

Medical sciences

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THE THERAPEUTIC EFFECT OF AESTHETIC PROCEDURES: ASSESSMENT OF EMOTIONAL SECURITY AS A CLINICAL OUTCOME

Summary. *Nowadays, aesthetic interventions help to improve not only a person's appearance, but also their psychological and emotional well-being, especially during post-stress conditions. Patients seek to improve not only their physical appearance, but also their well-being and self-esteem. Numerous studies confirm that aesthetic procedures contribute to the restoration of psychological well-being and overall quality of life.*

Key words: *psycho-emotional state, aesthetics, post-stress state, recovery.*

Introduction. In today's world, aesthetic procedures have gone beyond simply changing one's appearance. They have become an integral part of the pursuit of holistic well-being, affecting not only physical appearance but also factors related to a person's psycho-emotional state. Today, society is increasingly turning to aesthetic procedures, driven by a desire to improve one's appearance, which is widely publicized in the media. This evolution from reconstructive surgery to aesthetic improvement highlights a growing understanding that beauty and self-perception are closely linked to a person's inner state and affect their quality of life. Assessing the client's emotional security becomes a key clinical outcome of the therapeutic effect of such procedures.

A pressing issue is determining the role of aesthetic procedures in restoring a person's psycho-emotional state, especially in post-stress conditions, and establishing patient trust in doctors.

The purpose of the work is to determine the impact of aesthetic procedures on the psycho-emotional state of a person.

Presentation of the main material. The field of aesthetic medicine is becoming increasingly popular in the modern world. Patients not only want to be healthy, but also want to enjoy life, be in good shape and reduce the effects of natural aging. Indeed, many patients prefer non-invasive procedures that have low risks. A large number of positive changes in the face can be obtained with the help of simple methods. Today, many people who want to change their appearance are young or mature. Men and women are aware of these achievements thanks to the media, the Internet and other sources of information. Their desire to improve their appearance can become very strong. In addition, looking good is considered part of fashion, and even necessary in many areas of activity. People at any age want to have a pleasant appearance without the flaws that arise as a result of aging, and aesthetic procedures are becoming increasingly accessible [1; 2].

Aesthetic interventions can significantly improve not only the physical appearance, but also the psychological and emotional well-being of a person. It has been found that almost half of those who seek aesthetic procedures have psychological disorders and various mental disorders [3; 4]. In addition, for some individuals, the very desire to change their appearance, to carry out aesthetic correction may be associated with low self-esteem, negative emotions, and a depressive state. In the works of Pinar and al. (2023), Behera, Khuntia (2025) have established a connection between low self-esteem and the development of appearance anxiety [5; 6]. Individuals with low self-esteem are more likely to have negative beliefs about their self-worth and physical appearance, their appearance. Low self-esteem is recognized as a risk factor for the occurrence of

social anxiety symptoms, and negative self-esteem significantly contributes to the development and maintenance of appearance anxiety [5; 6].

Patients seek to improve not only their physical appearance, but also their well-being and self-esteem. Numerous studies confirm that aesthetic procedures contribute to psychological well-being, increase emotional stability and overall quality of life, even without minor changes in attractiveness [7-11]. It has been found that after aesthetic interventions, anxiety levels decrease, self-esteem increases and overall well-being improves [8; 12]. Aesthetics, as a rule, increases self-esteem and self-confidence, has a positive effect on psychosocial aspects of life and human functioning. In the work of Papadopulos, et al. (2019) found that patients with depression after aesthetic abdominoplasty showed a significant improvement in psychological state, depressive disorders were significantly reduced to mild depression (18% of patients vs. 32% before the intervention) and moderate depression (9% of patients vs. 27% before the intervention) ($p=0.004$) [8]. In another study by Nielsen and al. (2022) found that abdominoplasty affects psychological state indicators and does not change quality of life indicators. Namely, after bariatric therapy, a decrease in depressive symptoms was found in patients, but no changes in SF-36 scores were found [13]. Skwirczyńska's study and al. (2022) found higher self-esteem after cosmetic procedures [4]. For example, studies have shown that in women under 48 years of age, self-esteem related to satisfaction with appearance increased by 9% after cosmetic surgery, and in women over 49 years of age by 24%. Self-confidence and life satisfaction also improved significantly: by 19% for the group under 48 years of age, by 37% for the group over 49 years of age [4].

It should be noted that aesthetic treatment aims not only to obtain objective positive therapeutic results, but also a high level of human satisfaction with this result. It is precisely successful aesthetic procedures that have a positive effect on the psycho-emotional state and social status of the patient, which contributes to an increase in the quality of life. Whereas, patient dissatisfaction with treatment

causes negative emotions, stress, which in turn can worsen psychological problems and cause conflict between the doctor and the patient [7; 8; 14]. In this context, appearance and self-esteem are inextricably linked to psychological and emotional well-being. Furthermore, aesthetic procedures can lead to significant improvements in quality of life, provided that patients have realistic expectations and receive adequate follow-up. Already at the planning stage of the aesthetic procedure itself, it is necessary to take into account the psychological state in order to achieve patient satisfaction [4; 14]. Patient satisfaction after a procedure is closely linked to increased social and personal confidence. In addition, high levels of post-procedure satisfaction highlight the importance of realistic expectations and quality communication between the patient and the healthcare professional. The shift from a one-size-fits-all approach to individualized treatment plans that take into account the unique characteristics of the patient allows professionals to better tailor procedures to the needs of each client. This contributes to increased satisfaction and trust.

