

The origin and development of Russian cosmetology

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Abstract

This article presents the main stages of the development of cosmetological care to the population of the Russian Federation. It's indicated that the formation of cosmetology took place actively on the basis of dermatovenereology, and its isolation into a separate speciality, in fact, merely completed a prolonged stage of development. The first Russian dermatologists and venereologists appeared in the 1860s. In relation to this period, we can talk about the emergence of an independent and original domestic school of dermatovenereology. The first scientific and practical centre of cosmetology in Russia – Dr. Ostroumov's Institute of Medical Cosmetology – was founded in 1908. The principal translated foreign works on skin and venereal diseases were published at the same time. After the October Revolution, the issues of cosmetology and the circulation of cosmetic medicines began to be strictly controlled by the state. In the early 1960s, the Ministry of Health of the USSR set the task of creating a system under which medical cosmetological care would be provided in the venereal and skin dispensaries of each regional centre. In the early 1990s, the Ministry of Health of the USSR took some measures to develop cosmetological care. In particular, the regulations on the cosmetology clinic, as well as on the specialist doctors and leaders of such clinics, were approved. At the same time, normalisation of the provision of cosmetological care was carried out, including staffing standards and specialists' workload. According to the authors, the isolation of a separate medical speciality, which was largely facilitated by the need to ensure effective state control of the quality of medical services, is a specific feature of the Russian model of cosmetological care.

Keywords

history of medicine, skin, dermatovenereology, cosmetology, cosmetologist

Cosmetology became a separate medical speciality at the beginning of the 21st century. However, over the preceding 30 years, the formation of cosmetology took place actively on the basis of dermatovenereology, and its isolation into a separate speciality, in fact, merely completed a prolonged stage of development (similarly, courses of venereal and skin diseases were separated from surgical diseases in the second half of the 19th century).

Perhaps this is why the first attempts to eliminate cosmetic skin defects were associated exclusively with surgical practice. In particular, deliberate attempts to

locally remove skin excess in certain anatomical parts of the face were first made in the 1830s. Conducting such interventions at that time was connected exclusively with attempts to improve the functions of other organs, particularly vision. Later, a lot of advanced anti-wrinkle techniques were proposed. Almost 100 years later, in the mid-1920s, operations were actively conducted to excise small strips of facial skin to remove wrinkles. However, all these operations didn't provide the main desired effect – the so-called “rejuvenation” wouldn't occur (Araviyskaya, Sokolovskiy 2008).

The main “instrumental” techniques used at that time have lost all relevance today, and some of them can even be considered risible.¹

However, it should be remembered that cosmetology is a therapeutic speciality that borrowed a lot from dermatovenerology.

The first Russian specialist dermatologists and venereologists appeared in the 1860s. It is concerning this period that we can talk about the emergence of an independent and original domestic school of dermatovenerology.

So, in 1863, a course of systematic and clinical presentation of the study of skin rashes was created at the Department of Special Pathology and Therapy of the Imperial Moscow University, and a course on syphilitic diseases and diseases of the urinary and genital organs with clinic was created at the Department of Theoretical Surgery. The systematic teaching of these clinical disciplines began.

The principal works on skin and sexually transmitted diseases were published at the same time (Zablotskiy 1857; Tarnovskiy 1863; Ceyssl 1873; Hebra, Kaposi 1885; During 1885; Uchebnik kozhnykh bolezney... 1885; Leng 1886–1887).

However, so far there were neither independent departments, nor clinics, nor scientific societies. There was a high need for scientific publications and no proper development of the medical and pharmaceutical industries. In the pre-revolutionary Russia, as well as much later, there was a large number of private beauty salons and parlours which provided cosmetological and massage services.

Before the revolution in Russia, doctors were trained at the medical faculties in ten universities, the Higher Courses for Women, the Military Medical Academy and the Psychoneurological Institute created by V.M. Bekhterev in Saint Petersburg.

