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**MAIN DIRECTIONS OF MODERN COSMETOLOGY**  
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Through all history of human existence the long trace of cosmetics development has been trying to improve things given by the nature and hide defects given by the same nature. The way from our ancestors' primitive cosmetics to its modern forms was very long. But it is in the past now. Nowadays cosmetology forms will strikingly differ from the applied cosmetics in our, undoubtedly, wise predecessors.

There are several branches of modern cosmetology at present.

1 clinical (conservative) cosmetology deals with treatment and removal of temporary or sometimes age defects in person's appearance. Face peel, massage and dermatological surgery may be included here.

2 decorative cosmetics is a make-up art. It is enough to visit beauty salons. The main purpose of them is to hide defects and underline the natural beauty.

3 esthetic surgery includes function of cosmetic defects removal surgically. Otherwise we call it plastic surgery.

4 preventive (medical and hygienic) cosmetology deals with health and beauty anti-age prevention, skin diseases. First of all, water procedures, skin care, face and body exercises, self-massage are related to this direction of modern cosmetology. It is absolutely clear, that hygienic procedures are not able to change the features, but they are a basis for the face color and expression.

Conceptions of beauty are constantly changing, resulting in a constant slew of new and innovative developments in the cosmetic industry. By the way, the future for cosmetologists is looking very bright indeed as a result of an increasing population, which will lead to the greatest demand for the services of cosmetologists.