Machine Translated by Google

RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Effects of multisensory stimuli on the modulation of emotional health during skin cleansing procedures.

Effects of multisensory stimuli on emotional health modulation during skin cleansing procedures.

Effects of multisensory stimuli on modulating emotional health during skin cleansing procedures.

Lauren Eduarda de Alencar Leal Silva – Cete Integrated College - FIC,
laurendealencar35@gmail.com
Oberto César dos Santos
Thamyres Samara dos Santos Melo
Bruna Vanessa Nunes Pereira - Faculdade Integrada Cete – FIC, (advisor)
bruna.v.nunes01@gmail.com

Abstract

In recent years, there has been an increase in the search for practices that promote not only physical health but also emotional well-being. In this scenario, aesthetic procedures, such as facial cleansing, are increasingly perceived as moments of self-care that go beyond appearance, also contributing to relaxation and improved self-esteem. At the same time, ASMR (Autonomous Sensory Meridian Response) is gaining prominence, a phenomenon characterized by sensory stimuli, such as soft sounds and light touches, capable of generating sensations of comfort and relaxation. In this context, this study aimed to analyze how multisensory stimuli can act in the modulation of emotional health during facial cleansing, as well as to address its relationship with Integrative and Complementary Health Practices (PICS). This is a qualitative, descriptive, and exploratory research, developed through a literature review based on studies published between 2015 and 2025. The results indicate that ASMR has positive effects on the body, contributing to the reduction of stress and anxiety. It was also observed that, like Integrative and Complementary Health Practices (PICS), ASMR shares an approach focused on holistic care, through sensory stimuli and the promotion of balance between body and mind. Thus, it is concluded that the integration of these stimuli makes skin cleansing a more welcoming and complete experience, promoting benefits for both the skin and emotional well-being, in addition to presenting itself as a complementary strategy aligned with integrative health practices.

Keywords: ASMR, PICS. Mental health. Therapeutic alternatives. Skin cleansing.

Abstract: In

recent years, there has been an increase in the search for practices that promote not only physical health but also emotional well-being. In this scenario, aesthetic procedures, such as facial cleansing, are perceived as moments of self-care that go beyond appearance, also contributing to relaxation and improved self-esteem. At the same time, ASMR (Autonomous Sensory Meridian Response) is gaining prominence, a phenomenon characterized by sensory stimuli, such as soft sounds and light touches, capable of generating sensations of comfort and relaxation. In this context, this study aimed to analyze how multisensory stimuli can modulate emotional health during facial cleansing and to address their relationship with Integrative and Complementary Health Practices (PICS). This is a qualitative, descriptive, and exploratory study, developed through a literature review of studies published between 2015 and 2025. The results indicate that ASMR has positive effects on the body, contributing to reduced stress and anxiety. It was also observed that, like PICS, ASMR shares an approach focused on holistic care, using sensory stimuli and promoting balance between body and mind. Thus, it is concluded that integrating these stimuli makes skin cleansing a more welcoming and complete

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

experience, promoting benefits for both the skin and emotional well-being, and serving as a complementary strategy aligned with integrative health practices.
Keywords: ASMR, PICS, Mental Health, Therapeutic Alternatives, Skin Cleaning

1. Introduction

Over the years, there has been a significant increase in the search for practices aimed at promoting mental and physical health, which highlights the interest in therapeutic alternatives that They aim to reduce the symptoms of stress, anxiety, and depression, which directly affect... quality of life for individuals. In this scenario, certain aesthetic procedures, such as Skin cleansing and facial massages show improvement not only in appearance, but also... also in mental health, as they are moments of self-care and relaxation, especially among the female audience. "People who feel comfortable with their appearance exhibit Lower levels of anxiety and depression, according to research published in the journal Body Image. (ALLEVA et al., 2015, apud AGUIAR, 2024, p.2).

The use of methods that elicit a response is also highlighted. neurosensory, promoting feelings of relaxation through visual stimuli, Auditory and tactile (COPELAND, 2017). These methods are known as ASMR. (Autonomous Sensory Meridian Response). Studies indicate that ASMR may contribute to the temporary relief of symptoms related to anxiety, stress and depression (BARRAT; DAVIS, 2015), in addition to stimulating brain regions associated with the reward system, promoting a sense of well-being (SAKURAI et al., 2023).

Given this, ASMR shows potential for integration into integrative practices and complementary health practices (PICS), as it is a set of techniques that includes music therapy, meditation, reiki, among others. Furthermore, evidence suggests that stimuli similar to ASMR already occurs in clinical settings, through interactions involving attention and touch. light and welcoming communication (POERIO et al., 2018).