¹ In the 1920s, women tried to get rid of wrinkles with the help of rubber “cosmetic masks” (<https://www.dailymail.co.uk/femail/article-2358512/And-think-YOUR-beauty-regimes-tough-Brutal-dimple-makers-Terrifying-perms-Vintage-beauty-treatments-really-make-hair-curl.html>) and tried to restore a healthy complexion by lowering the atmospheric pressure around the head (achieving some equivalent of the high-altitude atmosphere <https://www.dailymail.co.uk/femail/article-2358512/And-think-YOUR-beauty-regimes-tough-Brutal-dimple-makers-Terrifying-perms-Vintage-beauty-treatments-really-make-hair-curl.html>); in the 1940s they used warming face masks to stimulate blood circulation (<https://www.dailymail.co.uk/femail/article-2358512/And-think-YOUR-beauty-regimes-tough-Brutal-dimple-makers-Terrifying-perms-Vintage-beauty-treatments-really-make-hair-curl.html>); during the same time they also tried to get rid of freckles (<https://www.dailymail.co.uk/femail/article-2358512/And-think-YOUR-beauty-regimes-tough-Brutal-dimple-makers-Terrifying-perms-Vintage-beauty-treatments-really-make-hair-curl.html>).

A mechanism for special training of medical personnel had not yet been created by the beginning of the 20th century. If the training of specialists for the needs of venereology and dermatology was being carried out due to an unfavourable epidemiological situation, it was almost chaotic in the field of cosmetology.

The first scientific and practical cosmetology centre in Russia – Dr. Ostroumov’s Institute of Medical Cosmetology – was founded in 1908. Only graduates of massage and medical gymnastics schools were allowed to provide face and body care services in Russia from 1908. In May 1908, by a circular of the Office of the Chief Medical Inspector of the Ministry of Internal Affairs of Russia, who was in charge of all state and private medical organisations, the new procedure for obtaining certificates for the right to deal with medical cosmetics was brought to the attention of Medical Offices. A programme for massage schools that dictated the rules for training of specialists was an appendix to this circular. The programme also regulated training in medical cosmetics (Sletov 1909).

The first scientific works in the field of medical cosmetology had also been published in Russian by that time (Sletov 1909; Dobryanskiy 1902; *Gigiena i kosmetika...* 1903; Paschkis 1907; Saalfeld 1919; Marzhetskiy 1911; Jessner 1913; Schnierer 1918).

So, Edmund Saalfeld’s *Practical Cosmetics* comprehensively described the structure of skin defects and various ways to eliminate them using both medications and physiotherapeutic devices invented by the author (Saalfeld 1919). Published in Saint Petersburg in 1907, *Cosmetics as Presented for Doctors*, written by the professor of pharmacology at the University of Vienna, Heinrich Paschkis, contained a detailed description of various cosmetic medications for the care and treatment of aesthetic imperfections, as well as the description of products for hair and nail care (Paschkis 1907). In addition to that, a book on cosmetics by M.T. Schnierer, which in addition to a selection of recipes included a description of the therapeutic technique in cosmetology, was published in the popular at the time “recipe book” format (Schnierer 1918).

Specialised periodicals devoted to cosmetology began to appear in the country around the same time: for example, a weekly specialised literary and scientific journal was first published in 1907, and the biweekly *Cosmetics* journal appeared in 1908–1910.

After the Great October Socialist Revolution, the issues of cosmetology and the circulation of cosmetic preparations were strictly controlled by the state. In 1930, the cooperative organisation of the Moscow City Industrial Union organised the Moscow Medical and Cosmetic Clinic, which later became known as the Institute of Beauty on the Arbat (still functional today). In 1937 in Moscow, on the orders of the People’s Commissar for Food Industry A. Mikoyan, the Institute of Beauty and Health was organised at the Ministry of

Food Industry of the USSR (it was transformed into the Moscow Scientific Research Institute of Cosmetology in 1966), and its branches were opened in Sochi and Kislovodsk. The work was organised according to the latest American system of that time (the clinics were fully equipped for electrotherapy, massages, etc.).

During the Great Patriotic War, the Institute temporarily suspended its activities, and after the war it was transferred to the Ministry of Health of the USSR and renamed the Institute of Medical Cosmetics. By 1966 it was reorganised into the Moscow Scientific Research Institute of Cosmetology of the Ministry of Health of the RSFSR and, in fact, became the country's largest organisational and methodological centre in the field of cosmetology.

In 1961, the Cosmetological Polyclinic No. 84 was opened in Leningrad, which became known in the everyday life as the Institute of Beauty (today it's the Institute of Beauty on 6 Gorokhovaya St). It was located in the house of Prince M.V. Kochubey on the Trade Unions' Blvd (now 7 Konnogvardeisky Blvd), and the departments in the Maximillian Hospital, the City Hospital No. 28 and the City Polyclinic No. 81 were its predecessors. By the middle of the 20th century there was a high demand for cosmetological services. The demand contributed to the opening of numerous cosmetology parlours, clinical departments and individual hospitals. So, for example, by the beginning of 1975 there were about 160 cosmetology institutions in the USSR (5 clinics, 19 medical cosmetology hospitals, 134 parlours).

