



## **The Impact of Cosmetology on Mental Health and Self-Confidence**

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**ABSTRACT:**

*Cosmetology plays a significant role in enhancing mental health and self-confidence. This review explores the psychological effects of beauty treatments, personal grooming, and self-care routines on individuals. Through an analysis of scientific research, case studies, and expert opinions, this article provides an in-depth understanding of how cosmetology contributes to emotional well-being, self-perception, and overall mental health. The paper also discusses the impact of beauty standards, social influences, and the therapeutic role of cosmetology. While the industry offers psychological benefits, challenges such as unrealistic beauty expectations and ethical concerns are also addressed. This review highlights the need for a balanced approach to beauty and self-care to maximize the positive effects of cosmetology on mental health.*

**Keywords:** *Cosmetology, mental health, self-confidence, self-perception, beauty standards, psychological well-being, self-care, therapeutic cosmetology, personal grooming, social influences.*

**Introduction**

Cosmetology is a multidisciplinary field that encompasses a wide range of beauty and personal care practices, including skincare, hairstyling, nail care, and makeup application. Historically, beauty rituals have been an integral part of human civilization, dating back to ancient cultures such as Egypt, Greece, and Rome, where self-adornment was associated with social status, spirituality, and well-being. Over time, cosmetology has evolved into a professional industry that not only enhances physical appearance but also significantly contributes to an individual's psychological and emotional state.

In today's world, self-care and beauty routines play a crucial role in an individual's lifestyle. With the increasing influence of social media and beauty standards, people are more invested in their appearance than ever before. While some critics argue that the emphasis on beauty can lead to negative self-perception, research suggests that personal grooming and beauty treatments have profound psychological benefits. Engaging in cosmetology practices can promote self-confidence, improve self-esteem, and even aid in mental health conditions such as anxiety and depression.

Moreover, the beauty industry has witnessed significant advancements in therapeutic and medical cosmetology, providing solutions for individuals dealing with skin disorders, hair loss, and other aesthetic concerns. Such interventions can restore confidence and provide emotional relief to individuals struggling with self-image issues. In addition, the rise of self-care movements has further reinforced the idea that cosmetology is not just about looking good but also about feeling good.

This review aims to explore the intricate relationship between cosmetology and mental well-being, focusing on how beauty treatments influence self-confidence and psychological health. By examining various perspectives, including scientific studies, expert insights, and real-life experiences, this article seeks to provide a comprehensive understanding of the impact of cosmetology on mental health and self-confidence.

## Psychological Aspects of Cosmetology

### 1. Self-Perception and Confidence Boost

Engaging in cosmetology practices, such as skincare routines and hairstyling, improves self-image and boosts self-esteem. Individuals who regularly invest in their appearance tend to report higher levels of confidence and satisfaction with their looks. Studies indicate that professional grooming services contribute to positive self-perception, reinforcing a sense of control and well-being.

### 2. Mental Health Benefits

- **Reduction in Stress and Anxiety:** Beauty treatments, such as massages, facials, and aromatherapy, promote relaxation, reducing stress and anxiety levels.
- **Enhancement of Mood:** Research shows that engaging in beauty-related activities triggers the release of endorphins, neurotransmitters responsible for happiness and relaxation.
- **Combatting Depression:** Studies have indicated that people suffering from depression often benefit from self-care routines, as they provide a structured and uplifting activity that promotes self-worth.

### 3. Social and Cultural Influences

The perception of beauty is often shaped by cultural and societal norms. Cosmetology can help individuals align with these standards, improving social interactions and acceptance. Social validation and positive reinforcement further enhance confidence levels, making individuals feel more included and valued.

## **Cosmetology as a Form of Therapy**

### **1. Psychological Therapy Through Beauty Treatments**

Therapeutic cosmetology, including medical aesthetics and dermatological treatments, aids individuals dealing with conditions such as acne, scars, or hair loss. These treatments significantly improve self-esteem and mental well-being by addressing visible concerns that may contribute to psychological distress.

### **2. Empowerment Through Personal Care**

Engaging in self-care routines fosters a sense of empowerment and independence. Makeup application, hairstyling, and skincare routines allow individuals to express themselves creatively, boosting their morale and self-assurance.

## **Discussion**

The role of cosmetology in mental health and self-confidence is multifaceted, involving psychological, social, and cultural dimensions. The positive effects of beauty treatments on self-esteem are well-documented, but it is crucial to recognize that individual experiences vary. While many people find empowerment in grooming and aesthetic treatments, others may struggle with the pressures imposed by beauty standards and media influences.

One significant consideration is the role of self-care as a coping mechanism for individuals dealing with stress, anxiety, and depression. Engaging in beauty routines provides a sense of routine and self-worth, particularly for those facing mental health challenges. Furthermore, professional cosmetology services, such as dermatological care and aesthetic procedures, have the potential to address medical concerns that impact self-esteem, such as acne or hair loss.

However, it is important to acknowledge the ethical concerns associated with the beauty industry. The commercialization of beauty has led to unrealistic standards that can negatively impact individuals' self-perception. Cosmetic procedures, while beneficial for many, can also create a culture of dependency if not approached with realistic expectations. Additionally, accessibility and affordability remain key concerns, as

not all individuals have equal access to professional beauty treatments that can enhance their confidence and well-being.

Future research should focus on developing a more inclusive approach to cosmetology, promoting beauty diversity and ensuring that self-care remains a tool for empowerment rather than a source of societal pressure. Integrating mental health awareness into beauty and wellness industries could further enhance the benefits of cosmetology, ensuring that its psychological impact remains positive and sustainable.

### **Challenges and Ethical Considerations**

While cosmetology provides numerous benefits, it also has potential drawbacks. Unrealistic beauty standards promoted by media and social platforms can contribute to body image issues and low self-esteem. Ethical concerns regarding cosmetic procedures, including safety, accessibility, and affordability, must also be addressed to ensure positive mental health outcomes.

### **Conclusion**

Cosmetology significantly impacts mental health and self-confidence by enhancing self-perception, reducing stress, and promoting social well-being. While it offers numerous psychological benefits, it is essential to maintain a balanced approach to beauty and self-care. Future research should focus on developing inclusive and ethical beauty practices to maximize the positive effects of cosmetology on mental health.

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