



<http://www.modern techno.de/index.php/meit/article/view/meit36-00-062>

DOI: 10.30890/2567-5273.2024-36-00-062

PERMANENT MAKEUP, AESTHETIC CORRECTION AS TOOLS OF PSYCHOLOGICAL REHABILITATION: AESTHETICS AND PSYCHOLOGY

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Abstract. The article explores the aesthetic and psychological aspects of permanent makeup as a means of aesthetic correction and psychological rehabilitation. The study aims to analyze the impact of permanent makeup on appearance and emotional well-being, considering its benefits, possibilities for personalized design, and potential risks. General scientific methods of cognition were employed, including analysis, synthesis, comparison, generalization, systematization, and theoretical modeling. The research findings demonstrate that permanent makeup offers significant aesthetic advantages, such as creating a harmonious appearance, ensuring facial symmetry, reducing time spent on daily self-care, and providing long-lasting results unaffected by weather conditions or an active lifestyle. Its customizable design allows for adapting one's appearance to modern beauty standards or personal preferences, enhancing overall attractiveness. Psychological benefits include boosting self-esteem, reducing emotional stress, and improving social interaction. The procedure fosters a positive self-image and facilitates social adaptation, particularly for individuals with post-traumatic or post-surgical appearance issues. However, the procedure's effectiveness depends on realistic patient expectations and psychological readiness, as unrealistic perceptions may lead to disappointment and emotional discomfort. The study's practical significance lies in applying its findings to enhance the effectiveness of permanent makeup procedures and improve specialist-patient interactions.

Keywords: permanent makeup, aesthetic correction, psychological rehabilitation, self-esteem, social adaptation.

Introduction

In today's world, permanent makeup is rapidly gaining popularity as one of the most common practices in cosmetology. Technological advancements continually expand the range of procedures, offering long-lasting effects tailored to individual appearance features. Its accessibility and variety have made permanent makeup a routine choice for both women and men seeking to accentuate their natural features or conceal visible imperfections.

The motivation for choosing permanent makeup extends beyond aesthetics to psychological factors. For many, it becomes a way to boost self-esteem, reduce appearance-related stress, and save time in daily routines. Additionally, it holds significant value for individuals dealing with trauma or illness consequences, helping to restore a natural look and regain self-confidence.

Despite numerous advantages, permanent makeup remains a cosmetic procedure with inherent risks. Potential allergic reactions, infectious complications, and psychological issues arising from unrealistic expectations are crucial factors to consider before undergoing the procedure. This article examines both the positive and problematic aspects of permanent makeup, including its psychological impact.



Literature Review

The role of permanent makeup and aesthetic correction as tools for psychological rehabilitation has been thoroughly explored in international scientific literature. Notable contributions include A. Bogdanova [1], focusing on aesthetic and psychological aspects of appearance correction, particularly for individuals with congenital conditions like cleft lip. J. Briel [2] discusses the psychological benefits of enhanced confidence and self-esteem through permanent makeup.

S. L. Couper [3] investigates psychological factors influencing beauty perception and the role of attachment styles in adapting to aesthetic changes. L. G. Davis, P. D. Ashworth, and L. S. Spriggs [4] analyze the psychological effects of cosmetic dental treatments, emphasizing quality-of-life improvements post-procedure. Jafferany et al. [5] review clinical and therapeutic aspects of the psychological impact of aesthetic and cosmetic surgery, focusing on emotional well-being. S. Mac Pherson [6] highlights the link between self-esteem and cosmetic procedures, demonstrating significant psychological improvements. S. Oliveri, F. Faccio, S. Pizzoli, and D. Monzani [7] in a pilot study show that aesthetic procedures positively affect breast cancer survivors' quality of life. S. Saed, O. Ibrahim, and W. Bergfeld [8] provide a comprehensive review of hair camouflage techniques and their role in boosting self-confidence. J. N. Scherer, F. Ornell, and J. C. D. E. Narvaez [9] discuss the importance of identifying mental disorders in aesthetic medicine patients. The Dermatology Digest [10] covers techniques, regulatory standards, and risks in the field of permanent makeup.

Expert literature, including modern online publications, was also consulted for current insights into the topic. Despite the abundance of literature, a systematic overview is still lacking. Therefore, various research methods were applied to analyze, group, and systematize the available information.

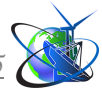
Research aim

The article aims to review the aesthetic and psychological impact of permanent makeup on individuals, considering its benefits and potential risks. To achieve the goal, the following tasks need to be completed: analyze scientific studies on the psychological effects of permanent makeup; highlight the aesthetic aspects related to appearance improvement and harmonious image creation; investigate psychological outcomes such as self-esteem, confidence, and social integration; examine potential risks associated with permanent makeup, including psychological and health-related concerns.

Research results

The relationship between permanent makeup procedures and psychological well-being is extensively explored in scientific literature. In his 2005 study, Mac Pherson, S. described the connection between patients' self-esteem and non-surgical cosmetic enhancements. His findings suggest that minor cosmetic improvements significantly boost patients' self-esteem, concluding that personal appearance and physical attractiveness are becoming increasingly important in today's society [5].