However, the state of the provision of cosmetological care left a lot to be desired. In the middle of the 20th century, there was a lack of a uniform working methodology in cosmetological establishments, and it was also said that "the training of new cosmetological personnel is random... some massage therapists have no special education, others have only practical skills or have simply completed short-term courses for nurses which don't properly cover the issues of cosmetics..." (Lass, Polikarpova 1954).

In order to rectify the situation, in the early 1960s, the Ministry of Health of the USSR adopted a number of measures aimed at the development of medical cosmetology in all union republics. The task was set to create a system under which medical cosmetological care would be provided in the skin and venereal disease dispensaries of each regional centre (Zaharova 1961). It was proposed to organise cosmetological care based on the departments of cosmetology and physiotherapy at the institutes of venereal and dermatological diseases, which were supposed to work with scientific problems in this area, provide medical care to the population and implement methodological guidance for medical care in the regions and cities assigned to it. It was also planned to create a cosmetology department at the Central Scientific Research Institute of

Dermatovenereology of the Ministry of Health of the USSR. At the same time, the task was set to equip cosmetology parlours with appropriate equipment and instruments, as well as urgently organise the training of dermatologists and physiotherapists in appropriate treatment methods (Kozhevnikov 1961).

By the beginning of the 1980s, the situation with the development of cosmetological care generally hadn't changed. In several republics and regions there were no cosmetological hospitals or parlours. In some cities, medical and cosmetological assistance was provided at hairdressers' and the like, which was considered unacceptable. The working conditions of cosmetological clinics and parlours often didn't meet contemporary requirements. They were located in unsuitable rooms, weren't adequately equipped with medical equipment and necessary instruments. There was no unified working methodology; the training of new personnel continued to be random; in certain clinics and parlours there were doctors with no special training in cosmetology, dermatovenereology or surgery, despite the available opportunities for conducting the specialisation (Kozhevnikov 1961).

In 1982, the Ministry of Health of the USSR took a number of new measures to develop cosmetological care. In particular, the regulations on the cosmetology clinic, as well as on the specialist doctors and leaders of such clinics, were approved. At the same time, the normalisation of the provision of cosmetological care was carried out, including staffing standards and specialists' workload.² However, these innovations again didn't ensure proper order.

At the end of the 20th century, the situation with the organisation of cosmetological care to the population became the centre of attention once more.

During the period from 1985 to 1986, the network of cosmetological institutions increased by 19 units, and cosmetological institutions were visited by more than 5 million people. As of the 1st of January, 1987, there were more than 130 cosmetological institutions, including 36 cosmetological clinics, under the jurisdiction of the Ministry of Health of the USSR. Departments of surgical cosmetology (plastic surgery) were organised in 28 cities. More than 90 cosmetological clinics, hospitals and parlours functioned in the USSR from 1988 to 1989 (there was none in 11 regions). In total, there were more than 700 doctors and about 1.5 thousand paramedical workers in those units (Kubanova, Panova 2002; Ahabadze, Arutjunov 1986).

By this time, the Institute of Medical Cosmetics had de facto turned into a purely commercial enterprise

² Order of the Ministry of Health of the USSR dated 28.12.1982 No. 1290 "On measures to improve cosmetological care to the population".

as a result of numerous reorganisations.³ The demand for cosmetological care remained at a fairly high level. However, its quality and availability were steadily declining. In terms of demand, from 1980 to 2001 there was a clear tendency towards increasing – more than 2 times amongst men, 0.5 times amongst employees, 10 times amongst non-working people, as well as a steady increase within certain age groups (two times amongst people aged 41–50 and 3 times in those over 50) (Kubanova, Panova 2002).

Until 2005, cosmetological care to the population of the Russian Federation was provided by specialised medical departments of the Ministry of Health (hospitals and clinics) and beauty parlours at communal facilities (hairdressing salons, bathhouses, hotels and the like).

