

Image Generation of Aesthetic Massage types Generative AI: Applying the Khizer Abbas Framework

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Abstract: AI image generation tools are transforming the beauty industry by offering new possibilities for visualizing skincare massage types through realistic image generation from text-based prompts. This study aims to explore this potential by selecting six massage types based on their practicality and visual representation potential. Three skincare professionals with over 10 years of experience identified experts Swedish Massage, Foot Massage, Bamboo Therapy, Aromatherapy, Thai Massage, and Stone Therapy, and images were generated using DALL·E, an AI-based image model. A total of 24 images (4 per framework) were generated for analysis. Images were created by applying Khizer Abbas framework types, R-T-F(Role-Task-Format), T-A-G(Task-Action-Goal), C-A-R-E(Context-Action-Result-Example), and R-I-S-E(Role-Input-Steps-Expectation). The application of these frameworks resulted in distinct image generation focuses, with each framework emphasizing different key elements. RTF highlighted the therapist's role and treatment environment, while TAG effectively depicted massage techniques and relaxation states. CARE prioritized the treatment setting through example-based visuals, creating a harmonious representation of the environment and session, whereas RISE focused on step-by-step procedures and professional expertise, ensuring a structured and comprehensive visual portrayal of massage treatments. AI models faced limitations in depicting physical contact and specialized roles, but reconfiguring settings and tools improved image generation. Each framework emphasized specific elements, such as the therapist's role, techniques, environment, and effects, allowing for a comparative analysis of visual representations across massage types. The main contribution of this study is the comparative analysis of four visual prompt frameworks applied to AI-generated skincare massage images. Further research on effective prompt-writing standards and methodologies for the beauty industry could expand AI's applicability in beauty, education, and design fields.

Keywords: Aesthetic; AI; Dall-E; Khizer Abbas; Massage Type; Prompt Framework

1 INTRODUCTION

Artificial Intelligence (AI) technology is driving innovative changes across various industries, and image generation AI (Generative AI) has demonstrated its ability to autonomously create creative content beyond user data analysis. Recently, with advancements in deep learning and neural network technologies, AI's learning and generative capabilities have become more sophisticated. As a result, natural language processing, image generation, design, marketing, art, gaming, and education have emerged as new creative tools [1]. Representative models include Midjourney, Stable Diffusion, Playground, and DALL·E, which provide high-quality image generation capabilities with simple text prompts. These models are utilized in various fields, including information retrieval and content creation [2]. DALL·E is OpenAI's latest model, gaining attention in AI transformation and creative processes due to its integration with ChatGPT. This integration allows it to automatically convert and precisely reflect text commands based on user input, providing the desired output instantly [3]. Additionally, it is equipped with a filtering system that considers AI ethics and content safety. OpenAI continues to foster a responsible AI creative environment through ongoing updates [4]. According to a 2025 McKinsey report [5], Generative AI technology is expected to create approximately \$10 billion in economic value within the beauty industry. Key application areas include hyper-personalized targeting, immersive product discovery, rapid packaging concept development, and innovative product creation. This indicates that Generative AI is evolving beyond a mere auxiliary technology to become a core driver of paradigm shifts in the beauty industry.

The annual Consumer Electronics Show (CES) also

showcases changes in the beauty industry, where Generative AI is being utilized in various ways, such as AI-driven skin tone and facial shape analysis, personalized skincare recommendations, and customized makeup suggestions. For example, Amorepacific has introduced AI-powered technology that recommends personalized makeup based on AI learning data, while L'Oréal has developed AI solutions that digitize skin conditions to predict aging processes and suggest personalized skincare routines. These data-driven total beauty solutions are enabling futuristic beauty experiences. The integration of Generative AI with beauty technology enhances personalized consumer services. As AI-driven personalized services and product development continue to advance, a consumer-centric, tailored market is expected to drive innovation in the beauty industry.

