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THE AESTHETIC/COSMETICS REVOLUTION AND SHAPING THE FUTURE IN THE NEW GENERATION OF YOUTHS

Abstract

Aesthetics/cosmetics have become popular with the recently developing technology and effective use of social media. As can be seen, aesthetic / cosmetic surgery; it continues to affect social and economic life all over the world. On-site and on-time aesthetic operations always bring happiness to the person. It is a turning point in human life. However, untimely and unnecessary aesthetic operations performed by people who are not experts in their field cause psychological problems and even deaths. Aesthetic / cosmetic: It is applied in two ways, surgical and non-surgical procedures. In the study, the theoretical evaluation of the factors that are effective in making young people aesthetics / cosmetics and how young people benefit from aesthetic / cosmetic tourism and shape their future are explained.

Keywords: The aesthetic/cosmetic revolution, youths, social media, aesthetic/cosmetic tourism, surgical procedures in aesthetic / cosmetic

YENİ NESİL GENÇLERDE ESTETİK/KOZMETİK DEVRİMİ VE GELECEĞİNİN ŞEKİLLENMESİ

Özet

Son zamanlarda gelişen teknoloji ve sosyal medyanın etkin kullanımı ile estetik/kozmetik popüler hale gelmiştir. Görüldüğü gibi estetik/kozmetik cerrahi; tüm dünyada sosyal ve ekonomik hayatı etkilemeye devam ediyor. Yerinde ve zamanında yapılan estetik operasyonlar her zaman kişiye mutluluk getirir. İnsan hayatında bir dönüm noktasıdır. Ancak alanında uzman olmayan kişiler tarafından yapılan zamansız ve gereksiz estetik operasyonlar psikolojik sorunlara ve hatta ölümlere neden olmaktadır. Estetik/kozmetik: Ameliyatlı ve ameliyatsız olmak üzere iki şekilde uygulanır. Çalışmada gençlerin estetik/kozmetik yapmalarında etkili olan faktörlerin teorik olarak değerlendirilmesi ve gençlerin estetik/kozmetik turizminden nasıl yararlandıkları ve geleceklerini nasıl şekillendirdikleri anlatılmaktadır.

Anahtar kelimeler: Estetik/kozmetik devrimi, gençler, sosyal medya, estetik/kozmetik turizm, estetik/kozmetikte cerrahi işlemler

INTRODUCTION

The aesthetic trend continues rapidly with the recent development of technology and the effective use of social media. The increase in selfies on social media has also increased the number of people who have plastic surgery (Wang et al., 2021). One of the most important reasons for this increase in the number of people is famous people; these famous people on social media are more attractive. Therefore, the desire of young people to resemble the celebrities they see on social media is among the reasons that increase the intensity of aesthetics (Gürler,2018:156). In addition, aesthetic / cosmetic procedures on the body are increasingly being adopted as a norm by social media (Elliott,2011:464).

Aesthetic/cosmetic surgery is designed to change the appearance of a person with normal appearance. It includes procedures such as rhinoplasty (nose surgery), liposuction (fat removal) and breast augmentation (Sarwer,2001:341).

(Wen,2017:1235), on the other hand, states that young people who have not fully developed are vulnerable to the risks of cosmetic surgery, both physically and psychologically.

In addition, the advice of friends and comparison with friends increases the aesthetic curiosity in young people (Farid, et al.,2019:4). In the literature, we see that there are many psychological and sociocultural factors that affect individuals' view of aesthetic surgery. It is stated that some of these factors affecting people are body dissatisfaction, investment in appearance, old age anxiety and media effect (Slevec & Tiggemann, 2010:70-71).

1-AESTHETIC COSMETICS REVOLUTION

The appropriateness of plastic surgery in adolescents, whose bodies are not yet mature is an important issue that is frequently discussed. It is worrying that adolescents who want to improve their appearance do not take into account the negative and lasting effects of surgery on their bodies. It is especially important in breast augmentation because it should be kept in mind

that breast implants will need to be changed several times during a woman's lifetime, which is why several additional surgeries may be necessary for young women (Sarwer,2001:343). This situation also creates economic difficulties.

Attitudes towards plastic surgery changed according to the shape of the body part. Body image development occurs in stages, and adolescence has come to the fore over the past decade and the demand for it has increased (McGrath & Mukerji,2000:105). In this context, individuals with different social status receive aesthetic/cosmetic surgery service for different purposes. In addition, it is possible that the expectation and satisfaction from this service may be affected by factors such as age, gender, educational status and financial situation (Ergen,2017:1). Even, the popularity of plastic/cosmetic surgery has grown so fast that many Korean teenage girls have been given double eyelid surgery as a high school graduation gift from their parents. This gift is attractive to young people. Therefore, the gift is accepted by young people. (Stone, 2013, cited by. Li, Min, & Lee,2020:151). Cosmetic surgery in Korea is seen as a meaningful intervention, not a meaningless one (Li, Min, & Lee, 2020:151). Similarly, breast implant draws are one of the most popular birthday gifts that young Argentine women look for, but as breast augmentation practices, they are given to teens as indispensable gifts at the "sweet fifteen" (Balch,2006, cited by. Viladrich & Baron- Faust, 2014:119). On the other hand, thanks to technological innovations made due to globalization and breakthrough in telecommunication technology, medical tourists in developed countries have access to more information about health treatments abroad, especially through social media (Ayoub,2017:9).

