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Contributions of aesthetics to the health and quality of life of pregnant women with integrative and complementary health practices - A systematic review

Contributions of Aesthetics to the Health and Quality of Life of Pregnant Women through Integrative and Complementary Health Practices – A Systematic Review

Contributions of aesthetics to the health and quality of life of women embarrased with integrative and complementary health practices - A systemic review

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Abstract: Pregnancy is a period marked by profound physical, hormonal, emotional, and social transformations that directly impact a woman's quality of life. These changes are necessary for fetal development and for preparing the mother's body for childbirth and breastfeeding; however, they are frequently associated with discomforts such as muscle pain, edema, postural changes, fatigue, anxiety, skin changes, and emotional fluctuations. In this context, Integrative and Complementary Health Practices (PICS) and specialized aesthetic care play an important role in promoting the overall health of pregnant women. The study analyzed aimed to understand the contributions of aesthetics associated with Integrative and Complementary Health Practices (PICS) to the physical, emotional, and social well-being of women during pregnancy. The research was developed through a qualitative, exploratory, and descriptive literature review, based on scientific articles, monographs, books, theses, and publications from the Ministry of Health, between 2000 and 2024. The authors highlight that the esthetician's role goes beyond the aesthetic dimension, contributing to welcoming, humanizing care, and...
Strengthening maternal self-esteem. **Keywords:** pregnancy; aesthetics; health; maternal well-being; PICs (integrative and complementary health practices)

Abstract: Pregnancy is a period marked by profound physical, hormonal, emotional, and social transformations that directly impact a woman's quality of life. These changes are necessary for fetal development and for preparing the maternal body for childbirth and breastfeeding; however, they are often associated with discomfort such as muscle pain, edema, postural changes, fatigue, anxiety, skin alterations, and emotional fluctuations. In this context, Integrative and Complementary Health Practices (ICHP) and specialized aesthetic care play an important role in promoting the pregnant woman's overall health and well-being. The study aimed to understand the contributions of ICHP-associated aesthetics to women's physical, emotional, and social well-being during pregnancy.
The research was conducted through a qualitative, exploratory, and descriptive literature review, drawing on scientific articles, monographs, books, theses, and publications from the Ministry of Health between 2000 and 2024. The authors emphasize that the role of the esthetician goes beyond the aesthetic dimension, contributing to welcoming care, humanization of healthcare practices, and the strengthening of maternal self-esteem. **Keywords:** pregnancy; aesthetics; health; maternal well-being; ICHP (integrative and complementary health practices).

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1. Introduction

Pregnancy is a period of intense physical, emotional, and hormonal changes that tend to...
directly impact a woman's quality of life. These changes may cause
discomforts such as swelling, muscle pain, postural disorders, skin changes and
mood swings.
Integrative and Complementary Health Practices (PICS) are therapeutic resources.
based on traditional knowledge, aimed at preventing various diseases and...
recovery of health, with an emphasis on empathetic listening, therapeutic bonding, and integration.
of human beings with the environment and society (BRAZIL, 2012).
Given this context, the role of the beautician takes on a relevant importance not only in
aesthetic care, but also in promoting health, physical well-being and balance.
emotional state of the pregnant woman.
Therefore, this work aims to evaluate the importance of the beautician in
pregnancy monitoring and investigating how Integrative Practices and
Complementary health practices (PICS) can prevent and alleviate common discomforts in this...
period.

2. Theoretical Framework

Pregnancy is a period marked by intense physical and emotional changes in the body.
Women require special care to ensure their well-being. In this context, the role
The esthetician's expertise can be crucial in providing relaxation and drainage techniques.
lymphatic drainage, helping to reduce swelling, improve circulation, and relieve tension.
muscular

2.1. Physiological changes during pregnancy

Pregnancy causes hormonal, circulatory, musculoskeletal, and lymphatic changes that
affect the physical and emotional well-being of women (ALEXANDRE, 2010).

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Physiological changes occur because the body needs to adapt to sustain the
growth and development of the fetus, preparing the body for childbirth and, subsequently,
for breastfeeding. These changes are mainly controlled by changes
Hormonal and due to the anatomical expansion of the organs, resulting from the increase in the size of the uterus and the new
metabolic demands (FRANÇA et al., 2015).

The placenta is one of the main organs responsible for these transformations, as it secretes...
hormones such as progesterone, estrogen, human chorionic gonadotropin (hCG) and
Chorionic somatomammotropin, which acts on different body systems. The increase in
Progesterone and estrogen production can increase blood volume by up to 40% (POLDEN;
MANTLE, 2005), resulting in edema, a feeling of heaviness and fatigue (SILVA; ZANETTI;
MATTSUTANI, 2006; ZUGAIB; KAHHALE, 1995).

Progesterone has a relaxing effect on smooth muscle, which reduces movement.
It can cause intestinal problems and heartburn and reflux, but it is essential for keeping the uterus relaxed and preventing constipation.
Premature contractions. Estrogen stimulates uterine growth, increasing its volume.
Blood flow and breast development. Prolactin and oxytocin, on the other hand, prepare the glands.
mammary glands for lactation, controlling milk production and ejection. hCG keeps the body
The luteal phase occurs during the first few months, ensuring hormone production until the placenta takes over.
function (GUYTON; HALL, 2006 apud FRANÇA et al., 2015).

