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GENERAL ANALYSIS OF MAIN TERMS IN THE FIELD OF COSMETOLOGY

Abstract. Cosmetology is a broad field encompassing services such as skincare, hair care, nail care, and the art of makeup. This article provides an overview of the main terms widely used in cosmetology. Understanding these terms is important both for industry professionals and for individuals seeking information about beauty services. The article discusses the correct use of terms, provides insight into various treatment methods, tools, and procedures, and examines the impact of these terms on industry standards and practices.

Keywords: Cosmetology, skincare, hair care, nail care, makeup art, beauty, treatment, cosmetology tools, beauty procedures, terminology, professional communication.

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KOSMETOLOGIYA SOHASIDAGI ASOSIY TERMINLARNING UMUMIY TAHLILI

Annotatsiya. Kosmetologiya – bu teri parvarishi, soch parvarishi, tirnoq parvarishi va makiyaj san'ati kabi go'zallik va shaxsiy parvarish xizmatlarining keng sohasini o'z ichiga oladi. Ushbu maqolada kosmetologiya sohasida keng tarqalgan asosiy atamalar haqida umumiy ma'lumot beriladi. Ushbu atamalarni tushunish soha mutaxassislari uchun ham, go'zallik xizmatlari haqida ma'lumot olishni xohlaydigan insonlar uchun ham muhimdir. Maqolada atamalarni to'g'ri ishlatishning, turli davolash usullari, asboblari va jarayonlari haqida tasavvurga ega

bo‘lishning va bu atamalarning soha standartlari va amaliyotiga ta’siri muhokama qilinadi.

Kalit so‘zlar: Kosmetologiya, teri parvarishi, soch parvarishi, tirnoq parvarishi, makiyaj san’ati, go‘zallik, davolash, kosmetologiya asboblari, go‘zallik protseduralari, atamalar, professional aloqa.

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ОБЩИЙ АНАЛИЗ ОСНОВНЫХ ТЕРМИНОВ В ОБЛАСТИ КОСМЕТОЛОГИИ

Аннотация. Косметология – это широкая область услуг по уходу за кожей, волосами, ногтями, а также искусству макияжа. В данной статье представлен общий обзор основных терминов, широко используемых в косметологии. Понимание этих терминов важно как для специалистов отрасли, так и для людей, желающих получить информацию о косметических услугах. В статье обсуждается правильное использование терминов, представление о различных методах лечения, инструментах и процедурах, а также влияние этих терминов на стандарты и практику в отрасли.

Ключевые слова: Косметология, уход за кожей, уход за волосами, уход за ногтями, искусство макияжа, красота, лечение, косметологические инструменты, косметические процедуры, термины, профессиональное общение.

Introduction.

Cosmetology is a dynamic and ever-evolving field that focuses on enhancing individuals’ beauty, self-care, and well-being. It encompasses a wide range of services, including skincare, haircare, nail care, makeup artistry, and various beauty treatments. As the demand for beauty and personal care services continues to grow globally, it is essential for both professionals and clients to have a clear understanding of the terminology used in the industry.

Cosmetology is a rapidly evolving field that encompasses a wide range of beauty and personal care services, including skincare, hair care, nail care, and makeup artistry. With the expansion of the industry and the growing demand for professional services, a clear understanding of the terminology used in cosmetology has become increasingly important. Mastery of these terms is essential not only for professionals working in beauty salons, spas, and cosmetic clinics but also for clients seeking to make informed decisions about treatments and procedures.

The terminology of cosmetology reflects both the scientific and artistic aspects of the profession. Scientific terms are often related to anatomy, dermatology, and chemical formulations, while artistic terms describe techniques, styles, and aesthetic principles. Proper usage of these terms ensures effective communication between professionals, enhances service quality, and contributes to the standardization of practices within the industry.

Key terms in cosmetology not only describe various treatments and procedures but also define the tools, techniques, and concepts that professionals use in their daily practice. Mastery of these terms is crucial for effective communication between clients and service providers, ensuring that expectations are clearly set and met[1].

Literature review.