Beau ideal: The female appearance has become increasingly connected, integrating with economic and career prospects (Li, Min&Lee,2020:151). There are also advertisements for aesthetic/cosmetic medical treatments. Unlike other medical ads, ads for aesthetic/cosmetic treatments often resemble those found in beauty and fashion magazines. Models are often used to describe better quality of life, self-esteem, and the promise of a "new you" followed by postoperative outcomes (Sarwer & Crerand,2004:100).

The pre-and post-operation images of the model, singer, television stars, actress who had the aesthetic operation are broadcast around the world. The views that the body can be restructured are presented to people by repeating them with these images. For those who want this restructuring process, various aesthetic surgery takes place in many print media and television programs almost every day, reinforcing these ideas and resulting in the rapid growth of the sectors that serve produce for specific purposes (Baldil,2014:40).

2-AESTHETIC / COSMETIC TOURISM IN YOUNG PEOPLE

(Liang, et al.,2019:777), most of the participants were women. We know that women generally show more interest in plastic surgery. (n = 422, 83.7%) according to the data; A significant younger age group (M = 30.3) was also identified, 50.6% under 25 years old, 19.2% between 26-35 years old and 20.1% between 36-45 years old. According to the data results, just 10.1% were older than 45 years.

Of course, we shouldn't be surprised to see such a result, as younger people are more willing to have plastic surgery.

For example, the "Korean Look" is considered extremely attractive, fashionable, and that is why many Chinese teens get cosmetic procedures on the eyelids, chest, nose (Holliday, Bell, Cheung, Jones and Probyn,2015,cited by. Liang et al.,2019:773).

3-FACTORS DIRECTING YOUNG PEOPLE TO AESTHETICS

- ✓ Social media
- ✓ Desire to look like celebrities
- ✓ Presenting as a gift
- ✓ With the widespread use of selfie, the flaws of the person taking selfie come to the fore
- ✓ Friends' advice and comparisons with each other

Figure 1: Created by the author from the text.

Table 1

BREAST AUGMENTATIONS FOR WOMEN 17 YEARS OLD OR YOUNGER

Worldwide Totals	12.2%
Argentina	21.9%
France	20.9%
Brazil	17.6%
Mexico	16.1%
Thailand	13.3%
India	12.8%
Colombia	12.0%
USA	11.1%
Russia	11.1%
Turkey	10.7%
Greece	8.0%
Spain	7.7%
Italy	6.7%
Germany	5.4%
United Kingdom	2.7%

Table 2

REASONS FOR PROCEDURE	
Congenital absent breast (i.e., Poland's syndrome)	12.8%
Severe asymmetry	15.5%
Congenital micromastia	13.6%
Tubular breast	21.5%
Purely cosmetic bilateral augmentation	32.3%
Other	4.3%

Source: International Society of Aesthetic Plastic Surgery. (ISAPS,2019:49).

As seen in table 1 according to 2019 ISAPS data, this rate is undeniable with 12.2% worldwide. The highest rate is Argentina with 21.9% and the lowest rate is United Kingdom with 2.7%. In table 2, pure cosmetic bilateral augmentation with 32.3% and other reasons with 4.3% are indicated among the aesthetic surgical procedures performed.

According to ISAPS data in 2017, breast augmentation for women, 17 years old and younger, worldwide totals were 9.1%, in 2018 the worldwide totals were 12.2%, and in 2019 the worldwide totals were 12.2% (ISAPS,2017,2018:43,2019:49).

4-CONCLUSION AND SUGGESTIONS

In my opinion, this aesthetic love of young people will increase day by day in the future. Performing aesthetic / cosmetic procedures that are not suitable for one's own face or body because others are making aesthetics cause big problems that will later create regret. For this reason, operations performed at a young age should not be performed unless necessary. Parents have a very serious responsibility in this regard. It is certain that the doctors who perform aesthetic operations and who are experts in their fields are trying to convince the young people that aesthetic procedures will not be performed in this direction unless necessary. Otherwise, we may come across a generation who thinks that there is no life without aesthetics.

It can create deeper programs by educational institutions to make adolescents more at peace with their bodies. Thus, adolescents can be made to accept their bodies as they are and to respect them. In my opinion, these trainings can help reduce unnecessary cosmetic surgery. Of course, if it is very necessary at this point, aesthetic/cosmetic surgery must be done (Wang, et al.,2021).

There are few scientific studies on aesthetic/cosmetic surgery and young people in the literature. However, international travels for aesthetic/cosmetic operations are frequent. Therefore, more work needs to be done.

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