



AESTHETICS AS A TOOL FOR SELF-ESTEEM, EMOTIONAL HEALTH AND SOCIAL TRANSFORMATION

Aesthetics as a Tool for Self-Esteem, Emotional Health, and Social Transformation

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Abstract: This article proposes a scientific and humanized analysis of the role of aesthetics as a tool for raising self-esteem, strengthening emotional health and social transformation. Based on practical experiences and interdisciplinary studies, the author explores how aesthetic procedures impact self-confidence and promote psychological well-being, especially among women. In addition, she investigates the economic relevance of the sector and presents the PDS Method as an example of a technique with international potential.

Keywords: Aesthetics; Self-esteem; Emotional health; Entrepreneurship; Social impact.

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1. AESTHETICS AS A STARTING POINT FOR SELF-ESTEEM

Self-esteem, understood as the way a person perceives and values themselves, is directly influenced by body image. Aesthetics, by promoting improvements in appearance, contributes to the construction of a more positive self-perception, increasing confidence and security.

Studies show that 78% of women who underwent cosmetic procedures reported a significant increase in self-esteem (APA, 2019).



The work of a beauty professional with a humanized perspective is essential to identify the client's real needs, going beyond superficiality. Contact with hundreds of clients in my career has revealed cases in which aesthetic intervention brought significant emotional benefits, such as returning to the job market or overcoming abusive relationships.

Aesthetics is also a tool for self-expression. Taking care of one's image allows an individual to project their identity and reaffirm their place in the world. The conscious use of makeup, for example, or eyebrow reconstruction through micropigmentation, help the client to communicate strength, elegance and self-esteem.

Clients suffering from low self-esteem often come to procedures feeling hopeless. However, technical expertise combined with warm care can bring about real emotional changes. Research by Cash and Pruzinsky (2002) shows that satisfaction with body image is related to reduced symptoms of anxiety and depression.

Furthermore, it is common to observe that the client, after undergoing an aesthetic procedure, becomes more confident in social and professional relationships. The feeling of "being good about oneself" drives positive behaviors and a greater willingness to face challenges.

In short, aesthetics is much more than a visual resource that transcends superficiality. It is a starting point for internal transformations, acting as a bridge between external image and emotional health. This understanding needs to be at the center of the training and practice of professionals in the field.

2.2 AESTHETICS, EMOTIONAL HEALTH AND PSYCHOLOGICAL BALANCE

The relationship between appearance and emotional well-being has been widely discussed in contemporary psychology. According to the World Health Organization (WHO), body image has a direct impact on identity formation and self-acceptance, and is a determining factor for mental health (WHO, 2017). People who feel comfortable with their appearance have lower levels of anxiety and depression, according to research published in the journal *Body Image* (Alleva et al., 2015).

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Cosmetic procedures can act as complementary resources in coping with trauma and insecurities. Women who have undergone cancer treatments, for example, find in eyebrow reconstruction a symbolic return of femininity and self-esteem. These gestures, although apparently simple, generate profound impacts, as pointed out by

studies by Sarwer et al. (2005), which identified a significant improvement in the emotional state of patients after aesthetic interventions.

The work of a beauty professional should not be limited to the visual aspect. An integrative approach, which considers the individual as a whole, allows for more effective and long-lasting results. Active, comprehensive and judgment-free listening is an essential tool for understanding the real demands of clients. As Carl Rogers (1951) proposes, unconditional acceptance is the basis for therapeutic and transformative relationships.

However, it is important to highlight that poorly indicated or unethical procedures can lead to frustration and worsen pre-existing psychological problems. Therefore, ongoing professional training and a commitment to the truth are essential. Respect for individual limitations and the uniqueness of each client must guide all stages of care.

The interface between aesthetics and psychology is increasingly evident. In some countries, such as the United States, there are already training programs that integrate basic psychological knowledge into aesthetic practice. This reinforces the trend towards a more conscious market, focused on promoting comprehensive well-being and not just idealized appearances.

Therefore, aesthetics is not limited to the visual field; it should be understood as a resource for emotional care and therapy, capable of restoring dignity and self-confidence. When applied responsibly and with empathy, it can be a powerful ally in promoting mental health and psychological balance in individuals.

3.3 THE AESTHETICS SECTOR AS A DRIVER OF SOCIAL AND ECONOMIC IMPACT

The beauty industry generates billions of dollars annually and occupies a prominent position among the fastest-growing areas in the world. According to data from SEBRAE (2020), Brazil is the fourth largest beauty and personal care market in the world, with more than 1.1 million professionals working in the sector. In the United States, the beauty and wellness industry reached an estimated value of 63 billion dollars in 2020, according to the Statista Research Department.

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This expansion is directly related to job creation and social mobility, especially for women. In Brazil, 94% of beauty professionals are women, many of them single mothers and heads of households (SEBRAE, 2020). The activity offers an opportunity

concrete financial autonomy, construction of professional identity and inclusion in the formal job market.

