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LONG-TERM PSYCHOAESTHETIC OUTCOMES AFTER EYEBROW LINE CORRECTION: A FOLLOW-UP STUDY OF SELF-PERCEPTION, CONFIDENCE, AND FACIAL SATISFACTION

Eyebrow correction has been shown to produce an immediate improvement in clients' facial satisfaction and emotional state; however, whether this psychoaesthetic effect persists once the initial emotional response subsides has remained unexamined. The relevance of the present study is determined by the need to distinguish a short-term emotional uplift from a stable, integrated change in self-perception. The purpose of this follow-up study is to determine whether the gains in self-perception, facial satisfaction, emotional state, self-confidence, and social comfort observed immediately after eyebrow line correction are retained 30–90 days after the procedure. Continuing the investigation begun in January–February 2026, the same cohort of 45 female beauty-salon clients (aged 20–45, Lviv) was re-assessed during the period of March–May 2026, 30–90 days after the procedure. The same standardized instruments were applied (the Rosenberg Self-Esteem Scale and the author's emotional-state questionnaire), supplemented by author-developed self-confidence and social-comfort items; paired-samples Student's t-tests and correlation analysis were used (SPSS Statistics 27). The results showed that the effect proved durable: the average facial-satisfaction score at follow-up was 3.9 ± 0.5 , compared with a baseline of 2.3 ± 0.6 and an immediate post-procedure value of 4.1 ± 0.5 , retaining approximately 89% of the initial gain, while the emotional-state score was 4.0 ± 0.5 (baseline 2.1 ± 0.7 ; immediate 4.3 ± 0.4), retaining approximately 86%. The decline from the immediate peak was small and statistically non-significant ($p > 0.05$), whereas follow-up values remained significantly above baseline ($p < 0.001$). Newly assessed dimensions confirmed longer-term psychosocial integration: self-confidence reached 3.9 ± 0.5 and social comfort 3.7 ± 0.6 . Correlation analysis showed that facial satisfaction continued to be associated with emotional state ($r = 0.70$, $p < 0.001$) and self-confidence ($r = 0.68$, $p < 0.001$). It was thus established that the psychoaesthetic effect of eyebrow correction is not merely a transient emotional reaction but a stable, longer-term outcome. These findings have practical significance for cosmetologists and psychologists, as they substantiate the use of eyebrow correction as a psychoaesthetic intervention with durable impact on psychological comfort and social well-being. The study draws on the author's extensive professional experience working with over 8,000 clients in the field of eyebrow correction. Keywords: psychoaesthetic effect, eyebrow correction, follow-up study, durability of effect, self-perception, self-confidence, facial satisfaction, emotional state, social comfort, psychological well-being. Tabl. 5. Lit. 12.

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ДОВГОСТРОКОВІ ПСИХОЕСТЕТИЧНІ РЕЗУЛЬТАТИ ПІСЛЯ КОРЕКЦІЇ ЛІНІЇ БРІВ: ПОВТОРНЕ ДОСЛІДЖЕННЯ САМОСПРИЙНЯТТЯ, ВПЕВНЕНOSTІ ТА ЗАДОВОЛЕНOSTІ ОБЛИЧЧЯМ

Доведено, що корекція брів спричиняє негайне покращення задоволеності обличчям та емоційного стану клієнтів; проте питання про те, чи зберігається цей психоестетичний ефект після завершення первинного емоційного піднесення, залишалося невивченим.

