

POPULATION'S NEED FOR COSMETOLOGICAL CARE ACCORDING TO MEDICAL EXAMINATIONS**ПОТРЕБНОСТЬ НАСЕЛЕНИЯ В КОСМЕТОЛОГИЧЕСКОЙ ПОМОЩИ ПО ДАННЫМ МЕДИЦИНСКИХ ОСМОТРОВ****TIBBIY KO'RIKLARGA MUVOFIQ AHOLINING KOSMETOLOGIK YORDAMGA EHTIYOJI**

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Abstract. *The demand for cosmetology services has been directly impacted by the constant rise in interest in aesthetic health and appearance in recent decades. As a branch of medicine, cosmetology encompasses a broad variety of practices that try to prevent and treat skin illnesses, age-related changes, and abnormalities of the skin's structure and appendages in addition to enhancing appearance. Simultaneously, an objective evaluation of the population's needs based on trustworthy data is a crucial component in designing and creating a cosmetology care system.*

The findings of medical exams performed on different demographic groups are among the most instructive sources of such data. The prevalence of dermatological and cosmetic issues that call for the assistance of cosmetology professionals may be determined via the study of these data. Regular medical checks also offer the chance to determine hidden requirements that patients may not always be aware of, in addition to determining the actual need for cosmetic care.

In light of the findings, this article discusses potential avenues for enhancing the delivery of medical and cosmetic services while also analyzing the population's demand for cosmetological care based on data from medical examinations.

Keywords. *Cosmetology, prenosological, specialized, skin diseases, aesthetic health, age-related changes, dermatological, statistical analysis, approximate, treatment, regimens, marketing, research, social status, pensioners, gender, socio-hygienic, opportunities.*

Аннотация. *Спрос на косметологические услуги в последние десятилетия напрямую связан с неуклонно растущим интересом к эстетическому здоровью и внешнему виду. Как отрасль медицины, косметология охватывает широкий спектр методов, направленных не только на улучшение внешности, но и на профилактику и лечение кожных заболеваний, возрастных изменений, а также нарушений структуры кожи и её придатков.*

Одновременно объективная оценка потребностей населения, основанная на достоверных данных, является важнейшим элементом при планировании и создании системы косметологической помощи.

Одним из наиболее информативных источников таких данных являются результаты медицинских осмотров различных демографических групп. Анализ этих данных позволяет определить распространённость дерматологических и косметологических проблем, требующих вмешательства специалистов-косметологов. Кроме того, регулярные медицинские осмотры дают возможность выявить скрытые потребности, о которых пациенты не всегда осведомлены, наряду с фактической необходимостью в косметологической помощи.

В соответствии с полученными результатами в статье рассматриваются возможные пути совершенствования оказания медицинских и косметологических услуг, а также анализируется потребность населения в косметологической помощи на основе данных медицинских обследований.

Ключевые слова: косметология, донозологический, специализированный, кожные заболевания, эстетическое здоровье, возрастные изменения, дерматологический, статистический анализ, ориентировочный, лечение, режимы, маркетинг, исследование, социальный статус, пенсионеры, гендер, социально-гигиенические, возможности.

Annotatsiya. So'nggi o'n yilliklarda kosmetologik xizmatlarga bo'lgan talab aholining estetik sog'liq va tashqi ko'rinishga bo'lgan qiziqishi ortishi bilan bevosita bog'liqdir. Tibbiyotning bir tarmog'i sifatida kosmetologiya nafaqat tashqi ko'rinishni yaxshilash, balki teri kasalliklari, yoshga oid o'zgarishlar hamda teri va uning qo'shimchalarining tuzilishidagi buzilishlarni oldini olish va davolashga qaratilgan keng ko'lamlari usullarni qamrab oladi.

Shu bilan birga, ishonchli ma'lumotlarga asoslangan aholining ehtiyojlarini obyektiv baholash — kosmetologik yordam tizimini rejalashtirish va yaratishda muhim omil hisoblanadi. Bunday ma'lumotlarning eng axborotli manbalaridan biri — turli demografik guruhlar o'rtasida o'tkazilgan tibbiy ko'riklar natijalari hisoblanadi. Ushbu ma'lumotlarni tahlil qilish orqali kosmetolog mutaxassislar yordamini talab etuvchi dermatologik va kosmetik muammolarning tarqalish darajasini aniqlash mumkin. Bundan tashqari, muntazam tibbiy ko'riklar faqatgina kosmetologik yordamga bo'lgan real ehtiyojni emas, balki bemorlar har doim ham anglab yetmaydigan yashirin ehtiyojlarni ham aniqlash imkonini beradi.

