

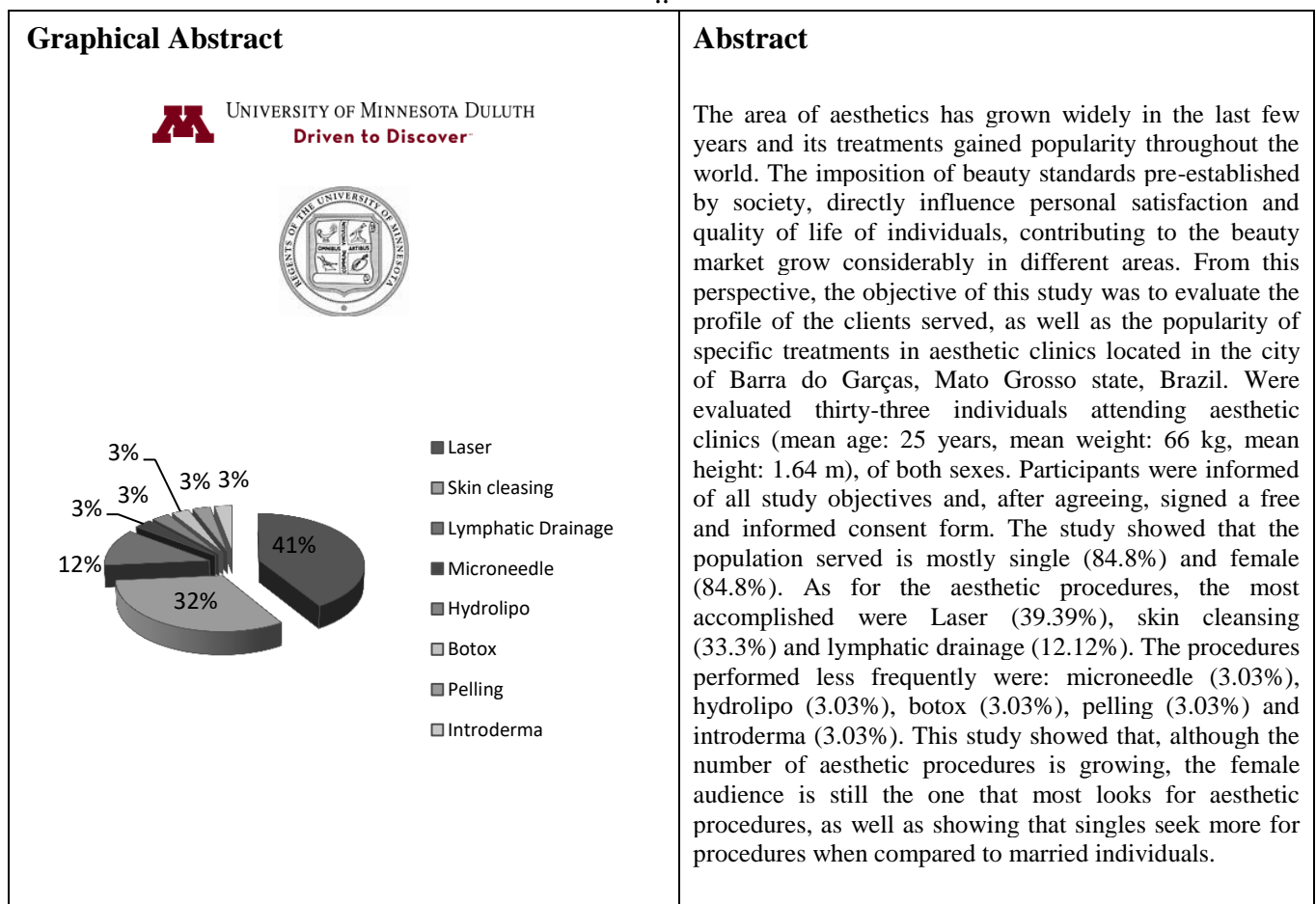
Clients profile evaluation attended in Barra do Garças municipality aesthetic clinics, Mato Grosso, Brazil

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Introduction

Contemporary society watches in awe at the passage of the "perfect bodies," which progressively invade all spaces of modern life. People's expectation of these patterns of beauty is probably what intertwines a variety of increasingly common phenomena, such as the increased incidence of bulimia and anorexia, workouts and cosmetic plastic surgeries [1].

