

## Aesthetic and Cosmetology: Knowledge Research in Greece

Foteini Biskanaki<sup>1</sup>, Vasiliki Kefala<sup>2</sup>

<sup>1</sup>Aesthetician Cosmetologist, Pharmacist Professor, Laboratory of Dermatology-Aesthetics-laser applications (lablad), Sector of Aesthetics and Cosmetology, Department of Biomedical Sciences, Faculty of Health Sciences and Welfare, University of West Attica, Campus 1, Athens, Greece

<sup>2</sup>Aesthetician Cosmetologist MSc, PhDc, Academic Scholar, Laboratory of Dermatology-Aesthetics-laser applications (lablad), Sector of Aesthetics and Cosmetology, Department of Biomedical Sciences, Faculty of Health Sciences and Welfare, University of West Attica, Campus 1, Athens, Greece

*Key words: aesthetic, cosmetology, knowledge about aesthetic, men and aesthetic, aesthetic in Greece, questionnaire*

*Accepted for publication (Final version): December 23, 2019*

*S u m m a r y. The purpose of this research is to explore knowledge and beliefs about the profession of cosmetology and cosmetology in Greece in 2019. As professors of Aesthetics and Cosmetology at the Department of Biomedical Sciences of the University of Western Attica, we observe that gradually the interest of the male population and the services of Aesthetics - Cosmetology is growing, but to a much lesser extent than the corresponding female population. This fact was also the most important trigger for the design of the study, a sample of participants outside the University, randomly selected in the Athens area. The responses we received in the 10 day period were 466. The fast response in a short space of time was probably due to the fact that the survey was done online (Google Forms). This platform was chosen for direct communication of research (cost reduction of research), ease of completion and processing of results (avoidance of errors, ready statistical measurements,*

*etc.) and avoidance of paper consumption (environmental protection).*

### INTRODUCTION

If we were to define Aesthetics, we would have to use the definition introduced by the German philosopher Alexander Gottlieb Baumgarten. According to Baumgarten, the term 'aesthetics' is a derivative of 'sensation', the experience we acquire through senses. So, based on the above definition, we could say that the object of Aesthetics is to improve the image that our senses receive. (1) Aesthetics is the perception of the beautiful, the teaching of the beautiful. According to the dictionary of the Greek G. Babiniotis (linguist and philologist): "Aesthetic is a branch of science that deals with the preservation or improvement of human beauty and cosmetology is a branch of science which deals with the production of cosmetics". Aesthetics joined Higher Education in 1978 (KATEE Athens) and Thessaloniki in 1981. In 2001 the Aesthetics department joined Technological Education Institute renamed to the Department of Aesthetics and Cosmetology. By 2018 joined the University West of Attica and the Sector of Aesthetics and Cosmetology, Department of Biomedical

---

*Corresponding author:* Foteini Biskanaki, PhDc  
University of West Attica, Peloponnisou 14, Ag.  
Anargyroi GR-13562, Athens, Greece.  
E-mail: fani.biskanaki@gmail.com

*Send reprint requests to:* Dr Helen S. Plessa, 9A Kanari  
Str., GR-15239, N. Penteli, Athens, Hellas, E-mail:  
pharmakonpress@pharmakonpress.gr, Tel. + 30210-  
9756332

Sciences. It is a department that has been forty years old since its founding. This is achieved through the use of various facial and body treatments. In this paper, we will look at knowledge about this professional. (2)

MATERIALS AND METHODS

Participants

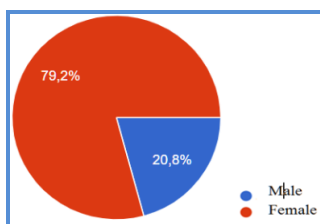
Participants were 466. All participants were informed about the details of the study including potential benefits and provided informed consent.

Statistical and Data Analysis

Statistical analyses were conducted using Google Forms. Google documents were used as a platform for generating automatically hosted questionnaires through a unique URL. Password-protected access to the URL link and a unique study ID enabled participants to access it around the clock from anywhere. The unique study identifier confidential all the data submitted in person. Their responses were obtained using a "Cloud" database where data was automatically sorted, scaled, and graded by custom Excel types. Questionnaires were processed through SPSS software.

