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ENGLISH TERMS OF AETHEIC COSMETOLOGY AND THEIR TRANSLATION INTO UZBEK

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Abstract: This article examines the terms associated with aesthetic cosmetology. Additionally, it suggests the definitions and translations for several terms to be included in dictionaries.

Key words: cosmetology, foundation, base, shadow, mascara

The English terms of the cosmetics industry belonging to the aesthetic preventive thematic group are represented by single-component terms-words and multi-component term combinations. The multi-stage facial skin care system that exists in the cosmetology system has caused terminological confusion among the chain of terms “mask”, “sleeping pack”, “peeling”, “scrub” and “primer”. Let's look through each of this terms in detail.

1. **Foundation** – tonal basis. The analyzed term is defined as a single-component term-word by its morphological and syntactic feature, and is a noun. The word “foundation” is translated from English as “tonal krem” or “tonalka”, it is this meaning that was invested in this term of cosmetology. Translation into Uzbek was carried out by the method of approximate translation using the selection of an equivalent. Foundation is a type of decorative makeup product that is applied to the skin of the face, usually before applying another product, which gives it a more even and better color and hides unwanted marks due to the tonal pigment in the composition.

This term and its definition are not in the Uzbek dictionaries, so we offer our own interpretation based on descriptions of this type of cosmetics:

Tonal krem yoki tonalka- yuz terisiga, boshqa kosmetik mahsulotlarni qo'llashdan oldin ishlatiladigan dekorativ bo'yanish mahsuloti turi bo'lib, u yuz terisini tekislaydi va unga yaxshiroq rang beradi, shuningdek, tarkibidagi komponentlar tufayli yuzdagi pigmentlarni yashiradi.

2. **Base.** The example above is a single-component word term expressed by a noun. The term “base” has not undergone any transformations, respectively, we have before us the word of the general literary language, which in cosmetic terminology exists in the nominative function. The terminological unit is translated into Uzbek by the method of calque. The term “base” in the commonly used sense is interpreted as the first or main part of a substance to which other substances are

added. In cosmetic terminology, a base can be defined as a type of cosmetic make-up used to prepare the skin of the face for the application of the following make-up.

Baza- yuz terisini makiyaj uchun tayyorlashda ishlatiladigan kosmetik mahsulot turi.

The active development of the beauty industry has influenced the meaning of many terms and has expanded both the scope of some cosmetics and their definitions. For example, one-component terms-words, shadow and mascara, translated into Uzbek by the method of selecting equivalents, were perceived by consumers for about 10 years as cosmetic products only for eyelids and eyelashes, but currently eyebrow products are produced in similar formats:

3. **Shadow** - (for eyelids / eyebrows) Shadows are highly pigmented decorative cosmetics used for eye and eyebrow makeup; according to the consistency there are dry, creamy, liquid, shadow-pencils, compact.

Ten- (ko'z qovoqlari / qoshlar uchun) - ko'z va qoshlarni bo'yash uchun ishlatiladigan yuqori pigmentli dekorativ kosmetika; tarkibiy qismi quruq, ba'zan suyuq, kukunli konsistensiyaga ega.

4. **Mascara** - (for eyelashes/eyebrows) is decorative cosmetics of different colors and shades, designed to emphasize, highlight and change the natural color of eyelashes and eyebrows, as well as giving them volume.

Tush - (kirpiklar/qoshlar uchun) turli rangdagi dekorativ kosmetika bo'lib, kirpiklar va qoshlarning tabiiy rangini kuchaytirish va o'zgartirish, shuningdek, ularga hajm berish uchun mo'ljallangan mahsulot.

Format of a cosmetic product is often not taken into account when translating into Uzbek, so two terms that nominate completely different types of cosmetic products are mistakenly used as synonyms.

For example, a pair of powder - powder pact, one-component and two-component terms, respectively, translated by the method of selecting an equivalent: powder - loose powder; powder pact - compact powder.

Loose powder is a decorative cosmetic product in the form of a fragrant, well-sifted powder in white, pink, flesh colors; absorbs skin secretions, gives it a pleasant matte shade, hides minor imperfections, cools the skin. Compact powder is compressed powder.

5. **lip crayon** - lipstick pencil. The analyzed term is a two-component term-phrase, both components of which are common words: lip from Eng. "lip", crayon - "pencil". The term is translated into Uzbek by selecting an equivalent "lab qalami".

Lipstick-pencil is a multifunctional decorative cosmetic product that combines the properties of lipstick and lip pencil, due to the creamy texture and the format of the retractable stick-pencil, it is easy and quick to apply.

Lab qalami- bu lab bo'yog'i xususiyatlarini o'zida mujassam etgan ko'p funksiyali dekorativ kosmetika mahsuloti, u labga rang berish va lab chegaralarini belgilash vazifasini bajaradi.

6. **sponge** (= puff) – it is a means of applying cosmetics with a liquid or cream texture to the face; sponges are made from natural and synthetic materials (foam rubber, cellulose, silicone), as well as various shapes (egg-shaped, disc, triangular, square). 2) Puff (or pouf) is a bundle of soft, fluffy fibers used for powdering.

Sponj-bu yuzga suyuq yoki kremli komponentga ega kosmetikani qo'llash vositasi; Sponjlar tabiiy va sintetik materiallardan (kauchuk, tsellyuloza, silikon),

shuningdek, turli shakllarda (tuxum shaklida, disk, uchburchak, kvadrat) ishlab chiqariladi.

To sum up, the cosmetic industry around the world frequently uses English terms related to cosmetology, which necessitates their translation into various languages. In Uzbek language, the most commonly used methods for translating these terms are transcription, transliteration, and equivalent methods. However, transliteration and transcription require precise explanations of the terms in the target language. As a result, we have provided Uzbek definitions for the analyzed cosmetology terms, since current dictionaries do not include these words and their explanations.

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