According to researcher Craig Richard (2024), ASMR releases neurotransmitters, helping to reduce anxiety symptoms, relieve pain, and improve... humor. This scientific explanation reinforces the growth of the practice of emotional self-care and of health promotion. According to Sakurai et al. (2023), watching ASMR videos activates the nucleus accumbens in the dopaminergic pathway of the reward system, which is associated with improvement of symptoms of depression, anxiety, and pain. The studies presented highlight the benefits ASMR, showing that it is an alternative form of therapy, and can work in conjunction with other therapies. with treatments aimed at improving the patient's condition.

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

In this context, the need arises to evaluate the application of ASMR in practices of Skin cleansing and facial massages, considering their potential to promote a strategy. complementary activities that contribute to people's emotional well-being.

Thus, the present study aimed to analyze the use of ASMR associated to facial cleansing and massages, evaluating their effects and how they work to reduce stress. and of depressive and anxious symptoms. Together, they sought to identify tools to help promote... relaxation.

2. Theoretical Framework / Results

Autonomous Sensory Meridian Response (ASMR) is a practice characterized by tingling sensations associated with specific sensory stimuli, such as whispers, sounds gentle and light touches. These sensations usually begin in the head area and extend... for areas such as the nape of the neck, shoulders and spine, and are often accompanied by states of deep relaxation. According to Barratt and Davis (2015), individuals who experience the ASMR videos report benefits associated with reducing negative mood and inducing sleep.

Studies indicate that certain stimuli, called "triggers," have a greater effect. the ability to elicit these sensory responses. Among them, whispering and attention stand out. personal and clear sounds, considered the most effective in inducing characteristic sensations. ASMR. These findings reinforce the potential of the practice as a relaxation tool and well-being.

Table 1 illustrates the actions that most commonly trigger these reactions, highlighting the act of Whispering is considered the most pleasant sensory stimulus, with 75% of people agreeing. this statement, followed by personal attention (69%) and clear sounds (64%), in second place and third places, respectively.

Table 1: Presents the percentage of the main ASMR triggers that caused tingling, as reported in the study by Barrat and Davis (2015).

Trigger type	Percentage of participants contacted
Whispering	75%
Attention everyone	69%
Clear sounds (metal foil, fingernail taps, etc.) 64%	
Slow movements	53%

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Repetitive movements	36%
Smiling	13%
Airplane noise	3%
Vacuum cleaner noise	2%
Laughing	2%

Source: Barrat & Davis, 2015

The search for alternatives that promote relaxation is directly related to An increase in disorders, such as insomnia. Data from the Brazilian Sleep Association indicate that Millions of Brazilians experience sleep-related difficulties, especially in large groups. Urban centers, where there is greater exposure to constant stimuli. In this context, ASMR It emerges as a complementary strategy, contributing to sleep induction and improvement. of quality of life.

2.1 Neurological Mechanisms of ASMR

From a neurological point of view, ASMR has significant effects on activity. Brainwaves. Studies indicate that this practice is capable of modulating different types of waves. brain pathways, such as alpha, beta, theta, and gamma, promote changes associated with relaxation and... stress reduction (Silveira, 2024).

Research that uses neuroimaging techniques, such as magnetic resonance imaging. Functional magnetic resonance imaging (fMRI) suggests that ASMR stimuli may be associated with the release of neurotransmitters, such as dopamine. This process is associated with the improvement of symptoms of anxiety, depression and pain.

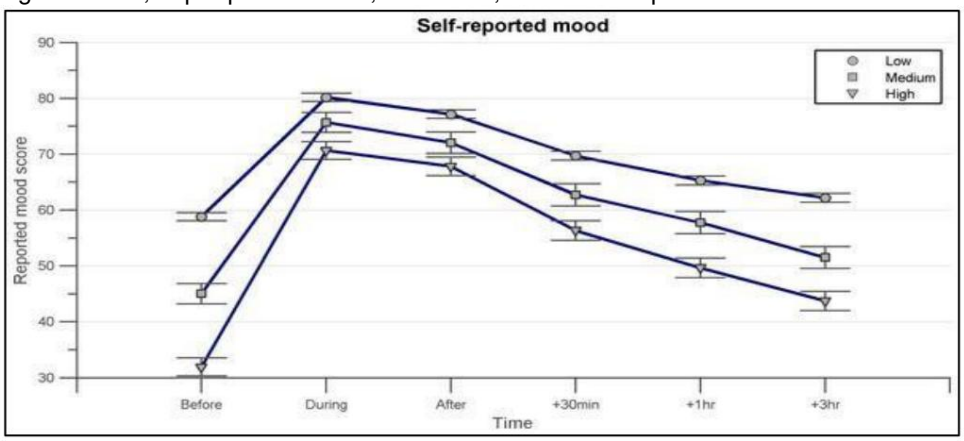
Furthermore, evidence suggests that individuals with depressive disorders exhibit Positive responses to ASMR, with significant mood improvement. Barratt and Davis (2015) They observed that most participants reported emotional benefits after exposure to stimuli, which reinforces the therapeutic potential of the practice.

