

Entrepreneurship of a Facialist and the Positive Impact of Facial Skin on a Person's Mental Health with an Approach to the Theory of Attrition Entrepreneurship of the United Nations Sustainable Development Goals

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Abstract

This review seeks to explore the relationship that exists between aesthetic entrepreneurship, particularly facialists and facial skincare, and mental health outcomes, within the larger framework of entrepreneurship theories and United Nations Sustainable Development Goals (SDGs). It argues that facialists, as micro-entrepreneurs within the beauty and wellness industry, contribute to individual mental health outcomes as well as to several of the SDGs. The paper seeks to explore existing literature on the psychosocial effects of skin conditions, facial aesthetics and mental health outcomes, as well as entrepreneurship and sustainable development. The findings suggest that facial care is not only beneficial to an individual's health outcomes but also to their mental well-being, while facialists as micro-entrepreneurs create value that is beneficial to sustainable development. The implications of this paper provide suggestions on future research directions and policy recommendations on how mental health outcomes can be incorporated within beauty entrepreneurship.

Keywords: Entrepreneurship, Health, Sustainable Development Approach

I. Introduction

The United Nations Sustainable Development Goals are relevant to a wide array of fields, which include agriculture, health, medicine, and beauty/fashion. In the current service-based economy, the concept of entrepreneurship now encompasses not only traditional technology or

manufacturing-based business ventures but also personal care and wellness-oriented business ventures, such as those conducted by facialists/individuals specializing in the provision of professional facial skincare services. While the importance of facial care is often superficially related to aesthetic concerns, there is an emerging body of literature that explores the deeper psychosocial and health-related effects of such care. Furthermore, the field of entrepreneurship has now begun to embrace the concept of aesthetic work and mental health within its broader scope. The United Nations Sustainable Development Goals (SDGs) specifically, SDG 3 (Good Health and Well-Being), SDG 5 (Gender Equality), and SDG 8 (Decent Work and Economic Growth) can also be related to the concept of entrepreneurship and its role in the broader context of societal well-being.

Theoretical Framework: Entrepreneurship and Sustainable Development

Traditionally, the term 'entrepreneurship' was used to describe the process of discovering new opportunities through innovation and risk-taking. The early research on the subject, carried out by researchers, established the role of entrepreneurship as the 'engine of creative destruction' in achieving economic growth. In the context of sustainable development, opportunity-focused entrepreneurs have been found to have a positive impact on the social, environmental, and economic dimensions of sustainable development, thus supporting the view that entrepreneurship is critical to achieving the SDGs.

Researchers suggest that aesthetic factors, such as the sensory and visual aspects of businesses, also have an impact on entrepreneurial practice and meaning-making in new ventures. In the context of personal beauty services, this supports the more general view of entrepreneurship as economic and psychosocial work.

Facial Skincare, Mental Health, and Psychosocial Well-Being

The Interplay Between Skin Health and Mental Health

Human skin conditions like rosacea, acne, and obvious dermatoses have been documented to have a significant effect on the mental state of an individual. Studies have shown that people suffering from conditions like rosacea experience more stress, anxiety, depression, and a lack of confidence, which significantly impacts their quality of life. Similarly, conditions like acne have been known to lead to social withdrawal and depression due to the stigma and shame that come with it. This illustrates that mental and physical conditions go hand in hand, and a physical condition like skin problems can lead to mental problems and vice versa.

Aesthetic Treatments and Psychological Outcomes

Other than the physical manifestations of skin diseases, cosmetic and facial aesthetic treatments have also been noted to have an impact on self-esteem and mental well-being. Various studies have shown that individuals undergoing aesthetic treatments (e.g., facial treatment, botulinum toxin, fillers) have improved self-esteem and self-perception. Though these treatments do not directly treat anxiety and depression, improved facial appearance has been known to alleviate social anxiety, enhance self-esteem, and lead to improved social interactions, which are essentially components of mental well-being. In addition, facial skincare regimens have been proven to have a positive impact on the mental well-being of the individual, including feelings of relaxation and calmness.

Facialists as Entrepreneurs: Economic and Social Impacts

The role of facialists is a cross-section of healthcare, aesthetics, and personal well-being. The beauty industry has been researched to highlight its potential to contribute to economic growth, employment, and innovation, especially within a niche industry.

Researchers have analyzed the role of entrepreneurship within women's beauty sciences.

The role of female beauty service entrepreneurs has been noted to improve employment and quality of life for themselves as much as their clients. This is especially important within countries where women's economic contributions are low.

From a sustainable point of view, facialists contribute to the following sustainable development goals: decent work and economic growth (SDG 8), gender equality (SDG 5), as this industry is dominated by females, and health and well-being (SDG 3).

Implications for Sustainable Development

In the context of the practice of facialists and the framework of sustainable development, the following aspects of impact can be highlighted:

Economic Empowerment

Through the establishment of clinics, salons, and individual practices, facialists play a vital role in the economic sphere by boosting the economy and introducing innovative beauty and wellness product lines, while also offering employment opportunities, especially for women.

Social Well-being and Mental Health

Facial treatment has a direct connection to mental health and the well-being of the individual. This includes self-esteem and the impact of improved self-image on the reduction of social anxiety and the improvement of the quality of life, as per the objectives of SDG 3.

Sustainability in the Beauty Industry

Although many of these facialists and skincare business owners operate within conventional beauty paradigms, there is a growing trend in the adoption of sustainable practices, which include the use of natural ingredients, eco-friendly products, and responsible sourcing. All of these aspects align with the overarching SDG goals in terms of responsible consumption and production (SDG 12).

Researchers point out; however, the skincare industry's adoption of SDG goals is predicated upon practices that avoid negative environmental impact and promote ethical working conditions.

Discussion and Future Directions

This review also points out that the role of facialists is not just to provide beauty services but also to create social value in society, especially at the intersection of health and mental well-being. Further research can also explore the impact of facial care on mental well-being in the long run, the role of emotional support in mental well-being, and the importance of sustainable business in aesthetic

business for creating the Sustainable Development Goals (SDGs). Furthermore, there is also a need to explore the inclusion of entrepreneurial education in the curriculum, especially with respect to mental well-being, social value creation, and sustainability in the beauty industry.

II. Conclusion

Facialists, being entrepreneurs in the beauty and wellness industry, have a multi-dimensional role to play: they promote facial skin health, mental well-being, and sustainable development goals. This review, which connects personal care and entrepreneurship theories, highlights the need to recognize aesthetic entrepreneurship, not only for its economic benefits but also for its mental health and welfare implications.

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