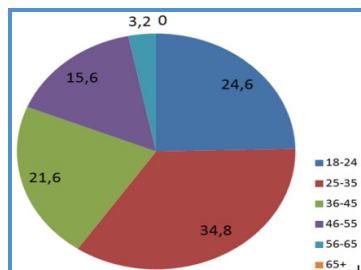
RESULTS

Question 1/18: Gender



The percentages of men and women 20.9% and 79.1%, respectively, indicate that the male population in Greece has a low interest in the subject. Of course the interest of the male population is increasing year by year, but with much slower steps than that of the female population. The percentages are derived from respondents who agreed to participate in the survey.

Question 2/18: Age

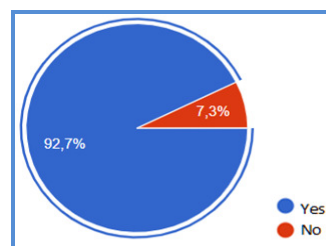


Regarding the age of the participants, there is generally a smooth distribution across age groups, mainly active - productive ones.

Specifically:

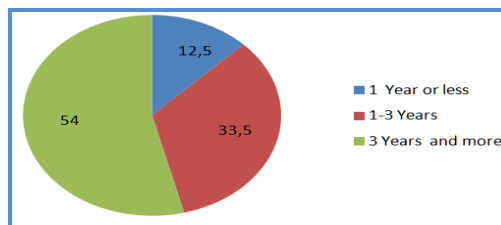
- 34.8% - 25-35 years old
- 24.6% - 18-24 years old
- 21.6% - 36-45 years old
- 15.6% - 46-55 years old
- 3.2% - 55-65 years old

Question 3/18: Do you know the profession: Aesthetician – Cosmetologist?



Remarkable was the percentage of answers to question who knows the profession of Aesthetician-Cosmetologist that had a positive response rate of 92.7%.

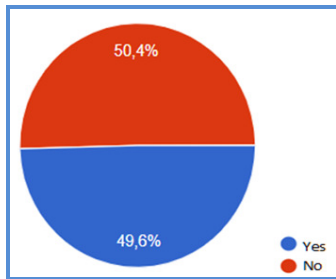
Question 4/18: How many do you think the years of studentship for a graduated Aesthetician - Cosmetologist are?



Regarding years of study the answers were as follows: 54% answered 3 years and more. It should be noted here that in Greece the years of

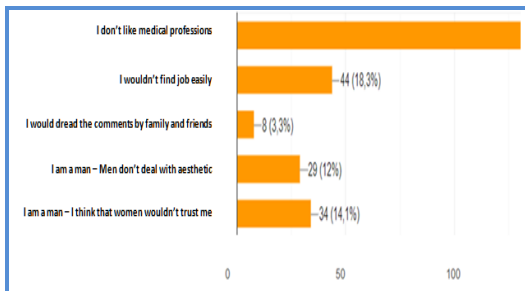
studying the Aesthetic - Cosmetologist University are four. 33.5% answered 1-3 years and 12.5% less than one year.

**Question 5/18:** Would you choose this profession?



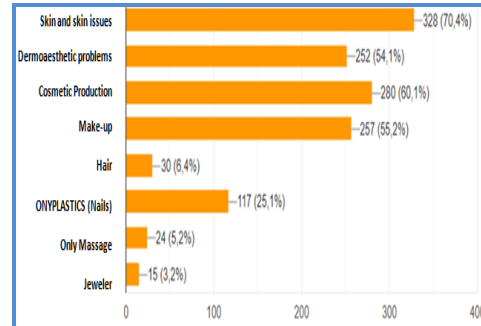
About 50% of participants seem to have a correct view of the training and preparation of a professional Aesthetician and Cosmetologist.

**Question 5/18a:** If not, why?



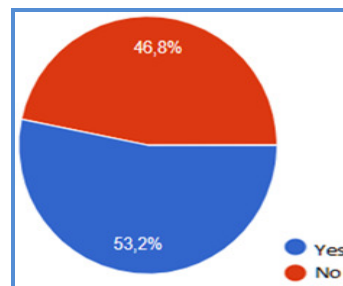
For the question if you would choose this profession the answers were slightly fifty-fifty. Of the 50.4% who said 'no' to 63 (12% and 14.1%) said they were male. The remaining percentage of those who answered no said they did not like health professions (135 answers), would not find an easy job (44 answers), and they would dread the comments by family and friends (only 8 answers).