These hormones, along with the growth of the uterus and fetus, cause structural changes in
virtually all systems of the maternal organism. In the cardiovascular system, the heart
The heart needs to pump more blood to nourish the placenta and the baby, which increases cardiac output.
and blood volume. In the respiratory system, the uterus pushes the diaphragm upwards, and the
The woman breathes more shallowly but more frequently to meet the demand for oxygen.
In the renal system, the kidneys increase their activity to eliminate metabolic waste products from the body.
from the mother and fetus, and urine volume increases (FRANÇA et al., 2015).

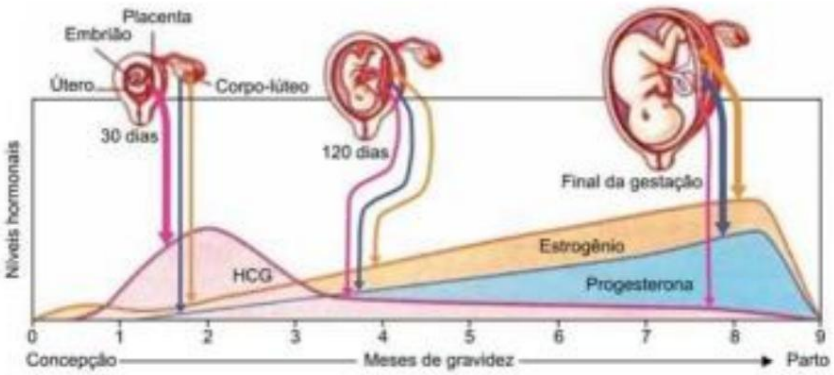
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Figure 1: Variation in the levels of the three hormones throughout pregnancy. Wider vertical arrows represent a relatively higher amount of the hormone released.



Source:GOWDAK *et al.* (2013) apud SANARMED (2019).

The digestive system also undergoes changes, as gastric emptying becomes more...

Slow digestion can cause heartburn and constipation, but it allows for greater nutrient absorption. On the other hand...

The endocrine-metabolic system begins to require greater insulin resistance and a greater need.

of glucose and nutrients to support fetal growth (FRANÇA et al., 2015).

In the integumentary system (skin), the changes are significant and result from modifications.

Hormonal and physiological changes specific to pregnancy. Pregnancy causes hyperpigmentation of areas

specific areas, such as areolas, midline of the abdomen (linea nigra), armpits, and genitalia, due to

increased melanin production, stimulated by the hormones estrogen and progesterone, and

by melanocyte-stimulating hormone (MSH) (ALVES; VALLERA; NOGUEIRA, 2005)

(cited in FRANÇA et al., 2015).

These changes also explain the appearance of melasma gravidarum (dark spots on the skin).

(face) and stretch marks, which occur due to the rapid stretching of the skin and the hormonal action that affects

The elasticity of collagen and elastic fibers. Cutaneous vascularization increases, which causes

increased sensitivity, local heat and, in some cases, the appearance of varicose veins (CARNEIRO;

AZULAY-ABULAFIA, 2005 apud FRANÇA et al., 2015).

In addition to physical changes, there are also emotional and psychological changes resulting from...

Hormonal action and adaptation to the new social and emotional role of motherhood. They are part

of the overall preparation of the female body for childbirth and for caring for the baby.

(SALLET, 2003; MOULAZ, 2019; DE ANDRADE; DE LIMA, 2016). These changes

These occur because the pregnant woman's body completely reorganizes itself to protect, nourish, and

To provide living conditions for the fetus. These are natural, physiological, and reversible adaptations after...

childbirth (FRANÇA et al., 2015).

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2.2. Humanized service

Humanized care during prenatal care and in aesthetic practices aimed at pregnant women is essential. Guerreiro et al. (2012) state that qualified prenatal care *"is reflected in "Incorporating welcoming behaviors without unnecessary interventions."* Silva, Andrade and Bosi (2014) further state that humanized care consolidates the integrality of attention, allowing for a dialogical relationship between pregnant women and healthcare professionals. Ortiga, Carvalho and Pelloso (2015) highlight that pregnant women value *"the relationship "Interpersonal, the bond created, the dialogue, the guidance and the support provided,"* often more than the tests themselves. In this way, humanization strengthens adherence to prenatal care and It makes the pregnancy process smoother.

2.3. The role of the esthetician during pregnancy and postpartum.

During pregnancy, a woman experiences intense physical, hormonal, and emotional transformations. which can cause discomfort such as edema, lower back pain, and mood swings. In this In this context, the beautician plays an essential role in offering tailored care, such as Relaxing massages and manual lymphatic drainage, always respecting contraindications. specific to that period.

According to Field (2005), *60% of pregnant women who received massages reported a decrease in depressive symptoms, in addition to a reduction in leg and back pain.* Field et al. (1999) They observed that pregnant women who underwent massages twice a week for five Weeks later, they showed lower cortisol levels, indicating reduced stress and greater well-being.

