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NURSING ENTREPRENEURSHIP IN AESTHETICS

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Abstract: **Introduction:** Nurses in their specializations to develop quality in their careers and invest in their own entrepreneurship are investing in aesthetic procedures as a recognition of opportunities in the job market. Procedures that, according to Resolution No. 529/2016 governed by Cofen, regulates the nursing professional to practice aesthetic procedures. In nursing, entrepreneurship is essential to develop autonomy, independence, innovation, proactivity, self-confidence and responsibility.

Objective: To carry out an integrative review of the literature, with purpose of gathering and summarizing studies, thus allowing to reach general conclusions on the subject, having as specific objectives: To discuss the entrepreneurship of nursing in aesthetics, to demonstrate the importance of the discipline of entrepreneurship in graduation and to describe which procedures can be performed by the nurse in the area of aesthetics

Methodology: Publications available in full in Portuguese were included, published from 2017 to 2022, which addressed nursing entrepreneurship in aesthetics. Electronic databases were used: Scientific Electronic Library Online (SCIELO), Medical Literature Analysis and Retrieval System Online (MEDLINE) and Latin American and Caribbean Literature in Health Sciences (LILACS). Articles published before 2017, research in English and those that were outside the proposed theme were excluded.

Result: A final sample of 08 (eight) national articles was obtained. The entrepreneurship of nursing in aesthetics, the importance of the undergraduate entrepreneurship discipline and the procedures performed by nurses in the area of aesthetics were evidenced.

Conclusion: It is noted that nursing active in aesthetics has grown considerably today, many professionals in search of autonomy and a more promising job market seek the

venture in aesthetics, and this line of study is of paramount importance since graduation, for so that professionals aligned with technical and scientific knowledge can be trained to act in the job market according to their legal competences.

Keywords: Entrepreneurship in health. Aesthetics in nursing. Undergraduate entrepreneurship.

INTRODUCTION

When talking about entrepreneurship, the relationship is in creating a new product or opening a company, one of the main axes transcends the desire to have autonomy, to use their skills to create something different and attractive for the job market and with high added value, however this is not so easy, it takes commitment, dedication, time management, creativity and a lot of effort. (SILVA *et al.*, 2020).

However, nowadays, the professional nurses have sought to invest more in specializations to develop their careers, which raises ample competition in the job market. Entrepreneurship emerges as a way to leverage and bring new professional possibilities, and exceed standards through innovations at work, this through understanding the market and also recognizing opportunities. (VALENTE; SILVA; VALENTE, 2017).

Therefore, it is feasible to approach this theme, within the faculties, where today there is an academic movement aimed at the realignment of the curriculum of undergraduate health courses to implement the discipline of entrepreneurship in accordance with the National Curricular Guidelines. Thus, educational actions aimed at strengthening the academies provide future nurses with entrepreneurial skills to develop a greater capacity to adapt to the great social and professional changes that this area requires, as it expands more opportunities, opening new

sectors for secondary performance, bringing diversity to the health markets. job. (SILVA *et al.*, 2020).

Within this scope, Resolution No. 529/2016 governed by Cofen, regulates the nursing professional to practice aesthetic procedures, guiding them to what is lawful, also taking into account patient safety, so the nurse is able to innovate your knowledge about aesthetic procedures. (FONSECA; ARAUJO; FERREIRA, 2020).

Thus, entrepreneurship stands out in the field of nursing as a career alternative, as it adds a new look to the production of new services, which allows nurses to become a qualified professional to sell their services in general, bringing innovation in their actions. in any field of action, with a greater vision of “being” a nurse. Therefore, entrepreneurship becomes an instrument that aims to provide nursing professionals with a new way to recreate the profession and establish new professional possibilities. (SILVA; VALENTE; VALENTE, 2017).

