

## 18. CONTEMPORARY APPROACHES IN DERMATOCOSMETOLOGY

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**Introduction.** Dermatocosmetology is a branch of aesthetic medicine, the science that deals with solving different problems of the skin, in order to maintain the elasticity of dermis, muscle tonicity, freshness and aspect, through loads of innovative procedures that are non-invasive or minimally invasive.

**Aim of study.** During the last years, a great interest is observed for esthetic medicine. There is enormous success in mini-invasive procedures or injectable and laser therapy. In case of some deformities, inherited or acquired, real or imaginary, invasive interventions are increasingly used – plastic or reconstructions.

**Methods and materials.** An electronic, anonymous questionnaire made up of 18 questions was composed. The answers were collected during three months.

**Results.** The results of the questionnaire were systematized so in the study took part 713 people, most of them aged between 15-25 (42, 2%), followed by 25-35 years (39%) according to gender - men 8,8% and 91,2%- women; in the urban environment live 71, 8%, and in the rural 28,8 %. Out of 23 dermatocosmetological procedures provided to respondents the most often requested are the following manual cosmetic cleaning-54, 8%; Laser epilation, IRL -41,4 % and chemical peeling -25,2%. The respondents specified that they also did aesthetic plastic interventions 11,8%, the more requested were scar treatment – 8,7%; hair implant -7,4% and facial lifting-5,4%. The another question „how often do you call for medical services of aesthetic medicine”- 29,9% stated 3-4 times a year, 28, 4% once in a few years, 20,5% go every month,18, 5% - once a year, and only 2,6% monthly. The factors that determined them to use these services – 89,7% stated - on their own initiative, followed by the answer „under the influence of the mass-media” - 17,6%. The most often, the respondents chose to perform in the cosmetic offices-69,4% as well as in the aesthetic medicine clinic - 30,5%, being provided by a cosmetologist-32,7%, by an esthetician- 29,4%, and – 27, 6% -cosmetician, as well as 21,7% mention that go to a dermatologist. The next question, "Who can practice cosmetology?" the majority selected- a doctor- 61,4%, and regarding the accessibility of aesthetic medical services - 59,3% stated that they are expensive. For the majority of them it matters the most in a clinic - the professionalism of the doctors - 95%. According to the degree of satisfaction, the respondents divided in the following way, 64,2% said that they are satisfied, 22,9% very satisfied, and only 12,9% partly satisfied.

**Conclusion.** Our study showed that both men and women of different ages often use cosmetic medicine, aimed to treat skin conditions and alert the imperfections through different contemporary methods.