Mac Pherson, S. attributes this trend to media influence, particularly social media, which plays a pivotal role in shaping societal perceptions of beauty and success. Content promoting a luxurious lifestyle and specific aesthetic ideals often



targets affluent audiences, emphasizing not only material status but also idealized facial and body features. This creates societal pressure for people to conform to established beauty standards, often unrealistic and unattainable for the majority.

In contrast, Couper, S. L. highlights the importance of psychological support measures for individuals enhancing their appearance through surgical or non-surgical methods [3]. Psychological resilience and self-confidence emerge as essential buffers against social pressure related to appearance. Individuals with high social self-efficacy demonstrate resilience against social isolation and psychological discomfort, regardless of visible imperfections.

Cognitive strategies such as "benefit finding" and "meaning-making" help reduce depression levels and increase self-esteem by fostering positive cognitive processes. Although these factors have a relatively small impact, they still explain a significant portion of individual differences in post-traumatic growth within a year after a traumatic event [3].

Social support, especially from friends, also helps reduce emotional stress and improve self-esteem, while family support shows a less pronounced effect [3].

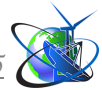
Beauty standards constantly propagated through advertising, films, television, and social media often diverge from reality, leading to dissatisfaction with one's natural appearance. Features such as thin lips or small eyes, which are normal physiological traits, may be perceived as flaws requiring correction in today's context. Additionally, natural hair thinning on the scalp, eyebrows, or eyelashes with age is frequently viewed as a defect. This drives the growing demand for procedures like permanent makeup, permanent reconstruction, and other cosmetic interventions aimed at enhancing specific features or diminishing others to fit modern beauty ideals.

Although scientific evidence is not always conclusive, current trends show that deviation from socially accepted norms can create feelings of personal inadequacy, prompting individuals to seek changes. The level of stress experienced is subjective and may not be directly related to the actual degree of perceived imperfection [4].

Bringing one's appearance in line with socially recognized norms and standards requires selecting the least risky method. In this context, permanent makeup serves as a means to achieve high beauty standards with minimal effort. It allows individuals to look flawless at any time of day, reducing the need for daily makeup application and frequent touch-ups.

Permanent makeup offers a wide range of aesthetic benefits, making it an attractive choice for many people. It helps create a harmonious appearance, saves time on daily grooming, and boosts self-confidence. Medical permanent makeup is particularly valuable, assisting individuals with post-surgical or post-traumatic skin issues in restoring their natural appearance and regaining confidence. It allows for scar camouflage after surgeries, correction of burn effects, trauma, or dermatological conditions. Thus, permanent makeup extends beyond standard aesthetics, becoming a tool for medical correction and self-perception restoration.

Given the significant role these non-surgical procedures play in modern medical practice, professionals performing such treatments must understand both the physical and psychological benefits cosmetic enhancements can provide to patients



undergoing restorative cosmetic procedures. According to an experimental study by Jafferany M., Salimi S., Mkhoyan R., Kalashnikova N., Sadoughifar R., and Jorgaqi E., medical cosmetic procedures can improve self-esteem, contributing to higher self-confidence, self-sufficiency, and social identity [5].

Table 1 - Key aesthetic advantages of permanent makeup

Category	Advantages	Explanation
Appearance	Improved facial symmetry	Correction of eyebrow, lip, and eye asymmetry
Long-lasting effect	Durable results	Lasts from 1 to 3 years
Time-saving	Reduced makeup application time	No need for daily makeup application
Water resistance	Resistant to water and sweat	Stays flawless under all conditions
Personalized style	Customized design	Choice of color, shape, and intensity
Flaw correction	Scar and pigmentation coverage	Conceals aesthetic imperfections
Confidence boost	Enhanced self-perception	Increases confidence in appearance
Medical permanent makeup	Post-surgical problem-solving	Scar camouflage, skin pigmentation restoration, correction of burn and trauma effects

Table 2. Positive psychological impacts of permanent makeup [2,5]

Psychological aspect	Positive impact
Improved self-perception	Appearance correction and alignment with the desired image, reducing inner discomfort
Enhanced self-esteem	Increased sense of personal attractiveness, contributing to overall self-esteem and emotional well-being
Strengthened self-confidence	Reduced anxiety during social interactions, fostering more relaxed communication and confidence in appearance
Sense of control over appearance	Greater autonomy and decision-making ability regarding personal image, promoting emotional well-being
Reduced insecurity and doubt	Decreased feelings of shame and avoidance of situations related to visible imperfections
Restored sense of normalcy	Social identity restoration and a return to feeling "normal," facilitating social integration
Increased sense of acceptance	Reduced stigmatization and enhanced sense of belonging to a social group, enriching positive social experiences
Positive feedback	Reinforcement of a positive self-image through external validation of attractiveness
Emotional relief and support	Reduced appearance-related stress and anxiety, increasing comfort in everyday life
Facilitation of personal development	Strengthened inner resilience, fostering a positive attitude toward changes in appearance and self-expression

Note: Systematized based on sources [2,5]

Permanent makeup has a considerable positive psychological impact, especially when performed for medical reasons, such as correcting cosmetic defects caused by injuries or illnesses. As noted by Briel J. [2] and demonstrated in the study by



Jafferany M., Salimi S., Mkhoyan R., Kalashnikova N., Sadoughifar R., and Jorgaqi E. [5], these procedures enhance emotional well-being and social integration, restoring a sense of normalcy and supporting psychological balance.