In particular, Khizer Abbas proposed a structured prompt framework to enhance AI interactions by systematically organizing prompts. The DALL·E model incorporates this framework, which serves as a methodology for structuring prompts to facilitate effective communication with AI. By utilizing a structured framework, Generative AI can be assigned specific roles and provided with additional contextual and situational information, allowing it to produce optimal results [6]. Since the quality and direction of AI responses can vary depending on the format of the input prompt, designing prompts with clear instructions and specific examples is considered a key strategic approach. Prompt Engineering refers to the process of designing and optimizing prompts in Large Language Models (LLMs). It includes Zero-shot learning and Few-shot learning techniques. Zero-shot learning enables an LLM to perform tasks based solely on simple instructions, without requiring specific training data, whereas Few-shot learning involves providing the model with a small number of examples,

allowing it to generate more precise results [7]. To achieve more precise AI responses, Khizer Abbas proposed five ChatGPT prompt frameworks, R-T-F, T-A-G, B-A-B, C-A-R-E, and R-I-S-E, each serving a specific purpose: Role (assigning roles), Task (defining tasks), Format (specifying output format), Action (specific tasks), Goal (setting goals), Before (current problem), After (desired results), Bridge (requesting solutions), Context (situation), Result(goal), Example (case study), Input (providing information), Step (outlining processes), Expectation (desired results). By utilizing these frameworks, AI interactions can be structured more systematically, leading to more precise and effective AI responses [6].

In previous studies on image-generating AI in the beauty industry, DALL·E and Midjourney have been used to explore AI-based beauty technology applications [8]. A Study on Hairstyle Image Generation Using Generative AI in Beauty Content Development [9], as well as employing Midjourney as an instructional tool in beauty-related education and curriculum development [10, 11]. In addition, studies have explored the creation of painterly and cubist-inspired makeup designs and body art using generative AI [12-14].

These studies indicate that generative AI holds strong potential for application across various areas of the beauty and cosmetics industry, including design processes, education, product development, and visual content creation. However, while AI is expected to bring significant innovation to the beauty sector overall, research specifically focused on image generation in the field of skincare and aesthetic treatment remains limited.

The term "massage" originates from Greek, meaning "knead," "press," and "rub". It emphasizes therapeutic effects such as reducing swelling, improving blood circulation, and relieving pain and muscle tension [15]. In Korea, massage is an essential part of the skincare industry, utilizing hands-on techniques to maintain, protect, and enhance skin health [16]. Swedish Massage, one of the world's three major massage techniques, was developed in Sweden and became the first documented massage system. Introduced to Korea in 1998, it features five key techniques and is globally recognized through structured educational programs. Using warm oil, it helps relieve muscle tension, improve blood circulation, and enhance sleep quality [17]. Foot massage is a technique that stimulates the reflex zones distributed across the feet using hands or tools. It promotes circulation of blood and lymph in the circulatory system and is particularly effective in relieving fatigue and alleviating sleep disorders [18]. Methods include callus removal, circulation massage, and reflexology. Bamboo Therapy utilizes the silica content in bamboo to aid fascia and pain point management. It includes both pressurized and non-pressurized methods, helping stabilize the autonomic nervous system, boost immunity, and promote detoxification [19]. Aromatherapy is a holistic therapy using essential oils and aromatic plants. It has been used since ancient times and became widely applied after the 1930s [20]. It is commonly used for stress relief, fatigue recovery, and immune enhancement. The main methods include massage, inhalation, and bathing, with massage being particularly effective as it stimulates both olfaction and skin

absorption simultaneously [21]. Thai Massage is influenced by Indian yoga and Chinese Tuina therapy. It focuses on energy flow and balance along the Sen meridians, helping to align muscles and improve flexibility. The massage progresses from the feet to the head, moving through supine, prone, and seated positions in stages [15]. Stone Therapy originated from the healing practices of ancient Native Americans and evolved into an aesthetic treatment in the U.S. during the 1990s, gaining popularity in hotels and medical spas [22]. It utilizes the natural energy of stones to boost metabolism, prevent skin aging, and promote cell regeneration. Hot stones basal retain heat to aid muscle relaxation, while cool stones marble provide a cooling effect to reduce muscle contraction and alleviate pain [22]. With technological advancements, the massage industry is rapidly growing, providing users with various conveniences [23].

