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COSMETIC EVOLUTION: FROM ANCIENT PRACTICES TO MODERN TECHNOLOGIES, THE IMPACT OF ITS ADVANCES ON WOMEN'S SELF- ESTEEM AND THE ROLE OF THE AESTHETIC PHARMACIST

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Abstract: Bearing in mind that self-esteem, cosmetics and aesthetic standards are relevant topics today, the present study deals with cosmetic evolution, in order to investigate whether this has had an impact on women's self-esteem today. It was therefore necessary to investigate the relationship between cosmetics and self-esteem, and how the aesthetic pharmacist can act in the face of so many cosmetics and aesthetic procedures, and help women to feel better about themselves. A basic bibliographical review was carried out. It was found that cosmetics have evolved greatly, since in the past they used olive oil, plant oils, milk, hot baths and other methods to beautify themselves. It was also found that cosmetics and aesthetic procedures have a major impact on women's self-esteem, as they seek them out to improve their appearance and feel better. With regard to the work of the aesthetic pharmacist, it is clear that this professional contributes to good self-esteem, since they have extensive knowledge of cosmetology and are able to carry out superficial, invasive and non-surgical aesthetic procedures.

Keywords: Self-esteem; Cosmetics; Aesthetic pharmacist; Aesthetic standards;

INTRODUCTION

The word "cosmetics" has its origins in the Greek "kosmetikós", and can be used to enhance, treat and improve appearance. Cosmetics refers to the set of products and techniques used to beautify or care for the skin, hair and body (Galembeck, Csordas, 2015).

The concept of beauty is defined by the historical, social and cultural context in which people live (Milani, 2020).

The Egyptians were the first people to cultivate beauty. They used cosmetics as part of their personal beautification habits, for religious ceremonies and to prepare the dead for burial. For the Egyptians, cleanliness was a form of protection against evil and disease.

One of the oldest uses of Henna was as an ornament in ancient Egypt, for body art and nails (D'Angelo; Lotz; Deitz, 2011, p.5).

The ancient Hebrews had numerous skin care techniques. Because they were nomads, they adopted customs from other cultures. For them, the body was a gift that had to be well looked after. Cosmetics were used mainly to cleanse the skin, hair and teeth. The Hebrews used olive oil and grape seed oil to moisturize and protect the skin, cinnamon balm to keep the body warm, pomegranate was used as an antiseptic and helped expel intestinal worms (D'Angelo; Lotz; Deitz, 2011, p.5).

In ancient Greece, beauty was determined by the naked body. Greek athletes were the definition of balance between mind and body. For the Greeks, the body was seen as a temple. They used to bathe in olive oil. The quest for perfection made the Greeks pioneers in skin care techniques (D'Angelo; Lotz; Deitz, 2011, p.6).

The ancient Romans were famous for their bathhouses in public buildings, which had wings for men and women. In these bath houses they had steam treatments and massages. They used flower fragrances, saffron, almonds and other ingredients for bathing rituals, after which the Romans applied oils and other preparations to keep the skin hydrated, healthy and attractive. (D'Angelo; Lotz; Deitz, 2011, p.6).

With the 20th century came many changes in style, skincare and innovation in beauty culture. Aesthetics changed every decade, whereas at the beginning of history such changes took around a century. These changes occurred because of greater exposure to other cultures (D'Angelo; Lotz; Deitz, 2011, p.8,9).

Body care has been part of different cultures since ancient times. Women are increasingly concerned about their image. Each period of history and place in the world establishes criteria to define what is beautiful from its point of view, and looking back, it can be seen that the concept of beauty is changeable, subjective (Milani, 2020).

There is a terrible dictatorship that oppresses and destroys human self-esteem: the dictatorship of beauty. Despite being kinder, more supportive and more tolerant than men, women have been the preferred target of this dramatic dictatorship. Around 600 million women feel like slaves to this psychological dungeon. It is the greatest tyranny of all time and one of the most devastating to psychological health (Cury, 2005).

Recognizing that the pharmacist is an interdisciplinary professional and works with mastery in different areas, aesthetic health could not be left out. The Federal Pharmacy Council recognizes that aesthetics is an area of activity for pharmacists, as in addition to treating physiological and metabolic dysfunctions, pharmacists also treat dermatological dysfunctions (CFF, 2013).

Pharmacists have a differential, their knowledge of cosmetology, which was acquired during their five-year degree, and this knowledge is of paramount importance in aesthetic health. Later, in order to work in the field, their knowledge will be deepened and perfected during postgraduate studies in aesthetic health (Guadalupe and Paes, 2024).

