

Entrepreneurial Nurses in Aesthetics: Experiences and Perspective



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Background: This research highlights the context of nursing in the area of aesthetics and entrepreneurship and its job market. Aesthetics is on the rise for nursing, this is already a reality in the job market with technical support for its practice, through the legislation of the Federal Nursing Council. The process begins in the nursing consultation, with the evaluation, guidance, indication and execution of the established procedures. For the nurse, it is an opportunity for financial and intellectual complementation, in addition to technical improvement and job satisfaction. In this context, the regulation of the training of aesthetic and dermatological nurses, which underwent regulations in the historical scenario, stands out.

Objective: This research investigates the entrepreneurial endeavors of nurses within the aesthetics domain, focusing on their pursuit of autonomy, the innovative contributions they make, and the factors that influence their success in establishing independent practices.

Method: A qualitative, exploratory-descriptive design was utilized. Six entrepreneurial nurses with a minimum of one year of experience in dermatology and aesthetics were recruited for semi-structured online interviews. The interviews explored their motivations, challenges and opportunities, and their practices' impact on the aesthetics landscape.

Data analysis was conducted using Minayo's thematic content analysis, identifying recurrent themes and patterns in the nurses' narratives. This study was approved by the local Research Ethics Committee.

Results: The study identified three key themes:

The pursuit of professional autonomy (in search of freedom): as a driving force for entrepreneurial engagement. Nurses discuss the meaning of entrepreneurship in nursing and the need to break paradigms within the field of activity, seeking professional freedom. The speeches also contemplate improving financial support, change of mentality, flexibility of schedules, time with family, and thus, quality of life.

The facilitators and barriers influencing the establishment and growth of their practices (Paths to freedom): include the importance of specialized knowledge and the navigation of regulatory frameworks. The intrinsic and extrinsic motivations for the search for professional freedom emerge, in addition to the aspects that facilitated and hindered this path.

The innovative contributions of nurses to the aesthetics sector (Freed nurses and technical skills): characterized by a holistic approach to patient care. The freed nurses enjoy a dream come true and hope to advance further each day in their process of freedom.

The findings highlight a transition from traditional employment models towards entrepreneurial ventures, driven by the desire for greater control and professional fulfillment.

Conclusion: The research concludes that entrepreneurial nurses are key drivers of innovation in aesthetics. To support this trend, nursing education should incorporate entrepreneurial skills development, and ongoing professional support networks should be strengthened. This study provides valuable insights into the experiences of entrepreneurial nurses and their evolving role in shaping the future of aesthetics.

If you have no conflict of interest

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