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Image 1: Representation of mood throughout the processes, showing the variation before, during, and after listening to ASMR, in people with mild, moderate, or severe depression.



Source: Barrat & Davis, 2015

2.3 ASMR as an integrative and complementary practice

PICS (Integrative and Complementary Health Practices) are a set of methods aimed at holistic care, encompassing the physical, emotional, and spiritual aspects of The individual, through activities that promote health and quality of life (BRAZIL, 2018b). These practices were established in the Unified Health System through Ordinance No. Law 971, of May 3, 2006, with the proposal to expand the forms of care and promote a a more comprehensive approach to health (BRAZIL, 2006). Over the years, this policy has been... strengthening and expanding.

In 2017, Ordinance No. 849 incorporated new practices into the SUS (Brazilian Public Health System), such as Reiki and meditation. and music therapy, among others. Expanding the therapeutic possibilities available to population (BRAZIL, 2017). In 2018, Ordinance No. 702 continued this process, updating previous regulations and including other practices, such as chromotherapy, Aromatherapy and hypnotherapy. (BRAZIL, 2018).

ASMR can be understood as a practice that integrates elements of different Integrative and Complementary Health Practices (PICS), since it shares the objective to promote physical and mental balance through relaxing stimuli. According to Dacal According to Silva (2018), these practices are based on a holistic approach, aiming at the harmony of organism as a whole.

Among the practices associated with ASMR, meditation, music therapy, and other prominent examples stand out. Chromotherapy, Reiki, aromatherapy, and hypnotherapy. Chromotherapy, for example, uses Colors are used to induce states of relaxation and are frequently incorporated into content of

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

ASMR uses soft lighting and visual stimuli. Music therapy, on the other hand, contributes to...
Sounds of nature and relaxing environments, enhancing the sensory effects.

Reiki and hypnotherapy are also present in ASMR productions, albeit in a more traditional way.
adapted form, through simulations involving gentle movements and verbal suggestions.
These strategies aim to promote feelings of acceptance, connection, and well-being, reinforcing
the therapeutic nature of the practice.

In this way, ASMR presents itself as an innovative approach in practices.
integrative therapies, working to reduce stress, anxiety, and sleep disorders, in addition to
to contribute to the improvement of emotional well-being.

When discussing the interface between sensory innovations and public health policies in
In Brazil, it is crucial to distinguish between the nature of the phenomenon and its institutionalization. Although
This study demonstrates that ASMR is similar to Integrative Practices and
Complementary Health Practices (PICS) due to their non-invasive nature and focus on holistic well-being,
It is important to emphasize that ASMR is not yet an officially recognized practice.
by the Ministry of Health.

The regulations that consolidate the National Policy on Integrative Practices and
Complementary (PNPIC) — specifically Ordinance No. 971/2006 and the expansions it introduced.
According to Ordinances No. 849/2017 and No. 702/2018, 29 modalities that are part of the SUS (Unified Health System) are listed, among others.
which ASMR is not yet included.

However, the correlation established in this article gains scientific relevance by proposing that
ASMR as a potentially relevant complementary strategy for future inclusions. Thus
How Music Therapy and Meditation have traveled paths of clinical validation to the...
Despite official recognition, the modulating effects of ASMR on emotional health are analyzed here.
They suggest that the phenomenon possesses the necessary characteristics to be integrated in the future.
as a low-cost, high-impact tool for humanizing healthcare and
aesthetics.

2.3 ASMR incorporated into skin cleansing

Facial cleansing acts as a gateway, preparing the skin to receive [the product].
rejuvenation procedures, removing impurities, unclogging pores and
by eliminating dead cells. Without it, the effectiveness of the procedures decreases drastically.
often without obtaining a satisfactory result.

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

There are several ways to perform a facial cleansing, which can be customized.
Depending on the needs of each patient, the cleaning process includes some general methods.
The first step is cleansing the skin, which removes external agents (makeup, sunscreen).
(sunscreen, etc.), ensures the safety of the procedure and prevents infections. After that, the following occurs...
Exfoliation, which removes dead cells, can be of three types: physical/mechanical, chemical, or
enzymatic/biological. Then, continuing the emollient process, using solutions
emollients, masks, and equipment, such as ozone vapor, with the aim of facilitating the
extraction. Subsequently, the "comedones" are extracted, either manually or with...
equipment. Therefore, the toning process occurs through high frequency, with actions
bactericidal, healing, and decongestant agents. Then, masks are applied.
depending on the patient's needs, and finally, the application of sunscreen and protection.
solar (Ebrahim, 2017).

Despite the different coat types that will be treated during grooming, the ASMR process
It remains the same and has no restrictions, except for the individual's preference. The purpose is
to make the procedure more comfortable and relax the patient throughout it, especially during the stage...
from the extraction, as it is the one that causes the most discomfort.