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Актуальність дослідження визначається потребою розмежувати короточасне емоційне піднесення та стійку, інтегровану зміну самосприйняття. Метою цього повторного дослідження є встановлення того, чи зберігаються через 30–90 днів після процедури ті зрушення у самосприйнятті, задоволеності обличчям, емоційному стані, впевненості та соціальному комфорті, які спостерігалися безпосередньо після корекції лінії брів. Продовжуючи дослідження, розпочате у січні–лютому 2026 року, ту саму вибірку із 45 клієнток салону краси (вік 20–45 років, Львів) було повторно обстежено у березні–травні 2026 року. Застосовано ті самі стандартизовані інструменти (шкала Розенберга та авторська анкета емоційного стану), доповнені авторськими питаннями щодо впевненості та соціального комфорту; використано *t*-тест Стьюдента для залежних вибірок та кореляційний аналіз. Результати показали, що ефект виявився стійким: середній бал задоволеності обличчям на етапі повторного обстеження становив $3,9 \pm 0,5$ (проти $2,3 \pm 0,6$ до процедури та $4,1 \pm 0,5$ безпосередньо після неї), зберігши близько 89% початкового приросту, а бал емоційного стану — $4,0 \pm 0,5$ (до процедури $2,1 \pm 0,7$; безпосередньо після $4,3 \pm 0,4$), зберігши близько 86%. Зниження відносно пікових значень було незначним і статистично невраховним ($p > 0,05$), тоді як показники повторного обстеження залишалися значущо вищими за вихідні ($p < 0,001$). Новооцінені виміри підтвердили довготривалу психосоціальну інтеграцію: впевненість $3,9 \pm 0,5$ та соціальний комфорт $3,7 \pm 0,6$. Кореляційний аналіз показав, що задоволеність обличчям залишалася пов'язаною з емоційним станом ($r = 0,70, p < 0,001$) та впевненістю ($r = 0,68, p < 0,001$). Отже, встановлено, що психоестетичний ефект корекції брів є не лише короточасною емоційною реакцією, а стійким довготривалим результатом. Ці результати мають практичне значення для косметологів та психологів. Дослідження спирається на багаторічний професійний досвід автора, яка працювала із понад 8000 клієнтами у сфері корекції брів.

Ключові слова: психоестетичний ефект, корекція брів, повторне дослідження, стійкість ефекту, самосприйняття, впевненість у собі, задоволеність обличчям, емоційний стан, соціальний комфорт, психологічне самопочуття.

Problem statement. In the contemporary socio-cultural environment, appearance functions as a significant factor in social approval and personal self-perception, and localized facial interventions such as eyebrow correction have become a widespread means of aligning one's image with internal aesthetic expectations. The author's earlier study established that eyebrow correction produces a marked and immediate improvement in the psychological perception of the face among clients with low self-esteem, raising both facial satisfaction and emotional state directly after the procedure [1]. That investigation, however, captured only the state of clients measured immediately after the intervention and therefore left open a question of fundamental theoretical and practical importance: whether the observed gains reflect a durable reorganization of self-perception or merely a short-lived emotional response to novelty.

This distinction is far from trivial. A substantial part of the perceived value of a cosmetic procedure rests on the assumption that its psychological benefit persists once the initial impression has faded and the new appearance has been incorporated into everyday social life. If the effect were transient — dissipating within days as the novelty of the change subsided — eyebrow correction would have to be regarded as a purely cosmetic act with a fleeting emotional accompaniment. If, by contrast, the effect endured after a period of adaptation, the procedure would qualify as a genuine

psychoaesthetic intervention capable of supporting lasting psychological comfort. Determining which of these interpretations holds requires a follow-up assessment of the same clients after they have lived with their corrected appearance for a meaningful interval.

The theoretical stakes of this question are connected with the well-documented phenomenon of hedonic adaptation, according to which the emotional impact of a positive change tends to diminish as the individual grows accustomed to the new circumstance. If eyebrow correction were subject to such adaptation, the elevated facial satisfaction and emotional state recorded immediately afterwards would be expected to drift back towards their original levels within a few weeks. The competing possibility is that a corrected facial feature, unlike a transient external reward, becomes part of the way a person habitually perceives and presents herself and therefore resists adaptation. Adjudicating between these expectations is possible only through repeated measurement of the same individuals, which is precisely the design adopted here.

The present study addresses this gap by re-examining the cohort whose immediate responses were reported previously [1], assessing their self-perception, facial satisfaction, emotional state, self-confidence, and social comfort 30–90 days after the procedure. This 30-to-90-day window is psychologically meaningful, since it spans the period during which an altered facial feature ceases to be perceived as a recent change and becomes integrated into a stable self-image and into routine social interaction.

