



THE EFFECT OF BEAUTY SERVICES ON WOMEN'S STRESS AND BODY IMAGE GÜZELLİK HİZMETLERİNİN KADINLARIN STRESİ VE BEDEN İMAJI ÜZERİNE ETKİSİ

Ayşe Kuzu¹ , Şule Ergöl² , Gözde Parasız Arslantürk³ 

¹ Zonguldak Bülent Ecevit University, Ahmet Erdoğın Health Services Vocational School, Department of Anesthesia, Zonguldak, Turkey

² Kırıkkale University, Faculty of Health Sciences, Department of Nursing, Kırıkkale, Turkey

³ Zonguldak Bülent Ecevit University, Ahmet Erdoğın Health Services Vocational School, Department of Hair and Beauty Services, Zonguldak, Turkey

ABSTRACT

Objective: This study was carried out to determine the perceived stress and body image of women who received service from hairdressing salons with their opinions about benefiting from beauty services.

Method: The sample of this descriptive study consisted of 333 female participants who had service from 10 hairdressing salons operating on a street which is considered as the centre of the city between 15.04.2017-15.05.2017. The data of the study was collected by using "Personal Information Form", "Perceived Stress Scale" and "Body Cathexis Scale (BCS)".

Results: In this study, it was determined that stress perception of women who benefit from beauty services on a regular basis is low and their body image is positive; the body image of women going to the hairdresser to feel good is positive; body image of women whose aim is to feel good and who partially regret the procedure is negative; stress perception of women who feel relieved when they go to the hairdresser is low; the relationship between the appearance of women and their psychological status influences the body image and there was a positive correlation between the scores of perceived stress and the body image.

Conclusion: As it is known, many mental health problems are related to stress and psychological well-being is a situation involving the body image. This positive effect of beauty services is thought to be effective for women's mental health care services.

Key Words: Beauty, Body image, Hair preparations, Psychological stress, Women

ÖZ

Amaç: Bu çalışma, kuaför salonlarından hizmet alan kadınların güzellik hizmetlerinden yararlanma konusundaki görüşleri ile algılanan stres ve beden imajını belirlemek amacıyla gerçekleştirilmiştir.

Yöntem: Bu tanımlayıcı çalışmanın örneklemini, 15.04.2017-15.05.2017 tarihleri arasında il merkezi olarak kabul edilen bir sokakta faaliyet gösteren 10 kuaför salonundan hizmet alan 333 kadın katılımcıdan oluştu. Çalışmanın verileri "Kişisel Bilgi Formu", "Algılanan Stres Ölçeği" ve "Beden Kateksi Ölçeği" kullanılarak toplandı.

Bulgular: Bu çalışmada, düzenli olarak güzellik hizmetlerinden yararlanan kadınların stres algısının düşük olduğu ve vücut imajlarının olumlu olduğu; kendini iyi hissetmek için kuaföre giden kadınların beden imajının olumlu olduğu; amacı iyi hissetmek olan ve işlemden kısmen pişmanlık duyan kadınların beden imajının olumsuz olduğu; kuaföre gittiklerinde rahatlamış hissedilen kadınların stres algısının düşük olduğu; kadınların dış görüşleri ile psikolojik durumları arasındaki ilişkinin beden imajını etkilediği ve algılanan stres puanları ile beden imajı arasında pozitif bir korelasyon olduğu saptandı.

Sonuç: Bilindiği üzere birçok ruh sağlığı sorunu stresle ilişkilidir ve psikolojik refah beden imajını ilgilendiren bir durumdur. Güzellik hizmetlerinin bu olumlu etkisinin kadınların ruh sağlığı hizmetleri için etkili olduğu düşünülmektedir.