The esthetician's role goes beyond technique, encompassing welcoming, empathy, and active listening. Gentle touch has a real therapeutic effect, promoting emotional connection. pregnant women with their own bodies. Therefore, including this professional in the maternal support network is important. This represents progress in valuing comprehensive care for women (LIMA, 2020).

In the postpartum period, the role of the esthetician remains relevant, assisting in recovery. of self-esteem and in improving the aesthetic condition of women, who may face sagging skin, stretch marks, localized fat and emotional disorders related to body image. Lima (2020, p. 21) states that *"aesthetic care in the postpartum period should be individualized and carried out with "caution, promoting acceptance and restoring care for women in their entirety."*

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In addition, the esthetician can perform facial treatments with gentle and safe products.
aiming to control oiliness, treat gestational acne, and prevent melasma. The guidance
Regarding the use of appropriate dermocosmetics and sunscreens, it is essential to avoid
Contraindicated substances, such as retinoids.

2.3.1 Prevention of stretch marks

Skin stretching and hormonal changes during pregnancy can cause stretch marks.
Proper hydration is essential for maintaining skin elasticity, and oils are recommended.
Vegetables, such as almond and sesame oils, and extracts, such as *aloe vera* (SOUZA, 2020).
These substances, being natural and emollient, help to soften and make the hair more manageable.
skin. Gentle massage in areas prone to stretch marks improves circulation and absorption of
moisturizing agents, in addition to providing comfort and reducing itching (SILVA, 2019).
However, care should begin early and be carried out with safe products and...
mild. Genetic factors, skin type, and weight gain also influence the appearance of
stretch marks; therefore, aesthetic care should integrate a comprehensive approach, including
nutrition, hydration and medical follow-up (COSTA, 2021).
In summary, hydration practices combined with gentle massage are safe, accessible, and...
Effective for maintaining elasticity and preventing stretch marks during pregnancy.

2.3.2 Massages

Massage therapy is an ancient practice that aims to promote relaxation and physical balance.
emotional. Rodrigues (1999, apud ALEXANDRE, 2010) states that therapeutic touch helps
in reducing anxiety and promoting relaxation.
Bessa (2019, p. 45) defines massage therapy as "an ancient, instinctive technique that involves
" Care and treatment through the use of hands for the *relief of muscle pain."* Ferraz
(2017) highlights that massage therapy is currently gaining prominence in healthcare because of its
Contribution to well-being and self-knowledge.
In Brazil, policies such as the Humanization Program in Prenatal Care and the Stork Network
They made it possible to include massage therapy as a non-pharmacological method for pain relief.
(BRAZIL, 2002; 2013).

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2.3.2.1 Relaxing Massage During Pregnancy

Relaxing massage is a safe practice that relieves muscle pain and improves circulation.
and provides physical and emotional well-being (DE ANDRADE; DE LIMA, 2016;
(RODRIGUES, 2004). During childbirth, it aids in freedom of movement and pain reduction.
(PEREIRA et al., 2012; BALASKAS, 2012).

Figure 2: Massage for a peaceful pregnancy



Source: https://pin.it/yS6JGyHY0

2.3.2.2. Lymphatic Drainage

Manual lymphatic drainage is one of the most recommended procedures for relieving fluid retention.
fluids and reduce edema, being safe when adapted to the pregnant woman. Silva et al. (2017, p. 15)
They emphasize that *"manual lymphatic drainage adapted for pregnant women is a safe and effective resource, provided it is performed by a qualified professional esthetician, respecting the contraindications. specific to each trimester of pregnancy."*
Manual lymphatic drainage (MLD) is identified by Leduc and Leduc (2000) as an effective technique.
To stimulate the lymphatic system, eliminate fluids and toxins, and relieve edema. Changes
Musculoskeletal problems are also common, causing lower back pain and muscle overload.
(SPAGGIARI, 2008; BARACHO, 2007). Massage and stretching techniques help in
Flexibility and postural realignment (ALEXANDRE, 2010).
According to Emrich (2013) and Santos (2012), manual lymphatic drainage uses gentle maneuvers.
which mobilize lymph and relieve edema. Cardoso, Sousa and Souza (2017) confirm the
The effectiveness of the technique is highlighted, noting the absence of changes in blood pressure. Studies by Silva and
Meiga (2013) and de Pereira et al. (2012) also point to pain relief, relaxation and
Stimulating the immune system.