In the field of skincare and aesthetics, over 30,000 aesthetic skincare clinics are operating nationwide [24], making up a significant portion of the beauty industry. This sector continues to develop with increasing specialization and professionalism. The primary types of skin massage utilized in the skincare industry include Swedish massage, Thai massage, aromatherapy, reflexology, bamboo therapy, stone therapy, and lymphatic drainage, each differing significantly in terms of history, purpose, techniques, and visual representation. However, it is difficult to find studies that specifically analyze massage types within the context of skincare and utilize image-generating AI to visualize skincare massage techniques. Visualizing various skincare techniques using AI tools is expected to contribute to educational materials, personalized advertisements, virtual experiences, and simulation-based effect predictions. Therefore, this study aims to generate images representing key massage techniques using the DALL·E image generation model. By analyzing the differences in the generated images based on Kizer Abbas' framework, this research seeks to provide visual educational resources for the skincare and aesthetics industry while proposing new AI applications in the field. This study set the research question as follows.

RQ1: What are the possibilities and limitations of generating images of different massage types using generative AI?

RQ1: What are the differences in image expressions by the framework (4 types) suggested by Khizer Abbas, and which framework is the most suitable for expressing massage types?

2 MATERIALS AND METHODS

2.1 Selection of Treatment Types

Based on the NCS (National Competency Standards) learning module and a review of previous studies, various massage types were researched. Considering their current applications in the skincare industry and visual representation potential, a panel of three experts comprising two skincare professionals with over 10 years of experience and one professor selected six key massage types. The selected massage types are Swedish Massage, Foot Massage, Bamboo Therapy, Aromatherapy, Thai Massage, and Stone

Therapy. Each type was analyzed in terms of concept, tools, techniques, and effects, summarizing its essential characteristics.

2.2 Image Generation Process

The research procedure first involved collecting data on six massage types currently used in aesthetic treatments. Next, a prompt framework suitable for image generation was selected. Finally, the prompt framework was applied to DALL·E 4 to generate the images (Tab. 1). In this study, a text-to-image generation method was employed, in which textual prompts were used as input to produce corresponding images reflecting the described content. In the final stage, the generated AI images were analyzed and reviewed to assess whether the distinctive features of each massage type were effectively visualized.

Table 1 Initial Set of features used for the experimentation

Step	Category	Description
1	Preliminary Research	Data collection on massage types (NCS, literature review)
2	Prompt Selection	Application of Khizer Abbas Framework (RTF, TAG, CARE, RISE)
3	Image Generation	Applying the framework to DALL·E prompts for massage image creation
4	Image Analysis	Analyzing results based on framework-generated images

2.3 Prompt Framework Development

To generate responses for ChatGPT-based image creation, the Khizer Abbas prompt frameworks RTF, TAG, CARE, and RISE were applied to structure role-based

prompts for different massage types (Tab. 2). Among the five prompt frameworks proposed by Khizer Abbas, BAB was excluded due to its limited applicability in text-based input, leaving four selected frameworks.

Each framework was adapted with terminology relevant to skincare and aesthetics, structured as follows (Tab. 2). Role (R) is Therapist’s role and gender, Task (T) is Treatment purpose and anatomical focus, Format (F) is Spa ambiance, background setting, and tools, Action (A) is Techniques and pressure application, Goal (G) is Treatment effects and overall impact, Context (C) is Treatment situation and environment, Result (R) is Outcome and final state, Example (E) is Reference images of similar treatments, Input (I) is Key elements of the treatment, Steps (S) is Treatment procedures, Expectation (E) is Expected treatment effects. A standardized prompt structure was applied across all massage types, with customized elements assigned to each framework, as detailed in Tab. 3 and 4.