Olingan natijalarga asoslanib, maqolada tibbiy va kosmetologik xizmat ko'rsatishni takomillashtirishning ehtimoliy yo'nalishlari muhokama qilinadi hamda tibbiy ko'riklar ma'lumotlari asosida aholining kosmetologik yordamga bo'lgan ehtiyoji tahlil etiladi.

Kalit so'zlar: kosmetologiya, donozologik, ixtisoslashgan, teri kasalliklari, estetik sog'liq, yoshga oid o'zgarishlar, dermatologik, statistik tahlil, taxminiy, davolash, rejimlar, marketing, tadqiqot, ijtimoiy maqom, pensionerlar, gender, ijtimoiy-gigiyenik, imkoniyatlar.

Relevance. According to the research, "the number of visits to a doctor with skin diseases ranks fourth in the structure of primary morbidity in the adult population". Simultaneously, the market for cosmetology is expanding, the number of cosmetic treatments is rising, and interest in aesthetic and anti-aging medication is steadily rising. This indicates that, from the perspective of healthcare and the services sector, both conventional therapeutic demands (such as skin illnesses) and aesthetic wants are growing more and more significant. Medical exams are a reliable source of information about needs. Medical examinations enhance the data on morbidity via referral, allowing for the identification of disorders and illnesses that might not be accompanied by seeking care. This is particularly crucial in the field of cosmetology since many skin and dermatological alterations may go undiagnosed or untreated until they worsen. The issue is significant for research and practice because of the availability of such data, which allows for the planning of services, identification of risk groups, and quantification of requirements [2, 3, 4].

At the point of intersection of medicine and aesthetics is cosmetology care, particularly medical cosmetology, where numerous operations call for sterility, standard compliance, and qualifications. As said, in certain nations or areas, this field is not well regulated. Health and medical care systems must consider these demands as part of preventive, dermatological treatment, quality of life enhancement, and psychological comfort if a sizable portion of the population is in need of such support (based on the examinations). It may be observed that the medical system is undergoing change, primary health care is rising, and prevention and diagnosis are receiving more focus, even if there is a lack of publicly available statistics on the demand for cosmetology care in Uzbekistan. However, as the data demonstrates, cosmetology frequently finds itself in a space with little regulation, highlighting the necessity of considering its role within the healthcare system. Thus,

determining the population's demand for cosmetological treatment through medical tests is an issue that is also crucial for regional practice.

The responsibilities outlined in the "Concept for the Development of healthcare in the Republic of Uzbekistan for 2019-2025" [1] indicate the necessity of enhancing cosmetology care as one of the specialized forms of medical treatment. In the Republic of Uzbekistan, cosmetology has advanced significantly over the past 10 years, and the demand for dermatologists and cosmetologists' professional services is around ten times more than the supply at the moment. It is anticipated that the number of salons and facilities dedicated to offering a broad variety of all-inclusive cosmetology services would rise significantly. The prevalence of facial cosmetic flaws has increased to 80–95% of the population, resulting in ongoing unhappiness with one's look and concerns that lower one's quality of life, particularly for women [9, 10]. There is almost no information available on the prevalence of risk factors that lead to the development of cosmetic facial abnormalities in Uzbekistan and outside. It is unknown how much genetics, lifestyle characteristics, and domestic and industrial activities contribute to cosmetic face abnormalities in different demographic groupings. There are no prenosological medical or social diagnostic techniques for identifying early indications of cosmetic flaws. Complex primary preventive and treatment strategies have not been created for people who work in industrial settings where they are exposed to risk factors for facial cosmetic abnormalities. The market for therapeutic and recreational cosmetology services, as well as the demands of different demographic groups, require marketing study at the moment [5, 6, 7, 8].

The study's goal is to identify the primary avenues for enhancing the way medical cosmetology care is organized for the general public by conducting a thorough socio-hygienic analysis of the trends in the market for cosmetology services.

Methodology for research. The current study was thorough. The contingents of patients seeking medical cosmetology care in a specialist outpatient clinic in a vast territory were subjected to a medical and statistical examination. The structure of cosmetology services is evaluated by experts, and the operations of cosmetology businesses are examined. The structure of medical cosmetology treatment for the people of Nukus has been analyzed using a methodical methodology. The regional cosmetology care system's organizational and functional framework has been established. The level of patient satisfaction with medical cosmetology treatments has been determined by sociological study. Based on the sanitary and epidemiological welfare and public health city of Nukus, this extensive socio-hygienic study was carried out between 2023 and 2024.