Anahtar Kelimeler: Güzellik, Beden imajı, Saç hazırlığı, Psikolojik stres, Kadınlar

INTRODUCTION

Mental health is "a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community" [1]. There are evidence indicating that body image is associated with mental well-being. For example, the effect of positive body image such as optimism, self-esteem [2,3], and the effect of negative body image such as disordered eating, maladaptive perfectionism [4,5]. Body image is a multidimensional self-perception that includes behaviours, feelings,

beliefs, and thoughts about an individual's appearance [6]. Body image is the evaluation of positive or negative feelings against not only the shape of the body, but also the parts and functions of the body [7,8]. The development of body image lasts across the lifespan and also influenced by many factors such as family, interpersonal relationships, media, and culture [9]. Especially societal messages presented by media about ideal physical properties identify appropriate gender roles, behaviours and appearance for men and women. Thus, the body image of the individual is affected by the beauty perception of the society in

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***Sorumlu yazar/Corresponding author:** Kırıkkale University, Faculty of Health Sciences, Department of Nursing, Kırıkkale, Turkey

²Email: sergol@kku.edu.tr, ¹Email: ayse.kuzu@beun.edu.tr, ³Email: gozde.parasiz@beun.edu.tr

which he/she lives. Studies in different cultures reveal the relationship of body image and beauty perception with hair and skin colour [10-13]. For example, African-American women's body images and beauty perceptions are associated with hair/shape of hair and skin-related problems [12], and even women are able to spend large sums of money to pay for beauty processes to reach their ideal beauty [12,14]. Although both genders experience body image concerns, the societal messages mostly address at women. Beauty is used as a tool on the cultural construction of women's social roles. To be beautiful, to look beautiful and to feel beautiful are the social cultural experiences associated with the woman's identity and self-worth. By practicing this, women integrate with their social and cultural identity. The current discourse of gender identity implies that the woman must be beautiful [15]. Women who feel their body form as diverge from cultural expectations experience significant distress leading to body negativity. Women who have more traditional gender role attitudes have less positive body image [16]. Body image and stress are related concepts. Stress may cause negative image of the body; the threats and negativities that the individual perceives about the body image can be evaluated as a source of anxiety and stress [17]. Stress is defined as a condition that threatens the physiological and psychological balance of the individual, which is caused by threatening and forcing the physical and psychological boundaries of the organism [18-20].

Coping with stress is dynamic cognitive and behavioural efforts to reduce, tolerate or control the emotional tension excited by the sources of internal and external stress, exceeding and consuming the individual's resources [8,19]. It is important to establish a positive body image in improving mental health [21]. Beauty care and self-care have been shown to be effective in developing positive body image [22]. It is common all over the world that beauty services meet the emotional needs of people and have a positive effect on mental health.

In news related to the effects of hairdressers on mental health, it is stated that individuals are able to talk with hairdressers about their private life without worrying. It is emphasized that hairdressers provide a safe environment for their customers, allow socialization with peer groups, and increase the body image and self-esteem of their customers. In addition to the traditional passive stance of the hairdressers, it is seen that they contribute to the prevention of suicide, and prevention of domestic violence [23-27]. Although there are many newspaper reports about the relationship between beauty services and mental health, few studies are present on this subject. Cowen et al. determined that people perceive going to the hairdresser or barber as a way of psychological relaxation. In the study, the reasons for the use of hairdressing services for men and women were examined and its relationship with mental health was investigated [28]. As a result of this study, there were no differences between black and white women in different ethnic groups in terms of reasons for going to hairdressers; black men find hairdressing salons comfortable and prefer to talk to their hairdresser about their problems. Black men see the hairdressing/barber salons as an environment for socialization where they can talk and relax and go to the barber for reasons other than hair [29]. Picot-Lemasson et al.'s study which examined feelings of women before and after hair care services determined that women's positive feelings increased, and negative feelings decreased after hair care services [30]. In the literature, although there are studies related with body image and stress, there are no studies including three of the concepts of body image, use of beauty services and psychological well-being.

As in many societies, beauty kept in the forefront and women are expected to be beautiful in Turkey. The beneficiaries of beauty services are mostly women. Women are thought to use beauty services in coping with negative body image and stress. For this reason, this study was carried out to determine the perceived stress and the body images of women who received service from hairdressing salons with their views on beauty services.