ASMR is a practice that requires calmness for the user to achieve concentration.
Maximum relaxation; therefore, a facial cleansing is a great combination, as it is a procedure
Quiet, without much interference. It's also possible to combine cleaning with...
Facial massage, boosting the procedure, in order to provide greater benefit.
aesthetic and, in short, to bring relaxation.

Regarding the environment, it is advisable to keep the place as quiet as possible.
that external sounds do not interfere with concentration. The only sounds that are necessary are those of
triggers that will be generated and, if the patient prefers, some music can be played.
practice music therapy. The lighting in the space should also be kept low so that...
The environment should be comfortable, but it shouldn't be too dark, as that could be disruptive.
visualization of the procedure.

3. Materials and Methods

This study is characterized as a qualitative literature review.
with the aim of analyzing the effects of multisensory stimuli on the modulation of health.
Emotional stress during skin cleansing procedures.

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

This study is a descriptive and exploratory research, structured by means of a
A literature review using a qualitative approach. Guided by the question: "How do the
Multisensory stimulation (ASMR) can be associated with cleaning procedures.
"Does skin have a role in modulating emotional health and reducing stress?"

Data collection was carried out through searches in scientific databases, such as
Google Scholar, SciELO, and PubMed, as well as books and journals specializing in the areas...
of health and aesthetics.

The following descriptors were used in Portuguese and English: 'Estética' (Aesthetics), 'Saúde' (Health)
'Mental' (Mental Health), 'Complementary Therapies' and the term
Free 'ASMR' (Autonomous Sensory Meridian Response), combined with the operator.
Boolean AND.

Studies published between 2015 and 2025, in both Portuguese and English, were included.
that had a direct relationship with the proposed theme. The inclusion criteria encompass articles
Original articles and revisions that directly address the relationship between sensory stimuli and health.
Emotional. Opinion pieces lacking foundation or incomplete were excluded, as well as...
Duplicate articles in the databases.

After selection, the materials were analyzed in a critical and interpretive manner, which
This allowed for the construction of the theoretical foundation and the discussion of relevant findings. The articles
The selected texts were read in full and grouped by thematic similarity to compose the...
discussion.

4. Results and Discussion

As part of structuring the results of this literature review, the materials
The selected texts from the databases were read in full and critically analyzed and
Interpretively. In order to facilitate the visualization and understanding of the basis.
Based on the theoretical framework that underpins this research, the included studies were outlined and synthesized in...
Table 1.

The table below presents an overview of the research analyzed, organized...
in five main informational axes: Author(s) and Title of the Work: for identification and
Contextualization of the topic addressed; Objective: which describes the central purpose of each
Investigation; Methodology: which details the study design employed by the authors.
encompassing everything from large-scale online questionnaires and systematic reviews to trials

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Robust clinical trials using electroencephalography (EEG) and functional magnetic resonance imaging. (fMRI); Key Findings: highlighting the most relevant results from each study.

Through this organization, it is possible to clearly observe the intersection between the themes. The central points of this review are outlined in the table, which lists evidence regarding triggers and neurophysiological effects. ASMR — such as the importance of touch and personal attention and evidence of reduction of stress and increased relaxation—while also exposing the impacts positive aspects of aesthetic practices and complementary therapies (such as Reiki and reflexology) in Psychological and physical well-being. This compilation provides the essential database for discussing... How multisensory immersion has the potential to transform aesthetic procedures, such as Skin cleansing, as an integrated therapeutic tool for modulating health. emotional.

Table 2: Articles resulting from the research.

Author(s)	Title of Work	Objective	Methodology	Main Findings
Poerio GL, Succi A, Swart T, Romei V, Gillmeister H	feedback ASMR tool). *Tingles:* Trigger Checklist - demonstrated high consistency over questionnaire. The number of participants and *the ASMR* intensity of *Trigger Checklist* for ASMR triggers, after 5	Creating, refining the most endorsed time with the with emphasis on stimuli and temporal interpersonal.	and developing the tool was to trigger (90% (98%) and the Individuals sensitive to *ASMR* triggers (ATC) the number of participants *and* the application of the the number of participants showed high *consistency over time* . Reassessment of 145 individuals correlated with the instances of openness to experiences *(ATC)* . months to analyze absorption and attention to tactile consistency.	validate a new scale based on most intense *physical touch-to-* intensity of ASMR mindfulness.
Aguiar J	*Aesthetics As tool Self-esteem, Emotional Health and Transformation Social*	To analyze the role of aesthetics as a tool for raising self-esteem, strengthening mental health, and... social transformation, in addition to presenting the PDS Method.	A reflective study based on literature review, interdisciplinary studies, and practical care experiences.	Cosmetic procedures combined with compassionate care reduce anxiety and depression. The beauty industry acts as an engine of economic impact and social inclusion for women. The PDS Method emphasizes lasting results, personalization, and... Respect for identity.
Silveira R, Bertucci DC Son	*Autonomous Sensory Meridian Response (ASMR),*	Determine the physiological changes and the clinical potential	Systematic literature review conducted in databases MEDLINE/PubMed	ASMR increases alpha wave activity (relaxation) and causes physiological changes,