The situation in the cosmetology market was largely due to the lack of a separate speciality. In addition to that, the existing official rules and classifiers didn't provide a clear division of cosmetology work and services into certain types of economic activity. So, for example, in accordance with the Sanitary Rules for the Organisation and Maintenance of Cosmetic Parlours at Public Utilities and Services Institutions, approved in 1974, it was recommended to place cosmetic parlours at hotels, hairdressers', bathhouses, public service buildings, etc. They were intended to provide the population with decorative cosmetic care. They were allowed to perform such cosmetic procedures as hygienic massage of the face and neck, hygienic cleaning of the skin of the face not complicated by skin diseases, eyebrow and eyelash dyeing, eyelash extensions, eyebrow trimming and makeup, as well as manicure and pedicure, and it was forbidden to carry out cosmetic procedures to treat certain skin diseases and eliminate cosmetic skin imperfections (acne, seborrhoea of the skin of the face and scalp, pigmentation disorders of the skin – chloasma, freckles, hypertrichosis and hirsutism, benign neoplasms and other skin diseases), as well as produce and sell creams, ointments, lotions and other cosmetics.

There were significant difficulties in the division of cosmetological work and services into various types of economic activities carried out by both medical organisations and consumer services enterprises (in particular, bathhouses and hairdressers').

The All-Russian Classifier of Services to the Population OK 002-93 (OKUN),⁴ enacted on the 1st of

January, 1994 by the Decree of the Russian Federal State Statistics Service of the 28th of June, 1993 No. 163, regulated the services rendered to the population by enterprises and organisations of various legal forms of ownership, and by individual citizens using various forms and methods of service. In accordance with OKUN, the services provided by cosmetological units were classified as medical services, and consultations by cosmetologists were classified as retail services.

In accordance with the All-Russian Classifier of Economic Activities (OKVED),⁵ approved by the Decree of the State Committee for Standardisation of Russia of the 6th of November, 2001 No. 454-st, services of hairdressing, cosmetic and medical salons, cosmetic treatment, manicure and pedicure, as well as services provided by hairdressers, beauty salons and medical institutions were isolated into a separate category. Also, OKVED provided for the activities of specialised medical centres within the framework of activities in the field of healthcare and the provision of social services.

At the same time, the classifier regulated the provision of certain cosmetological services. So, cosmetological clinics, hospitals and parlours provided such cosmetic services as hair treatments, evening and day makeup, facial masks, eyebrow shape correction with tweezers, masks, head, neck and face massages, application of patches for baldness (*Emplastrum Epilini*), facial cleansing, peeling and electrolysis hair removal. The following medical procedures were performed: cryomassage of the skin; earlobe piercing; removal of atheroma, spider angioma, benign skin neoplasms, xanthelasma, dilated skin vessels, acne and molluscum contagiosum. The services provided also included electrosurgery, excision of xanthelasma, smoothing of scars, removal of atheroma, removal of skin impregnations by electrocoagulation or polishing, removal of wrinkles, smallpox marks, tattoos, vascular lesions, cicatricial skin changes, impregnations, etc. on any part of the body by polishing. Plastic surgery included scar excision, nose correction, post-paralysis and facial nerve correction (eyebrows, eyelids, lips, cheeks), post-plastic surgery scar correction, multicomponent narcosis during cosmetic surgeries, premedication and anaesthesia during operations performed under local anaesthesia; plastic surgery for cosmetic defects of face and various parts of the body, surgery for wrinkles, folds and soft tissues excess (forehead, eyelids, corners of the eyes, cheeks, upper lip, chin, neck, face, shoulders, abdomen, thighs, lumbar region, buttocks); plastic surgery with myofascioplasty for soft tissues excess (face, neck, abdomen); reconstruction of the congenital cleft of the upper lip (unilateral, bilateral) operations, rhino-reconstruction in congenital upper-lip cleft (unilateral, bilateral) operations, removal of benign neoplasms (fat, wens, tattoos, foreign bodies).

³ Order of the Ministry of Health of Russia of the 3rd of November, 1989 No. 165 "On the establishment of the self-supporting scientific-practical association of the Ministry of Health of the RSFSR Cosmetology"; Order of the Ministry of Health of Russia of the 28th of August 1998 No. 261 "On approval of the Charter of the Federal State Unitary Enterprise of the Ministry of Health of the Russian Federation, the Institute of Plastic Surgery and Cosmetology".

⁴ OK and OKUN are Russian abbreviations for "All-Russian Classifier" and "All-Russian Classifier of Services to the Population" respectively.

⁵ OKVED stands for "All-Russian Classifier of Economic Activities".

Answers to questions regarding the training of specialists who carried out work (services) in cosmetology – both therapeutic and surgical – are partly reflected in the All-Russian Classifier of Specialities in Education (OKSO),⁶ approved by the State Committee for Standardisation of Russia of the 30th of December, 1993 No. 296, which takes into account groups of specialities, areas of expertise (sciences), specialities of secondary vocational and higher education and areas of training (in higher education), as well as specialisation.

