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KINESIOTAPING: BIG HELP OR HYPE?
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Kinesiotaping is a revolutionary taping method developed by Japanese doctor Kenzo Kase, which provides constant support for muscles and tendons, helping to reduce pain and inflammation, relax overstretched and tired muscles and speed up the natural process of their recovery. In addition, kinesiotaping is used for a wide range of therapies: from headaches to leg problems, for example, for post-traumatic rehabilitation, treatment of lower back pain, removal of dislocated spinal discs, solving problems with the knees and shoulder joints, and much more. Is kinesiotaping so effective in medical practice and sports? Some people argue that this is only a successful marketing project that has no real medical benefit and no evidence base, but others believe that it can be used in medical practice and that this method is the future of traumatology, neurology, and rehabilitation. And what is it really? Let us figure it out.

In my work I was guided by the following goals: first of all, to define the method, study the history of kinesiotaping, to determine the scope of this method, the main therapeutic effects. Then, of course, I was interested in getting acquainted with the simplest methods of applying tapes. Based on the competent opinions of specialists, it is necessary to make a conclusion about the practical benefits of kinesiotaping: is it a highly effective method of treatment and rehabilitation, or is it nothing more than a placebo effect?

Nowadays our life is getting more and more tense. Due to the rapid development of science and technology, more and more people suffer from various diseases, get injured in accidents. To eliminate the negative consequences of this, humanity needs an innovative tool that must have such effects as reducing pain, improving metabolic processes in tissues, muscle tone and general motor skills. Kinesiotaping is one of the least expensive, but most effective therapeutic remedies available to everyone. Besides that, this method has no side effects and is suitable for almost everyone.

After studying the literature on the topic, I came to the conclusion that despite the advantages of kinesiotaping, we should not forget about traditional methods of treatment, since the maximum positive effect can be achieved only with the combined effect of the main and additional methods, which is kinesiotaping.