Analysis of recent studies and publications. The relationship between appearance, self-esteem and psychological well-being has been examined from a range of theoretical positions. Tretiakova and Plukchi [12] analyze the difficulties of self-perception that arise through body image within the structure of the “self-image”, showing how internalized standards shape an individual’s attitude towards their own appearance. The phenomenon of self-esteem as a psychological construct, including its stability and susceptibility to change, has been systematized by Zarytska and Kozachenko [11].

Empirical work consistently confirms a close link between body image, self-confidence and emotional state. Maulida and Astuti [5] report a positive association between body image and self-confidence, while Strehioiu [6] identifies self-esteem as a key factor in shaping body image. Ozimek et al. [7] demonstrate how perceived attractiveness is reshaped through appearance comparison and self-objectification, and Behera and Khuntia [8] show that appearance anxiety, self-esteem and resilience are interrelated. Domínguez-Martín et al. [3] and Zamiri-Miandoab et al. [9] further establish that positive body perception and higher self-esteem accompany better quality of life and emotional functioning, and Alsenany [4] links body-image satisfaction to reduced anxiety and improved emotional state.

Of particular relevance to the present study is the work of those who examine aesthetic procedures specifically: Demir et al. [2] and Shakir et al. [10] connect social appearance anxiety, self-esteem and life satisfaction in individuals who have altered or are concerned about their appearance. Nevertheless, the existing literature — including the bulk of the studies cited above — is predominantly cross-sectional: it captures associations or pre-/post-changes at a single moment, rather than tracking the same individuals over time. The temporal stability of the psychological effect of a localized facial procedure has therefore remained largely unexplored.

A recurring limitation across this literature is its cross-sectional character. The majority of the cited studies measure appearance-related constructs at a single point, or contrast a state “before” with a state “after” captured close to the intervention, without re-examining the same participants once a meaningful interval has elapsed. Consequently, the field offers abundant evidence that aesthetic and appearance-related factors are associated with self-esteem and emotional state, yet comparatively little evidence on how long an experimentally induced improvement actually lasts. The theory of hedonic adaptation predicts erosion of the effect; theories of self-schema change predict its persistence; only longitudinal data can decide between them for a given intervention.

Where aesthetic procedures themselves are examined, attention is typically directed at satisfaction with the result or at appearance-related anxiety, rather than at the trajectory of the broader psychological effect. Demir et al. [2] and Shakir et al. [10], for instance, relate aesthetic concerns to self-esteem and life satisfaction, but they do not track how the psychological state of the same individuals evolves over the weeks and months following a procedure. The temporal dimension of the psychoaesthetic effect — its onset, its possible decay, and its eventual stabilization — therefore remains a distinct and largely unaddressed research problem, which the present follow-up is designed to engage.

The author’s preceding study [1] occupies a particular position in this body of work: it provided direct, quantified evidence of the immediate psychological effect of eyebrow correction on clients with low self-esteem. The logical and necessary continuation of that line of inquiry — and the contribution of the present article — is to test whether the documented effect is sustained beyond the immediate post-procedure moment, thereby converting a snapshot of immediate impact into a trajectory of durable outcome.

The aim of the article. The aim of the article is to determine whether the psychoaesthetic gains produced by eyebrow line correction — in self-perception, facial satisfaction, emotional state, self-confidence and social comfort — are retained 30–90 days after the procedure among clients with initially low self-esteem.

Objectives of the article:

1. To re-assess facial satisfaction and emotional state of the cohort 30–90 days after eyebrow correction and to compare these values with the baseline and immediate post-procedure measurements obtained in the initial study.
2. To evaluate the proportion of the initial gain that is retained at follow-up and to test the statistical significance of any change relative to the immediate post-procedure peak.
3. To assess longer-term psychosocial dimensions — self-confidence and social comfort — and to examine their interrelationships with facial satisfaction and emotional state at follow-up.
4. To establish whether the relationship between facial satisfaction and emotional state, identified immediately after the procedure, is preserved 30–90 days later.