Results. For the majority of businesses offering medical cosmetology services in the city of Nukus, the issues found during this study's research of the structure of medical cosmetology treatment in these databases are very common. Therefore, for businesses of different organizational and legal forms offering medical cosmetology services in the area, findings, techniques, estimated treatment regimens, rules, and methodological suggestions may alter as medical cosmetology care is organized and improved. In this context, we have examined the trends in the population's referrals to a cosmetology clinic over a number of years. The percentage of primary and repeated referrals from the total number was determined while examining the referral structure. This percentage was broken down by gender (man or woman), age (children under 14), and socioeconomic position (children, retirees). While the percentage of persons of retirement age continues to fall (to 1.2% in 2023), the percentage of children under 14 stays relatively constant in the primary visit structure, at around 9.0-7.0%. There are 14 nosological kinds of illnesses or cosmetic flaws that are included in the category of medical cosmetological care for patients. In terms of turnover, there is also a discernible tendency toward rising morbidity. With variations ranging from 25% to 12%, acne of the face skin continuously ranks first in the disease structure, according to the two-year sample. Skin pathologies such viral warts, which account for between 10.6% and 8.3% of the incidence structure, come in second. Skin papillomas (7.9–5.2%) comprise the third position. Hemangiomas (2-1.8%), nevus (4.4-6.5%), molluscum contagiosum (2.6-1.3%), and hair diseases (4.3-2.1%) come next. About 1% of skin atheromas, keloid scars, and tattoos are removed; nevertheless, because these procedures are so intricate, they frequently occupy the majority of a doctor's working hours.

Table 1

The prevalence of cosmetic issues and the public's need for assistance

Age group	Gender	Number of surveyed	The main identified cosmetic problems	The number of people in need of help	% of neediness from the group
18-25 year	W	150	Acne, oily skin	92	61,3%
18-25 year	M	100	Acne, scars after acne	45	45,0%
26-35 year	W	140	Enlarged pores, first wrinkles	98	70,0%
26-35 year	M	90	Seborrhea, scars	42	46,7%
36-45 year	W	130	Wrinkles, pigmentation	104	80,0%
36-45 year	M	80	Wrinkles, dry skin	49	61,3%
46+ year	W	120	Age-related changes, ptosis	110	91,7%
46+ year	M	70	Deep wrinkles, vascular changes	50	71,4%

A public organization called the "Societies of Cosmetologists and Plastic Surgeons" was founded in order to exchange experiences in the city of Nukus and its surrounding area and to coordinate the operations of all kinds of cosmetology enterprises that have been formed in the area. Since it offers practical, methodological, scientific, and educational connections with such extensive research and educational institutions, the Society is actually the primary system-forming structure in the system of arranging medical and cosmetic care for the people in the region. According to this organizational paradigm, the most fundamental cosmetology facility is the regional polyclinic "Medical Cosmetology". To expand the population's access to this kind of specialist medical treatment, the regional polyclinic offers methodological support for the establishment of medical cosmetology facilities in many districts around the area. In the sanatorium-resort system of wellness facilities, it offers comparable support for the establishment of cosmetology sections that sell cosmetics and provide wellness services in addition to using cosmetology technology. As a result, our suggested organizational model of the medical cosmetology care system for the local population establishes the framework for organizing and managing the operations of cosmetology enterprises, opening doors for raising the standard of medical cosmetology care for the populace.

Conclusions. According to a 2-year survey, the region's population has a prevalence of dermatological morbidity of 0.28–0.27 per 1000, with a marked chronization of disease (0.18–0.20 per 1000). With a high degree of dependability, the dynamics of patient referral from 2010 to 2023 show a clear increase tendency (coefficient of determination 9.0-0.765). In the treatment structure, skin papillomas (10.1±0.5%) and acne predominate (12.0±0.5%). There was a trend for the percentage of complaints regarding cosmetic flaws to rise to 23.5±0.5%.

1. We employed a methodical approach that considers the functional connections between budgetary research, educational institutions, and commercial organizations when examining how medical cosmetology care is organized for the local community. The population's increasing desire for medical cosmetology services and the requirement to raise their caliber using contemporary organizational and medical technology are the system-forming factors.

2. As a coordinating body, the Society of Cosmetologists and Aesthetic Surgeons is a public organization that has the potential to serve as the model for a self-regulating association of professionals involved in the medical cosmetology services industry.

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