There is a Hairdressing and Decorative Cosmetics specialisation in the OKSO section on secondary vocational education, as well as a Nursing speciality in the Healthcare section.

Repeated attempts to introduce a new speciality of higher medical education – Cosmetology – wouldn't get support either from the leading scientists of the country or from the organisers of healthcare.

From the mid-1990s, licensing of all medical institutions, regardless of their form of ownership, was introduced in the Russian Federation. It implied the issuance of a state permit for the implementation of certain works and services. According to the results of planned control measures in 2005 in Moscow, significant violations were detected in more than 80% cases of organising the provision of cosmetological care (Dobryanskiy 1902), the most typical of which were (as revealed during scheduled inspections) lack of a license for both the medical activities and the sale of cosmetological products; the use of non-certified cosmetological products; the use of medical technologies that weren't registered in the prescribed manner (“placental therapy”, “human diploid cells”, rejuvenation with the patient's own “autologous” cells, mesolifting, the use of fibroblasts for mesotherapy, pressure therapy, etc.); the use of commercial names for most medical programmes (technologies), which made it impossible to evaluate their medical significance (“platinum body”, “ionic house”, “mineral gypsum programme”, etc.); violation of the compatibility of the methods used and their corresponding cosmetic products; lack of documents on special training of specialists; inconsistency of organisational, technical, sanitary and epidemiological, material and technical and fire prevention requirements with the conditions for medical activities.⁷

The administrative reform that began in 2004 entailed the modernisation of the organisation of medical care, including cosmetological care. The most significant changes affected the status of cosmetological cli-

nics which weren't in the new nomenclature of medical institutions.⁸

In order to unify approaches to licensing medical activities, the requirements for the education of medical personnel in the field of cosmetology and plastic surgery were clearly defined, and a list of cosmetological work and services related directly to medical activity was formed.⁹ This list included 65 techniques used in the provision of medical cosmetological care (30% of them related to surgical and 70% to therapeutic cosmetology).

In April 2009, the Ministry of Health and Social Development of Russia introduced cosmetology – which required additional training.¹⁰ Cosmetology was distinguished as a separate speciality in 2015.¹¹

Organisational and methodological management of activities in the field of cosmetology has been carried out by the State Scientific Centre of Dermatovenereology and Cosmetology since 2010.¹² At the same time, the functions of the chief cosmetologist of the Russian Federation are given to the chief dermatovenereologist.¹³

A programme of continuing professional education in the speciality of Cosmetology has been in operation since 2010. In accordance with modern requirements, a cosmetologist is a person with a higher medical education (specialist in either General Medicine or Paediat-

⁶ OKSO stands for “All-Russian Classifier of Specialities in Education”.

⁷ Letter from Federal Service for Supervision of Healthcare of the 15th of April, 2005 No. 01-3213/05.

⁸ Order of the Ministry of Health and Social Development of Russia of the 13th of October, 2005 No. 633 “On the organisation of medical care”; Order of the Ministry of Health and Social Development of Russia of the 7th of October, 2005 No. 627 “On approval of the unified nomenclature of state and municipal healthcare institutions”.

⁹ List of works and services in cosmetology related to medical activities (approved by the Federal Service for Supervision of Healthcare and Social Development). Quality Management in Healthcare and Social Development, 2008. No. 3.

¹⁰ Order of the Ministry of Health and Social Development of Russia of the 23rd of April, 2009 No. 210n “On the nomenclature of specialities of specialists with higher and postgraduate medical and pharmaceutical education in the field of healthcare of the Russian Federation”.

¹¹ Order of the Ministry of Health of Russia of the 7th of October, 2015 No. 700n “On the nomenclature of specialists with higher and postgraduate medical and pharmaceutical education in the field of healthcare of the Russian Federation”.

¹² Order of the Ministry of Health and Social Development of Russia of the 13th of December, 2010 No. 1099 “On the approval of the new edition of the charter of the federal state institution State Scientific Centre of Dermatovenereology and Cosmetology of the Ministry of Health and Social Development of the Russian Federation”.

¹³ Order of the Ministry of Health and Social Development of Russia of the 27th of January, 2010 No. 32 “On amending the Order of the Ministry of Health and Social Development of Russia of the 26th of November, 2004 No. 283 On the main part-time specialist experts of the Ministry of Health and Social Development of the Russian Federation”.

rics), who has undergone professional retraining in the speciality of Cosmetology with practical internship experience in Dermatovenereology, as well as continuing education at least once every 5 years during the entire career.¹⁴

In 2012, the procedure for providing medical cosmetological care to the population,¹⁵ which defined the modern requirements for the organisation of appropriate medical care (stages of medical care, requirements for personnel, material and technical support and organisation of activities), was approved.

