

STATEMENT**by Prof. Nezabravka Nikolaeva Gencheva, PhD**

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External Member of The Scientific Jury according to Order №№ P- 6667/27.11.25

Regarding a dissertation submitted for the award of the Educational and Scientific Degree
“Doctor”

Professional Field: Health Care

Doctoral Programme: Health Care Management

Doctoral Candidate: **Gergana Stefanova Pavlova**

Form of Doctoral Studies: Full-time / Independent Mode

Department: Health Care Management

Dissertation Title: **“Cosmetic Procedures as a Necessary Means for Improving the
Aesthetic Appearance of Individuals in Mature Age”**

Scientific Supervisor: Assoc. Prof. Maria Becheva, PhD – Medical College, Medical
University of Plovdiv

1.General Characteristics of the Dissertation

The dissertation developed by Gergana Stefanova Pavlova is submitted for the acquisition of the Educational and Scientific Degree “Doctor” in the professional field of Health Care. The dissertation comprises 147 pages and includes an introduction, literature review, aim, objectives, research hypothesis, methodology, results, discussion, conclusions, scientific contributions, bibliography, and appendices. A comprehensive and up-to-date bibliography is presented, incorporating contemporary scientific publications, which demonstrates the doctoral candidate’s thorough familiarity with the research topic. The study is appropriately illustrated with 19 figures (including photographic material) and 17 tables.

2.Brief Biographical Information

Gergana Stefanova Pavlova graduated in the specialty Rehabilitation Therapist from the Medical College at the Medical University of Plovdiv in 2008. In 2011, she obtained a Bachelor’s degree in Health Care Management and Practical Teaching, and in 2013 she earned a Master’s degree in Health Care Management and Practical Teaching at the same university. She also holds an additional professional qualification in medical cosmetology

from the Omega Plovdiv Training Center. Since 2011, she has been a Senior Lecturer at the Medical College in Plovdiv.

3.Relevance of the Topic

The chosen research topic is highly relevant and timely, as it reflects the increasing societal interest in issues related to population aging and the maintenance of aesthetic appearance in the context of extended life expectancy. The dissertation is also of significant importance for the health care system, as it substantiates the need for professionally oriented, scientifically grounded, and safe cosmetic interventions, integrated with knowledge from the fields of physiology, anatomy, and public health.

4. Knowledge and Understanding of the Research Problem

The doctoral candidate examines cosmetic procedures not merely as instruments for aesthetic enhancement, but as an integral component of a holistic approach aimed at improving quality of life and psycho-emotional well-being among individuals in mature age. The extensive literature review indicates an in-depth understanding of the biological mechanisms of aging and contemporary strategies for their mitigation through medical cosmetology.

5. Research Methodology and Therapeutic Approaches

The primary objective of the dissertation is to investigate the effectiveness of selected cosmetic and physiotherapeutic procedures in improving the aesthetic appearance of individuals in mature age, with a particular focus on their impact on skin condition and facial musculature.

To achieve this objective, a set of clearly defined research tasks is formulated, including: analysis of skin structure and functions; identification of aging-related factors; justification of the applied cosmetic and therapeutic procedures; implementation of an experimental programme involving control and experimental groups; and statistical evaluation of the obtained results. The research methodology is appropriately designed and combines objective and subjective assessment methods, such as palpatory evaluation of skin turgor, the Glogau scale, the Global Aesthetic Improvement Scale (GAIS), manual muscle testing, and statistical data processing. This methodological approach ensures the reliability and reproducibility of the results. The experimental group underwent a complex programme comprising selected kinesitherapeutic techniques, including targeted stretching of specific facial muscles alternated with isotonic exercises, complemented by radiofrequency lifting procedures.

6. Evaluation and Scientific Merit of the Dissertation

The literature review is comprehensive, systematic, and logically structured. It addresses the principal theories of aging, age-related structural changes in the skin and musculature, and the historical evolution of aesthetic and cosmetic procedures. The doctoral candidate demonstrates excellent knowledge of skin anatomy and physiology, combined with a sound understanding of current trends in aesthetic medicine. A minor limitation of this section is the absence of data from comparable Bulgarian studies in the field of cosmetic care. The experimental component of the dissertation is conducted with a high level of methodological rigor. The research hypothesis, aim, and objectives are clearly formulated. The inclusion of both control and experimental groups allows for statistically valid comparisons of the effects of the applied cosmetic programmes, which are effectively illustrated with photographic documentation. The results are presented clearly and systematically through tables and graphical representations. Differences between the groups are analyzed using appropriate statistical methods and are accompanied by a well-founded and in-depth discussion.

The doctoral candidate arrives at substantiated conclusions regarding the effectiveness of combined manual and device-based cosmetic procedures, active facial exercises, and radiofrequency lifting as effective means for slowing aging processes and enhancing aesthetic appearance.

7. Scientific and Applied Contributions

Based on the presented dissertation research and the doctoral candidate's personal involvement in the experimental work, the following scientific and applied contributions can be highlighted:

1. A comprehensive analysis of skin and facial muscle aging processes has been conducted, grounded in current and authoritative scientific sources.
2. An original methodological framework for assessing the effects of contemporary cosmetic procedures in individuals of mature age has been developed, including a structured questionnaire to facilitate practical application of assessment tools.
3. An experimental cosmetic care programme has been designed and implemented, integrating manual and device-based techniques with proven positive effects on skin turgor and elasticity. The synergistic role of active kinesitherapy and radiofrequency lifting as non-pharmacological interventions for improving aesthetic appearance is empirically demonstrated.

4. Practical recommendations for the application of cosmetic procedures in the prevention of premature aging are formulated.

5. The dissertation contributes to the conceptual integration of cosmetology within both health care and public health, emphasizing the psychosocial significance of aesthetic care.

8. Critical Remarks and Recommendations

The dissertation is prepared at a high scientific and methodological level. Nevertheless, several constructive recommendations may be made. The inclusion of a review of similar studies conducted in Bulgaria would allow for more comprehensive comparative analysis. Additionally, the concluding section could further elaborate on the limitations of the study and outline directions for future research. These remarks do not detract from the overall value of the dissertation but rather serve as recommendations for the doctoral candidate's future academic development.

9. Author`s abstract

The submitted author's abstract complies with the formal requirements for the Educational and Scientific Degree "Doctor" and accurately reflects the main results of the dissertation research. The doctoral candidate has authored four scientific publications related to the dissertation topic, two of which are single-authored. No evidence of plagiarism has been identified.

10. Conclusion

The dissertation by Gergana Stefanova Pavlova represents a complete, well-structured, and scientifically substantiated research work. The doctoral candidate demonstrates excellent theoretical preparation, strong analytical skills, and the ability to apply scientific knowledge in practice. The results obtained possess both scientific relevance and significant practical value for professionals in the fields of Medical cosmetology.

In conclusion, the dissertation fully meets the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations For its Implementation, and the Internal Regulations of the Medical University of Plovdiv. Therefore, I express my positive assessment and support the award of the Educational and Scientific Degree "Doctor" to Gergana Stefanova Pavlova in the professional field of Health Care.

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Prepared by:



Заличено на основание
Чл.5 §1, 6."В" Регламент (ЕС)2016/679

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