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2.4. Integrative and Complementary Health Practices (PICS)

Integrative and Complementary Health Practices (PICS) are therapeutic approaches that
They seek to understand the individual in their entirety, acting on the physical, mental, and other aspects.
emotional and social factors, and not just isolated symptoms. According to Azevedo and Peticione
(2011, p. 362), "integrative and complementary practices seek to promote health and
Disease prevention through physical, mental, and social balance, considering the human being.
"In a comprehensive and indivisible way." In Brazil, these practices were institutionalized by the Policy
The National Policy on Integrative and Complementary Practices in the Brazilian Public Health System (PNPIC) was established in 2006, with the objective
to expand access to therapies that promote well-being and self-care.
According to Silva et al. (2020), the SUS incorporated several practices through the National Policy
of Integrative and Complementary Health Practices (PNPIC), such as acupuncture, homeopathy,
Phytotherapy, aromatherapy, Reiki, yoga, meditation, music therapy, among others. This expansion
It reflects *"the pursuit of comprehensive care, respecting different medical rationales."*
and popular knowledge" (SILVA et al., 2020, p. 5).
Integrative and Complementary Health Practices (PICS) have proven effective in promoting physical and emotional well-being during the pandemic.
pregnancy, strengthening the bond between mother and baby and reducing symptoms of stress and
anxiety (BRAZIL, 2012).
Among the most recommended are acupuncture, auriculotherapy, yoga, meditation, and...
Music therapy.
Yoga and meditation help with breathing and anxiety control (BVS, 2012), while
Music therapy improves sleep quality and provides emotional support (BENTO,
2018).

2.4.1. Aromatherapy and Phytotherapy

The use of essential oils during pregnancy requires caution and technical guidance, as some...
Plants like rue, cinnamon, and sage can cause toxicity and uterine contractions, and are therefore...
contraindicated. Lavender, chamomile, sweet orange, and mandarin, however, can be used safely,
provided they are diluted and under professional supervision (KÖNIG, 2020).

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Aromatherapy, as an integral practice of Integrative and Complementary Health Practices (PICS), has proven effective in reducing these [diseases/negative effects].
symptoms (NASCIMENTO; PRADE, 2020). Studies report good results with the use of
Lemon and peppermint essential oils, applied to cotton for inhalation, resulted in a significant decrease in
nausea (YAVARI et al., 2014 apud TÔRRES, 2023; JOULE
ERAD et al., 2018). The combination of these oils also showed effectiveness (SAFAJOU et al.,
2020).

In general, lemon, peppermint, ginger, and lavender oils showed benefits in 80% of cases, with few adverse effects (TÔRRES, 2023). Furthermore, aromatherapy...
It can be used during labor, providing relaxation, comfort, and relief.
of pain (RODRIGUES et al., 2023; SOUZA et al., 2020). Its use contributes to humanized care and female empowerment (ASSUNÇÃO et al., 2022).

Herbal medicine can also alleviate mild symptoms, such as nausea and insomnia, provided it is used under...
Professional supervision (BRAZIL, 2012). Nausea and vomiting affect 35% to 91% of...
pregnant women, directly impacting their quality of life (SAFAJOU et al.,
2020).

Phytotherapy, based on the use of medicinal plants, has become established as an important...
A complementary therapeutic strategy within the context of public health. As observed in the literature:
"Medicinal plants have been used to increase therapeutic resources, to rescue..."
Traditional knowledge, preserving biodiversity, promoting social development.
(BRAZIL, 2012, p. 3). This practice is linked to the appreciation of popular knowledge, to the search
of lower-cost treatments and the integration of ancient techniques with assistance.
contemporary — therefore, professional and scientific interest in its use and application is growing.
regulation.

2.4.2. Chromotherapy

Chromotherapy is a therapeutic technique that uses colors to restore physical and emotional balance
(JORGE, 2020). It is considered non-invasive and works by balancing energies.
vibrational (COSTA; PEREIRA, 2020).

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Table 1: Each color has specific properties:

Cor	Principais efeitos
Vermelho	Estimula a circulação sanguínea e favorece a regeneração dos tecidos.
Verde	Promove relaxamento e melhora a elasticidade da pele.
Azul	Proporciona calma, possui ação bactericida e efeito regenerador.
Amarelo	Estimula o sistema digestivo e auxilia no tratamento de acne e manchas.
Laranja	Promove relaxamento e auxilia na redução de gordura localizada.
Índigo	Apresenta efeito anestésico e atua em camadas profundas da pele.
Turquesa	Acalma e possui ação anti-inflamatória.
Violeta	Equilibra o sistema nervoso e é útil no tratamento da acne.

Referência: Elaborado pela autora com base em Jorge (2020), Bento (2018), Boccanera et al. (2006), Costa e Pereira (2020) e Peixoto et al. (2017).

Thus, chromotherapy is seen as an effective complementary resource, promoting well-being.

and enhancing aesthetic results without harming the body (PEIXOTO et al., 2017;

BENTO, 2018).

Figure 3: Application of chromotherapy in pregnant women



Source: https://pin.it/3p3WGBNn0

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2.4.3. Music Therapy

Music therapy uses music as a therapeutic tool to facilitate emotional expression and to promote well-being (BRUSCIA, 2000 apud ALVES, [n.d.]). Studies show benefits during pregnancy and childbirth, such as pain and anxiety reduction (RSD JOURNAL, 2023). Lin et al. (2014) highlight that music strengthens the mother-fetus bond and improves perception of pregnancy.

The practice is considered safe, low-cost, and effective, providing physiological, emotional, and social benefits (GONZÁLEZ et al., 2017 apud ALVES, [n.d.]). According to Carvalho (2011, p. 65), "the sound-musical construction of the individual originates in the first experiences of "The fetus in contact with the intrauterine sound environment," which highlights the importance of Auditory experiences during pregnancy.

