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## **NEW TRENDS IN THE WORLD OF BEAUTY AND LEGAL REGULATION**

***Аннотация:** в статье освещены новые тенденции в индустрии красоты, приведен краткий анализ косметических процедур по восстановлению волос, изучено правовое регулирование оказания услуг.*

***Ключевые слова:** индустрия красоты, косметическая процедура, кератиновое выпрямление волос, правовое регулирование.*

***Abstract:** the article explores new trends in the beauty industry, provides a brief analysis of cosmetic procedures for hair restoration, and examines the legal norms of consumer services.*

***Keywords:** beauty industry, cosmetic procedure, keratin smoothing procedure, legal regulation.*

Since ancient times, hair was considered one of the most precious treasures of a woman. The very first hairdressers and experts in the field of women's beauty tirelessly developed masks, balms and much more, and all for the sake of beauty remained beautiful and pleased others with their beauty. Hair is our beauty and pride, so the purpose of this article is to explain how to maintain such beauty with the help of procedure called collagen hair restoration, examine the legal norms of consumer services and to determine the role of this cosmetic procedure in the future of beauty industry.

As a professional stylist mentions, there is no good or bad hair. It doesn't matter what kind of hair you have. There is a distinction between a healthy head of hair and an unhealthy head of hair. Practice shows that such distinction determines good or bad hair. And healthy hair trumps all textures and types [8, c. 3]. Besides we often spoil our own hair. We straighten curly hair and curl straight hair. Brunettes dream of turning into blondes and vice versa. These are the reasons why shine and elasticity can sometimes be lost for one reason or another [6, c. 19]. In a word, «the grass is always greener...».

Every woman's dream is to have thick, lush, silky hair. But to make this dream come true, you need to take care of them daily and very carefully. Here is one example of how to maintain this beauty due to collagen hair restoration. Collagen hair wrap is a procedure with which you can tighten the structure of the hair and protect it from negative effects. It helps to cope with the following problems: tangled hair, pointed tips, dull tint, lack of elasticity [7].

It is worth noting that collagen hair restoration, namely the composition of Fasion Hair Expert PrX is considered a cosmetic procedure; it is similar to cold botox and is often confused with keratin straightening. The collagen wrapping system has gained wide popularity all over the world. Wrap technology is a fast and unique system for restoring, reconstructing, improving and smoothing hair with an instant effect. To make the curls look healthy and beautiful, you need a proper care for them.

Fasion Hair Expert PrX is similar to BTX Therapy Salon Tech. They have the same instructions and similar compositions. Collagen recovery is different from Copacabana arganliss nanoplastics [2]. They differ in instructions, have different compositions and working methods. Beauty experts know best the meaning of the catch phrase «there is no limit to perfection» and this includes collagen hair restoration. It is true that collagen restoration is one of the most fashionable and modern ways to restore hair. After the procedure, the hair looks healthy and smooth.

When customers choose collagen hair restoration Fasion Hair Expert PrX they should be aware of advantages and disadvantages of this procedure: moisturized hair, easy to style, hair gains beauty, strength and shine, easy combing, environmental pro-

tection is considered as advantages of hair treatment. Possibility of unpleasant smell, «dirty hair» effect, allergic reaction to chemical components and necessity of special shampoo is regarded as disadvantage. We share the beauty experts' opinion that collagen hair restoration is positive. We believe that this procedure is useful for hair, hair becomes strong. The effects of collagen recovery are very good. After the procedure, the hair becomes better and the result lasts for several months, the hair looks differently. To prolong hair care after the procedure it is recommended to follow the rules: comb your hair very well before washing; before applying the shampoo to your hair, rub it in your hands and apply the resulting foam to wet hair; blot wet hair with a towel; optimal combination – hair washing and scalp massage; dry your hair in natural conditions, limit the use of a hair dryer; hair should be combed every day; hair loves the sun and air, so walk more; do not overuse perming and hair coloring; do not allow your head to overheat in the sun or cool down in the cold [9, c. 31–37].

To describe this method in other words, you need to give one example similar to collagen recovery, it's cold botox. Cold Botox is used to strengthen, nourish and stabilize the hair structure. This procedure is considered more popular today. The result is visible immediately. Curls become moisturized and smooth [5]. To complete the procedure you need different appliances: a peignoir, bowl, silicone brush, towel, hair dryer, comb, hairdresser clips, a special composition. There are no contraindications for collagen recovery. This procedure is done when the hair is damaged, dry and burned. This procedure did not exist earlier; it appeared not so long ago. Due to the simplicity and ease of use, as well as excellent results, it is expected that in future this procedure will be in demand among customers.

Providing hairdressing services must also meet the requirements of SanPiN 2.1.2.2631–10 «Sanitary and epidemiological requirements for the placement, device, equipment, content and mode of operation of organizations of public utility, providing hairdressing and cosmetic services». Paragraph 1.6 states that it is allowed to use, store and sell to visitors of organizations of public utility that provide hairdressing and cosmetic services, perfumes and cosmetics, and hair, nail, and skin care products that have documents confirming the safety of the products used in ac-

cordance with the established procedure [4]. Failure by the contractor to comply with its obligations under Rules No 1025 in terms of not communicating to consumers the necessary and reliable information about the services provided may become the basis for bringing the contractor to administrative responsibility [3].

The beauty industry does not stand still, every year conquering new frontiers. It is expected that the most popular services of beauty salons in the world will be hair styling and coloring, head massage and individual treatments for the scalp. Such areas as hair curling services, chemical hair straightening and a range of keratin smoothing procedures will be a priority in this area and will set the trend in Russia and abroad in 2019–2020 [1].

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