional laser (3%) and platelet-rich plasma (2%).

The most popular procedure obtained in winter was microdermabrasion (36%). Then chemical peeling (22%) and mesotherapy (18%). The least popular treatments were: fractional laser (8%) and platelet-rich plasma (2%).

44% of the respondents do not obtain these treatments in the spring, a small number of respondents perform intensive peeling (15%) for the body and fractional microneedle mesotherapy (14%).

58% of respondents do not obtain these procedures in the summer, 26% declared that they obtain oxygen infusion.

The most popular treatments obtained by respondents in autumn were diamond microdermabrasion (29%), medical peels (19%) and laser treatments (15%). The least obtained procedures were: Dermapen (9%) and microneedle radiofrequency (3%).

Discussion

The survey used in this study concerned the assessment of the knowledge of clients of beauty salons about treatments performed in particular seasons of the year. Cosmetic treatments should be selected individually for each client. Treatments are divided into less invasive ones, e.g. cavitation peeling, sonophoresis or needle-free mesotherapy, and more invasive ones, e.g. needle mesotherapy or dermaroller. Treatments should be selected in appropriate seasons and weather conditions [6-8].

The main objective of the study was to determine the frequency of performing cosmetic procedures in particular seasons of the year. Among the 50 respondents, 78% of the respondents choose cosmetic treatments due to the season. The most popular treatments obtained by clients of beauty salons were: cavitation peeling (33%), mesotherapy (25%) and microdermabrasion (36%). Only 16% of respondents use chemical peeling. In related observations made by Wronowska and Rodak, 80% of respondents use professional care in a beauty salon. It is mainly based on exfoliating treatments. 65% of respondents use microdermabrasion and oxybrasion, and 48% use acid exfoliation treatments [9].

The least frequently performed procedures, according to the respondents, were: fractional laser (3%), capillary closing (3%) and platelet-rich plasma injection (2%). The studies by Wronowska and Rodak showed very similar results, among their results laser therapy was used by only 3% of the subjects, while injections with platelet-rich plasma were used by 2% of the subjects [9].

When asked from what sources the respondents obtain information on cosmetic procedures or face care - 45% of respondents answered that they obtain such information from the Internet, and another 45% of respondents - from the cosmetologist they visit. In the research conducted by Bojarczuk, the majority of respondents - 29.5% - obtain information about facial skin care from the Internet. Popular sources of knowledge are also: television (17.9%) and parents (15.6%), while 16.2% of respondents are not interested in this topic at all. The Internet was also indicated as the main source of knowledge about skin care cosmetics in the research conducted by Bojarczuk et al. [10].

Conclusions

1. Customers of beauty salons are able to determine the cosmetic treatments that should be performed due to the

season and weather conditions that prevail, and are able to choose appropriate treatments for individual seasons.

2. Cosmetic treatments depending on the seasons are often used. The most effective and most frequently performed treatments turned out to be: cavitation peeling, microdermabrasion and mesotherapy.
3. The effects and risks associated with the treatment of cosmetic procedures in the season when they should not be performed are avoided by salon clients, which proves high awareness and the ability to individually select treatments.

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