In this study, the answers to the following questions will be sought:

1. Is there a difference between women's use of beauty services and perceived stress and body image?
2. Is there a difference between women's views on beauty services and perceived stress and body image?
3. Is there a relationship between women's perception of stress and body image?

METHOD

Sample and Participant Selection

This is a descriptive study. The population and the sample of the study are women who are over 18 and accepted to participate in the study and who have received service from the hairdressing and beauty centers operating in a street where commercial enterprises located in Zonguldak City Center between 15.04.2017-15.05.2017. No sample calculation method was used. The study was completed with 333 women who received service from 10 hair salons.

Data Collection Tools

Personal Information Form, Perceived Stress Scale (PSS) and Body Cathexis Scale (BCS) were used for data collection.

Personal Information Form: It includes a questionnaire composed of 20 questions about the socio-demographic characteristics of the participants and the use of hairdressing and beauty salons.

Perceived Stress Scale (PSS): The scale, developed by Cohen, Kamarck and Mermelstein [31], aims to measure the degree to which a number of situations in the individual's life are perceived as stressful. The Turkish validity and reliability study of the scale was conducted by Eskin et al. [20]. PSS is a 5-point Likert-type scale with 14 items. Responses to scale item change between "Never (0)" and 4 "Very often (4)" and 7 items that have positive expressions are scored adversely. The high score obtained from the scale indicates the excess of the person's stress perception. Cronbach's alpha coefficient was found to be 0.84 for the Turkish version of the scale [20]. The Cronbach's alpha coefficient obtained from this study was 0.81.

Body Cathexis Scale (BCS): Body Cathexis Scale (BCS), here used to determine the body image, developed by Secord and Jourard [32] aims to measure individuals' satisfaction from various parts of their bodies and from various body functions. The Turkish validity and reliability study of the scale was conducted by Hovardaoğlu [33]. The BCS is a 5-point Likert-type scale with 40 items. The answers to the scale items vary between "I totally like (1)" and "I totally do not like (5)". The increase in the total score obtained from the scale indicates that the satisfaction of the individuals from body parts or function decreases and the decrease in the score increases the satisfaction. Cronbach's alpha coefficient obtained in the reliability and validity study was found 0.91 [33]. The Cronbach Alpha coefficient obtained from this study is 0.94.

Evaluation of Data

Statistical evaluation was performed using SPSS 22.0 (SPSS Inc., Chicago, IL, USA) program. The conformity of numeric variables to normal distribution was examined by Kolmogorov-Smirnov test. Numeric variables were expressed as descriptive statistics, mean±standard deviation, number and percentage. Mann-Whitney U test was used for comparing two groups in numeric variables; one-way analysis of variance, Kruskal-Wallis variance analysis was used in the comparison of three and more groups. The two-way comparison of the groups was done by Tukey test and Bonferroni Corrected Mann-Whitney U test was used for two-way comparison of subgroups in the Kruskal-Wallis variance analysis when there is no difference between groups in one way variance analysis. The results were evaluated with a 95% confidence interval and $p < 0.05$ was considered significant.

Ethical Dimension of the Study

Necessary verbal and written permissions for the study were taken from a University Human Research Ethics Committee (29.3.2017/no:214), beauty centres where the research was conducted and the women who participated in the study. Women under the age of 18 who were not willing to participate were excluded from the study.

RESULTS

The majority of the women participating in the study were in the 18-25 age group (58.6%), the university student/graduate (59.8%), single (59.8%) and their income is around their expenses (53.2%). 55.9% of the participants regularly go to the hairdresser or beauty salon and feel relaxed afterwards. 47.7% of the women participating in the study go to a hairdresser or beauty salon to feel good, 19.5% of them regret the treatment. 56.5% of women do not agree with the idea that hairdressers are like a mental health professional. 54.4% of the participants stated that there is relationship between their appearance and psychology; 36.9% agrees with the expression “my appearance is good if my psychology is good” 24.3% agrees with the expression “my psychology is good if my appearance is good”.

Women's characteristics of utilization of beauty services and PSS and BCS scores were compared (Table 1).