In view of the above, the study aims to discuss the entrepreneurship of Nursing in aesthetics, as well as to demonstrate the importance of the discipline of entrepreneurship in undergraduate and

METHOD

The research is an integrative literature review, a method that aims to gather and summarize published studies with search and criticism, thus allowing to reach general conclusions on the proposed theme. Through this, the study allows a more delineated analysis for the elaboration of results and discussion, with evidence referring to the entrepreneurship of nursing in aesthetics.

For the research framework, some steps were followed from the object of study; Data collection in the literature published in electronic databases, making use of inclusion

and exclusion criteria; Evaluation of collected data; The analysis and interpretation of data; Presentation of results through discussion and conclusion.

As a methodological procedure, the electronic databases Scientific Electronic Library Online (SCIELO), Medical Literature Analysis and Retrieval System Online (MEDLINE) and Latin American and Caribbean Health Sciences Literature (LILACS) were used, using as descriptors:

Considering the relevance of the topic, the following inclusion criteria were used: articles available in Portuguese, not older than 5 years. Articles published before 2017, research in English and those that were outside the proposed theme were excluded.

In view of the research in the electronic databases, using the descriptors mentioned above, 203 articles were found, which a thorough reading was carried out, applying the inclusion and exclusion criteria, 8 studies published in scientific journals make up the results and discussion.

RESULTS AND DISCUSSION

(Table 1)

NURSING ENTREPRENEURSHIP IN AESTHETICS

Lenartowicz and Nascimento (2021) demonstrate in their study that with the regulation of nurses, the interest in entrepreneurship and the desire to open their own business have become more common. With this, they show that nurses who seek Postgraduate Studies in Interdisciplinary Health and Aesthetics, mention the interest in expanding their performance in the job market. Another important factor is that many of the nurses who enter this area have affinity, which benefits in their choice. Nurses' interest in working within aesthetics, most of the time, with the desire to open their own

Author/year	Title
LENARTOWICZ; BIRTH, 2021	Role of the professional nurse in the aesthetic nursing niche
SOUZA, 2019	Professional competences of nurses to work in the aesthetics job market
CARDOSO, 2019	Nurses' performance in the area of aesthetics: labor market and entrepreneurship
ANNECHINI, 2022	Entrepreneurship as a discipline in the curriculum of the nursing course
SILVA; XAVIER; ALMEIDA, 2020	Business entrepreneurship in Nursing: challenges, potentialities and perspectives
SILVA, 2022	Entrepreneurial practices and new management technologies in undergraduate nursing education
COFEN, 2020	<i>Cofen Resolution No. 529/2016</i>
BARRETO; KEYS 2020	The incessant search for aesthetic procedures for a natural and healthy aging process

Table 1: Identification of studies by author, year and title.

Source: Frazão, Rodrigues and Jesus, 2022.

business, is due to the fact that they have autonomy, control their activities, and are able to determine choices and devise new ways to undertake.

Souza (2019), corroborates the previous author when he talks about training at the postgraduate level, which allows the increase of knowledge and specific skills to work in the area of aesthetics, where he says that professional skills in the area of aesthetics are obtained through of specialization courses and continued study. However, it needs an entrepreneurial spirit that is relevant to nurses interested in working in the aesthetic area.

Also according to Souza (2019) there is a need to expand knowledge within the administrative, managerial and other areas, as it is an autonomous area. Therefore, the study shows that for nurses to undertake in the area of aesthetics, it is essential to have knowledge related to financial, administrative, management, marketing, and also about the relevant legislation, where investing in knowledge allows them to develop skills to know how to run their own business.

Cardoso (2019) showed in his research that many professionals, in order to achieve the desired remuneration, opt for complementary work autonomously,

becoming entrepreneurs. Thus, professionals look for qualification courses, as a result of feeling the need for this qualification, after graduation.

Thus, the study by Cardoso (2019) is in agreement with previous studies, on the search for qualification, to undertake, in this research most of the participants were specialists with a lato sensu postgraduate degree in aesthetics. This shows the concern and search of nurses for the indispensable professional qualification to work in the aesthetics job market, seeking to work autonomously/independently in the area of aesthetics.