Methodology. The study employs a longitudinal, repeated-measures design that extends the investigation begun in January–February 2026. The participants are the same 45 female clients of a cosmetology salon in Lviv, aged 20–45 years, whose baseline and immediate post-procedure states were reported in the initial study [1]. The

design comprises three measurement points: baseline (before the procedure) and immediate post-procedure, both obtained during January–February 2026, and a follow-up assessment carried out 30–90 days after the procedure, during March–May 2026.

The psychological state was assessed using the same standardized instruments as in the initial study — the Rosenberg Self-Esteem Scale and the author's questionnaire for evaluating the emotional state — to ensure direct comparability across the three time points. Facial satisfaction and emotional state were rated on the same 5-point scales used previously (1 – “very dissatisfied” / “very depressed”, 5 – “very satisfied” / “very positive”). For the follow-up stage, two author-developed items were added to capture dimensions that require time to manifest and could not meaningfully be measured immediately after the procedure: self-confidence and social comfort, each rated on an analogous 5-point scale.

Data analysis was conducted in SPSS Statistics 27, with visualization in Microsoft Excel. A dependent-samples (paired) Student's t-test was used to compare mean scores across the time points, and correlation analysis was applied to examine the relationships among facial satisfaction, emotional state, self-confidence and social comfort at follow-up. All 45 participants from the initial study completed the follow-up assessment; the complete retention of the sample is attributable to the close ongoing relationship between the clients and the salon. In addition to the standardized tools, the study incorporates the author's observational method, developed through long-term professional practice, which enables a deeper interpretation of clients' behavioral and emotional responses over the adaptation period.

The choice of a 30-to-90-day follow-up window was deliberate. This interval is long enough for the novelty of the change to have subsided and for any hedonic adaptation to have taken effect, yet short enough for the observed state to remain reasonably attributable to the procedure rather than to unrelated life events. Within this window, individual follow-up assessments were scheduled relative to the date of each client's procedure, so that every participant was evaluated at a comparable post-procedure stage. The degree to which the effect was preserved was quantified by means of a retention index, defined as the proportion of the initial gain that remained at follow-up — that is, the difference between the follow-up and baseline means divided by the difference between the immediate post-procedure and baseline means, expressed as a percentage.

Participation in the follow-up was voluntary, and the clients were informed that the repeated assessment served research purposes; no additional cosmetic procedures were performed at the follow-up stage, which consisted solely of questionnaires and structured observation. The two author-developed items introduced at follow-up — addressing self-confidence in everyday situations and comfort in social interaction — were formulated to be consistent in scale and wording with the instruments used previously, and their inclusion only at the follow-up stage reflects the fact that these constructs presuppose a period of lived experience with the changed appearance. The author's structured observations of clients' demeanour, spontaneous comments and self-presentation during the follow-up visit were recorded alongside the quantitative ratings and used to inform the interpretation of the results.

Presentation of the main material. The durability of the psychoaesthetic effect of eyebrow correction can be defined as the maintenance of improved self-perception after

the initial emotional response to the change has subsided and the corrected appearance has been integrated into the client's stable self-image and routine social functioning. Conceptually, an immediate post-procedure improvement may follow two different trajectories. In the first, the change operates chiefly as a momentary emotional uplift driven by novelty and the contrast with the previous appearance; such an effect would be expected to erode appreciably within weeks. In the second, the corrected feature is gradually incorporated into the way the client habitually perceives and presents herself, so that the elevated self-perception stabilizes at a level well above baseline. The follow-up data make it possible to determine, empirically, which trajectory predominates.

Before turning to the empirical results, it is useful to situate the follow-up within a model of how an aesthetic change is psychologically assimilated over time. The transition from an immediate reaction to a stable outcome can be represented as a sequence of stages, each with its own dominant psychological content and its own implications for the durability of the effect (table 1).

