



Beauty

is in the eye of the beholder...
or is it?

According to a recent ISAPS survey, celebrities play a massive role in cosmetic surgery trends – 82% of surgeons state that a celebrity's look had influenced their surgery numbers. So, exactly what features do these celebs have that everyone seems to covet? What is perceived as ideal beauty?

DR ANUSHKA REDDY

What makes a face beautiful? Perfect skin? Big eyes? A large smile? All these play a role but, in the aesthetics industry, the answer is in the golden ratio – a mathematical beauty standard ratio that is based on the overall shape and proportions of the face.

We may be unaware of it, but we subconsciously judge beauty by facial symmetry and proportion. Cross-cultural research has shown that no matter the ethnicity, our perception of beauty is based on the ratio proportions of 1.618. As the face comes closer to this ratio, it is perceived as more beautiful.

Celebrities tend to be way more attractive than an average person, and the reason for this lies in their perfectly symmetrical faces. Research shows that having a well-proportioned, symmetrical face puts you in a much better position to land the perfect job, the cover of a magazine or even an Oscar.

The celeb beauty culture

As celebrities are playing an even greater role in modern culture and consumption patterns, serving as arbiters of taste, style and public opinion the world over, we notice their influence in the aesthetics industry. A report by the American Academy of Facial Plastic and Reconstructive Surgery has shown that consumers are more obsessed with celebrities now than ever before; so much so, in fact, that there is an increase in requests for celebrity procedures. This trend is fuelled by an all-consuming media society, where every aspect of people's lives are lived online and through social media.

Let's take Meghan Markle, for example. She was recently named the most attractive British royal according to the golden ratio of physical perfection and it all has to do with the shape of her nose. Markle's nose is



Unsurprisingly, Angelina Jolie (left) and Julia Roberts topped the list for various most-asked-for procedures, such as lips, breasts and nose



Markle's nose is inspiring plastic surgery trends thanks to its refined tip definition and natural-looking hump



inspiring plastic surgery trends thanks to its refined tip definition and natural-looking hump. It actually came as no surprise that her nose had quickly replaced the previous celebrity nose inspiration, Kim Kardashian and, in my opinion, the fact that her nose is kind of imperfect makes for a great change in beauty standards.

For those who want Markle's nose, there's a quick and cost-effective procedure called nonsurgical rhinoplasty. We use dermal fillers to refine and reshape the nose in under 10 minutes. The effects last up to a year and the procedure requires almost no recovery time.

Markle isn't the only royal family member who has inspired plastic surgery trends in recent years. Remember the frenzy around Pippa Middleton's buttocks after Kate and Prince William's wedding? With women everywhere coveting her derriere, requests for Pippa's buttocks skyrocketed! There's no doubt that the royals have an amazing effect on the aesthetics trends.

The celebrity influence

With the above in mind, the International Society of Aesthetic Plastic Surgery (ISAPS) recently asked surgeons what influences celebrities

have on the decisions patients make. The survey was sent to over 20 000 plastic surgeons in 84 countries. Surgeons were asked to connect celebrity names with 11 popular procedures for both men and women. The findings of this questionnaire revealed fascinating trends:

Breasts and lips were the leading categories for celebrity choices by women, followed by the buttocks, nose and abdomen. Angelina Jolie was the overwhelming leader as the lips of choice for women undergoing this procedure. The alternate reference for lips was Julia Roberts.

Unsurprisingly, Nicole Kidman's nose was a clear favorite for women around the world. Secondary choices included Julia Roberts, Jennifer Aniston and, in a nod to classicism, Grace Kelly and Princess Mary of Denmark.

Angelina Jolie was once again tops in the eyes category, while Catherine Zeta-Jones, Demi Moore, Michelle Pfeiffer and Salma Hayek were also prominent. And, proving that cinematic beauty is eternal, there were numerous references to Sophia Loren, Elizabeth Taylor, Catherine Deneuve and Greta Garbo.

When asked about cheeks, the woman most often referenced was Sophia Loren, followed by

Michelle Pfeiffer, Nicole Kidman, Angelina Jolie and Marilyn Monroe.

Though hair implants are not as common for women as for men, the leading choice was Gisele Bundchen, followed closely by Jennifer Aniston and Julia Roberts.

There was no clear-cut leader in the chin category. Among the names referenced were Sonia Braga, Nicole Kidman, Julia Roberts and Charlize Theron.

The forehead was the least referenced category in the study. Leading the selections were Nicole Kidman, Madonna, Elizabeth Taylor and Oprah Winfrey.

Take-home message

While celebrity influence could be the driving force behind many patients' decisions to visit an aesthetics clinic, it's important to remember that the best results are achieved when you accept what you naturally have to work with, and make changes that will be the most flattering for your face... regardless of whatever the Kardashians or Angelina Jolie are doing. **A2**

Newswire: Celebrity influences on plastic surgery



Dr Anushka Reddy
MBChB