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google

RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Author(s)	Title of Work	Objective	Methodology	Main Findings
	Changes Physiological and Potential Clinicians: One Revision Systematics of Literature	Regarding ASMR, Cochrane and SciELO suggest new approaches, including 15 studies to investigate the phenomenon's endings.	fMRI and EEG.	such as reduced heart rate, increased pupil diameter, and changes in skin conductance, which indicates potential application in the management of anxiety and chronic pain.
Sakurai N, Nagasaka K, Takahashi S, Kasai S, Onishi H, Kodama N	the *effects of brain (ASMR)*	Clarifying the function in individuals audios activated the frontal gyrus and the audiovisual stimuli followed by Exclusively Likert-tingling.	was no significant effects of functional magnetic resonance difference in mood when analyzing the effects of ASMR. (fMRI) in 30 reported. However, fMRI demonstrated that subjected to videos and audiovisual stimulation provoked by ASMR nucleus accumbens , while the *Autonomous Sensory Meridian Response* questionnaire on the scale accumbens, while *the* based assessment of auditory stimulation in young people showed that auditory levels activated the cortex without a history of relaxation.	imaging (fMRI): There island.
Barratt EL, Davis NJ	*Autonomous Sensory Meridian Response (ASMR): A Flow-Like Mental State*	Describe the sensations experienced during the ASMR online questionnaire, identify the triggers applied to 475 participants, and identify those capable of exploring their relationship with experiencing it. With synesthesia and ASMR, we investigate flow state habits, mental localization (flow state) of sensations and their effects, and the relief of... depression and pain.	effects on mood.	The main triggers were whispers (75%), personal attention (69%), and clear sounds (64%). ASMR promoted temporary improvement in symptoms of depression and chronic pain. A strong correlation was observed between the number of triggers and the state of mental flow, in addition to the prevalence of synesthesia (5.9%).
Poerio GL, Blakey E, Hostler TJ, Veltri T	*More Than Autonomous Meridian* Tingling	Testing Feeling empirically : Reports of Relaxation and *Sensory Response (ASMR)* ASMR *is characterized* by affective and *reliable* evidence of physiological *changes* . reliable.	Two studies: (1) an online experiment with 1002 participants, assessing self-reported affect; (2) a laboratory study with 110 participants, assessing heart rate and skin conductance during ASMR videos.	ASMR produced pleasant sensations of calm and excitement only in individuals sensitive to the phenomenon. Physiologically, it caused a decrease in heart rate and an increase in skin conductance, characterizing a complex emotional response without association with sexual arousal.
Dacal	*Impacts of*	Introduce the	Observational study, Patients	

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Author(s)	Title of Work	Objective	Methodology	Main Findings
MPO, Silva IS	*Practices Integrative and Complementary Health Care Patients Chronic*	Impacts of Reiki and Retrospective, Transverse and Foot Reflexology on Health: Quantitative, Based on the Analysis of Chronic Diseases and Protocols Followed by the Treatment and SUS.	Medical records of 59 patients.	They showed improvement and a reduction in the intensity of emotional and physical symptoms, including anxiety (34%), stress (51%), body aches (51%), and leg swelling (34%), reinforcing the benefits of integrative therapies for quality of life.

Source: Author's own work.

Based on a critical analysis of the selected literature, the results of this study They demonstrate that contemporary aesthetics transcend the pursuit of visual superficiality. acting as an effective therapeutic resource in promoting psychological well-being and self-esteem. The interface between aesthetics and mental health reveals that body care and An image, when accompanied by humane and welcoming service, is capable of... To restore self-confidence and act as an aid in the emotional balance of patients.

In this context, the introduction of multisensory stimuli characteristic of the Response Sensory Autonomous Meridian Reactivity (ASMR) during skin cleansing presents a strong... Based on neurophysiological literature, ASMR is a complex emotional experience. which triggers pleasurable tingling sensations and deep relaxation in Response to specific stimuli (triggers), whether visual, auditory, or tactile. Research Recent studies indicate that physical touch on the body is the most widely accepted trigger for induction. ASMR (proven by 98% of individuals) and classified as the most intense. Furthermore, "close personal attention" and "light touch on the face" are highly stimulating elements. Effective, endorsed by 87% to 90% of people. These elements are naturally present. and can be enhanced during facial cleansing.