Table 1. Comparison of the women's characteristics of utilization of beauty services and PSS and BCS scores

Characteristics	n	%	PSS $\bar{X} \pm SD$	BCS $\bar{X} \pm SD$
Regularly going to a hairdresser				
Yes	186	55.9	26.26±5.30	86.42±25.87
No	147	44.1	27.64±5.23	95.87±24.64
U/p			11923.50/.045	10273.50/<0.001
Going to a hairdresser to feel good				
Yes	159	47.7	26.64±4.53	87.24±26.32
No	174	52.3	27.09±5.92	93.66±24.85
U/p			13278.00/.526	11895.50/.027
Regret the treatment to feel good				
Yes	65	19.5	27.17±3.68	82.25±29.38
No	163	48.9	26.34±5.57	90.25±24.53
Partially	79	23.7	27.86±5.66	100.42±22.31
Unanswered	26	7.8	-	-
KW/p			3.221/.200	19.735/<.001
Statistically significant differences between groups			-	1-3;2-3
Feeling psychologically relaxed after going to a hairdresser				
Yes	186	55.9	26.42±4.92	90.51±25.40
No	66	19.8	28.36±5.35	90.12±26.57
Partially	81	24.3	26.69±5.93	91.19±26.08
KW/p			7.901/.019	0.384/.820
Statistically significant differences between groups			1-2	-

SD: Standard deviation, U: Mann Whitney U, KW: Kruskal Wallis.

It was determined that the difference between regular visits to the hairdresser and scores of PSS (p=0.045) and BCS (p<0.001) was significant and that women who regularly goes to hairdressers have lower perception of stress and more positive body image.

While there was no significant difference between the scores of PSS and going to hairdresser to feel good (p>0.05); It was found that the difference between BCS scores was significant (p=0.027) and the body image of women who go to the hairdresser to feel good was more

positive. While there was no significant difference between the scores of PSS and regret after treatment (p>0.05); the difference between BCS scores was significant (p<0.001).

Table 2. Comparison of the opinions of women about beauty services and PSS and BCS scores

Opinions	n	%	PSS $\bar{X} \pm SD$	BCS $\bar{X} \pm SD$
Agreeing the idea that hairdressers are like a mental health professional				
Yes	67	20.1	26.55±4.71	86.42±25.87
No	188	56.5	26.97±5.59	95.87±24.64
Partially	78	23.4	26.60±5.13	93.13±25.33
KW/p			0.492/.784	1.192/.247
Agreeing the idea that appearance and psychology are related				
Yes	181	54.4	26.98±5.50	91.15±25.35
No	83	24.9	26.68±5.29	84.31±23.82
Partially	69	20.7	26.79±4.82	97.51±27.61
KW/p			0.424/.809	5.034/.007
Statistically significant differences between groups			-	2-3
The expression that best describes the relationship between appearance and psychology				
My appearance is good if my psychology is good	123	36.9	26.83±5.51	89.18±24.89
My psychology is good if my appearance is good	81	24.3	27.77±5.16	97.63±23.38
If my psychology is bad, I care more about my appearance	42	12.6	26.93±3.49	82.17±25.54
If my psychology is bad, I don't care about my appearance	37	11.1	26.22±5.95	96.27±25.16
My psychology is not about how I look	50	15.0	26.87±5.30	85.56±29.01
KW/p			1.440/.837	15.857/.003
Statistically significant differences between groups			-	2-3;2-5

SD: Standard deviation, U: Mann Whitney U, KW: Kruskal Wallis.

The difference between the groups is partly due to the scores of women who partially regret was higher than those who regret or do not regret. There was a significant difference between feeling relaxed in hairdresser and beauty salon and PSS scores (p<0.019) and this difference was found to be due to lower scores of women who feel relaxed compared to those who do not feel relaxed. There was no significant difference between feeling relaxed and the BCS scores (p>0.05).

In Table 2, the opinions of women about beauty services and PSS and BCS scores were compared. No significant difference was found between opinions of the women on the idea that hairdressers are like a mental health professional and scores of PSS and BCS (p>0.05).