Permanent makeup procedures are continuously evolving thanks to innovative technologies and the use of safer materials. However, as noted by Scherer, J. N., Ornell, F., & Narvaez, J., permanent makeup and body modifications do not always have positive outcomes. Despite enhancing appearance and boosting self-esteem, these procedures can cause psychological stress, medical complications, or social difficulties if expectations are unmet or complications arise [9].

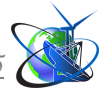
As Bogdanova (2024) points out, cosmetic interventions carry significant risks. First, there is the threat of infectious diseases, including bacterial and fungal infections, as well as serious viral infections such as syphilis or hepatitis B, particularly when procedures are performed under unsanitary conditions. Second, patients may experience allergic reactions to pigments or other substances used, which are difficult to predict and may have serious skin health consequences. Third, permanent makeup may interact undesirably with other cosmetic procedures, such as filler or botulinum toxin injections, potentially altering the expected appearance or causing asymmetry [1].

As highlighted in the study by Oliveri, S., Faccio, F., Pizzoli, S., & Monzani, D. [7], most skin changes require several weeks of healing after treatment. The recovery process can be perceived as exhausting due to increased discomfort and worsened skin condition. Skin sensitivity is another major side effect of permanent makeup. Although most patients report mild to moderate skin issues, the associated stress and health-related quality of life (HRQoL) impact are considered moderately high. Therefore, the use of skincare products such as water-based creams, aloe vera, and hyaluronic acid is recommended to improve patients' self-perception and reduce anxiety [7].

A major complication is dissatisfaction with the results, often stemming from unrealistic expectations or technical errors during pigment application. Dissatisfaction frequently drives patients to undergo repeated procedures in an attempt to correct or improve previous work, creating a cycle of cosmetic interventions that can worsen both skin health and psychological comfort [1].

Research by Scherer, J. N., Ornell, F., & Narvaez, J. suggests that mental health assessment should precede any cosmetic procedure. Medical professionals should refer patients with signs of mental disorders to specialists (psychiatrists or psychologists) for psychological evaluation before performing aesthetic procedures. Even with psychiatric approval, the final decision rests with the specialist performing the procedure, who must consider each patient's individual characteristics [9].

A relevant example is nipple-areolar complex (NAC) reconstruction after mastectomy. While this procedure can restore appearance and boost self-esteem, Scherer et al. (2023) caution that patients with unrealistic expectations or mental disorders may face depression or dissatisfaction after surgery. The study emphasizes that despite the potential of permanent makeup and body modifications to improve appearance and quality of life, they may lead to psychological stress, medical complications, and unmet expectations. Comprehensive patient evaluation, informed



consent, and realistic expectations are essential to minimizing negative outcomes and ensuring patient well-being [9].

Before deciding on permanent makeup, it is crucial to reflect on whether the desire for the procedure is driven by current fashion trends. Beauty trends are ever-changing, and what is considered ideal today may become outdated tomorrow. For example, the trend for bold, expressive eyebrows has shifted toward a more natural and understated look. This change may prompt correction of previously applied permanent makeup, a process that can be challenging and may require costly procedures or even surgical intervention to restore a natural appearance. Therefore, considering potential long-term consequences and weighing all risks is essential before making such a significant decision.

Conclusions

Permanent makeup offers various aesthetic benefits, making it an appealing choice for many people. It helps create a harmonious appearance, ensures facial feature symmetry, reduces time spent on daily self-care, and provides lasting results unaffected by weather conditions or an active lifestyle. Its customizable design and personalization options allow for adapting one's appearance to modern beauty standards or personal preferences, enhancing overall attractiveness.

The psychological benefits of permanent makeup include increased self-esteem, enhanced self-confidence, and reduced emotional stress. The procedure promotes positive self-image development, facilitates social interaction, and alleviates feelings of social isolation. This aspect is especially crucial for individuals with post-traumatic or post-surgical defects, for whom restoring a natural appearance means returning to active social life.

However, the effectiveness of permanent makeup depends on realistic expectations and proper patient preparation, including psychological evaluation. Unrealistic expectations or the influence of fashion trends may lead to disappointment and psychological discomfort. Medical professionals must consider each patient's unique characteristics, motivations, and expectations to minimize risks and achieve positive outcomes. Therefore, permanent makeup is not only a cosmetic but also a psychologically significant procedure that requires a thoughtful approach and competent execution.

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