In addition to representing a promising field of activity, aesthetics also promotes social impact in peripheral communities. The possibility of rapid qualification and immediate entry into the market makes aesthetics an effective means of social transformation. Several social projects use training in aesthetics as a strategy for social reintegration of vulnerable populations, such as those released from the prison system and victims of domestic violence.

In the United States, the phenomenon is similar. The appreciation of ethnic diversity and individual identity has driven the search for personalized aesthetic procedures, leading to the creation of small businesses led by immigrant women. Support from programs such as the Small Business Administration (SBA) has strengthened this ecosystem, consolidating aesthetics as a tool for inclusion and income generation.

Female entrepreneurship finds a fertile space for development and advancement in aesthetics. The creation of own brands, original techniques and teaching methods has raised the standard of quality and innovation in the field. Women like me, who have developed methods such as PDS, have become a reference and inspiration for other professionals around the world.

Therefore, aesthetics must be understood not only as a technical and creative field, but as a strategic sector of economic development and social inclusion. Its capacity to transform lives goes beyond the mirror — it reaches families, communities and global markets.

4. The PDS Method – Balance Point, Design and Symmetry as pillars of a technical and ethical aesthetic

The PDS Method was born from the need to systematize a more precise, personalized and ethical aesthetic approach. Based on years of professional care and ongoing training, the method emerged as a response to the gaps observed between the standardized technique and the individuality of each face. PDS, an acronym for Point of Balance, Design and Symmetry, structures the aesthetic process in an integrated way, focusing on respecting personal identity and long-lasting results both aesthetically and emotionally.

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The first pillar, Balance Point, seeks to understand the visual and functional set of the client's face, in order to identify the harmonious center between aesthetics and naturalness. This stage involves a careful anamnesis and active listening, which allow for the creation of personalized and conscious strategies. The proposal is to abandon homogeneous aesthetic standards and

embrace uniqueness, recognizing that each trait carries a story and deserves individualized attention.

Next, the drawing is performed based on geometric techniques, visagism and analysis of the natural symmetries of the face. This phase requires sensitivity, technical mastery and empathy. The goal is to create harmony between the facial elements, respecting their original structure and enhancing their natural beauty. The drawing works as a visual map to guide the professional during the procedure, ensuring precision and visual coherence.

The third pillar, Symmetry, represents the refinement of the work. Using measuring tools, mirroring and adequate lighting, the professional evaluates the final balance and makes millimetric adjustments to achieve the best possible result. In the PDS method, symmetry is not understood as mathematical rigidity, but as a subtle alignment between form and emotion, which reinforces self-esteem without detracting from the individual.

The impact of the PDS Method goes beyond the aesthetic result. Client reports show profound emotional transformations, with emphasis on increased self-confidence and reconnection with one's own image. The ethical approach, centered on respect for individuality, is one of the distinguishing features that make PDS a humanized model of professional practice in aesthetics.

In addition to professional practice, the method has been adopted as a basis for training new beauticians. Workshops, courses and conferences have disseminated the PDS philosophy, encouraging a generation of more aware, technical and empathetic professionals. The methodological clarity and practical applicability of the model contribute to its rapid assimilation and replication.

Currently, the PDS Method is beginning to gain international visibility, especially in the United States and European countries, where there is a growing demand for personalized and ethical procedures. Its expansion reflects not only the technical effectiveness of the method, but the consolidation of a new aesthetic vision that values the balance, identity and integral well-being of the client.

5. CONCLUSION

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Aesthetics, as a multidisciplinary field, goes far beyond the simple search for beauty. It presents itself as a powerful tool for strengthening self-esteem, promoting emotional health and social transformation, especially when practiced in an ethical and humanized manner. The experience accumulated over more than a decade shows that



Aesthetic procedures, combined with sensitive and personalized care, are capable of bringing about profound changes in the psychological well-being of individuals.

By integrating technique and empathy, professionals in the field become agents of social impact, contributing to economic inclusion and female empowerment, especially in contexts of vulnerability. The growing appreciation of aesthetics as a factor in quality of life and personal identity is reflected not only in Brazil, but in global markets, such as the United States, highlighting its strategic role in social and economic development.

The PDS Method exemplifies how innovation combined with respect for uniqueness can transform aesthetic practice, making it accessible and applicable internationally. The dissemination of methods that combine rigorous planning, artistic design and personalized symmetry contributes to consolidating a new professional stance that values the individual in his or her entirety.

Finally, aesthetics is a technical and human field capable of fostering emotional balance and promoting personal dignity. By disseminating knowledge and responsible practices, professionals in the sector contribute to a more inclusive, healthy and conscious society, where caring for one's image translates into comprehensive care for the human being.

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