There was no significant difference between the opinions of women about the relationship between appearance and psychological status and PSS scores (p>0.05). However, it was determined that there was a significant difference between the opinions of women about relationship between appearance and psychological status and BCS scores (p<0.007) and this difference is due to the scores of women who stated that psychology is not related to appearance and that psychology is partially related to appearance.

When the opinions of women on relationship between their appearance and psychology and PSS scores were compared, there was no significant difference between the PSS scores (p>0.05). However, it is seen that the difference between women's opinions and BCS scores is

significant ($p=0.003$), and this result is due to the difference between scores of women who stated “my appearance is good if my psychology is good” and “my psychology is good if my appearance is good” and also “my appearance is good if my psychology is good” and “my psychology is not related to my appearance”.

When the relationship between scale scores was examined, there was a positive moderate relationship between BCS and PSS ($p=0.014$) (Table 3).

Table 3. The relationship between participants' PSS and BCS scores

Correlation	PSS	BCS
PSS	1	.135*
BCS	.135	1

*Spearman's correlation, * $p<0.05$*

DISCUSSION

In studies where the reasons of people, especially women for benefiting from beauty services are examined, it is seen that women and men go to hairdressers or beauty salons not only for hair and beard etc. but also to get psychologically relaxed [22], to share concerns about children, marriages or personal problems [9]; to socialize and to get peer support [29]. It is stated that the close and long-term relationship of hairdressers to their customers, accessibility and being free of charge are effective in this choice [28,29]. Cowen et al. [29] reported that hairdressers support their customers, try to make them carefree, listen, show alternatives and give examples from their own experiences. Women who participated in this study think that beauty services are relaxing and they go to hairdressers when they feel bad, but most of them (56.5%) did not agree with the idea that hairdressers are some kind of mental health professionals. The service given in the beauty centres, the social environment in which other women participated, the fact that the time spent in the hairdresser is a time reserved for her own, especially hairdresser's close contact which exceeds physical and psychological boundaries, the close friendships between individuals and hairdressers, and change in appearance are thought to be effective in making them feel relaxed. Although this interaction in hairdressing salons is thought to contribute to the mental health of the individual, the fact that women do not consider hairdressers as a mental health professional is an important finding.

In this study, some features of women's use of hairdressing and beauty services and PSS and BCS scores were compared (Table 1). Accordingly, women who regularly go to a hairdressing salon have low stress perception and positive body image ($p=0.045$; $p<0.001$) and body image of women going to the hairdresser to feel better is more positive ($p=0.027$). The body image of women who expressed partial regret the treatment with aim of feeling good was more negative than the ones who did not regret and partially regret ($p<0.001$). The stress perception of women who feel relaxed at the hairdresser is lower than the group who did not feel relaxed and feel partially relaxed ($p<0.019$). It is known that beauty services have a positive effect on women [21,22,28,30]. Gillen [21] states that self-care behaviour is accepted as an indicator of positive body image. The results of a study evaluating the emotions of the women who benefit from hair care services before and after the service shows that the positive feelings of women increased after the service and the negative feelings decreased. Anxiety, stress and anger decreased in women participating in this study and there was a significant increase in joy, energy and socialization [30]. Black and Sharma [22] emphasized that hairdressing salons are therapeutic, increase women's self-esteem and meet women's need for relaxation by stress-related treatments (such as reflexology). It is stated that the offered services are a kind of beauty therapy for women's body and emotional needs. These results show that women go hairdressers to have positive attitudes towards developing body image and feeling as a way to cope with stress, and that comfortable and social environment, change in appearance and getting away from the current problem make women feel relaxed. It is not an unexpected result that the body image of women who regret the

process is negative. It is known that when women have negative body image and intense stress, they make changes about their hair and this change is mostly radical. This result suggests that women have difficulty adapting to the new appearance when the anxiety and stress are eliminated, and the new appearance becomes a source of stress.