**Question 6/18:** Do you think that the professional occupation of the Aesthetician -Cosmetologist has to do with:



Regarding the professional subject of Aesthetician - Cosmetologist the answers were from 328 respondents: skin and skin issues, 280: Cosmetic production, 257: Make up and 252: Dermoaesthetic problems. These answers also correspond to the professional subject of the Aesthetic Cosmetologist. 117 people incorrectly believe that they deal with nails and only 5.2% (24 people) believe that they only deal with massage, 6.4% (30 answers) with hair and 3.2% (15 answers) that they deal with jewelry.

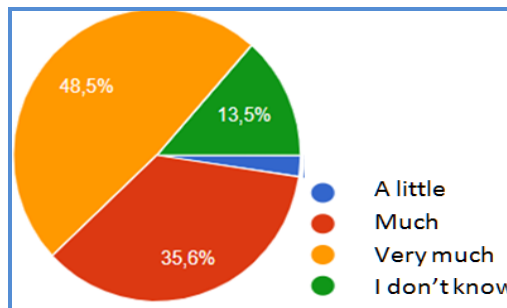
**Question 7/18:** Have you ever visited an Aesthetician – Cosmetologist for any Dermoaesthetic problem?



The answers to the question of whether they have visited an aesthetician were slightly different in 'YES' with 53.2% and not the rest.

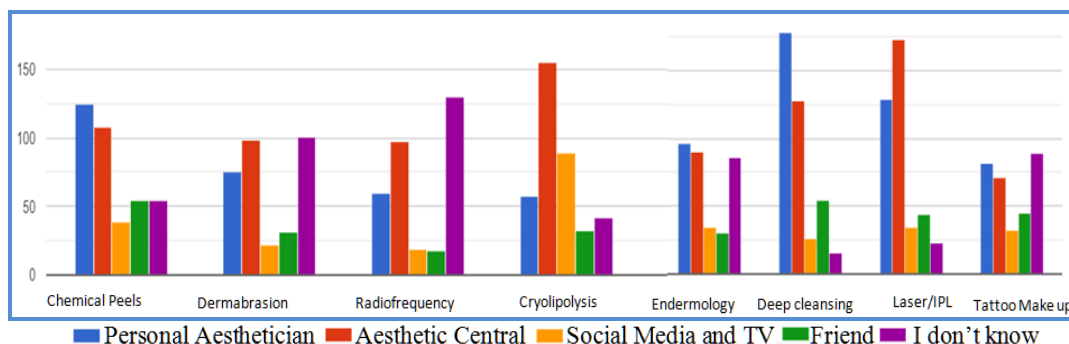
**Question 8/18:** How much do you think the Aesthetician who undertakes to implement a treatment contributes to the effectiveness and safety of a treatment?

To the question of whether the Aesthetic is correlated with the safety and efficacy of a treatment, the answers were as follows: The majority (48.5%) answered 'very much'. 35.6% answered 'much'. 13.5% responded 'didn't know' and the rest answered 'a little'.

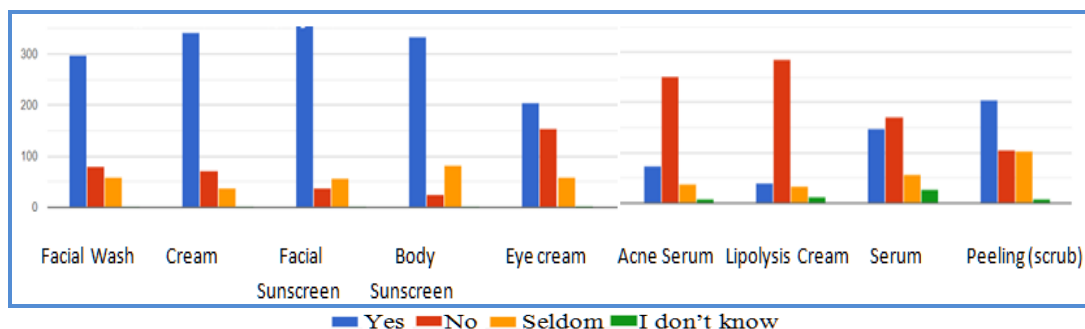


**Question 9/18:** Do you know any of the following therapies? If yes, how did you learn about it?

The most popular treatments according to the answers given are deep cleansing (in the first place and the information is mainly made by aesthetic and aesthetic central), followed by chemical peels (most know by personal aesthetic and aesthetic central), cryolipolysis (known by Aesthetic Central and TV) Many of the answers indicate that they do not know what radiofrequency is (the percentage they know is lower and the information is provided by aesthetic central and personal aesthetic)