Table 2 Framework Criteria for Massage Types

Framework	Type	Description
RTF	Role (R1)	Therapist’s role, gender
	Task (T)	Treatment purpose, anatomical focus
	Format (F)	Spa ambiance, background setting, tools
TAG	Task (T)	Treatment purpose, anatomical focus
	Action (A)	Technique, pressure application
	Goal (G)	Treatment effects, impact
CARE	Context (C)	Treatment situation
	Action (A)	Technique, pressure application
	Result (R2)	Treatment outcome, final state
	Example (E)	Reference image of similar treatments
RISE	Role (R1)	Therapist’s role, gender
	Input (I)	Key treatment elements
	Steps (S)	Treatment procedures
	Expectation (E)	Expected treatment effects

Table 3 Application of Khizer Abbas Framework (Swedish, Foot, Bamboo)

Type	Swedish Massage	Foot Massage	Bamboo Therapy
R1	Swedish massage specialist / Female	Reflexology specialist / Female	Bamboo therapy specialist / Female
T	Relaxation, comfort / Upper back area, effleurage	Pain relief, internal function activation / Sole, instep, toes, ankle	Lymph circulation, detoxification / Upper back area, effleurage
F	A European-style spa room / Oil, hands	A quiet and comfortable treatment space / Foot care cream, hands	A nature-inspired spa room / Oil, bamboo
A	Effleurage - Petrissage - Friction - Tapotement - Vibration / Moderate pressure control	Acupressure, rolling, stretching / Adjustable pressure control	Effleurage - Petrissage - Rolling - Compression - Tapotement / Moderate pressure control
G	Blood circulation, muscle relaxation / Maintaining body balance	Improved foot health, increased joint flexibility / Posture balance	Muscle fatigue relief, flexibility improvement / Maintaining body balance
C	Pre-consultation, client condition assessment, setting up massage environment (lighting, music, bed temperature control)	Recliner chair, massage bed, feet wrapped in warm towels	Comfortable bed, selecting treatment based on client’s condition
R2	Muscle tension relief, lymph circulation / Enhanced skin health	Alleviated fatigue and pain / Feet become softer and less fatigued	Muscle fatigue relief, body balance adjustment
E	Photo of effleurage applied on a client’s back	Image of a therapist using fingers and palms for massage in a therapy space	Photo of a therapist using bamboo sticks on a client lying comfortably
I	Tools, environment (diffuser)	Foot condition assessment, reflex zone selection	Body analysis, natural environment, various bamboo tools
S	Consultation - Preparation - Massage - Post-treatment care	Preparation - Basic massage - Reflexology acupressure - Rolling - Stretching	Preparation - Basic massage - Deep muscle care - Stretching
E	Physical and mental recovery, stress relief	Foot fatigue relief, improved mobility in daily activities	Body balance maintenance, improved lymph circulation, blood circulation

Table 4 Application of Khizer Abbas Framework (Aromatherapy, Thai, Stone)

Type	Aromatherapy	Thai Therapy	Stone Therapy
R1	Aromatherapy Specialist / Female	Thai Massage Specialist / Female	Stone Therapy Specialist / Female
T	Relaxation, emotional stability / Upper back / Effleurage	Improved flexibility, energy balance / Full-body treatment	Muscle tension relief, stress reduction / Upper back / Effleurage
F	Nature-inspired spa room / Oil, bamboo	Traditional Thai-style interior, natural elements / Mat, oil, herbal compress	Calm and soothing spa room / Stones, oil, lotion
A	Effleurage - Petrissage - Lymphatic Drainage - Tapotement / Gentle touch	Thai stretching - Acupressure - Deep Pressure - Herbal Compress Therapy / Light to strong pressure	Effleurage - Petrissage - Friction - Stone Therapy / Light to strong pressure
G	Tension relief, fatigue recovery, increased skin elasticity / Health promotion	Muscle relaxation, improved joint flexibility / Reduced physical fatigue	Muscle knot relief, pain reduction / Decreased physical fatigue
C	Comfortable bed, client in a relaxed state, selection of essential oils	Traditional Thai spa room, comfortable mat, stretching techniques	Quiet and cozy spa room, comfortable bed, hot stones
R2	Feeling of lightness, emotional stability / Improved circulation	Detoxification, increased joint flexibility	Muscle tension relief, reduced body fatigue
E	Client lying comfortably while the therapist gently applies oil for treatment	Client in a relaxed state on a mat while the therapist performs massage techniques	Client lying comfortably on a bed while the therapist applies hot stone therapy
I	Body analysis, oil selection, technique application	Traditional Thai spa environment, tools, natural elements	Environment (spa room), tools, technique application
S	Preparation - Basic massage - Deep muscle treatment - Lymphatic circulation - Finalization	Preparation - Basic stretching - Acupressure therapy - Finalization	Preparation - Basic massage - Deep treatment - Hot stone application - Finalization
E	Induced deep sleep, improved skin elasticity, balanced body and mind	Nervous system relaxation, stress reduction, psychological balance restoration, enhanced concentration	Increased skin elasticity, relaxation, deep sleep induction