In this sense, the aim of this research is to investigate whether cosmetic developments over the years have had an impact on self-esteem and consequently on women's mental health. However, more specifically, it sought to investigate the relationship between cosmetics/aesthetic procedures and self-esteem, and how the aesthetic pharmacist, faced with so many aesthetic procedures available today, can act by providing good care and generating good results in the procedures sought by their patients and promoting a good acceptance of their appearance.

METHODOLOGY

This research is a literature review of a basic nature, since it generates knowledge, focusing on improving existing scientific theories. In order to achieve the proposed objectives and better appreciate this work, a qualitative approach was used because, "Research has the environment as a direct source of data. The researcher maintains direct contact with the environment and the object of study in question, requiring more intensive fieldwork" (Prodanov; Freitas, 2013, p. 70).

The research was conducted using Google Scholar, Virtual Health Library, Pepsic (psychology journals), magazine and journal portals. The search was carried out using the descriptors: aesthetics, aesthetic pharmacist, cosmetic evolution, cosmetics, self-esteem and standard of beauty.

The inclusion criteria used were: articles published in Portuguese, availability of free works in full, and prioritizing works published in the last five years, because as we know, information is constantly evolving and being improved every day. However, an exception was made for some works published before that date that showed content that would add great academic value, and were therefore selected to contribute to the work presented.

RESULTS AND DISCUSSION

During the search for descriptors in the aforementioned databases and with the inclusion criteria filters already assigned, the following articles were previously selected by reading the title and abstract, as shown in Table 01:

Cosmetics emerged in ancient times for therapeutic purposes. The science of cosmetics only began in ancient Egypt, and its use was only superficial. Over the years and with a lot of technology, cosmetics began to be manufactured on a large scale, reaching more people and different cultures (Amorim, 2022).

Title	Author/ year	Objective	Conclusion
The influence of aesthetics for women and quality of life on self-image satisfaction	Godoi; Pinto; Cardoso, 2024	To understand the search for aesthetic perfection among women.	Aesthetics has an impact on how women feel about their bodies, affecting their self-esteem when compared to the standards imposed by the industry. On the other hand, using aesthetics in a healthy way can have good results in terms of self-esteem and quality of life.
The importance of aesthetic procedures for women's self-esteem	Martins; Ferreira, 2020	Analyze the impact of aesthetic procedures on women's self-esteem.	It was concluded that cosmetics and aesthetic procedures increase self-esteem, confidence and improve the individual's social life.
Aesthetic health and pharmacists: highlighting their prerogatives	Guadalupe; Paes, 2024	To highlight the pharmacist's role in aesthetic health, in accordance with the current rules that regulate their work.	This book makes it clear that pharmacists are more than qualified to work in the field of aesthetics. As an undergraduate, you'll find content on cosmetology, physiology, chemistry and more.
Aesthetic plastic surgery in women and self-esteem: a qualitative study	Aguiar; Souza, 2023	Analyzing the perception of self-esteem in the pre- and post-operative periods of women undergoing cosmetic plastic surgery	The authors concluded that the aesthetic procedures sought by women are to improve their self-image and consequently self-esteem, thus fitting into a standard of beauty.
The quest for aesthetic perfection vs. health: social imposition on beauty	Oliveira; Costa, 2021	To promote reflection on how beauty standards impact on women's health.	It showed that society has a great influence on the search for the perfect body.
The role of pharmacists in aesthetic health: a literature review	Gomes; Moreira, 2023	Discuss the role of pharmacists in aesthetic health, treating dysfunctions and improving well-being.	Aesthetic procedures carried out by pharmacists help to improve quality of life, self-confidence and well-being.
Facial and body aesthetics: a literature review	Schmitz; Laurentino; Machado, 2010	Show the history of aesthetics and beauty, present the evolution of cosmetics.	In conclusion, cosmetics and aesthetic treatments are constantly evolving.
Social representations and body practices: influences of the beauty standard	Polli; Joaquim; Tagliamento, 2021	Understand the relationship between the social aspects of beauty and health, as well as the beauty standards and practices adopted by women.	For women, a slim body represents beauty and health. They also concluded that sometimes unattainable beauty standards are related to self-esteem problems, affecting physical and mental health.
Cosmetology: origins, evolution and trends	Amorim, 2022	Describe the history of cosmetology, show the difference between cosmetics and cosmeceuticals, and discuss the control of these products by the industry.	Considering that people seek to achieve good-looking, beautiful skin through cosmetics, it is necessary for supervisory bodies to pay attention to the effectiveness and quality of products, so that they deliver what they promise.