2.4.4. Auriculotherapy

Auriculotherapy uses stimulation of points on the auricle to restore... Energy balance and symptom relief (FERNANDEZ, 2023).

Pregnancy anxiety can cause complications such as premature birth and low birth weight. to be born (CARVALHO et al., 2015, p. 209). Studies show that the technique reduces It significantly reduces anxiety levels in pregnant women, is easy to implement, and low-cost. (CARVALHO et al., 2015).

It is also effective in controlling nausea, vomiting, and lower back pain, with relief reported by the pregnant women themselves (SOUZA et al., 2023). It is considered safe, with no adverse effects. significant (TAVEIRA, 2024). Mild reactions, such as increased ear temperature, are normal physiological responses (MENEZES, 2023, p. 114).

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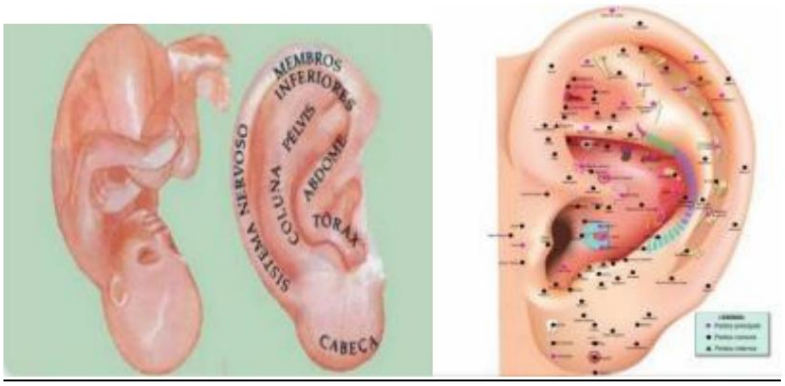
Figure 4: Map of auriculotherapy points



Source:

https://i.pinimg.com/originals/eb/60/94/eb609409b1cb4083dcc3b2530fbb6e6f.jpg

Figure 5: Structural map of a fetus



Source: https://www.apcdrp.com.br/cientifico/auriculoterapia-aplicacoes-clinicas odontológicas

2.4.5. Meditation / Mindfulness

Meditation, originating from ancient traditions, is associated with reflection and self-knowledge. (ANDRADE, 2023, p. 4-5). From the 1970s onwards, it gained prominence in the health field with the The mindfulness method (Kabat-Zinn), focused on stress management and emotional balance. (ANDRADE, 2023, p. 6-7).

During pregnancy, it helps reduce anxiety, improve sleep, and strengthen muscles. of the maternal-fetal bond (ANDRADE, 2023, p. 14-15). Programs such as MBSR and MBCT have They have been widely used with good results.

Despite limited clinical studies, meditation is considered safe, accessible, and effective. as a complementary strategy for maternal mental health (ANDRADE, 2023, p. 15).

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Mindfulness is translated as "full attention," meaning the mind's ability to not forget.
in relation to the object being experienced, its function being to avoid distraction — a concept that
This is similar to what neuropsychology calls working memory, or operational memory.
(Cosenza, 2021 apud dos Santos, Anne Carolline Bispo, et al., 2021).
Therefore, Mindfulness is considered one of the five possible modifications of the mind.
achieved when the practitioner completely disconnects from the outside world, reaching stages
deep concentration. In this way, memory consolidates, becomes clear and pure.
making it possible to have real knowledge of the object of observation of the practice – be it their breathing,
your physical sensations or a sound – shine through the mind and thus a new degree of
Consciousness is reached. In this state, the mental confusion that was common in the mind is gradually dismantled.
gradually replaced by a state of greater clarity, in which new levels of knowledge
and consciousness are developed (Souza, 2020 apud dos Santos, Anne Caroline Bispo, et al.,
2021).

According to Ascensão Salvador, Ana Paula, et al., 2025, the practice of mindfulness has been
widely used during pregnancy and labor, and has also been helpful in
a range of psychological (depression, anxiety and stress) and physical conditions, such as, for example
For example, chronic pain, with positive results. In research conducted in the United States
United States of America (USA), with a population of pregnant women aged 25 to 35 who practiced
With mindfulness, a reduction in stress, anxiety, and signs of depression was observed, with
resulting increase in mindfulness.

Figure 6: Meditation practice



Source: https://dilzasantos.com.br/os-beneficios-da-meditacao-na-gravidez

2.4.6. Acupuncture

Originating from Traditional Chinese Medicine, acupuncture aims to balance vital energy by...
through the stimulation of specific points with needles (DA COSTA et al., 2017).

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During pregnancy, it helps relieve nausea and pain and helps control blood pressure.
(MARTINS et al., 2018; 2020). It is also used to correct fetal position and reduce use.
of analgesics during childbirth (LIMA, 2018; MOUTA et al., 2021).
Mild reactions, such as dizziness and minor bruising, may occur, but are not considered serious.
(PEREIRA et al., 2015 apud DA COSTA et al., 2017).
Recent studies confirm its effectiveness in treating gestational low back pain, promoting
significant relief (PAI et al., 2023 apud DE OLIVEIRA LIMA et al., 2023).

