Development of hardware cosmetology in Kazakhstan

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Article info

Accepted 28.02.2019

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Beisel, Z.N. (2019). Development of hardware cosmetology in Kazakhstan. Fundamental and applied researches in practice of leading scientific schools, 31 (1), 23–24.

Now management and development of modern cosmetology allows applying a wide range of special devices in skin care. The beauty industry is constantly improving, using innovative methods and techniques to ensure the effectiveness of procedures and improve customer safety. Hardware cosmetology has the advantages that are able to eliminate skin defects in short lines and solve cosmetic problems without surgery.

Key words: electrostimulation; darsonvalization; light therapy; electrophoresis; hardware cosmetology.

Introduction

The first discoveries in the field of hardware cosmetology. Apparatus cosmetology emerged as a separate branch from physiotherapy. And our compatriot became the founder: physicist V.V. Petrov [1]. He successfully used the theory of Volta and Galvani (end of the 18th century) that living tissue could produce electricity.

In 1803, after successful experiments, Petrov confirmed that galvanization has a beneficial therapeutic effect on the human body. A few months later, a talented physicist first applied electrophoresis.

XIX century was marked by other important events in the history of physical therapy / cosmetology: electrostimulation and darsonvalization (the development of the French physiologist D'Arsonval on the effects of high frequency pulsed current).

The beginning of the XX century - the birth of such a phenomenon as light therapy. The direction received rapid development due to the invention of incandescent bulbs. In particular, over two dozen light hospitals worked in St. Petersburg (1902). For example, blue lamps were used for antimicrobial action and stimulation. Immunopsy therapy units became more actively used to improve appearance only in the 70s of the 20th century in Europe, and even later in Russia (from the mid-90s). Leading trends in hardware cosmetology of the last century:

- electrophoresis (to enhance the penetration of drugs into the skin);
- ultrasound therapy (skin rejuvenation, lifting, reduction of fibrosis);
- vacuum massage.

Theoretical framework for the study

Today, these technologies have been improved, and modern devices are distinguished by ergonomics and a wide range of actions:

1) ultrasound is successfully used for atraumatic facial cleansing, some devices also allow working with different zones during body shaping;

2) the technique for vacuum massage has also undergone great changes, and now highly efficient devices for endermology (for example, LPG) are used: vacuum aspiration in combination with scooters, which act on the tissue in different directions. Endermological massage helps to make the skin more elastic, successfully fights cellulite, reduces the volume of the body in the right places; other system.

3) microcurrent therapy has replaced the electrical stimulation. Lifting, lymphatic drainage, treatment of problem skin, intensive moisturizing are the main directions of this type of therapy;

4) laser technology at times increased the capabilities of hardware cosmetology. Non-surgical removal of tumors, spider veins and dilated vessels, stretch marks (stretch marks), scars, pigmentation. Laser hair removal with the destruction of the hair follicle. Effective skin rejuvenation of the face and body. This is not a complete list of what has become available with laser devices.

Trends in the development of hardware cosmetology in Kazakhstan.

Already today, the proportion of hardware techniques in professional appearance care is:

- 30-40% for the face;
- 60-70% for body shaping.

At the same time, there is a tendency to increase the popularity of hardware techniques in facial skin care. The modern client pays special attention not only to the effectiveness of the procedures: he expects the session to be comfortable and painless. Therefore, the devices are constantly being improved: they become more attractive in appearance, equipped with additional nozzles, an emphasis is placed on maximum painlessness.

For example, the network of clinics "Laser Doctor" regularly monitors the latest trends in hardware cosmetology and uses in its centers highly efficient and ergonomic equipment that meets international quality standards [2].

The provision of medical services will be profitable if there are customers. Knowledge of the target audience allows you to more effectively use advertising tools that will best convey to a potential client advertising information. The main thing in the target audience from the point of view of advertising is that these people are more likely to buy the product. Therefore, an advertising message and promotional activities directed to this group of persons [3]. The target audience is the main and most important for the advertiser category of recipients of the advertising appeal. Target audience B2C linked by common characteristics - economic, geographic, sectoral, behavioural, psychological, etc. It can shrink or expand, but this is easily correctable.

A clear definition of the target audience is not enough, it needs to be studied. You need to know the needs of the company, and, of course, business tasks that can be solved with the help of the advertised product or services. In other words - specific benefits for the work of a particular company or the duties of a particular employee.

The target group influenced by various factors of influence. The most important in this area are social factors [4]. It is:

1) Changes in basic values. Laser and aesthetic medicine is gaining popularity - conducting procedures with a laser gives a quick and high-quality result. A wide range of services is a consequence of the demand for them. Because the pace of life of citizens has accelerated, which means that most of them began to prefer quick and simple solutions to problems (age-related changes, the emergence of tumors, etc.).

2) Changes in style and standard of living. The rhythm of life has accelerated significantly, which led to the formation of such preferences as speed and simplicity of the problems of aesthetic nature, so the volume of sales of services due to this increased. The standard of living and demands of citizens have become higher. Many citizens began to pay more attention to appearance (laser hair removal, tattoo removal, etc.).

3) Demographic transition. Among the trends in socio-demographic characteristics, it should be noted that the distribution of Internet users by age and gender in recent years has remained stable, which is also a positive factor for promotion on the Internet.

4) The influence of the media. Media urge people to monitor their health and appearance. Clinic services designed to meet the need.

Clinics should have a stable financial position and be in great demand among the population, which allows them to develop, increasing the volume, through the improvement of

professionalism, the emergence of new services [5].

What effect can be achieved with the help of hardware cosmetology?

Findings and discussion of the study

Using hardware techniques, you can activate many processes in the dermis and improve skin characteristics. Thus, you can determine the effect of the effects of hardware techniques on the skin.

First, the physiological regeneration of the skin occurs. In our body during the whole life processes of restoration and renewal take place. For example, the synthesis of collagen, elastin and hyaluronic acid, exfoliation of dead cells, restoration of skin after injuries and burns, renewal of vital processes in the body constantly occur.

Secondly, with the help of hardware cosmetology, it is possible to speed up and improve the removal of excess fluid or metabolic products from the intercellular space, in other words, lymphatic drainage. Lymphatic drainage improves blood circulation, eliminates stagnation of body fluids, relaxes muscles and dilates blood vessels. This contributes to the lifting of soft tissues, improving the complexion and skin turgor.

Thirdly, the role of physiotherapy in the treatment of many pathological conditions is well known, as well as during the period of rehabilitation after serious injuries. Treatment is carried out with the help of physical factors (electric current, magnetic radiation, heat, air, light), which have an anti-inflammatory and regenerating effect.

Fourthly, with the help of hardware techniques, the activity of the neuromuscular tissue is normalized. Due to the influence of physical factors, metabolic processes in tissues are stimulated.

Twenty years ago, the potential of cosmetology was limited to insignificant amounts of external agents, skilful hands of a cosmetologist, and darsonvalization of the skin integuments. Nowadays it is impossible to imagine an aesthetic clinic without high-tech equipment.

Conclusion

All hardware technologies came to cosmetology from medicine. They preserved the best traditions of physiotherapy treatment and were adapted for use in cosmetology. We can say that the cosmetologist must have certain skills in using the devices and be well versed in their physiotherapeutic purpose. As with a skillful and competent approach, hardware methods for correcting skin defects can be a worthy alternative to injection cosmetology and surgery, as well as postpone the period when it is necessary to resort to more complex cardinal methods.

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