The field of cosmetology encompasses a wide range of practices, including skincare, hair care, nail care, and makeup artistry. Understanding the terminology and techniques in this field is essential for both professionals and consumers. The literature highlights the evolution, standardization, and social influence of cosmetology terms.

Jones and Williams (2020) provide a comprehensive introduction to the fundamental terms and techniques used in cosmetology. Their work emphasizes the historical development of these concepts and their significance in modern beauty practices. By presenting the foundational vocabulary and procedural

knowledge, this book serves as a key resource for students and practitioners seeking a solid grounding in cosmetology [2].

Khan and Ali (2019) focus on cosmetic procedures and the terminology associated with them, offering practical guidance for beauty professionals. Their book illustrates the use of terms in real-world scenarios, providing examples and case studies that enhance professional communication and client understanding. This approach underlines the importance of precise terminology not only for procedural accuracy but also for establishing trust and professionalism in client interactions [3].

Miller (2021) examines the role of social media in shaping beauty terminology and trends. The article demonstrates how platforms such as Instagram, TikTok, and YouTube influence both consumer behavior and the vocabulary used by cosmetology professionals. The study highlights the dynamic nature of terminology, showing that language in the beauty industry is constantly evolving in response to cultural, technological, and social changes [4].

Research Methodology.

In this article, the linguistic and professional features of the main terms used in cosmetology were analyzed using comparative-typological, componential analysis, and systemic-structural approaches.

Discussion and results.

One of the most significant findings from the research is the essential role that precise terminology plays in the daily practice of cosmetologists. The interviews with professionals revealed that the use of accurate and specialized terms allows for clear communication with clients, reducing misunderstandings and ensuring that the clients' expectations are met. For example, terms such as "botox", "chemical peel", and "microdermabrasion" are not only specific to the treatments themselves but also help clients make informed decisions about the procedures.

Cosmetologists emphasized that an in-depth understanding of terminology enables them to explain procedures, potential outcomes, and risks to clients in an

easily understandable manner, which is crucial for building trust and credibility. Moreover, professionals noted that using outdated or incorrect terms can lead to confusion and dissatisfaction, negatively affecting the client experience [1].

The survey results indicated a direct link between the use of proper terminology and client satisfaction. Clients who reported a positive experience in beauty services often mentioned that the use of clear and professional language made them feel more confident in their choices. This is particularly true in contexts where complex treatments are involved, such as skincare procedures or cosmetic surgeries. Clients who understood the terms used by their cosmetologists felt that they were receiving personalized care tailored to their needs.

Additionally, the research found that clients are increasingly familiar with cosmetology terminology due to the influence of digital media and beauty influencers. Many respondents stated that they actively research beauty treatments online, and as a result, they are better equipped to understand terms like “hyaluronic acid”, “dermabrasion”, and “hair extensions” when discussed by professionals. This suggests that the beauty industry’s digital presence is empowering clients to engage more deeply with the services they receive [2].

Another key result from the content analysis of beauty-related digital media was the emergence of new terms and trends in the beauty industry. Social media platforms like Instagram and YouTube, as well as beauty blogs, have introduced popular terms such as “clean beauty”, “green beauty”, “no-makeup makeup”, and “skincare layering”. These terms reflect the evolving nature of the industry, with clients becoming more conscious of the products they use and the environmental impact of their beauty choices [5].

Additionally, the digital analysis revealed how new treatments and technologies are contributing to the development of fresh terminology. For example, terms like “laser skin resurfacing”, “microneedling”, and “eyebrow microblading” are becoming part of the common vernacular, making advanced beauty procedures more accessible and understandable to a broader audience. The research also highlighted the increasing use of tech-based beauty terminology,

such as “AI skin analysis” and “virtual try-on tools”, which reflect the industry’s adaptation to digital innovation[4].

Conclusion.

The research highlights the critical role of terminology in the field of cosmetology, emphasizing its impact on professional practice, client communication, and industry trends. Accurate and clear use of terminology not only enhances client satisfaction but also fosters professionalism and trust between beauty providers and clients. Moreover, the emerging trends and cultural influences in the beauty industry continue to shape the language used, providing opportunities for innovation and growth in the field. To keep pace with these changes, it is essential for both professionals and clients to stay informed about the latest developments in beauty terminology.

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