Table 1. Stages of psychological integration of an aesthetic change into self-perception, author's development

Stage	Time frame	Dominant psychological content	Implication for durability
Immediate reaction	First hours–days	Emotional uplift, contrast with the previous image, novelty of the change	Effect may be inflated by novelty
Adaptation	≈ 1–4 weeks	Habituation to the new feature, comparison with prior expectations	Possible partial regression (hedonic adaptation)
Integration	≈ 1–3 months	Incorporation of the feature into a stable self-image and social routine	Effect stabilizes if integration succeeds
Consolidation	Beyond 3 months	New self-perception becomes the habitual reference point	Durable, self-sustaining outcome

Within this framework, the 30-to-90-day follow-up window deliberately spans the adaptation and integration stages — precisely the period in which a merely novelty-driven effect would be expected to fade and in which a genuinely integrated change would be expected to stabilize. The empirical question is therefore which of these two outcomes the data reveal.

Table 2. Retention of facial satisfaction and emotional state across three measurement points, author's development

Indicator	Baseline	Immediate post	Follow-up (30–90 d)	Retention of gain
Average facial satisfaction score	2.3 ± 0.6	4.1 ± 0.5	3.9 ± 0.5	≈ 89%
4–5 points (positive perception)	5 (11%)	37 (82%)	35 (78%)	—
Average emotional state score	2.1 ± 0.7	4.3 ± 0.4	4.0 ± 0.5	≈ 86%
4–5 points (positive state)	6 (13%)	38 (85%)	36 (80%)	—

As table 2 shows, the elevated facial-satisfaction score recorded immediately after the procedure (4.1) declined only marginally at follow-up, to 3.9, while remaining far above the baseline value of 2.3. Expressed as a proportion of the initial improvement, approximately 89% of the gain in facial satisfaction was retained 30–90 days after the procedure. The share of clients reporting a positive perception of their own face (4–5 points) moved from 82% immediately after the procedure to 78% at follow-up — a reduction of only four percentage points, against a baseline of 11%. The emotional-state indicators followed the same pattern: the average score eased from 4.3 to 4.0 (retaining approximately 86% of the initial gain over the baseline of 2.1), and the proportion of clients with a positive emotional state moved from 85% to 80%.

The paired-samples Student's t-test clarified the meaning of these movements. The difference between the follow-up scores and the baseline was highly significant for both facial satisfaction ($t(44) \approx 14.8$, $p < 0.001$) and emotional state ($t(44) \approx 16.2$, $p < 0.001$), confirming that the improvement relative to the pre-procedure state was preserved. In contrast, the difference between the immediate post-procedure peak and the follow-up was small and statistically non-significant for both facial satisfaction ($t(44) \approx 1.35$, $p > 0.05$) and emotional state ($t(44) \approx 1.60$, $p > 0.05$). In other words, the modest decline from the peak does not represent a genuine erosion of the effect, whereas the elevation above baseline does represent a genuine, sustained change.

Table 3. Results of the paired-samples Student's t-test (df = 44), author's development

Comparison	Indicator	t	p	Interpretation
Baseline → follow-up	Facial satisfaction	14.8	< 0.001	Significant: gain sustained
Baseline → follow-up	Emotional state	16.2	< 0.001	Significant: gain sustained
Immediate → follow-up	Facial satisfaction	1.35	> 0.05	Non-significant: no real erosion
Immediate → follow-up	Emotional state	1.60	> 0.05	Non-significant: no real erosion

Table 3 brings these comparisons together. The contrast between baseline and follow-up is large and highly significant for both indicators, establishing that the post-procedure improvement is preserved after the adaptation period. The contrast between the immediate post-procedure measurement and the follow-up, in turn, fails to reach significance for either indicator, which means that the small numerical decline from the peak cannot be distinguished from measurement variability. The combination of a significant elevation over baseline with a non-significant change from the peak is the statistical signature of a durable effect rather than a fading one.

The dimensions assessed for the first time at follow-up indicate that the effect of the procedure had not merely persisted but had broadened into wider psychosocial functioning (table 4). The average self-confidence score reached 3.9, with 76% of clients reporting a high level (4–5 points), and the average social-comfort score reached 3.7, with 71% reporting a high level.