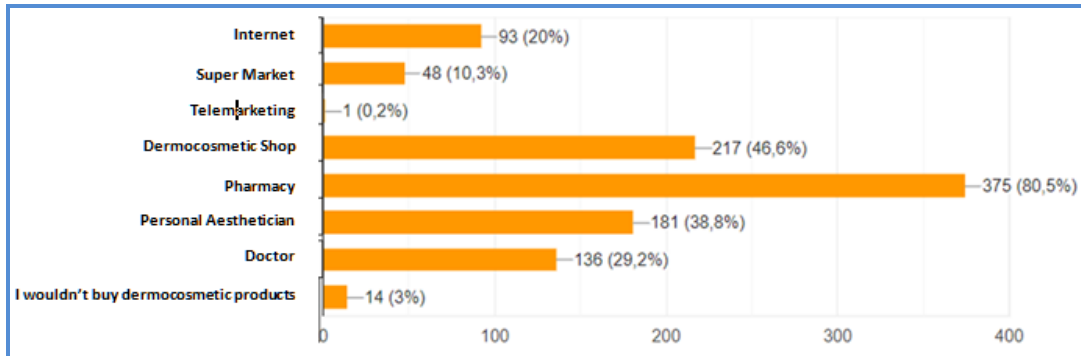


**Question 10/18:** Do you use cosmetics?



In the question if they use cosmetics, the greater percentage responded that they use facial wash, cream, facial sunscreen, body sunscreen and less than eye cream and peeling. I don't know what the answer is, they only gave lipolysis cream, serum and peeling and that is only a small percentage.

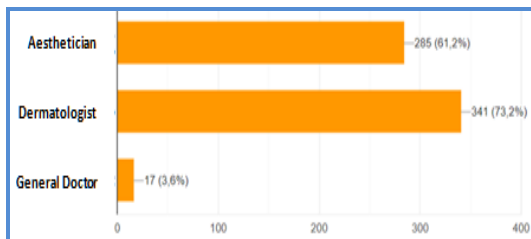
**Question 11/18:** Where would you buy a dermocosmetic product from?



In the question: where they buy a dermocosmetic, most of the answers were from the pharmacy at 80.5%. 46% responded from Dermocosmetic Shop, 38.8% from personal aesthetician and 29.2% from doctor.

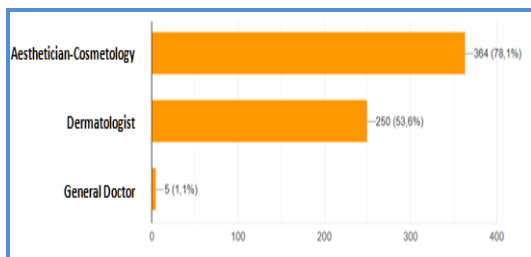
The least answers were given by the Internet (20%) and the super market (10.35%). Only 3% answered that: I would buy dermocosmetic products and a person would buy from telemarketing. Respondents were able to answer more than one question, so this figure was adjusted.

**Question 12/18:** If you decided to have Laser hair removal to permanently reduce hair growth in one area of your body, you would choose to visit:



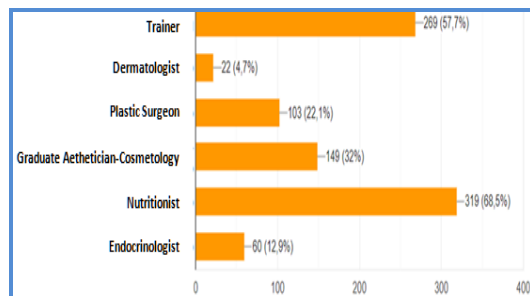
From 466 people, 341 would go to a dermatologist for a Laser hair removal, 285 aesthetician and only 17 people would go to a general doctor.