Table 01. Summary of articles selected for research.

Not so long ago, homemade recipes were used for aesthetic purposes, whether to lighten dark circles under the eyes, exfoliate hands and feet, or moisturize hair and skin. In recent decades, industries have invested heavily in innovative cosmetics and devices that promote self-esteem and well-being (Schmitz; Laurentino; Machado, 2010).

Aguiar and Souza (2023) point out that women seek aesthetic and cosmetic procedures in order to improve their self-image and consequently their self-esteem. Martins and Ferreira (2020) also respond to the problem of this article, stating that aesthetic procedures increase self-esteem, giving more confidence and improving social life.

Aesthetic procedures have a major impact on women's self-esteem, whether they are superficial or invasive. Women resort to procedures in order to improve their appearance immediately, boosting self-esteem and personal satisfaction more quickly (Godói; Pinto; Cardoso, 2024).

Oliveira and Costa, (2021), point out that for women to live socially, they need to fit into the standards imposed by society in the rigid dictatorship of beauty. These standards of collective imaginary traits define whether a person is beautiful or not.

Therefore, these sometimes unattainable beauty standards can generate low self-esteem in women. These standards are ephemeral, they have been since antiquity and will continue to be so, as aesthetics has evolved greatly and people are always looking for new procedures to fit into society (Oliveira; Costa, 2021).

In addition, in line with the above problem, women's search for aesthetic standards that are incompatible with some of them is related to problems with self-esteem, thus reflecting on physical and mental health (Polli; Joaquim; Tagliamento, 2020).

Corroborating the aim of the research into the work of aesthetic pharmacists, the Federal Pharmacy Council (CFF) recognizes aesthetic health as an area of activity for pharmacists. This professional works to promote health and well-being, treating metabolic, dermatological and physiological dysfunctions (CFF, 2013).

According to RESOLUTION No. 616 of November 25, 2015, the CFF recognizes that pharmacists can work in the field of aesthetics, provided they have completed *Latu Sensu* postgraduate courses and/or free courses in the field of aesthetics recognized by the MEC (CFF, 2015).

Some of the procedures authorized for pharmacists are: cosmetotherapy, intense pulsed light, chemical and mechanical peels, botulinum toxin, dermal fillers, carboxytherapy, mesotherapy, microneedling, cryolipolysis, electrotherapy, iontophoresis and laser therapy (CFF, 2013 and 2015).

Guadalupe and Paes (2024) make it clear that pharmacists are more than qualified to work in the field of aesthetics, contributing to women's self-esteem, since they have a mastery of cosmetology studies, one of the branches of aesthetics. Gomes and Moreira (2023) also highlight the potential of pharmacists to promote self-esteem through aesthetic procedures in a safe and effective way.

According to the World Health Organization (WHO), health is the complete state of physical, social and mental well-being, and not just the absence of disease or infirmity (WHO, 1946). However, it is necessary for the aesthetic pharmacist to act, guaranteeing safe and effective procedures, promoting self-esteem and well-being for their patients (Gomes and Moreira, 2023).

FINAL CONSIDERATIONS

The research observed that the constant evolution of cosmetics and aesthetics has a direct impact on women's self-esteem and well-being, since they seek these procedures in order to somehow feel better about themselves and fit into society and participate in a social environment.

The objectives of the study were achieved, since other studies also show that the evolution of cosmetics and aesthetic procedures is related to women's self-esteem, as they are always looking for these innovations. Furthermore, it is worth emphasizing that the aesthetic pharmacist is a qualified professional to work in this area, promoting health, well-being and safe and effective procedures.

As a result, it was possible to see that cosmetic/aesthetic evolution is directly linked to women's self-esteem and consequently their mental health, since society imposes so many aesthetic standards that are sometimes unattainable, thus generating low self-esteem and senseless demands, which can lead to mental problems due to the demands.

In this sense, she observed that women are held hostage by the cosmetics and aesthetic procedures industries, and their self-esteem and well-being will depend on their acceptance of their self-image.

We therefore conclude that this research contributes to a better understanding of the current scenario in relation to female aesthetics and self-esteem. It also contributes to a better understanding by aesthetic professionals of the relationship between cosmetics/aesthetics and self-esteem/mental health.

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