

## **ORGANIZATIONAL ASPECTS OF THE USE OF MEDICINAL PRODUCTS DRUGS IN COSMETOLOGY CLINICS**

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<b>A B S T R A C T</b>	<b>KEY WORDS</b>
<p>Organizational aspects of the practical use of drugs in aesthetic medicine are relevant, first of all, due to the fact that, in general, most of the information about cosmetic injections is informal [1, 2]. Such information comes to cosmetologists from speakers at conferences, seminars and training centers and does not always correspond to the parameters, specified in the instructions for the drug used. Unfortunately, despite the fact that cosmetology develops in this way, knowledge is transferred from hand to hand, and the marketing work of supplier companies comes to the fore, the fact remains that cosmetologists rely more on the experience of their colleagues than on permits. This creates a serious problem for the management of the quality of medical care in beauty clinics.</p>	

### **Introduction**

#### **Results of Research:**

The main drug used in cosmetology clinics is botulinum toxin A. The use of botulinum toxin preparations in Russian cosmetology has a long history. The first drugs Botox and Dysport were registered in 1994 and 1999, respectively. Since then, 30 years have passed, the methodological basis for the use of these drugs has been well developed in Russian medicine, the instructions for use have been clarified and expanded, and medical methods of their use have been approved. Dysport (botulinum toxin type A) is used to treat hyperhidrosis, correct hypermobile folds and unevenly altered skin in the facial area in order to eliminate excessive activity of facial wrinkles. Botox is used to correct unevenly altered skin; the practical use of botulinum toxin type A preparations is described in cosmetology manuals [5, 6]. As new botulinum toxin type A drugs appeared on the cosmetology market, the boundaries of the use of certain drugs in practical conditions began to blur. The so-called philosophy of the full face appeared. In this case, clinic operators purchased one or two drugs, and literally all botulinum therapy services appeared in the price list, regardless of the specific instructions for the drug. The changes of 2022 in the Russian market of cosmetic medicine have forced many clinics to revise the price lists for their services. Some managers attribute this need to rising drug prices, while others attribute it to a shortage. The attending physician plays a crucial role in reviewing the price list, who can evaluate not only the marginal part of the service, but also the medical component. This situation is most typical for botulinum toxin: botulinum toxin type A drugs are an integral part of any price list, and many clinics have been using one or two drugs from this group for years, despite a much wider

range. The main reason for such adherence to one drug is not the quality (all drugs registered on the Russian market have proven their effectiveness and safety), but the misuse of the instructions for use of the drug. In many cases, cosmetologists, including clinic managers, listen to sales managers and affiliated speakers, who in their presentations collect all the benefits of botulinum toxin and give them to one drug, and in fact most often agree with the sales manager. If algorithms are not used to analyze price lists and services provided, maintain medical records and manage individual patients, that is, there is no real control over the quality of service, this is often the result of a lack of proper management in the clinic. At the same time, given the small number of cosmetologists in independent clinics, the role of the chief physician in such matters is becoming increasingly important. Currently, the activity of the chief physician in cosmetology clinics is determined by a number of basic regulatory documents that oblige him to direct the appointment of drugs in accordance with the instructions. In addition, an informed voluntary consent template should be drawn up, which indicates all indications, contraindications, restrictions, side effects and complications when using a particular drug. In addition, it is necessary to monitor changes in drug instructions in a timely manner in order to update the informed consent of patients [7-14]. For example, the instructions for botulinum toxin preparations have changed several times: Botox in 2008 and 2015, Dysport in 2011, 2012 and 2022, Xeomin in 2011, Relatox in 2020 and 2022. Therefore, the chief physician of the clinic monitors changes in the instructions and ensures informed voluntary "A necessary condition for medical intervention is to inform a citizen or his legal representative on the basis of sufficient information provided by a medical professional about the goals, methods, associated risks, possible options for medical intervention and their consequences. informed voluntary consent to the intervention [15]. Careful reading of the instructions for the drug allows the attending physician or cosmetologist to easily understand the indications and contraindications of individual drugs and plan the treatment of the patient taking into account all the initial data. In addition, the analysis of the Russian instructions for botulinum toxin allows the doctor to solve most of the problems associated with facial wrinkles only with the help of botulinum toxin. Having analyzed the data for each drug and tabulated them according to the main parameters that should underlie the quality of medical care, it can be seen that drugs for correcting cosmetic defects in Russia can cover all problems. Let's consider all commercially available botulinum toxin type A drugs in order to draw important conclusions for the work of cosmetology clinics. The analysis of table 1 shows that botulinum toxin preparations are a source of professional conflicts between aestheticians and other medical professionals. According to the instructions, the drugs Dysport and Lilatoxin can be used by nurses. The choice of this diagnosis should be based on the fact that, hyperkinetic or not, the facial expression of wrinkles is not a disease, and the solution to the problem of wrinkles belongs to class XXI "Factors affecting the health of the population and referral to a medical institution (Z00-Z99)" In the International Classification of Diseases ICD 10 headings Z 00-Z99 are reserved for situations where a condition other than illness, injury, or an external cause is designated as a "diagnosis" or "problem". This is due to the fact that aesthetic defects are not directly related to the deterioration of the patient's health, but to the conscious need to conform to the socially accepted ideals of beauty at that time. Doctors should pay special attention to the list of contraindications. Since each drug has its own contraindications, when choosing new drugs in the clinic, the attending physician must make sure that the doctor or aesthetician knows not only the dilution algorithm, but also the specific indications and contraindications for the use of the drug. Of particular importance is the collection of a life history when interviewing patients about existing and past diseases. For example, Relatox is definitely recommended

for use in patients with high myopia. The purpose of the drug depends on the results of the ophthalmologist's conclusion. Infrequent blinking associated with the introduction of botulinum toxin into the circular muscle can lead to pathological changes in the cornea, which require further supervision by a specialist. Cosmetologists often consider patients to be completely healthy and do not have the skills to collect a life history, which can lead to complications. The temperature and shelf life of the drug are also important. According to Vademecum, Relatox is gradually strengthening its clinical position and demand, becoming one of the most prominent drugs on the Russian market of cosmetic botulinum therapy. In 2017, Relatox received a State examination of quality, efficiency and safety based on the results of its three-year presence on the market. After confirming compliance with the requirements of the examination, the drug was entered into the National Register of Medicines for an indefinite period. In the same year, sales records for Lilatox were broken: physical sales increased by 35% compared to the previous year. According to experts, the increased demand for this drug is due to the ratio of quality and price, which meets the requirements of the market.

## Conclusion:

In 2022, seven botulinum toxin type A drugs were registered in the National Register of Medicines, but there is no official information about their compatibility in cosmetology. Each drug has its own list of indications and contraindications, according to which, when using it, it is necessary to take into account the manufacturer's instructions. When carrying out measures for internal quality control and safety of medical care, the chief physician of the cosmetology clinic must take into account the correctness of the drugs used not only according to indications, but also according to dosage and place of use, based on official information published in the Register of Medicines. At the same time, recently in Russia there has been an increase in information about the quality of cosmetic products.

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