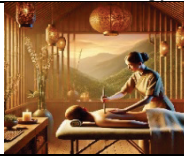

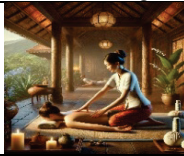

3 RESULTS AND DISCUSSION

3.1 Image Generation Based on the R-T-F Prompt Framework

Applying the R-T-F framework, the generated images effectively depicted the role, task, and format for each massage type (Tab. 5). The image of Swedish Massage emphasizes the role of a female professional therapist in a European-style spa environment, highlighting a relaxing ambiance in alignment with the treatment purpose and target area. The image of Foot Massage showcases a female therapy specialist in a quiet, cozy treatment room, applying foot care techniques using specialized creams and tools on a client's feet. The image of Bamboo Therapy illustrates a female therapist in a nature-friendly treatment room, gently treating the client's upper body using bamboo sticks and oil, promoting lymph circulation and detoxification through effleurage techniques. The image of Aromatherapy depicts a female therapist in a nature-inspired treatment room stocked with essential oils, applying gentle effleurage techniques to a client's back, aiding relaxation and emotional balance. The image of Thai Massage features a female Thai massage

therapist conducting a full-body treatment on a mat in a spa room with traditional Thai décor and natural elements, using herbal compresses and oils. The image of Stone Therapy portrays a female therapist utilizing hot stones, applying effleurage techniques on a client's back, aiming to relieve muscle tension and stress. While the R-T-F framework successfully structured key prompt elements, the AI-generated outputs mainly produced illustrated images rather than realistic representations, particularly for massage techniques and exposed treatment areas. In the beauty image generation study by Kim et al. (2025) [25], the R-T-F framework was used to structure the prompt. The Role was set as a beauty stylist, the Task involved presenting beauty styling elements for generating seasonal images, and the Format was designed to include both background and model figures to generate a complete image. In contrast, the present study focused more on the visual representation of skincare techniques rather than beauty styling, with the prompt structured around elements such as the expected effects of treatment.

Table 5 Image Generation Based on the R-T-F prompt Framework

Type	Swedish Massage	Foot Massage	Bamboo Therapy	Aromatherapy	Thai Massage	Stone Therapy
Image						
Description	Emphasized the therapist's role in a European-style spa; relaxing ambiance aligned with treatment purpose.	Displayed a therapist applying foot care using tools and creams in a cozy treatment room.	Illustrated a therapist using bamboo sticks and oil on the upper body; promoted lymph circulation and detox.	Depicted therapist-applying effleurage in a nature-inspired room with essential oils; supported relaxation.	Featured a Thai therapist conducting full-body treatment with herbal compresses in a traditional setting.	Showed a therapist using hot stones and effleurage on the back; aimed at relieving muscle tension.

3.2 Image Generation Based on the T-A-G Prompt Framework

Applying the T-A-G framework, the generated images successfully incorporated techniques, actions, and goals for

each massage type (Tab. 6). The image of Swedish Massage visually emphasized techniques and pressure control within a relevant background setting, showcasing a harmonious balance between body alignment and relaxation. The image

of Foot Massage depicted only the act of massaging the client's feet, without effectively illustrating stretching techniques or functional activation goals, suggesting the need for clearer prompt instructions. The image of Bamboo Therapy effectively categorized various techniques for lymph circulation and muscle relaxation, while the goal and impact were represented through a calm and comfortable client's expression. The image of Aromatherapy portrayed a client experiencing relaxation and tension relief, with touch sensations and massage techniques visually categorized. The image of Thai Massage highlighted professional stretching and acupressure techniques, while the client was depicted in a deep relaxation state. The image of Stone Therapy illustrated the application of stone therapy techniques,