Body image consists of a complex multidimensional construct, its formation and development being influenced by several factors, such as cultural, social, neurological and psychological. The body image can be defined as being the figuration of the human body formed in the plane of the mind. In other words, it would correspond to the way in which the body presents itself to the individual and to the way in which he experiences this body psychologically, thus constituting himself as an important and integrated psychological phenomenon [2-4].

Aesthetics and body satisfaction have been widely accepted as complements for health maintenance and quality of life, and the esthetic technologist is an extremely important professional to perform the various procedures that can be applied contributing to this. Activities linked to aesthetics may provide individuals with relaxation, self-image improvement, and may be ancillary to medical procedures, such as plastic surgeries [5].

The area of aesthetics has grown widely in the last few years and its treatments gained popularity throughout the world. The imposition of beauty standards pre-established by society, directly influence personal satisfaction and quality of life of individuals, contributing to the beauty market grow considerably in different areas.

Due to the large number of aesthetic procedures on the market, such as peeling, ablative laser, introderma and others [6], it is extremely important to identify the procedures most sought after by the population, so that possible measures of orientation and improvement of the techniques can be developed later.

From this perspective, the objective of this study was to evaluate the profile of the clients served, as well as the popularity of specific treatments in aesthetic clinics located in the city of Barra do Garças, Mato Grosso state, Brazil.

Materials and Methods

Were evaluated thirty-three individuals attending aesthetic clinics (mean age: 25 years, mean weight: 66 kg, mean height: 1.64 m), of both sexes. Participants were informed of all study objectives and, after agreeing, signed a free and informed consent form.

The study was carried out in June of 2018 in the municipality of Barra do Garças, in the state of Mato Grosso, Brazil.

Results and Discussion

The study showed that the population served is mostly single (85%) and female (85%) (**Figure 1**). As for the aesthetic procedures, the most accomplished were Laser (41%), skin cleansing (32%) and lymphatic drainage (12%). The procedures performed less frequently were: microneedle (3%), hydrolipo (3%), botox (3%), pelling (3%) and introderma (3%), as shown in **Figure 2**.