2.4.7. Yoga

Yoga is an ancient practice that integrates body, mind, and spirit, and is widely used.
Recommended during pregnancy for promoting self-awareness, conscious breathing and...
Emotional balance (SILVA, 2017, pp. 8-9) promotes adaptation to physical changes.
and hormonal changes during pregnancy, providing body awareness and connection with the baby.
(SPARROWE; WALDEN, 2007; TREVISAN, 2011 apud SILVA, 2017, p. 16-18).
The techniques involve postures, breathing, and meditation, and should be adapted to the trimester.
gestational (FADYNHA, 2005; BASSOLI, 2013 apud SILVA, 2017, p. 22-24).
Yoga helps control anxiety and prepares you physically and mentally for childbirth, in addition to...
to strengthen the mother-fetus bond (TREVISAN, 2011 apud SILVA, 2017, p. 27-28).
With proper guidance, it is a safe, accessible, and transformative practice for well-being.
pregnant woman (SILVA, 2017, p. 30-49).

Figure 7: Practical yoga posture



Source: https://abre.ai/cuidadosnagravides-yoga

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2.4.8. REIKI

According to Schiavo (2016) apud Salles and Julia Nogueira (2023), the symptoms of anxiety often
These factors are sometimes ignored or simply incorporated into the diagnosis of depression when
They occur in isolation due to a lack of studies that evaluate anxiety separately.
Stress and depression, both during the prenatal and postnatal periods.
For (GRACE et al., 2020, SCHIAVO, 2016, COSTA et al., 2022 apud Salles, Julia Nogueira,
(2023), there is evidence that stress has been associated with developmental adversity.
of the baby and in the child's future, such as low cognitive development, autism, schizophrenia
and increased sensitivity to stress, with different effects depending on the gestational trimester.
Not only stress, but also anxiety can generate psychological changes capable of...
triggering events such as premature birth and low birth weight, pre-eclampsia and
Meconium in the amniotic fluid, increased fetal motor activity, and depression during the period.
gestational (SILVA et al., 2017 apud Salles, Julia Nogueira, 2023).

Among the therapies that comprise PICS (Integrative and Complementary Health Practices), Reiki has been extensively studied. Its effectiveness...
This can be observed in the reduction of chronic pain in the elderly, in the immune system, and in the intensity of...
pain (RINDFLEISCH, 2010 apud Salles, Julia Nogueira, 2023), in reducing labor pain and in
reduction of anxiety (FERRAZ et al., 2017 apud Salles, Julia Nogueira, 2023) and stress
(KUREBAYASHI et al., 2020; PEREIRA et al., 2021 apud Salles, Julia Nogueira, 2023). THE
The therapy consists of a biofield technique, which is based on the principle of energetic rebalancing.
vital, through the laying on of hands at specific points above the body. Through
By stimulating the energy channels present in the organisms of individuals, the technique corrects
Energy imbalances that can cause health problems and other discomforts (VAN)
DER VAART et al., 2009; MOQUIN; BLACKMAN; ETHEL, 2009).

3. Materials and Methods

This work was characterized as an exploratory study of a qualitative nature and
This descriptive study was developed through a literature review.
from research in scientific articles, official publications of the Ministry of Health, monographs
and theses found on academic websites, such as SciELO, Google Scholar, and LILACS,
covering the period from 2000 to 2024. In addition to the works indexed in the databases searched,
Others will be consulted.

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The descriptors used were: pregnancy, aesthetics, health, maternal well-being, and practices.
Integrative and complementary health practices (PICS). An advanced search was used in the database.
using descriptors and the Boolean operators "AND" and "E" to make the search more efficient.
Specific articles on the subject were excluded to obtain a better result. Duplicate articles were also excluded.
Those that did not address the proposed theme were included. Whenever necessary, articles were added.
published before 2000.

4. Results and discussion

The analysis of the selected studies shows that pregnancy, although physiological, involves a
complex interaction of hormonal, circulatory, musculoskeletal, and emotional changes
which directly impact a woman's quality of life. These changes are associated with
Common symptoms include edema, lower back pain, fatigue, postural changes, and disorders of
sleep and emotional instability, corroborating what França et al. (2015) describe, when
They claim that these modifications are necessary adaptations for fetal development, but
They can cause significant discomfort.
In this context, the results of this review demonstrate that the role of aesthetics associated with
Integrative and Complementary Health Practices (PICS) present significant potential as
A complementary care strategy, promoting not only aesthetic benefits, but also
positive impact on the physical and emotional health of the pregnant woman.
Among the main techniques, manual lymphatic drainage stands out as one of the interventions.
most effective during pregnancy. Studies analyzed indicate that the technique contributes to
Reduction of edema, improved blood circulation, and relief from the feeling of heaviness in the...
lower limbs. These findings corroborate Silva et al. (2017), who state that "the
Manual lymphatic drainage adapted for pregnant women is a safe and effective resource, provided that...
Performed by a qualified professional and respecting specific contraindications." In addition
Furthermore, authors such as Leduc and Leduc (2000) reinforce that the technique acts directly on
Stimulation of the lymphatic system, promoting the elimination of fluids and toxins, which justifies
Its widespread use is indicated during pregnancy.