In Table 2, the opinions of women about beauty services and PSS and BCS scores were compared. As it is seen, there was no significant difference between women who thought that hairdressers were like a mental health professional and scores of PSS and BCS ($p>0.05$). This result is considered important. When the scientific and actual publications are examined, it is seen that hairdressers have positive contributions to the mental health of individuals and they are perceived as a therapist [23,29], listen to people and offer solutions to their problems; contribute to the prevention of domestic violence [26,34]. The result obtained from this study suggests that the women participating in the study are benefiting from the direct contribution of the service provided in hairdressing salons to the mental health in coping with the negative effects of stress and body image.

Body image is a multi-dimensional perception of the external appearance of the individual [6]. Positive body image is associated with good psychological functionality; bad body image is associated with bad psychological functionality [17,35]. Negative body image is associated with various negative results such as depression, low self-confidence, low relationship satisfaction, unhealthy weight management and eating disorder [17,35].

The results of a study showed that the beauty and the body images of African American women are related to hair, shape of the hair and the problems associated with the skin [12]. Furthermore, women tend to spend excessive amount of money on hair care and beauty services to reach ideal beauty [12,14]. Some studies show that the beauty perception of women is related to body image in different cultures [10-13]. The results of this study reveal that women's feelings and thoughts related to their appearance including an important part of their body image are related to their psychological status ($p<0.007$). In addition, it was determined that there was a difference between the definitions and BCS scale scores when women were asked to define the relationship between their appearance and psychological status ($p=0.003$). Accordingly, body image of women who state, “If my psychology is bad, I care more about my appearance” is more positive than those state “my psychology is good if my appearance is good”. In addition, body image of women who state, “my psychology is not about how I look” is more positive than those state “My psychology is good if my appearance is good”.

As it is seen, a part of women's psychological well-being is related to how appearance is perceived. On the other hand, the fact that high body image scored women who think that appearance is not related to psychology is also worth discussing. The authors considered women's gender role attitudes may play a role in their negative body image. It is possible to state that women who have non-traditional attitudes are more likely to reject cultural messages about their body image and have their own values about attractiveness. Also, traditional women may be more likely to internalize cultural ideals. Traditional individuals may be less pleased about their appearance than non-traditional individuals. On the other hand, other factors such as self-confidence, assertiveness, personal accomplishments, and self-fulfillment should not be ignored.

Studies about body image and stress perception reveal the relationship between these two concepts. In this study, a positive correlation was found between BCS and PSS ($p=0.014$) (Table 3). El Ansari et al. [7] found in their study with university students that there was a relationship between body image and stress perception, and that stress perception of female students who have low body image was high. In other studies, on this subject, it was determined that the ideal beauty perception of Latin American women influenced the psychological stress response [36] and the body image of adolescent women with high stress levels was also negative [37].

In this study, it is found that the stress level and body image of women are related. As a matter of fact, it is recommended that the individual should go to a reliable hairdresser as a way of coping with emotion and stress [38].

Limitations

In this study, an evaluation was made for the stress and body image from the mental health problems with just female participants. It is considered useful to carry out screening studies that include women and men in a larger group and other mental health problems.

CONCLUSION

As a result of this study, it was found that stress perception of women who regularly receive beauty services was low and their body image was positive; body image of women who go to hairdresser to feel good was positive; body image of women who go to hairdresser to feel good and regret treatment afterwards was more negative; stress perception of women who feel relaxed when they go to the hairdresser was low; relationship between perceived appearance and psychological status affected body image and there was a significant positive relationship between perceived stress scores and body image scale scores.

Although it is accepted that women go to the hairdressing salons all over the world to feel good and beauty services make them feel good, no study has been found on this subject for the Turkish Society. This is the first study on women's use of beauty services and psychological well-being.

It is also thought that this study is important in terms of revealing the effects of hairdressing and beauty services on women's stress and body image. As it is known, many mental health problems are related to stress and psychological well-being is a situation involving the body image. This positive effect of beauty services is thought to be effective for mental health care services. The inclusion of beauty service delivery within the scope of therapeutic services for mental health and case-control studies that will demonstrate the effectiveness of services may contribute to the treatment of especially woman patients.

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