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SKIN AGING: HOW TO SLOW DOWN
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Relevance. Aging is a natural evolutionary biological process of changes that occurs with age at the molecular, cellular, tissue and systemic levels of the body. From ancient to modern times, many efforts have been made to understand the truth of skin aging and to prevent or even reverse the aging process. Nowadays, with the development of molecular biology, genetics and other sciences we have got a much better understanding of aging processes. In today's world, cosmetology is a well-developed part of medicine. Celebrities everywhere turn to beauticians for help. Their pretty and younger skin motivates us to do the same. People seek help from cosmetologists to keep their skin youthful and more attractive, very often without understanding the processes of skin aging properly.

Aim: to study the structure of the skin and the chemical components responsible for its condition; to study the mechanism of skin aging at the molecular, cellular, tissue and systemic levels; to analyze the aspects of aging and the factors which can accelerate it; to obtain information on how well people are aware of it; to analyze anti-aging methods available nowadays.

Materials and methods. Sociological and statistical methods were used to understand people's interest in our topic and their knowledge of the matter. 50 respondents over 23 years old were asked to estimate their knowledge of the process of skin aging, their attitude to cosmetological procedures and home anti-aging methods. Some scientific resources and medical websites were explored to find out topical information on the skin processes occurring with age and get acquainted with the latest cosmetological procedures.

Results and discussion. It was revealed that synthesis of skin intracellular substance proteins responsible for the skin elasticity and stretchability decreases with age. The processes of epidermis recovery slow down as well, which results in the appearance of signs of aging. A large number of cosmetological procedures are available nowadays. To be safely used, they require a careful study and professional advice. Our survey revealed that 80% of the respondents are not aware of the processes of skin aging. Attitude to cosmetological methods varies: conservative – to botex (84% of the respondents are against it) and liberal – to facial massage (96% of the respondents feel positive about it). Half of the respondents prefer peeling and mesotherapy. 70% of the respondents deny cryotherapy. In addition to cosmetological services, there is home care which is believed to be more effective, according to 53% of the respondents.

Conclusion. In today's world, having good knowledge of skin aging processes is of great importance. Skin aging is brought about by a comprehensive effect of different mechanisms. However, almost all of these processes depend on our lifestyle. Being aware of it may help to keep the skin youthful and attractive for a longer time. It will not be necessary to ask cosmetologists for help and test all know-how if you start taking care of your skin as early as possible.