The association of facial aesthetic procedures with ASMR triggers — such as speech Soft or whispered, the sound of brushes and the delicate movements of hands — transforms the practical application in a genuine mental health intervention. Physiological and psychological studies Brain mapping validates this modulation. The ASMR experience has been proven. It significantly reduces heart rate and increases skin conductance, generating a A state of relaxation that blends with positive emotional arousal. Additionally,

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Electroencephalogram (EEG) analyses showed that ASMR increases brainwave activity.
Alpha receptors in the frontal and parietal lobes are directly associated with a state of relaxation.
and to reduce overload and mental stress.

The basis for using ASMR in a complementary therapy context is further strengthened.
more strength when we observe neuroimaging data (fMRI). ASMR stimuli activate
brain regions associated with reward, emotional regulation, social behavior and
related to empathy, such as the medial prefrontal cortex, the insula, and the nucleus accumbens. The authors
They suggest that these triggers simulate "social care" (or *social)* behavior.
grooming), which facilitates interpersonal bonding and produces calming effects on the nervous system.

This aligns intrinsically with the principles of Integrative Practices and
Complementary Health Practices (PICS). As well as complementary therapies, such as Reiki.
and Foot Reflexology, which have demonstrated significant effectiveness in relieving complaints of
Stress, anxiety, insomnia, and chronic pain through a holistic approach, the insertion
Being aware of ASMR in aesthetics acts on the same level of mind-body care.

Literature reveals that 98% of individuals who consume ASMR content report
82% do it to relax, 82% to induce sleep, and 70% to cope with stress, in addition to
There is evidence of temporary improvement in symptoms of depression and chronic pain. Therefore, it is...
It is possible to argue that the environment of the aesthetic clinic, properly prepared, with control
With adequate sound and lighting, and a focus on patient care, it has the potential to...
to function as a multi-sensory immersion chamber.

In summary, the findings indicate an association between ASMR stimuli and cleaning.
The skin treatment is highly beneficial. By combining the physical touch inherent in the aesthetic procedure with...
auditory stimuli (such as sounds of water, brushes, or soft speech) and interpersonal attention, the
A beauty professional promotes not only the health of the skin tissue, but also
This triggers a cascade of neurophysiological responses. This process results in the active reduction of...
reducing stress and promoting emotional health, reinforcing aesthetics as a tool.
Robust and comprehensive therapy.

The analysis of the selected studies showed that multisensory stimuli
They significantly influence the modulation of emotional health, acting primarily in
Reducing stress and anxiety.

Studies show that auditory stimuli characteristic of ASMR, such as sounds
Gentle and repetitive movements are associated with decreased heart rate and increased...
positive emotional states, indicating the activation of physiological mechanisms related to

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS – Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

relaxation (POERIO et al., 2018). These findings reinforce the role of these stimuli on the autonomic nervous system

Furthermore, evidence suggests that exposure to ASMR activates brain regions. linked to the reward system, promoting feelings of pleasure and well-being, which contributes to the reduction of anxiety symptoms (SAKURAI et al., 2023). This mechanism suggests that sensory stimuli act not only subjectively, but also have a consistent neurobiological basis.

In the context of integrative practices, techniques such as aromatherapy and music therapy They also demonstrate positive effects on emotional regulation, acting to reduce stress. and in promoting psychophysiological balance (DACAL; SILVA, 2018). The combination of these The resources enhance the therapeutic effects, characterizing a multisensory approach. integrated.

Applying these findings to aesthetic procedures, it is observed that skin cleansing allows the insertion of these stimuli at different stages of the procedure, contributing to to make it more comfortable and less invasive. Elements such as a controlled environment, Soft lighting and auditory stimuli can reduce patient tension, especially in most sensitive phases.

Facial massage complements this approach by promoting muscle relaxation. Improved circulation and a sense of comfort constitute an important resource for intensify the positive emotional effects (PEREIRA, 2019). Therapeutic touch, associated Sensory stimuli enhance the patient experience, making the procedure more... full.

Analysis of the response mechanisms to ASMR reveals fundamental data for the Clinical practice in aesthetics. According to **Image** 1, which presents the state of mood. Self-reported by participants, it is observed that the emotional benefit and mood improvement... These effects are significantly more intense **during** exposure to stimuli. However, this effect It reaches its peak during practice and begins a gradual decline, becoming less accentuated after 3 hours.

Given this evidence, a valuable opportunity arises for the professional to Aesthetics should act strategically to prolong this feeling of well-being after the procedure. Some suggestions based on the study findings include: Humanized Care Ongoing: Maintain communication with the patient after the procedure using spoken language. gentle and welcoming, which helps to sustain the state of relaxation induced by the triggers.

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

Tactile and auditory; Indications for Emotional Home Care: Suggest that the client listen to audio recordings. or ASMR videos at home, especially those that use clear sounds or whispers, which They have demonstrated effectiveness in inducing sleep and reducing stress; Education about Self-care: Guiding the patient on how multisensory stimuli act on the system. reward and the release of neurochemicals encourage him to create a calm environment. incorporate it into your daily routine to preserve the benefits of skin cleansing.

