

**TALKING AS THERAPY AND BEAUTIFICATION IN
OFFERING HELP IN BEAUTY SALONS IN NYAHURURU
TOWN, NYANDARUA COUNTY.**

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ABSTRACT

Counselling is an interactive process characterized by a unique relationship between a counsellor and client that can lead to change in the client in areas like behavior and beliefs. Due to the economic hardships many clients especially women do not seek formal counselling services. Other factors that hinder clients to seek formal counselling include lack of time and most counselling services have been set up in town. Due to the many challenges facing people today, beauty salons are offering informal counselling services to the modern woman. The study sought to investigate how talking therapy and beautification in beauty salons help customers feel better in Nyahururu Town, Nyandarua County. The study will be based on Carl Roger's Theory of Person- Centered Therapy. He theorized that it was possible to create an environment whereby individuals maybe for the first time, could acknowledge their value as a person and embrace the opportunity to grow and thrive as intended. Stratified random sampling technique will be used. Two questionnaires and one interview guide were used to collect the information from the customers and from the beauty therapists. In the interview guide the customers were asked about their perceptions, opinions, beliefs and attitudes towards beauty salons and beautification in making them feel better. The study used a descriptive survey approach and the data collected was qualitative in nature. The data was analyzed and presented by use of tables, and frequencies, where applicable and was accompanied by relevant explanations. The role of counselling in the contemporary society continues to expand in scope and complexity and has a dramatic effect on the health of the society. Today families, individuals and institutions are facing issues that need counselling. Due to financial constraints and time limitations women are getting help from informal helpers like beauty therapists. The study findings will be useful to the policy makers in the counselling field in determining the role played by ordinary people in offering informal counselling services.