emphasizing muscle tension relief and stress reduction. When applying the T-A-G framework, massage techniques and movements were categorized and visually represented, while treatment effects were expressed through images of clients with a relaxed and healing demeanor. Kim & Cho (2024) [26] conducted a study applying generative AI in the field of arts education, incorporating Khizer Abbas framework into the lesson design process for practical classes in theater production and primarily utilizing a role-based prompt framework. In contrast, the present study is distinct in that it involves the construction and application of multiple prompt frameworks to generate and analyze AI-based skincare massage images.

Table 6 Image Generation Based on the T-A-G prompt Framework

Type	Swedish Massage	Foot Massage	Bamboo Therapy	Aromatherapy	Thai Massage	Stone Therapy
Image						
Description	Techniques and pressure control shown in a balanced body alignment and relaxing background.	Foot massage action shown, but lacked clarity on stretching and functional goals; prompt refinement needed.	Muscle relaxation techniques represented; client's calm expression conveyed goal and effect.	Relaxation and tension relief visualized; techniques and sensations clearly depicted.	Stretching and acupressure techniques highlighted; client shown in deep relaxation.	Stone therapy techniques illustrated; emphasized muscle relief and stress reduction.

3.3 Image Generation Based on the C-A-R-E Prompt Framework

Applying the C-A-R-E framework, the generated images effectively emphasized treatment context, actions, results, and examples for each massage type (Tab. 7). The image of Swedish Massage highlighted the treatment environment and results, depicting a spa setting with a well-structured treatment space, including an example of effleurage applied to a client's back. The image of Foot Massage primarily illustrated the treatment context, showing a warm and cozy recliner chair. However, the treatment results and final state were conveyed more abstractly rather than through direct visual representation. The image of Bamboo Therapy

categorized the comfortable bed and treatment setting visually, with bamboo tools shown alongside massage techniques. The image of Aromatherapy illustrated the bed and the client's relaxed posture, with an example effectively used to generate an accurate depiction. The image of Thai Massage portrayed a traditional Thai spa environment through natural elements, while the example showed a fully relaxed client lying on a mat. The image of Stone Therapy integrated a calm spa room, a comfortable bed, and hot stones, with the treatment example properly applied to produce a realistic result. When applying the C-A-R-E framework, the images effectively depicted treatment contexts and examples, while the treatment results and final states were primarily conveyed through overall environmental settings.

Table 7 Image Generation Based on the C-A-R-E prompt Framework

Type	Swedish Massage	Foot Massage	Bamboo Therapy	Aromatherapy	Thai Massage	Stone Therapy
Image						
Description	Spa setting and treatment results clearly shown, example of effleurage applied to the back.	Warm chair setting emphasized; results expressed abstractly rather than visually.	Comfortable bed and bamboo tools represented, techniques illustrated in context.	Client's relaxed state and treatment bed shown, example used to enhance accuracy.	Traditional Thai setting with natural elements, client fully relaxed on a mat.	Spa room, bed, and hot stones well integrated, realistic representation achieved through applied example.

3.4 Image Generation Based on the R-I-S-E Prompt Framework

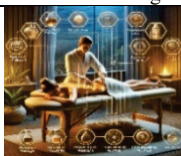


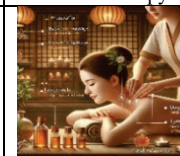
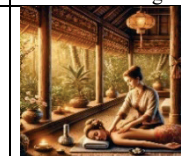
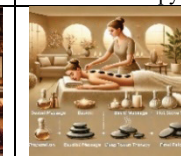
Applying the R-I-S-E framework, the generated images effectively depicted treatment elements, procedures, and

expected effects for each massage type (Tab. 8). The image of Swedish Massage clearly represented the tools and environment used in the treatment, with the step-by-step process effectively visualized. The overall treatment effects were conveyed through both imagery and background

