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Plasma: PRP/Blood

Our body has important components inside of us that helps us survive on a daily basis. The function of the heart is to pump blood throughout the entire body to make sure waste and oxygen gets circulated properly. The liver helps create and balance out nutrients that are developed in forms that easily be absorbed. Most importantly the brain is the “control center” of the body meaning it controls optic vision, memory, emotions, motor skills and more. In the beauty world everyone strives towards a body that is healthy or tries to preserve our youth as much as possible. There are a multitude of products that get released every year that promise youthful wrinkle free glowing skin, reduction in dark circles, blemishes and the list goes on. We are all aware that death is inevitable and aging is just a process in life, but yet we continue to purchase products to help restore what was lost. In fact, “It’s estimated by the US Census and Simmons National Consumer Survey that the average American spends \$322.88 every year on skin care—that’s about \$15,000 in someone’s lifetime” (Refinedmd 2022). A practice that has become a trend in the past couple of years is “Vampire Facials” where we produce the main product used for these facials which is plasma! To explain the process of a vampire facial, blood is drawn from your arm by a doctor and it is separated from the white and red cells to create PRP which is a rich plasma that then gets applied to the face by microneedling. Kim Kardashian, Bar Refaeli and Kiera Maquire are among some of the celebrities that have tried vampire facials. Even though the act of using plasma for

beauty has been popularized today, the history of blood/plasma being used dates all the way back to the middle ages.

Elizabeth Bathory was a 16th century girl who wasn't royal but had a very privileged lifestyle in Hungary. She tortured and killed many young women/poor women for pure entertainment. "But as the story goes, Bathory didn't stop there. She allegedly expanded her sights and began killing daughters of the gentry who had been sent to Csejte for their education. She also supposedly kidnapped local girls in the area who would never have come to the castle of their own free will. As a wealthy noblewoman, Bathory evaded the law until 1610, according to the *History Channel*. By that point, Bathory had reportedly killed multiple victims of noble birth, which concerned the authorities far more than the deaths of servants. So, Hungarian King Matthias II sent his highest-ranking representative, György Thurzó, to investigate the complaints against her."

Elizabeth was infamously known for bathing in her victims blood and the purpose was to maintain a youthful look to her appearance for eternity through the blood of virgin women. Fast forwarding into today's time, a show called "True Life" on MTV featured a 19 year old girl named Chanel who obsessed over youth and she would purchase pig blood from a butcher and bathe in it to preserve her youthfulness. Comparing this to today's beauty practices, there is still a similar tradition of using blood to be reabsorbed into the skin. The only difference is in today's practice we use our own blood to prevent allergic reactions and use needles to make small wounds so the body can repair itself using blood that's applied to the surface.

Besides using PRP for beauty the usage of plasma was also used in the dental, and sports industry. The rich plasma in the dental industry was used in an experiment to monitor bone structure of oral implants, "The study concluded that "PRP application may favor bone formation" around dental implants. A more recent study (2017) concludes that "PRP therapy is a promising

treatment for musculoskeletal injuries“ ” (Backstage 2017). PRP is commonly used to treat injured muscles, joints, tendons etc through injections. Plasma is used in the sports industry to help players recover from their injuries. An example of this is Ward who suffered a knee injury weeks away from the superbowl and could not afford to miss out. ‘The medical staff opted to try what was, at the time, alternative treatment- PRP. The rest is history, as they say: A short time later, Ward went on to help the Steelers win the Super Bowl. The pro athlete accredits PRP to being largely the reason that he was able to play. Ward’s story gained national attention and PRP therapy started to be taken more seriously as a treatment” (Backstage 2017).

To add my opinion on how I feel about plasma being used in the beauty industry, I feel like plasma is a good way to preserve youthfulness as much as possible but I feel like there needs to be an easier process to obtain the plasma that's found in blood. I'm a person who is very scared of needles and would not be able to grasp having to get my blood drawn to do a “Vampire Facial”. Overall PRP mainly is used in the medical industry but has now made its debut in the beauty industry and looks like “Vampire Facials” will be here to stay.

References

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