The formation of the legal regulatory framework in the field of cosmetology largely contributed to the legalisation of this area of economic activity and ensured the dynamic development of the speciality.

According to expert estimates, in 2016 there were 33.8 thousand cosmetologists in the Russian Federation providing various cosmetic services, including, in addition to injections, dermabrasion, ‘instrumental’ cosmetological procedures, peels and other medical services, with more than 80% of them practising biorevitalisation and mesotherapy, 50–60% performing contouring plastic surgery and botulinum therapy, and 30% providing thread lifts and bioreinforcement services (Goncharova 2017).

Cosmetological care was provided mainly on an outpatient basis. As of November 2017, i.e. after over 150 years of the existence of dermatovenereology and cosmetology, licenses for the right to perform medical activities under the Cosmetology speciality had been issued to 9,287 organisations that carried out such work at 10,268 facilities. In the structure of cosmetological organisations, the state share doesn’t exceed 6% (Kubanova, Martynov, Vlasova 2018).

Most cosmetological organisations were located in the Central Federal District, the structure of which was dominated by Moscow (Kubanova, Martynov, Vlasova 2018).

One of the indirect indicators of the status of cosmetological care in the country is the volume of sales of injectable cosmetological products. According to expert estimates, in 2015 the entire market for such purchases was estimated at 8.7–11 billion roubles. More than 12 million procedures with a total value of 104.1 billion roubles were performed with the use of the aforementioned types of cosmetological products in 2016 (Goncharova 2017). In 2018, 6.7 million procedures were performed in Russia using botulinum

toxins, fillers and biorevitalisants, and the number of these services had increased by 4% over the reporting period. Most of all, the demand for botulinum toxin injections had increased by almost 10% – Russian cosmetologists performed 2.3 million such procedures in 2018. The popularity of fillers and biorevitalisants, in contrast, had declined. About 1.5 million filler injections and 2.9 million biorevitalisant injections were made in 2018, which is 2% and 5% less than in 2017, respectively.¹⁶

Russia has become one of the largest national markets in terms of sales of cosmetological injection products, as well as training of relevant specialists. According to forecasts, Russia may take up to 20% of the global cosmetological injection industry by 2020.

Over the past 100 years, the number of magazines on beauty and health has increased significantly. Currently, there are more than 20 periodicals published in Russia, which address the issues of cosmetology. Amongst them are narrowly specialised scientific journals (Dermatology and Venereology Herald, Aesthetic Medicine, Kosmetik International, Clinical Dermatology and Venereology, etc.), and publications catering for a wider range of readers (Appearance. Aesthetic Guide, Metamorphoses, Nail Service, etc.).

Standardisation of medical services and training are the promising areas of cosmetology. In this regard, it is important to implement the amended provisions of the Federal Law of the 21st of November, 2011 No. 323-FL “On the basics of citizens’ health protection in the Russian Federation” regarding the development and implementation of clinical recommendations and standards of specialists.

The success of Russian cosmetology in the 20th century was facilitated by the social transformations that were taking place in the country at the time, the growth of welfare and cultural level of the population and its increased social demands, as well as the implementation of the achievements of medical science, biology and physiology. This led to the expansion of the practical impact of cosmetology on human relationships, on the problem of forming the personality of a new and harmoniously developed person, giving rise to the need for the prevention and treatment of senile changes in appearance (especially premature ones). The formation of such sections as gerontocosmetology and cosmetological geriatrics, cosmetological oncology, paediatric cosmetology, etc. should be noted in the development of cosmetology. All these areas are interconnected, which ultimately determines the main line of development of the speciality.

¹⁴ Order of the Ministry of Health of Russia of the 8th of October, 2015 No. 707n “On approval of the Qualification requirements for medical and pharmaceutical workers with higher education in the Health and Medical Sciences area of training”.

¹⁵ Order of the Ministry of Health and Social Development of Russia of the 18th of April, 2012 No. 381n “On approval of the procedure for providing medical cosmetological care to the population”.

¹⁶ See: <https://vademec.ru/news/2019/08/12/v-2018-godu-v-rossii-bylo-provedeno-6-7-mln-kosmetologicheskikh-inektsionnykh-protsedur>.

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