elements. The image of Foot Massage illustrated reflex zones and foot condition assessments, while the treatment effects were integrated into the background. Due to prompt limitations, the image appeared more illustrative, but Bamboo Therapy tools and environmental elements were clearly represented. The treatment process was mainly suggested through background imagery. The image of Aromatherapy featured essential oils and technique explanations in the background, with treatment effects such as balance maintenance visually emphasized. The image of Thai Massage effectively depicted the traditional Thai setting, tools, and natural elements, with stress-reduction effects prominently highlighted. The image of Stone Therapy successfully showcased the spa room, treatment tools, and various types of stones, offering a strong visual depiction of the step-by-step process—particularly emphasizing deep relaxation and sleep induction. When applying the R-I-S-E framework, the images successfully visualized treatment

elements, procedures, and effects, harmonizing the therapist’s expertise, the client’s relaxation, and the healing atmosphere. This resulted in a comprehensive visual representation of the core essence of each massage technique. In the beauty image generation study by Kim et al. (2025) [25], the R-I-S-E framework was used to structure the prompt. The Role was set as a beauty stylist, and the Input involved generating seasonal beauty styling content based on personal color analysis using ChatGPT. The Steps provided a step-by-step breakdown of beauty styling elements, and the Expectation clearly stated the goal of generating character images representing each season. In contrast, the present study focuses not on beauty styling, but on aesthetic massage types, structuring prompts around treatment procedures, tools used, and expected effects. Thus, unlike the previous study, this research emphasizes the visual representation of hands-on treatment processes and therapeutic outcomes, rather than stylistic image suggestions.

Table 8 Image Generation Based on the R-I-S-E prompt Framework

Type	Swedish Massage	Foot Massage	Bamboo Therapy	Aromatherapy	Thai Massage	Stone Therapy
Image						
Description	Clear depiction of tools, environment, and step-by-step process; effects shown through imagery.	Reflex zones and foot condition shown; effects integrated into the background.	Bamboo tools and natural setting illustrated; process implied via background.	Essential oils and techniques visualized; emotional balance emphasized.	Traditional Thai setting and tools depicted; stress-relief effects highlighted.	Spa room and stones shown; step-by-step process and relaxation effects emphasized.

4 CONCLUSION

This study applied Khizer Abbas' ChatGPT prompt framework (R-T-F, T-A-G, C-A-R-E, R-I-S-E) to generate and analyze AI-generated images representing various massage treatment types. The results show that the structure and content of the prompt framework have a significant impact on the visual quality, clarity, and applicability of AI-generated images. In particular, the results of this study show that the generative AI can effectively visualize various skincare massage types, and the choice of framework plays an important role in how each treatment type is represented. While the R-T-F framework visually organizes roles, treatment environments, and treatment areas well, T-A-G effectively represents background and relaxation states, but lacks detailed technical representation. C-A-R-E mainly conveys the end state through environmental factors, so the results need to be represented more directly visually. R-I-S-E effectively represents treatment elements and step-by-step processes. Applying the image generation framework for each massage type, we found that the R-T-F and R-I-S-E frameworks were particularly effective in structurally visualizing the treatment environment and treatment steps.

By analyzing the image representations in various frameworks, this study showed that selecting a framework appropriate for each massage treatment type can improve the clarity and effectiveness of AI-generated visuals. Adjusting the visual elements within the framework can lead to more

accurate and informative representations. In addition, AI-based image generation had limitations in generating images related to physical contact and specific occupations (e.g., massage therapists, medical institutions). However, successful image generation was possible by modifying the prompts to emphasize spa interiors, massage oils, and treatment tools. In some cases, AI generated descriptive images instead of realistic visuals.

The visual output generated in this study has strong practical potential as an effective tool for supplementing beauty education curricula and developing consumer-targeted content in marketing. Therefore, further research on standards and methodologies for writing effective prompts for the beauty industry could expand the applicability of AI in beauty, education, and design.

This study is significant in that it explores the potential of AI image generation in the field of skin care, but it requires supplementation in quantitative evaluation of the image results. In addition, further research is needed on standards and methodologies for writing effective prompts for the beauty industry.

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