**Question 13/18:** If you decided to do a facial deep cleansing, you would choose to visit:



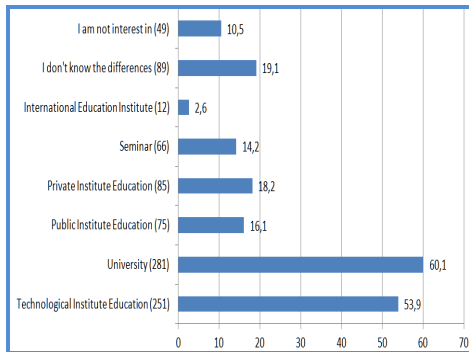
Most of the answers about choosing a professional for deep cleansing were 78.1% for aesthetician-cosmetology, 53.6% for dermatologists and only 5 people would choose a general doctor.

**Question 14/18:** If you would like to deal with a local fat problem in your body you would visit:



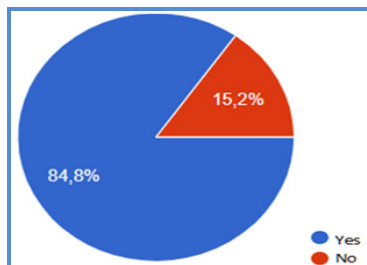
Most answers in this question were the nutritionist (68.5%) followed by the trainer (57.7%) followed by the graduate aesthetician-cosmetology (32%). A plastic surgeon responded that only 103 of the 466 participants, 22.1% would go to an Endocrinologist, 60 (12.9%) and only 22 (4.7%) to a dermatologist. Respondents were able to fill more than one field

**Question 15/18:** You would choose to visit a graduated Aesthetician from:



Regarding the cosmetics education he would choose, most of the answers were from University (60.1%), Technological Education (53.9%), Private or Public Institute Education (18.2%, 16.1%). Seminar (14.2%) and only 2.6% from the International Institute of Education 19.1% responded that they were not aware of the differences and 10.5% that they were not interested.

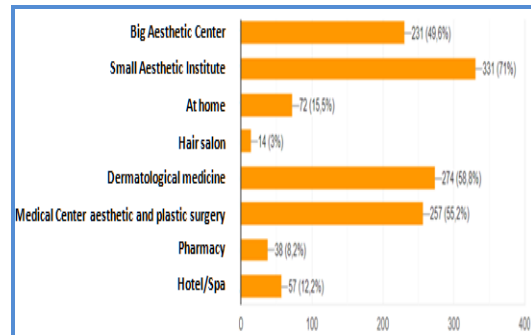
**Question 16/18:** Would you trust a man Aesthetician - Cosmetologist?



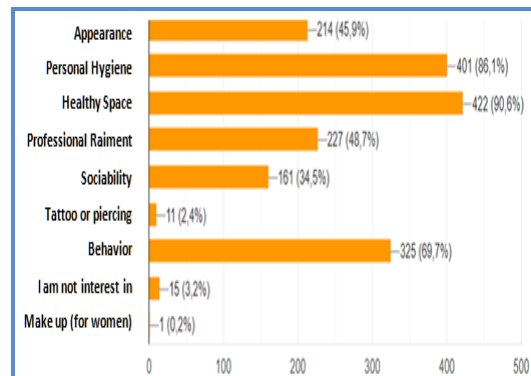
Remarkable is the 84.8% of respondents who answered yes to the question if you trust a man aesthetician – cosmetologist.

**Question 17/18:** You would choose to visit:

The largest percentage of 71% - 331 out of 466 - said they would visit a small aesthetic institute. The smallest percentage will visit the pharmacy (8.2%) and the hairdresser (3%). In dermatology, 58.8% will go to cosmetic and plastic surgery, 55.2%. and 49.6% in the Great Aesthetic Center. Finally, only 12.2% will go to the hotel / spa, and 15.5% will go home. Respondents had the choice of more than one answer.



**Question 18/18:** Do you believe that the professional image of an aesthetician - cosmetologist is determined by



The last question of the questionnaire referred to the professional image of the cosmetologist and based on the personal opinion of the respondents. 214 people responded that appearance plays a role (45.9%) and 227 people (48.7%) professional environment (eg white apron). The highest percentage of responses came from site hygiene (422 responses, 90.6%), personal hygiene (401 responses, 86.1%) and behavior (325 responses, 69.7%). 161 positive responses to the sociability of a professional cosmetologist. Responses to tattoos or piercing, make up, or 'don't care' were very low.

**FUNDING**

This research received no external funding.

**ACKNOWLEDGMENTS**

The participation of all students in this study is gratefully acknowledged.

## CONFLICTS OF INTEREST

The authors declare no conflict of interest.

