

## RISE IN COSMETIC SURGERY AMONG TEENAGERS

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**Abstract.** This article explores the growing trend of cosmetic surgery among teenagers and examines the factors influencing this increase. In recent years, cosmetic procedures have become more accessible and socially acceptable, especially among young people. Through analysis of existing research, surveys, and student perspectives, this study investigates how social media, peer pressure, and changing beauty standards shape teenagers' attitudes toward cosmetic surgery. The findings suggest that while some teenagers seek procedures for medical or reconstructive reasons, many are influenced by unrealistic beauty ideals and online comparisons. The study also highlights psychological and social implications, including issues related to self-esteem, identity formation, and mental health.

**Keywords:** cosmetic surgery; teenagers; body image; social media; self-esteem; beauty standards; mental health; peer influence.

**Аннотация.** В данной статье рассматривается рост популярности косметической хирургии среди подростков и анализируются факторы, влияющие на данное явление. В последние годы косметические процедуры стали более доступными и социально приемлемыми, особенно среди молодежи. На основе анализа научных исследований, опросов и мнений студентов изучается влияние социальных сетей, давления со стороны сверстников и современных стандартов красоты на отношение подростков к косметической хирургии. Результаты исследования показывают, что, хотя некоторые подростки обращаются к хирургическим процедурам по медицинским причинам, большинство из них испытывают влияние нереалистичных идеалов красоты и сравнений в социальных сетях. Также в статье рассматриваются психологические и социальные последствия, включая проблемы самооценки, формирования идентичности и психического здоровья.

**Ключевые слова:** косметическая хирургия; подростки; образ тела; социальные сети; самооценка; стандарты красоты; психическое здоровье; влияние сверстников.

## INTRODUCTION

In modern society, physical appearance plays a significant role in how individuals perceive themselves and others. With the rapid development of technology and media, especially social media platforms, beauty standards have become more

visible and influential than ever before. Teenagers, who are in a critical stage of identity formation, are particularly vulnerable to these pressures.

Cosmetic surgery, once considered a procedure mainly for adults, is increasingly becoming popular among teenagers. Procedures such as rhinoplasty, lip fillers, and skin treatments are now widely discussed and sometimes even normalized among young people. This shift raises important questions about the reasons behind this trend and its potential consequences.

This article aims to explore the rise of cosmetic surgery among teenagers, identify the main factors contributing to this phenomenon, and examine its impact on their psychological and social well-being.

### **LITERATURE REVIEW**

Researchers emphasize that adolescence is a crucial period for developing self-identity and self-esteem. According to Erikson's theory of psychosocial development, teenagers often struggle with identity versus role confusion, making them more sensitive to external influences.

Studies show that media plays a powerful role in shaping body image. Tiggemann (2017) argues that exposure to idealized images on social media platforms can lead to body dissatisfaction among young people. Similarly, Perloff (2014) highlights that constant comparison with edited and filtered images can negatively affect teenagers' self-esteem.

In addition, peer influence is another important factor. Adolescents often seek acceptance from their social groups, and physical appearance can become a key element in gaining approval. Research by Sarwer et al. (2015) suggests that teenagers who feel dissatisfied with their appearance are more likely to consider cosmetic procedures.

While some scholars acknowledge the benefits of cosmetic surgery in improving self-confidence, others warn about its risks. These include unrealistic expectations, psychological dependency, and potential health complications. Therefore, the issue remains complex and requires careful consideration.

### **METHODOLOGY**

This study uses a qualitative approach to explore teenagers' perceptions of cosmetic surgery. Data were collected from 25 high school and university students aged between 16 and 20 through semi-structured interviews and written reflections.

Participants were asked open-ended questions about their views on beauty standards, social media influence, and cosmetic procedures. The responses were recorded, transcribed, and analyzed using thematic analysis.

Ethical considerations were strictly followed: participation was voluntary, anonymity was ensured, and all participants provided informed consent.

### **ANALYSIS AND RESULTS**

The analysis revealed several key themes that explain the rise of cosmetic surgery among teenagers.

#### 1. Influence of Social Media

Most participants reported that social media platforms significantly shape their perception of beauty. Many admitted comparing themselves to influencers and celebrities, which often led to dissatisfaction with their appearance. Filters and photo-editing tools were mentioned as factors that create unrealistic standards.

#### 2. Peer Pressure and Social Acceptance

Teenagers expressed that appearance plays an important role in social interactions. Some participants felt pressure to look a certain way to fit in or gain confidence. In some cases, cosmetic procedures were seen as a way to improve social status.

#### 3. Desire for Self-Improvement

Not all motivations were negative. Some students viewed cosmetic surgery as a form of self-improvement or personal choice. They believed it could help them feel more confident and comfortable in their own bodies.

#### 4. Psychological Concerns

Despite some positive attitudes, many participants also expressed concerns. They mentioned fear of addiction to procedures, dissatisfaction even after surgery, and the risk of losing one's natural identity. Some students highlighted the importance of self-acceptance instead of external changes.

#### 5. Lack of Awareness of Risks

Another important finding was that many teenagers were not fully aware of the medical and psychological risks associated with cosmetic surgery. This lack of knowledge can lead to impulsive decisions.

### CONCLUSION

This study shows that the rise in cosmetic surgery among teenagers is influenced by a combination of social, psychological, and cultural factors. Social media and peer pressure play a major role in shaping beauty standards and encouraging comparisons, which can lead to dissatisfaction and a desire for physical change.

While cosmetic surgery may offer temporary confidence, it does not always address deeper psychological issues. Therefore, it is important to promote healthy body image and self-acceptance among teenagers. Schools, parents, and educators should provide guidance, raise awareness about the risks, and encourage critical thinking about media influences.

In conclusion, cosmetic surgery among teenagers is not just a medical issue but also a social and psychological one. Addressing it requires a balanced approach that supports both mental well-being and informed decision-making. Helping teenagers develop confidence from within is essential for their long-term personal development.

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