

REGRAS DE SUBMISSÃO - ACADÊMICOS / ACADEMICS

ENTREPRENEURIAL NURSES IN AESTHETICS: EXPERIENCES AND PERSPECTIVES

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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, the challenges and opportunities they encountered, and the impact of their practices 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 as a driving force for entrepreneurial engagement; the

facilitators and barriers influencing the establishment and growth of their practices, including the importance of specialized knowledge and the navigation of regulatory frameworks; and the innovative contributions of nurses to the aesthetics sector, characterized by a holistic approach to patient care. 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.

Palavras-chave: entrepreneurship; aesthetic nursing; professional development; autonomy.