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Relaxing massage also showed significant results, especially in what it says
with respect to emotional well-being. Field et al. (1999) demonstrated that pregnant women undergoing
Massage therapy showed a reduction in cortisol levels, indicating a decrease in stress.
Additionally, Field (2005) points out that approximately 60% of pregnant women reported improvement.
of depressive symptoms after regular massage sessions. This data reinforces the
The potential of massage therapy as a relevant non-pharmacological intervention, especially in light of...
Limitations on the use of medication during pregnancy.
Regarding skin changes such as melasma, stretch marks, and gestational acne, the results
The literature indicates that prevention remains the most effective approach.
Skin hydration, when combined with the use of safe substances, can contribute to...
maintaining skin elasticity. In this sense, Souza (2020) highlights that the use of oils
Vegetables and moisturizing agents help maintain the integrity of the skin barrier;
However, Costa (2021) comments that factors such as genetic predisposition, alterations
Hormonal changes and weight gain directly influence the appearance of stretch marks, which reinforces the risk.
the idea that aesthetic care should be integrated into a multidisciplinary approach,
including nutritional and medical follow-up.
Integrative and Complementary Health Practices also stood out as important.
Tools in prenatal care. According to Azevedo and Pelicioni (2011), "the practices
Integrative and complementary therapies seek to promote health and prevent disease through...
"physical, mental and social balance", which justifies its applicability in the gestational context.
Aromatherapy, for example, has shown effectiveness in reducing nausea and anxiety, being
considered a safe practice when used correctly. Studies such as that of Safajou et
al. (2020) demonstrate positive results from the combined use of lemon and essential oils.
Peppermint has been shown to reduce gestational nausea. However, it is noted that...
Caution should be exercised when using certain oils due to their potential for toxicity or the induction of...
uterine contractions.
Auriculotherapy also showed relevant results, especially in reducing
anxiety. Carvalho et al. (2015) highlight that "gestational anxiety can trigger
complications, such as premature birth and low birth weight," highlighting the importance of
interventions aimed at emotional control. In this sense, the technique proved to be effective, of
Low cost and with few adverse effects.

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Meditation and mindfulness are also widely discussed and offer benefits in
stress reduction, improved sleep, and emotional balance. Andrade (2023) points out that
These practices are "safe, accessible, and effective as a complementary health strategy."
"Maternal mental health," although there are still limitations in the number of robust clinical studies.
Yoga and music therapy reinforce this integrative approach, contributing to the
Relaxation, strengthening of the mother-fetus bond, and improvement of the gestational experience.
Lin et al. (2014) show that music can positively influence the bond between mother and child.
and baby, while Silva (2017) highlights the benefits of yoga for adapting to changes.
Physical and emotional aspects of pregnancy.

Aromatherapy, for example, has shown effectiveness in reducing nausea and anxiety, being
considered a safe practice when used correctly. Studies such as that of Safajou et
al. (2020) demonstrate positive results from the combined use of lemon and essential oils.
Peppermint has been shown to reduce gestational nausea. However, it is noted that...
Caution should be exercised when using certain oils due to their potential for toxicity or the induction of...
uterine contractions.

Table 2 shows the essential oils recommended during pregnancy, highlighting some options.
safe methods that can contribute to the physical and emotional well-being of pregnant women when used
proper form.

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Quadro 2 - Óleos essenciais indicados na gestação

Óleo essencial	Indicação/Benefício	Forma de uso segura	Cuidados após o uso
Limão (Citrus limon)	1-Reduz náuseas e enjoo matinal	2-Inalação por algodão ou difusor, diluído	3-Evitar exposição solar após uso tópico
Hortelã-pimenta (Mentha piperita)	4-Reduz náuseas e fadiga	2-Inalação leve em algodão	3-Evitar uso tópico em hipertensas
Lavanda (Lavandula angustifolia)	3-Relaxamento, melhora do sono e ansiedade	2-Aromatização, banho ou massagem diluída	3-Evitar no início da gestação sem orientação
Gengibre (Zingiber officinale)	5-Diminui náuseas e auxilia digestão	2-Inalação ou uso diluído	6-Uso com cautela e orientação profissional
Laranja doce (Citrus sinensis)	3-Efeito calmante emocional	2-Difusor ambiental	3-Evitar exposição solar após uso tópico
Camomila-romana (Chamaemelum nobile)	3-Reduz ansiedade e melhora sono	2-Aromatização ou massagem diluída	3-Evitar em casos de alergia

Referências enumeradas

1	(YAVARI et al., 2014 apud TÔRRES, 2023; JOULAEERAD et al., 2018)
2	(NASCIMENTO; PRADE, 2020)
3	(KÖNIG, 2020)
4	(JOULAEERAD et al., 2018; SAFAJOU et al., 2020)
5	(SAFAJOU et al., 2020)
6	(BRASIL, 2012)

Source: Authors

Next, Table 3 presents the essential oils that are contraindicated during pregnancy, highlighting the importance of using these substances cautiously due to the potential risks to fetal development.