This approach not only enhances aesthetic results in skin tissue, but also... It also consolidates aesthetics as an integral tool for psychological balance and... Promoting long-term mental health.

Scientific evidence regarding the neurophysiological mechanisms of ASMR provides a a robust argument for its practical application in aesthetics, especially as a counterpoint to Physical stress. Physiological monitoring studies prove that exposure to triggers ASMR significantly reduces heart rate in sensitive individuals.

This reduction in heart rate indicates activation of the parasympathetic nervous system. promoting a state of deep relaxation and calm. In the context of facial cleansing, this "Physiological highlighting" becomes a fundamental strategic tool: Response Control Regarding Stress: Decreasing the heart rate acts directly against cortisol spikes and The agitation generated by the sympathetic nervous system during moments of tension; Modulation of Pain During Extraction: During the comedone extraction stage — recognized as the phase that This causes greater discomfort and inconvenience to the patient — the prior or simultaneous induction of stimuli. ASMR helps to neutralize the physiological pain response, making the experience more tolerable; Homeostatic Balance: By reducing heart rate and increasing skin conductance, the ASMR transforms a potentially invasive procedure into a relaxing intervention. a welcoming environment that promotes emotional regulation and the biopsychosocial well-being of the client.

Therefore, the conscious use of these techniques allows the aesthetics professional manage not only the health of the skin tissue, but also the patient's biological response. to the stress of the procedure. Despite the promising results, it is observed that there are still scarcity of specific studies focused on the direct application of multisensory stimuli in Aesthetic procedures, which highlights the need for further research in the field.

Final Considerations

This study demonstrated that the integration of multisensory stimuli,

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google
RCMOS - Multidisciplinary Scientific Journal The Knowledge.
ISSN: 2675-9128. São Paulo-SP.

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

specifically the triggers of Autonomous Sensory Meridian Response (ASMR), to
Skin cleansing procedures represent an innovative and effective approach to...
modulation of emotional health and stress reduction. Aesthetics, from this perspective, is consolidated.
as a powerful therapeutic tool that transcends superficiality, acting as
an essential pillar for building self-esteem and promoting psychological balance.

The literature review demonstrated that physical touch and personal attention – elements
Intrinsic and fundamental to the practice of facial aesthetics – these are the most intense ASMR triggers.
and widely endorsed by people. When the beauty professional adds this touch
intentional in a prepared environment (with sound control, use of soft speech and sounds of
(paintbrushes), it triggers beneficial and scientifically proven neurophysiological responses. A
Science has already shown that the ASMR experience reduces heart rate and increases activity.
of alpha brain waves (associated with a state of relaxation) and activates brain regions linked to
to emotional regulation and reward. These physiological changes are responsible for inducing
the sensation of deep relaxation and by directly relieving the symptoms associated with
stress, anxiety, and mental fatigue.

Furthermore, it was observed that this approach closely aligns with the principles of
Integrative and Complementary Health Practices (PICS). Similarly to therapies such as
Foot reflexology and Reiki have demonstrated significant impacts in reducing stress.
Through holistic care, multisensory facial cleansing is a contour of care for
The mind and the body. The aesthetics professional, by using active listening, empathy, and protocols...
sensory experiences mean that the individual ceases to be merely an executor of techniques and becomes an agent promoting the...
biopsychosocial well-being.

Despite the promising findings, it is important to recognize that research on the
The clinical potential of ASMR is still an emerging field. Therefore, it is suggested that...
practical studies and future clinical trials that directly apply and quantify the insertion
of ASMR stimuli in beauty treatment rooms, in order to standardize protocols and measure their
more precise physiological impacts on the consumer audience of these services.

In conclusion, it can be said that the association of ASMR with skin cleansing procedures...
It meets the modern need for relief from daily stress. The humanized care, combined with...
Sensory immersion not only enhances aesthetic results in skin tissue, but also...
It also restores self-confidence and promotes mental health. The modern aesthetic clinic, by
Embracing this holistic vision plays a fundamental role in social transformation, in
Promoting quality of life and preserving human dignity.

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

References

AGUIAR, Júlia. Aesthetics as a tool for self-esteem, emotional health and Social transformation. **Multidisciplinary Scientific Journal O Saber,** São Paulo, v. 1, n. 4, p. 1–7, 2024. Available at in: https://www.submissoesrevistacientificaosaber.com/index.php/rcmos/article/view/1117. Accessed on: August 11, 2025.

BARRATT, EL; DAVIS, NJ Autonomous sensory meridian response (ASMR): a flow-like mental state. **PeerJ,** v. 3, e851, 2015. Available at: https://peerj.com/articles/851/#table-2. Accessed on: August 4, 2025.

