

Social media and photo-editing apps tied to higher interest in cosmetic procedures

March 25 2024, by Lori Solomon



Time spent on social media and use of photo-editing applications contribute to the desire to undergo a cosmetic procedure, according to a

study recently [published](#) in the *Journal of Clinical and Aesthetic Dermatology*.

Iman F. Khan, M.D., M.P.H., from Boston University, and colleagues surveyed 175 adults visiting an outpatient dermatology clinic about social media usage, perceptions of cosmetic procedures, and desire to have a [cosmetic procedure](#).

The researchers found that factors significantly resulting in differences in desire to have a cosmetic procedure included using photo-editing applications, following celebrities and [influencers](#) on social media, and following social media accounts showing cosmetic results.

During the pandemic, there was a statistically significant change seen in the number of participants who followed social media accounts showing results of cosmetic procedures (pre-COVID, 31.9%; post-COVID, 50.6%); who thought about having a cosmetic procedure done (pre-COVID, 63.8%; post-COVID, 86.4%); who discussed cosmetic procedures with a physician, [dermatologist](#), or other professional (pre-COVID, 43.6%; post-COVID, 67.9%); and who believed that a cosmetic procedure would help their [self-esteem](#) (pre-COVID, 47.9%; post-COVID, 77.8%).

"We advise that cosmetic practitioners discuss social media and video platform usage with their patients to understand their desire for a cosmetic procedure as well as their anticipated results," the authors write.

More information: [Abstract/Full Text](#)

2024 HealthDay. All rights reserved.

Citation: Social media and photo-editing apps tied to higher interest in cosmetic procedures (2024, March 25) retrieved 27 April 2024 from <https://medicalxpress.com/news/2024-03-social-media-photo-apps-higher.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.