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AESTHETIC MEDICINE AS A MODERN FEMALE PANDEMIC
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There is a new branch in nowadays' medicine which is called aesthetic medicine. There are two types of aesthetic medicine procedures: surgical and minimally invasive non-surgical. Surgical procedures include liposuction, face-lifting, nose reshaping, hair replacement surgery, breast reduction/augmentation, otoplasty, etc. Non-surgical procedures include Botox or fillers injections, laser hair removal, micro pigmentation, etc. Practitioners may utilize a combination of both procedures to perform reconstructive and cosmetic functions of aesthetic medicine. Here, while the reconstructive function of aesthetic medicine is to restore a normal working of any body part or its normal appearance caused by any form of congenital or acquired abnormality, the cosmetic function of aesthetic medicine is aimed at the improvement of a normal appearance.

According to the American Society of Plastic Surgeons, there were at least 5.9 million reconstructive procedures in 2019 (a 1% increase since 2018) and 18.1 million cosmetic procedures performed in the USA. Among these cosmetic procedures, only 1.8 million were surgical procedures (no change since 2018). The other 16.3 million were minimally invasive procedures (2% increase since 2018).

In cases of gender distribution, approximately the same number of men and women resort to reconstructive procedures, while the ratio of women to men who resorted to cosmetic procedures is 14,9:1,3. On the whole, \$16.7 billion was spent on cosmetic procedures in 2019 in the USA.

The proportion of women as the target audience of cosmetic medicine is hardly comparable with the proportion of men. The reasons for such a large financial flow from such a wide group of people for the sake of such a questionable thing are all connected with the unhealthy environment we were grown up in. Social beauty orientation, where your appearance is your currency, cuts off narrow beauty standards unapproachable for all other-looking people. Social propaganda of partial beauty via Facetune or exact role-body person via Instagram determines the current of female development in the 21st century. This sad fact limits women's chances to be treated for their personalities and life achievements winning over their bodies. In such cases, human legacy takes shape in a physical silhouette, not in the beauty of individuality and diversity.

The conclusion is a belief that it is time to break down all the boundaries and build a bridge between the word "BEA-U-TI-FUL" and the phrase "BE-YOU-AT-FULL". It is time to make the cosmetic type of aesthetic medicine disappear and transfer money to the things that matter and enrich human minds, not shapes and sizes.