## DISCUSSION

The main findings of the present study were that Aesthetic and Cosmetology is a well-known profession in Greece aimed at men and women of all ages. The years of study at the University are four. Aesthetic and Cosmetology is a profession with different subjects, many therapies, the ability to provide skin and human health services and product dermocosmetics. The percentage of men involved in this survey was smaller. Without the measurable size of the research, we should also consider the psychological factor in men's participation, because the practice of aesthetic centers reveals much higher percentages of men who receive the services of the subject but do not feel comfortable communicating it. This may also have been a deterrent to completing the questionnaire for men. It is a fact that in Greece many boys do not choose to study Aesthetic - Cosmetology and as a result men are less likely to visit Aesthetics laboratories. Probably this is due to the fact that there are not a large percentage of male aestheticians. If there was awareness in the male population to study Aesthetics-Cosmetology and thus the proportion of male cosmetologists would increase then the number of male clientele would also increase. Another non-measurable size of the research is that the following factors may also influence age distributions that may influence the willingness to participate in research:

- Young people receive services of the object and gladly communicate it, thus stating that they care about their aesthetic integration.
- Older people, 40-45 years of age, while they receive the services of the subject, "hide" it thoroughly, stating that their aesthetic integration results from their DNA and personal care, without the help of science.
- Especially older people, who are often led to use the services of the subject and for medical reasons (e.g. neoplasms, etc.)

Noteworthy was the 80% who stated that they trusted the profession of cosmetologist and that a small percentage of participants did not know how to answer the questionnaire questions. Finally, almost everyone agreed that safety and efficacy in a treatment are the two keys success factors and achieving this requires the knowledge and expertise of the Aesthetician-Cosmetologist to undertake the treatment.

## REFERENCES

1. Stone DH., Design a questionnaire. Public Health Research Unit, University of Glasgow. *Comment in BMJ*. Jun 15 (1994)
2. Altman DG, Schulz KF, Moher D, Egger M, Davidoff P, Elbourne D, et al. The revised CONSORT statement on reporting randomized trials: explanation and elaboration. *Ann Intern Med* 134: 663-94. [PubMed] [Google Scholar] (2001)
3. McColl E, Thomas R. The use and design of questionnaires. London: Royal College of General Practitioners, (2000)
4. Marie C, Cabut S, Vendittelli F, Sauvart-Rochat MP. Changes in Cosmetics Use during Pregnancy and Risk Perception by Women. *Int. J. Environ Res . Public Health*, Mar 30;13(4):38 (2016)
5. Biskanaki Foteini, Kefala Vasiliki .New Strategies In Cosmetic Tattoo (Permanent make up) and Tattoo Removal .Review of Clinical Pharmacology and Pharmacokinetics, International Edition. 32 (1) , pp.17-21 (2018)
6. Alam M., White L.E, Martin N, et al, Ultrasound tightening of facial and neck skin: a rater-blinded prospective cohort study, *J Am Acad Dermatol*, 62(2),262-269, (2010)
7. Fadi S.G., Noninvasive skin tightening: focus on new ultrasound techniques, *Clinical, Cosmetic and Investigational Dermatology*, 8 ,47-52,(2015)
8. Nassab R. The Evidence Behind Noninvasive Body Contouring Devices, *Asthetic Surgery Journal*, 35(3) , 279-293,(2015)
9. Sklar L.R., Tal A.K.E., Kerwin L.Y., Use of Transcutaneous Ultrasound for Lipolysis and skin Tightening: A Review, *Aesth Plast Surg*, 38,429-441, (2014)
10. Biskanaki F., Skouras G., Kefala V., Radiofrequency innovations. A new method of lipolysis(contactless) *Epitheorese Klinikes Farmakologias kai Farmakokinetikes*.Greek Edition 36(2),pp 91-96 (2018)
11. Kefala V., Biskanaki F., Andreou E., Rallis E.: Cavitation. A Local Fat Treatment Method With Effect Of Ultrasound. *Review of Clinical Pharmacology and Pharmacokinetics, International Edition* 32(2),pp 83-86 (2018)
12. Kintziou E., Nikolaidis P.T., Kefala V., Rosemann T, Knechtle B., Validity of Self-Reported Body Mass, Height, and Body Mass Index in Female Students: The Role of Physical Activity Level, Menstrual Cycle Phase, and Time of Day., *Int.J.Environ.Res.Public Health*, 16(7), 1192; (2019)