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Quadro 3 - Óleos essenciais contraindicados na gestação

Óleo essencial	Motivo da contraindicação
Alecrim (Rosmarinus officinalis)	Estimulante uterino e hipertensor
Cravo (Syzygium aromaticum)	Irritante e risco de contrações uterinas
Canela (Cinnamomum verum)	Induz contrações e aumenta fluxo sanguíneo pélvico
Manjericão (Ocimum basilicum)	Efeito emenagogo
Sálvia (Salvia officinalis)	Estimula o útero e risco de aborto
Tomilho (Thymus vulgaris)	Potencial abortivo e irritante

Referência: (KÖNIG, 2020)

Table 4 lists the herbal remedies indicated during pregnancy, presenting alternatives.
natural remedies that can help alleviate common symptoms, provided they are used responsibly.
career guidance.

Quadro 4 - Fitoterápicos indicados na gestação

Planta medicinal	Benefício terapêutico	Forma de uso segura
Gengibre (Zingiber officinale)	Reduz náuseas e vômitos (SAFAJOU et al., 2020)	Infusão leve sob orientação
Camomila (Matricaria recutita)	Calmante, melhora sono	Infusão leve
Erva-cidreira (Melissa officinalis)	Reduz ansiedade	Uso sob orientação profissional
Funcho (Foeniculum vulgare)	Melhora digestão e cólicas	Pequenas quantidades
Maracujá (Passiflora incarnata)	Calmante e relaxante	Infusão ou extrato com prescrição

Referência: (SAFAJOU et al., 2020) e (BRASIL, 2012)

Finally, Table 5 lists the contraindicated herbal remedies, highlighting substances that should be avoided.
These should be avoided due to the potential adverse effects on the pregnant woman and the baby.

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Quadro 5 - Fitoterápicos contraindicados na gestação

Planta medicinal	Motivo da contraindicação
Babosa (*Aloe vera*)	Ação laxativa é possível estímulo uterino
Arruda (*Ruta graveolens*)	Potencial abortivo e toxicidade materna
Canela (*Cinnamomum verum*)	Pode estimular contrações uterinas.
Carqueja (*Baccharis trimera*)	Possíveis efeitos sobre o tônus uterino.
Boldo (*Peumus boldus*)	Potencial tóxico hepático e risco gestacional.
Poejo (*Mentha pulegium*)	Potencial abortivo e hepatotóxico.

Referência: BRASIL. Ministério da Saúde. *Fitoterapia na Atenção Primária à Saúde*. João Pessoa: UFPB, 2012. Adaptado pela autora.

Therefore, the analysis of the charts reinforces the importance of carefully selecting substances.
during pregnancy, highlighting that safety and individualized care are...
fundamental to promoting comprehensive care for pregnant women.
Another key aspect highlighted by the results is the importance of customer service.
humanized. Guerreiro et al. (2012) state that qualified care is directly
related to the adoption of welcoming practices and the reduction of unnecessary interventions.
Additionally, Silva, Andrade and Bosi (2014) emphasize that humanized care
It fosters a closer relationship between the professional and the pregnant woman, encouraging adherence to the plan.
treatment.

In this context, the beautician assumes a role that goes beyond the technical dimension, acting as...
comprehensive care agent. Lima (2020) reports that "aesthetic care should be
Individualized and carried out with care, promoting acceptance and restoring care for
"The woman in her entirety."

Final Considerations

This study addressed the skin changes characteristic of pregnancy — such as stretch marks and acne.
pregnancy and sagging skin — and described the aesthetic treatments adapted to this audience, always
respecting specific contraindications and prioritizing the safety of the pregnant woman and the baby.
Understanding these changes is essential for choosing appropriate techniques and products, which
offer satisfactory results without causing risks or adverse effects.

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Furthermore, the importance of ethical and scientifically sound practice was emphasized.
from the aesthetics professional, promoting a humanized and individualized approach.
The professional must be prepared to recognize the particularities of each pregnant woman.
offering safe guidance and contributing to a healthier pregnancy experience.
and positive.

Finally, the research highlighted how Integrative and Complementary Health Practices,
When applied responsibly and with technical knowledge, they can be allies in care.
comprehensive care for women during pregnancy, favoring not only their physical appearance, but also
Emotional balance and self-esteem during this period of intense change.
Therefore, it is believed that including these procedures in the pregnant woman's routine contributes to...
significantly improves maternal quality of life, promoting both physical and physical benefits.
Regarding emotional aspects throughout pregnancy, it also helps prevent stretch marks through hydration.
during consultations.

Given this, it becomes clear that humanized care is not just a differentiating factor,
but it is also an essential element for the quality of care provided to pregnant women. The performance
from the esthetician's perspective, when guided by active listening, acceptance, and individualization of the client's needs.
These actions contribute significantly to the patient's physical and emotional well-being.
By integrating technical knowledge with sensitivity and empathy, the professional strengthens the bond.
It is therapeutic and promotes a safer, more effective and respectful experience, reaffirming care.
Aesthetics as a fundamental part of comprehensive women's care.

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