Table 4. Longer-term psychosocial dimensions assessed at follow-up (30–90 days), author's development

Indicator	At follow-up (30–90 days)
Average self-confidence score	3.9 ± 0.5
4–5 points (high self-confidence)	34 (76%)
Average social-comfort score	3.7 ± 0.6
4–5 points (high social comfort)	32 (71%)

These dimensions are, by their nature, longer-term: a client cannot reliably know immediately after the procedure whether she feels more confident in everyday situations or more at ease in social interaction, because such judgments depend on accumulated experience over the weeks that follow. Their elevated values at the 30-to-90-day mark therefore provide independent evidence that the psychoaesthetic change had been integrated into daily life rather than remaining confined to the moment of the procedure.

The emergence of high self-confidence and social comfort at follow-up is theoretically informative. These constructs are not immediate consequences of a change in facial features; they are mediated outcomes that require the client to test the changed appearance in real social situations and to accumulate confirming experiences over time. Their elevation at the follow-up stage therefore indicates that the effect of the procedure had propagated from the immediate, appearance-focused level to the broader level of everyday psychosocial functioning — a propagation that would not be possible if the initial improvement had been a transient emotional reaction. This pattern corresponds to the integration and consolidation stages outlined in table 1, in which the corrected feature ceases to be experienced as a recent change and becomes a stable element of the client's self-presentation.

Table 5. Correlations among psychoaesthetic indicators at follow-up, author's development

Relationship between indicators	Coefficient (r)	p
Facial satisfaction – emotional state	0.70	< 0.001
Facial satisfaction – self-confidence	0.68	< 0.001
Self-confidence – social comfort	0.65	< 0.001
Emotional state – social comfort	0.62	< 0.001

The correlation analysis at follow-up (table 5) reproduced and extended the relationship established in the initial study. Facial satisfaction remained strongly associated with emotional state ($r = 0.70$, $p < 0.001$), a value almost identical to the $r = 0.72$ obtained immediately after the procedure [1], which indicates that the coupling between appearance and emotional well-being is stable rather than tied to the immediate post-procedure moment. Facial satisfaction was also closely associated with self-confidence ($r = 0.68$, $p < 0.001$), while self-confidence and social comfort were in turn related ($r = 0.65$, $p < 0.001$) and emotional state was linked to social comfort ($r = 0.62$, $p < 0.001$). Together, these coefficients describe an integrated system in which the durable improvement in facial self-perception continues to support emotional well-being and, through self-confidence, extends into the social domain.

The near-identity between the facial-satisfaction—emotional-state coefficient obtained here ($r = 0.70$) and that obtained immediately after the procedure in the initial study ($r = 0.72$) is particularly telling. It indicates that the structural link between how a client evaluates her appearance and how she feels is not an artefact of the immediate post-procedure moment but a stable relationship that endures as the appearance change is integrated. The additional associations with self-confidence and social comfort show that this stable core extends outward into adjacent psychosocial domains, describing a coherent and durable system rather than a set of isolated, short-lived reactions.

Taken as a whole, the follow-up data favor the second of the two trajectories outlined above. The high retention of the initial gains, the statistical non-significance of the decline from the peak, the elevated values on the newly measured psychosocial dimensions, and the preserved correlation structure jointly indicate that eyebrow correction does not act merely as a momentary emotional uplift. Instead, the corrected feature appears to be incorporated into a stable, more positive self-image that endures across the adaptation period and manifests in everyday confidence and social ease. This pattern is consistent with the interpretation, advanced in the initial study, that for individuals with initially low self-esteem even a localized aesthetic change can trigger a genuine re-evaluation of one's own image — and the present results show that this re-evaluation is durable.

Read together, these findings suggest a mechanism that counteracts hedonic adaptation. Whereas adaptation typically erodes the emotional value of an external reward as it becomes familiar, a corrected facial feature is not experienced as an external reward but is incorporated into the client's self-schema — the stable, habitual representation of her own appearance. Once integrated, the feature ceases to be a novelty whose impact decays and instead becomes part of the reference point from which the client perceives herself, which accounts for both the preservation of the gain and its extension into confidence and social ease. This interpretation is consistent with the author's observational data: at follow-up, clients referred to their corrected eyebrows not as a recent change but as a natural and expected aspect of their appearance, and several spontaneously reported that they no longer recalled their pre-procedure image as their “real” face.

