



FROM BOTOX TO TERISIYA: MAPPING NEW COSMETOLOGY TERMS IN ENGLISH AND UZBEK

Mustafoyeva Mavluda Anvarovna

*Bukhara State Technical University,
teacher of the Department of Uzbek and Foreign Languages*

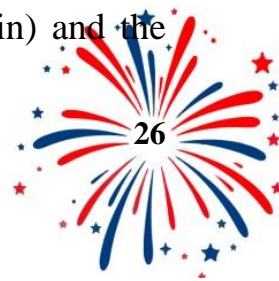
Abstract: *This article explores the dynamic process of terminology development in the field of cosmetology, focusing on the emergence of neologisms in English and their adaptation or equivalent formation in the Uzbek language. With globalization and the rapid advancement of cosmetic technologies, new procedures, materials, and concepts require linguistic expression in both source and recipient languages. The study categorizes these terms based on origin, formation method, and sociolinguistic context. Particular attention is given to how global terms like Botox, filler, and lifting have been borrowed or localized in Uzbek, sometimes creatively, as in the case of the coined term terisiya. Findings indicate that while English remains the dominant source of lexical innovation, Uzbek displays increasing efforts to systematize and indigenize cosmetic vocabulary. This comparative study contributes to the understanding of linguistic globalization, cultural identity, and terminological evolution in specialized fields.*


Keywords: *cosmetology, neologisms, Uzbek, English, terminology, lexical borrowing, linguistic adaptation, globalization*

Introduction

The beauty and cosmetology industry, as one of the fastest-growing sectors worldwide, is closely tied to innovation—not only in practice and product development but also in language. As new treatments and technologies emerge, they bring with them a rich and ever-expanding lexicon, particularly in English, which serves as the dominant global language of science and commerce. These new terms—*Botox*, *micro-needling*, *contouring*, and many others—frequently transcend linguistic borders, entering various languages through borrowing, translation, or adaptation.

In the Uzbek context, the influence of global cosmetology trends has led to a surge in imported terminology. Some of these terms are adopted in their original forms, while others are translated or creatively reinterpreted in ways that reflect local linguistic and cultural norms. A particularly interesting development is the creation of hybrid or fully localized terms, such as *terisiya*—a blend of *teri* (skin) and the





internationally familiar *-siya* suffix pattern used in science and technology terms (*meditsina*, *kosmetologiya*).

This article examines the processes by which new cosmetology terms enter Uzbek from English, how they are used and understood, and what this reveals about broader sociolinguistic trends, including attitudes toward language purity, prestige borrowing, and identity in professional discourse. The study categorizes terms by their type (loanword, calque, hybrid, descriptive), their domain (procedures, tools, ingredients, effects), and their functional role in communication (professional, commercial, informal).

Through this comparative analysis, we aim to map out the trajectory from global English neologisms—like *Botox*—to localized expressions—like *terisiya*—that reflect the interplay between global innovation and national linguistic development. In doing so, we also seek to contribute to a deeper understanding of terminological change in rapidly globalizing domains.

Lexical Sources and Patterns in Cosmetology

Cosmetology neologisms can be grouped into four primary lexical categories:

1. **Direct Borrowings:** These are the most common type and involve the phonetic or slightly modified adoption of English words into Uzbek. Terms such as *botoks*, *lifting*, *filler*, *mezoterapiya*, and *peeling* are widely used in professional and commercial contexts. Such borrowings often retain their prestige and technical precision, appealing to both practitioners and consumers seeking modernity.


2. **Loan Translations (Calques):** Some English cosmetology terms are translated literally into Uzbek. For example, *skin rejuvenation* becomes *teri yoshartirish*, and *deep cleansing* is rendered as *chuqur tozalash*. These calques are typically used in instructional materials or more formal Uzbek-language communication.

3. **Hybrid Constructions:** These are combinations of Uzbek roots with foreign affixes or vice versa. A creative example is *terisiya*, derived from *teri* (skin) and influenced by the suffix *-siya*, common in scientific and medical terminology. Although not yet officially standardized, such formations show an attempt to indigenize foreign concepts.

4. **Descriptive Phrases:** When no direct term is available, longer Uzbek phrases are used to describe the function or effect of a cosmetic procedure or product. For instance, *teri chuqur tozalovchi vosita* may be used instead of *deep cleanser*. While these are less efficient, they fulfill communicative needs, particularly for audiences with low exposure to international terminology.

Sociolinguistic Drivers of Change





The spread and usage of cosmetology neologisms in Uzbek are influenced by several key sociolinguistic factors:

- **Globalization and Prestige:** English-origin terms are often perceived as modern, scientific, and prestigious. This leads to widespread uncritical borrowing, especially among younger audiences and beauty practitioners active on social media.

- **Language Policy:** Official attempts to develop Uzbek scientific and technical terminology sometimes struggle to keep pace with the rapid evolution of cosmetic procedures. The result is a dual lexicon—formal Uzbek equivalents for academic or regulatory settings and English borrowings for real-world practice.

- **Media and Marketing:** Commercial campaigns tend to favor English-based terms for branding purposes. The word *Botox* is not only a medical term but also a brand with international recognition. This global identity often outweighs the push for local alternatives.

- **Education and Training:** Many cosmetologists in Uzbekistan are trained in Russian or English, and learning materials often retain the original terminology. As a result, terminological consistency favors English or transliterated forms.

Conclusion

This study has explored the evolution of new cosmetology terms in English and their reception, adaptation, or transformation in the Uzbek language. It is evident that lexical innovation in this field is heavily shaped by global linguistic currents, yet local linguistic creativity is increasingly present—demonstrated by terms like *terisiya*. The coexistence of borrowed, translated, and hybrid terms reflects both the challenges and potential of developing a standardized, accessible cosmetology lexicon in Uzbek.

Understanding these patterns is essential for linguists, educators, and professionals in the beauty industry. Clear and consistent terminology fosters better communication, training, and public understanding. Future efforts should focus on the standardization of Uzbek equivalents, development of bilingual glossaries, and support for localized language innovation in response to global trends.





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