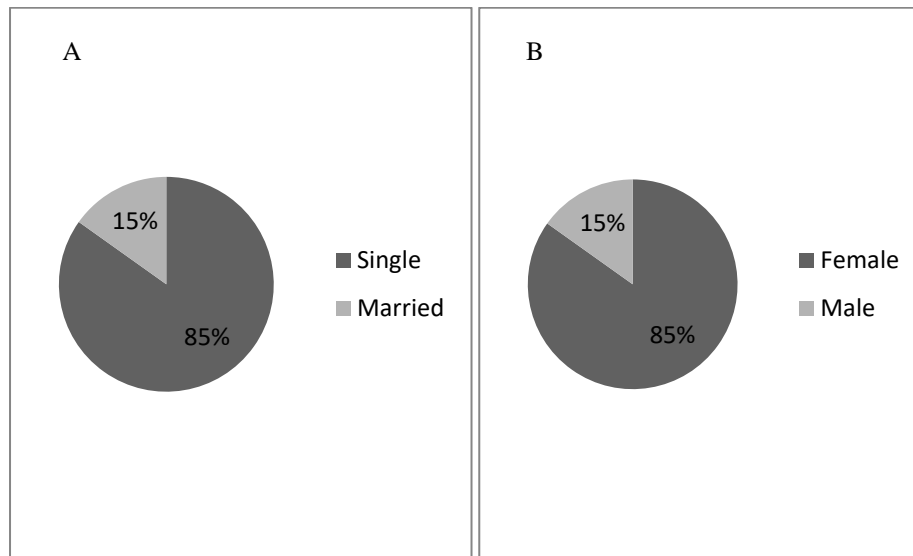


Figure 1. Profile regarding gender and marital status

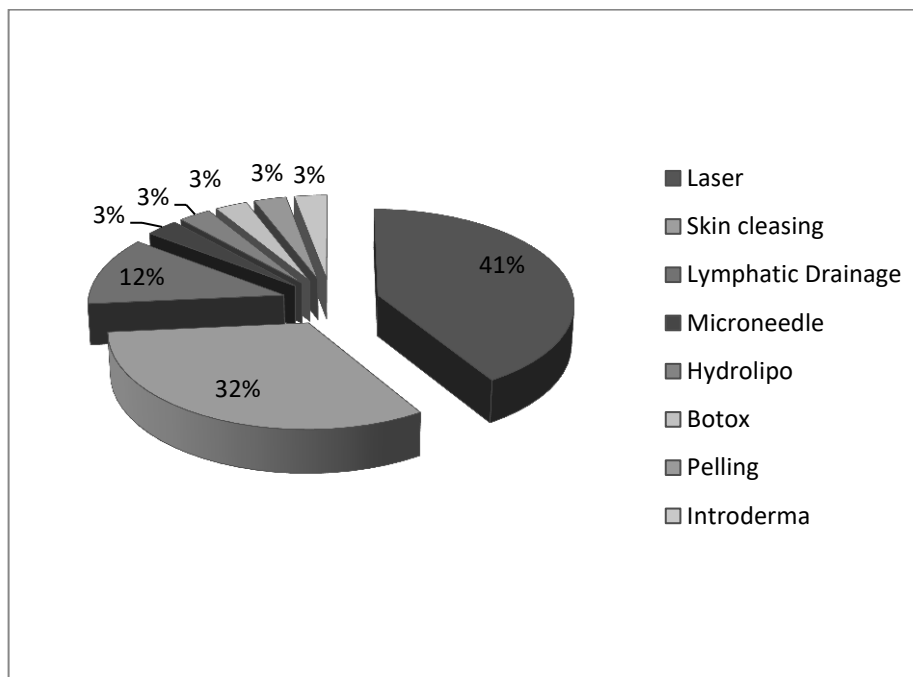


Figure 2. More accomplished aesthetic procedures

Laser is a type of light, is an electromagnetic radiation that can be used to promote cellular biostimulation (low energy intensity) and surgeries (high energy intensity) [7]. It is used for various purposes such as healing processes, hair removal and others. This justifies the high demand for the method.

Skin cleansing was the second most sought after procedure by the clients involved in this study. Skin cleansing is an extremely relevant component for skin health and personal care. Currently, skin cleansing protocols are largely based on well-elucidated, tested and approved methods, in addition to being well-established habits, which justifies the high demand for the procedures. However, despite widespread use, some skin cleansing methods, if not used properly, can be harmful to the health of the skin [8].

Lymphatic drainage, the third method most appreciated by the clients involved in the study, is much more than a simple massage, because the technique is scientifically recognized as a complementary practice beneficial, much appreciated in the aesthetic field. Among the many manual therapies, lymphatic drainage occupies a prominent position worldwide, precisely because of the benefits it can provide to the person who undergoes such a procedure. Based on this assertion, prior to presenting history, methods and efficacy, it is noted that manual lymphatic drainage maneuvers are indicated in the prevention and / or treatment of edema, lymphedemas, fibroedema, burns, grafts, acne, sensation of tiredness in the lower limbs, muscular pain, pre and postoperative of plastic surgery, bruises and ecchymoses [9-11].

This study showed that although the number of aesthetic procedures is increasing in the male universe, the female audience is still the one that most seeks aesthetic procedures, besides showing that singles seek more procedures when compared to married. Another obvious observation is that the most sought after procedures are those more practical and multifunctional such as laser, skin cleansing and lymphatic drainage.

Conflicts of Interest

The author declare no conflict of interest

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