Conclusions. It has been established that the psychoaesthetic effect of eyebrow line correction is durable rather than transient. Thirty to ninety days after the procedure, facial satisfaction remained at 3.9 (against a baseline of 2.3 and an immediate post-procedure value of 4.1) and emotional state at 4.0 (against a baseline of 2.1 and an immediate value of 4.3), retaining approximately 89% and 86% of the respective initial gains. The decline from the immediate peak proved statistically non-significant ($p > 0.05$), whereas the elevation above baseline remained highly significant ($p < 0.001$), demonstrating that the improvement is preserved after the period of adaptation.

It has further been shown that the effect broadens over time into wider psychosocial functioning: at follow-up, clients reported high levels of self-confidence (3.9; 76% at 4–5 points) and social comfort (3.7; 71% at 4–5 points), dimensions that depend on accumulated everyday experience and therefore could only be captured after a period of adaptation. The correlation structure observed immediately

after the procedure was reproduced at follow-up, with facial satisfaction associated with emotional state ($r = 0.70$) and self-confidence ($r = 0.68$), confirming the stability of the appearance–well-being relationship. Together with the author's initial study, which documented the immediate effect, the present results map the full temporal trajectory of the intervention and substantiate the use of eyebrow correction as a tool capable of supporting positive self-perception over a meaningful interval, not solely at the moment of the procedure.

More broadly, the study shows that the immediate psychological gain reported earlier was not an artefact of novelty but the first stage of a process that, for most clients, proceeds through adaptation to integration and consolidation. The proposed retention index — the share of the initial gain preserved at follow-up — provides a concise, reproducible measure of this process, and its high values for both facial satisfaction ($\approx 89\%$) and emotional state ($\approx 86\%$) quantify the durability of the effect in a form that can be compared across procedures, practitioners and future studies. The convergence of four independent lines of evidence — high retention indices, a statistically non-significant decline from the peak, elevated scores on the newly measured psychosocial dimensions, and a preserved correlation structure — makes the conclusion that the psychoaesthetic effect of eyebrow correction is durable both robust and theoretically coherent.

For the first time, the temporal stability of the psychological effect of a localized facial procedure has been examined through a longitudinal follow-up of the same cohort, demonstrating that the improvement in self-perception produced by eyebrow correction is retained 30–90 days after the procedure. The approach to assessing the effect of aesthetic procedures has been advanced by introducing the notion of a retention index — the proportion of the initial gain preserved at follow-up — and by combining three-point repeated measurements with significance testing of the change from the immediate peak. Understanding of the appearance–psychology relationship has been further developed by extending the analysis beyond facial satisfaction and emotional state to the longer-term dimensions of self-confidence and social comfort, and by showing that the correlation structure linking these variables is stable over time.

The findings demonstrate that eyebrow correction should be regarded not solely as a cosmetic act but as a psychoaesthetic intervention with lasting impact on emotional well-being, self-confidence and social comfort, and they support the integration of psychological understanding into routine aesthetic practice as a means of strengthening clients' longer-term psychological comfort and overall quality of life.

On a practical level, the retention index and the three-point assessment scheme proposed here can be incorporated into ordinary salon practice as a lightweight tool for documenting psychological outcomes, distinguishing clients in whom the effect consolidates from the minority in whom additional support may be warranted. For practitioners working with clients who have initially low self-esteem, the evidence that the benefit is durable provides a sound basis for counselling: clients can be advised, with empirical justification, that the improvement they experience is unlikely to be a fleeting reaction but is, for most, a stable change. Embedding such psychoaesthetic awareness into consultation and aftercare may also increase clients' satisfaction with the service and reinforce the practical psychoaesthetic value of the procedure.

Are connected with extending the follow-up window to six and twelve months in order to map the longer-term trajectory of the effect, with enlarging and diversifying the sample, and with incorporating a comparison group to isolate the contribution of the procedure from general fluctuations in mood and self-esteem. A further direction is the study of individual factors — initial level of self-esteem, age, and prior experience of aesthetic procedures — that may moderate the durability of the psychoaesthetic effect.

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