

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

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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](#)

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