BRAZIL. Ministry of Health. National Policy on Integrative and Complementary Practices in the SUS: an attitude of expanding access. 2nd ed. Brasília, DF: Ministry of Health, 2018b. Available at: https://bvsms.saude.gov.br/bvs/publicacoes/politica_nacional_praticas_integrativas_complementares_2ed.pdf. Accessed on: March 28, 2026

BRAZIL. Ordinance No. 971, of May 3, 2006. Approves the National Policy on Integrative and Complementary Practices (PNPIC) in the Unified Health System. Available at: https://bvsms.saude.gov.br/bvs/saudelegis/gm/2006/prt0971_03_05_2006.html. Accessed on: March 28, 2026

BRAZIL. Ordinance No. 849, of March 27, 2017. Includes art therapy, Ayurveda, biodanza, circular dance, meditation, music therapy, naturopathy, osteopathy, chiropractic, reflexology, Reiki, Shantala, integrative community therapy, and yoga in the National Policy on Integrative and Complementary Practices. Brasília, DF: Presidency of the Republic, 2017. Available at: https://bvsms.saude.gov.br/bvs/saudelegis/gm/2017/prt0849_28_03_2017.html. Accessed on: March 28, 2026.

BRAZIL. Ordinance No. 702, of March 21, 2018. Amends Consolidation Ordinance No. Resolution 2/GM/MS, of September 28, 2017, to include new practices in the National Policy on Integrative and Complementary Practices - PNPIC. Brasília, DF: Presidency of the Republic, 2018a. Available at in: https://bvsms.saude.gov.br/bvs/saudelegis/gm/2018/prt0702_22_03_2018.html. Accessed March 28, 2026.

COPELAND, Libby. How researchers are beginning to carefully investigate the science behind ASMR. **Smithsonian Magazine,** [sl], 2017. Available at: https://www.smithsonianmag.com/science-nature/researchers-begin-gently-probe-sciencebehind-asmr-180962550/ . Accessed on: August 7, 2025.

DACAL, Maria del Pilar Ogando; SILVA, Irani Santos. Impacts of integrative and complementary practices on the health of chronic patients. **Saúde em Debate,** Rio de Janeiro, v. 42, n. 118, p. 724–735, Jul./Sep. 2018. DOI:10.1590/0103-1104201811806. Available at: https://www.scielosp.org/pdf/sdeb/2018.v42n118/724-735/pt. Accessed on: Sep. 25, 2025.

EBRAHIM, Karla. Facial cleansing protocol, 2017. Available at: https://www.cursosprofec.com.br/escola/apostilas/limpeza-de-pele-pfc-1.pdf. Accessed on: March 28, 2026.

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Machine Translated by Google

Year VII, v.1 2026 | Submission: 05/26/2026 | Accepted: 05/29/2026 | Publication: 06/01/2026

POERIO, Giulia Lara et al. More than a feeling: Autonomous sensory meridian response (ASMR) is characterized by reliable changes in affect and physiology. **PLOS ONE,** vol. 13, no. 6, e0196645, 2018. DOI: https://doi.org/10.1371/journal.pone.0196645. Accessed on: October 13, 2025.

POERIO, GL *et al.* From touch to tingles: Assessing ASMR triggers and their consistency over time with the ASMR Trigger Checklist (ATC). **Consciousness and Cognition,** vol. 115, p. 103584, 2023

PEREIRA, M. de FL (ed.). **Technical resources in aesthetics** I. São Paulo: Difusão Editora, 2019. Available in: at https://books.google.com.br/books?hl=pt-BR&lr=&id=V-VBEAAAQBAJ&oi=fnd&pg=PA169&dq=massagem+facial+t%C3%A9cnicas&ots=tnplMOG7Gb&sig=DjW_pxj9bdMq3bkfgLHlOvFHfNI

RICHARD, Craig. How ASMR Alters Your Brain and Body. **Popular Mechanics,** 2024. Available at https://www.popularmechanics.com/science/a65566730/asmr-altered-consciousness. Accessed on: August 7, 2025.

SAKURAI, N. et al. Effects of autonomous sensory meridian response (ASMR) video viewing on brain function. **Frontiers in Neuroscience,** vol. 17, art. 1025745, Jan. 2023. DOI: 10.3389/fnins.2023.1025745. Available at: https://pubmed.ncbi.nlm.nih.gov/36777643. Accessed on: August 5, 2025.

SILVEIRA, Rafaela. Autonomous Sensory Meridian Response (ASMR) and changes in human behavior: a contemporary analysis. **Revista Contemporânea,** v. 4, n. 4, p. 1–32, 2024. Available in: https://ojs.revistacontemporanea.com/ojs/index.php/home/article/view/3686/2936. Accessed on: Oct. 2, 2025.

w

This article is published in open access under the Creative Commons Attribution license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.