Dissatisfaction often stems from unrealistic expectations. For example, studies show that viewing selfies on social media and other people's posts after procedures can lead to inflated and unrealistic expectations in patients, which increases social anxiety and desire for aesthetic interventions. Therefore, professionals must actively manage expectations by providing reliable information. The success of a procedure depends largely on how accurately the client's expectations are met. The professional's communication skills, his or her ability to understand the motivating factors behind the patient's desire to undergo a procedure, can affect the quality of life outcomes after treatment.

Scientists are increasingly pointing to the leading role of trust in the doctor in obtaining a positive therapeutic effect of aesthetic interventions. It has been shown that A patient-centered approach that considers the patient's wishes and how aesthetic interventions affect their quality of life and mental health can help build this trust [15]. Good communication helps inform and regulate expectations

after aesthetic treatment, and reduces the risk of mental health problems. Therefore, it is necessary to promote effective and persistent communication in the doctor-patient relationship, clarify what is expected before and after the procedure, and educate the patient about what can realistically be achieved physically in the body, in order to avoid conflicts with their excessive expectations and misconceptions about aesthetic interventions [12; 14; 16]. Ethical aspects in aesthetic medicine can be quite subjective, and it is important for professionals to carefully approach client requests, especially with manifestations of psychological health disorders and during the recovery period after stressful events. The modern world of digital technologies and artificial intelligence capabilities can help in solving these issues and promote the development of individual approaches to identify effective aesthetic interventions. To develop the integration of artificial intelligence, it is necessary to form digital competencies among aesthetic professionals [17; 18]. Haykal (2024) found that artificial intelligence is transforming aesthetic dermatology, offering new opportunities for personalized, predictive and adaptive approaches to skin diagnosis, treatment planning and patient management [10]. Digital tools, such as diagnostic imaging systems that detect subtle skin changes and intelligent lasers that adjust parameters in real time, help to optimize and improve the quality of patient care. These innovations contribute to improving clinical efficiency and patient satisfaction, allowing for precise tailoring of treatment to each individual's needs. The effective use of AI depends on collaboration between technology developers and clinicians [10; 19; 20; 21].

Conducting a comprehensive assessment of the patient's psychological state, identifying psychoemotional disorders before aesthetic interventions will avoid unjustified procedures in patients who need psychological help or specialized treatment. It is important that a significant part of patients who consult plastic surgeons have mental disorders, such as depression, body dissatisfaction or personality disorders. In some countries, assessing the patient's mental state

before surgery is already a recommended standard. These factors can affect the results of treatment and the quality of life after surgery. In cases where the patient has signs of mental disorders, the optimal tactic for the surgeon is to make a decision on aesthetic surgery after the conclusion of the treating psychiatrist or psychotherapist. Therefore, it is important that aesthetic intervention specialists understand these aspects and, if necessary, recommend psychotherapeutic support for patients both pre- and postoperatively [15; 16; 22; 23].

Modern scientific research has established the positive effects of various minimally invasive and non-invasive aesthetic interventions [11; 13; 14; 24]. After the use of botulinum toxin, a statistically significant improvement in the psychological well-being and quality of life of patients was found, with the most pronounced effect observed when multiple areas of the face were treated. This approach is also able to improve mood, which may be an alternative approach for the prevention and treatment of psychological disorders [11; 13; 14; 23]. Laser therapy improves the appearance of scars, effectively copes with hair loss, which has a positive effect on the psycho-emotional state. Whereas, carboxytherapy helps reduce swelling [9].

Rhinoplasty results in significant improvements in all quality of life measures, including physical ($P = 0.011$) and psychological ($P = 0.002$) well-being, relationships ($P = 0.019$), environment ($P = 0.032$), and general health ($P = 0.005$). Depression ($P = 0.010$) and self-esteem ($P = 0.004$) scores also significantly improved [23]. Visiting a beauty salon can provide clients with self-confidence and enhance their self-esteem [4].

Modern living conditions, filled with numerous challenges, increase the population's need for psychological rehabilitation. The integration of aesthetic approaches into the field of rehabilitation medicine emphasizes a synergistic approach to patient-centered care. These interventions, aimed at eliminating functional impairments and improving quality of life, help to improve both physical and psychosocial well-being of people. Aesthetics can serve as a form of

support in post-stress states, promoting psychological rehabilitation and recovery [9].

Aesthetic procedures can be a tool for recovery from various stressors and conditions, including the consequences of various injuries. In general, aesthetic interventions are recommended for integration into rehabilitation programs, as they help patients feel more confident, increase their level of self-esteem and reduce stress, anxiety and depression. Which are necessary factors for effective recovery of a person in the post-traumatic period.

Conclusions. Aesthetic procedures contribute not only to external transformations, but also help restore a person's psychological health, their internal state. Aesthetic interventions contribute to reducing anxiety, depression, increasing self-esteem and overall quality of life. A key aspect of achieving a therapeutic effect is trust between the client and the doctor, which is formed through ethical, transparent and supportive communication, as well as through a personalized approach and understanding of realistic expectations.

It has been shown that aesthetic procedures play an important role in psychological rehabilitation and support in post-stress states, helping to recover from various life challenges.

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