THE IMPORTANCE OF THE DISCIPLINE OF ENTREPRENEURSHIP IN GRADUATION

Annechini (2022) states in her study that in this century in which we are living, job vacancies in hospitals end up becoming increasingly scarce, so undertaking in nursing is a strategy for the search for new opportunities, for this it is necessary to have initiative, persistence, quality and efficiency, the same evidenced that it is of paramount importance to initiate the entrepreneurial practice in the student from the beginning

of the graduation, making him from the beginning to have a global vision of the field of work and possibilities.

For Silva, Xavier and Almeida (2020) entrepreneurship is a growing reality for nurses, this will eventually provide a breadth in Nursing performance, resulting in new work possibilities that aim to give positive results, he states that it is extremely important since if the entrepreneurial spirit is stimulated at the beginning of graduation, making students acquire a broader view of the job market with different possibilities, the two come together in their studies

According to the study by Silva (2022), it is necessary to consider that entrepreneurship within the Nursing graduation is an important way to stimulate the vision of this professional, creating possibilities in the future, opening new offices with activities consistent with the demands of society and of the job market, therefore, the author agrees with the previous authors when he says it is necessary to stimulate the entrepreneurial spirit since graduation.

WHAT PROCEDURES CAN BE PERFORMED BY THE NURSE WORKING IN THE AREA OF AESTHETICS

According to article 4^{of} COFEN resolution number 529/2016, qualified nurses can perform procedures such as carboxytherapy, cosmetics, cosmetics, dermo pigmentation, lymphatic drainage, electrotherapy, electrothermotherapy, combined ultrasound and micro current therapy, micro pigmentation, ultrasound cavitation and vacuum therapy, later it was proposed to expand resolution 529/2016 including procedures such as: medium peeling, application of Botox, support thread and injectable aesthetic procedure in micro vessels.

According to Souza (2019), technical-scientific knowledge is necessary for evidence-based action, for which the nurse working in aesthetics must master manual techniques and knowledge of physiology, biochemistry, pharmacology, anatomy, in addition to electrotherapy and skill with injectables already which is one of the fields of activity

Barreto and Chaves (2020) states that there is a growth in the field of aesthetics with the aim of delaying aging and providing the much-desired rejuvenation, he cites as one of the nurses' competences that guarantees positive acceptance are related to botulinum neurotoxins, lasers, peeling and filling out, the author agrees with the above when he says that for such a feat it is necessary to guarantee a well-formulated scientific technical knowledge.

CONCLUSION

The entrepreneurship of Nursing in aesthetics has proved to be increasingly satisfactory, since the cosmetic industry tends to accelerate growth.

The study showed that nursing professionals have sought a field of action beyond hospitals, for that one of the options is the area of aesthetics in which there are resolutions that support the professional nurses to exercise this profession. With this, it was possible to observe that professionals have sought specializations and courses in the area for improvement in order to open a business.

The job market is an environment considered increasingly complex, in this perspective the contemporary professional needs to always be alert to the current scenario, nowadays it is possible to observe that the nurse who wants to work in aesthetics seeks most of the time to open his/her own business, because that way you will be able

to control your activities, define your choices and idealize new forms of enterprise.

Aesthetics is one of the specializations that has aroused the most interest of nursing professionals, as it is an area that has been growing exponentially. Nursing is an area of wide activity, and with the resolution nº 529/2016 governed by Cofen, which regulates that nursing professionals can perform aesthetic procedures and due to the great demand and demand for aesthetic procedures today, nursing noticed the aesthetics as a great opportunity to start your own business.

Entrepreneurship during academic training becomes important so that academics

can develop innovative skills, solve problems and promote their professional growth, and due to the great demand for unemployment that exists, entrepreneurship would be the solution to open their own business and have your own source of income.

It can be said that given the continuous practice of nursing professionals with invasive procedures and others that are somehow present in aesthetic procedures, we can find excellent qualified professionals in nursing to invest in aesthetics. Therefore, this integrative review of the literature can encourage the qualification of nurses from their academic training to enter entrepreneurship.

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