Assessment of motivation for using aesthetic medicine procedures and post-treatment satisfaction

Aleksandra Malolepsza, ORCID: 0000-0002-0645-7824, ola.malolepsza@onet.pl, Bonifraterskie Centrum Medyczne sp. z o.o Oddział, w Krakowie, ul. Trynitarska 11, 31-061 Kraków

Klaudia Kister, ORCID: 0000-0003-2058-5395, klaudia2178@gmail.com, Student Scientific Circle at the 1st Department of Psychiatry, Psychotherapy and Early Intervention Medical University of Lublin Provincial Specialist Hospital in Lublin

Jakub Laskowski, ORCID: 0000-0002-9547-0608, j.laskowski0609@gmail.com, Student Scientific Club at the Department of Hematology, Oncology and Children's Transplantology Medical University of Lublin Provincial Specialist Hospital in Lublin

Anna Szabrańska, ORCID: 0009-0001-3470-5573, amszabranska@gmail.com, Uniwersytecki Szpital Kliniczny im. Wojskowej Akademii Medycznej - Centralny Szpital Weteranów ul. Żeromskiego 113, 90-549 Łódź

Paulina Bronst, ORCID: 0009-0008-5405-5660, paulina.bronst@yahoo.com, Wojewódzki Szpital Specjalistyczny im. Stefana Kardynała,a Wyszyńskiego Samodzielny Publiczny Zakład Opieki Zdrowotnej w Lublinie, Al. Kraśnicka 100, 20-718 Lublin, Poland

Julia Czechowska, ORCID: 0009-0003-4792-4091, julia.czechowska97@gmail.com, Medical University of Lublin

Lidka Rosa, ORCID: 0009-0009-1780-4113, lidka.rosa@gmail.com, Samodzielny Publiczny Zakład Opieki Zdrowotnej Ministerstwa Spraw Wewnętrznych i Administracji w Łodzi ul. Północna 42, 91-425 Łódź
Monika Zach-Żródlak, ORCID: 0009-0005-3754-4903, med.mzach@gmail.com, Wojewódzkie Wielospecjalistyczne Centrum Onkologii i Traumatologii im. M. Kopernika w Łodzi
ul. Pabianicka 62, 93-513 Łódź

Natalia Rektor, ORCID: 0009-0008-2910-9452, nataliarektor@gmail.com, Uniwersytecki Szpital Kliniczny im. Wojskowej Akademii Medycznej - Centralny Szpital Weteranów ul. Żeromskiego 113, 90-549 Łódź

Magdalena Mazur, ORCID: 0009-0004-8918-2468, m.mazur.kielce@gmail.com, Wojewódzki Szpital Zespolony w Kielcach, ul. Grunwaldzka 45, 25-736 Kielce, Polska

Abstract

Introduction and purpose: Aesthetic medicine is a branch of medicine that focuses on improving the appearance through non-invasive or minimally invasive procedures. Over the years, many methods used to improving beauty and prevent aging were developed. People want not only to improve their physical appearance, but also their well-being and self-esteem. The aim of the study was to assess the motivation to use aesthetic medicine and satisfaction with the performed procedures.

State of knowledge: Getting rid of wrinkles, sagging skin or unwanted fat deposits people feel more comfortable and satisfied with their bodies. Additionally, societal and cultural influences play a role in the popularity of aesthetic medicine. These interventions can also help with congenital deformities or experienced trauma. Motivation for using aesthetic medicine procedures can vary from person to person. It includes desire for youthful appearance, societal influences and beauty standards or career advancement. What is more, patient satisfaction is an important factor for successful therapy.

Summary: In conclusion, the motivations for using aesthetic medicine procedures are multifaceted and vary from person to person. People seek these procedures for reasons such as enhancing self-confidence, desiring a more youthful appearance or improving emotional well-being. Aesthetic medicine can provide the opportunity to enhance self-image, boost confidence and improve overall quality of life.

Keywords: aesthetic medicine; motivation; satisfaction
Introduction

Aesthetic medicine is a branch of medicine that focuses on improving the appearance through non-invasive or minimally invasive procedures. It provides the opportunity to enhance natural features in a way that aligns with desired aesthetic. The history of aesthetic medicine dates back thousands of years, with practices and techniques evolving over time - from using various natural ingredients, such as aloe vera, honey, and milk to advanced innovations. Over the years, many methods used to improving beauty and prevent aging were developed [1] The most common procedures are botulinum toxin type A, soft tissue fillers, laser skin resurfacing, chemical peels, and intense pulsed light [2]. People want not only to improve their physical appearance, but also their well-being and self-esteem. Getting rid of wrinkles, sagging skin or unwanted fat deposits people feel more comfortable and satisfied with their bodies. Additionally, societal and cultural influences play a role in the popularity of aesthetic medicine [3]. These interventions can also help with congenital deformities or experienced trauma.

It is essential to note that aesthetic medicine can provide various benefits, but the decision to undergo any procedure should be a thoughtful choice. It is important to have realistic expectations and be well-informed about the risks and potential outcomes. Motivation for using aesthetic medicine procedures can vary from person to person. It includes desire for youthful appearance, societal influences and beauty standards or career advancement [4]. Aesthetic medicine is developing very quickly, often using combined techniques. Knowledge of anatomy and the products on which you work is necessary to safely perform the procedures [5]. What is more, patient satisfaction is an important factor for successful therapy [6].

State of knowledge

Due to the continuous development of aesthetic medicine, the motives that guide people who decide to undergo the procedure are not fully known. Even though there is an increasing number of men seeking aesthetic procedures, mainly women use aesthetic medicine treatments [7]. Gender differences in the use of aesthetic medicine can be observed
in various aspects, including the types of procedures, motivations for seeking treatment, and societal pressures. Sexual differences in aging are evident and it must be taken into account when carrying out the procedure [8].

Maisel et al. conducted a study in which they assessed relative importance of factors that motivate patients to seek minimally invasive cosmetic procedures [9]. Most of the patients underwent the procedure due to an existing condition. A very similar number of people used the procedures for preventive reasons. In their study people marked that they want to look younger or fresher or to look more attractive for themselves as motivations.

In the study conducted by Hoffman et al. it was highlighted that patients are not only looking to improve their physical appearance, but also want to improve their mental and emotional health [10]. Another study also focused on association of these procedures with significant improvements in psychological and social functioning [11]. For example, individuals with conditions such as acne, scarring, or excessive hair growth may experience emotional distress due to these issues. Aesthetic medicine can play a role in improving mental health by boosting self-esteem, enhancing body image and promoting overall well-being.

Nowadays, social media has a significant impact on the field of aesthetic medicine, transforming the way practitioners and patients interact and share information. In a study conducted by Murphery et al. they indicated that significant part of respondents reported that a social media presence had positive impacted on their desire to use the procedure [12]. It is important that patients should seek reliable information and consult qualified professionals before making any decisions. On the other hand, practitioners must maintain professionalism, adhere to ethical guidelines and prioritize patient safety throughout their social media presence [13].

Social or cultural expectations can also influence the use of aesthetic medicine procedures [14]. In certain industries or cultures, there may be a strong emphasis on appearance. In can lead individuals to seek treatments to align with societal standards. Meeting certain beauty ideals can be seen as an investment in one's personal and professional success.

Post-treatment satisfaction from aesthetic medicine depends on factors such as the type of procedure, the expectations of the patient, and the specific results achieved. Many patients want to obtain natural-looking outcomes and feel that their treatment plan is prepared specific for them. Studies emphasized a very high level of patient satisfaction after the procedure with the use of botulinum toxin [15, 16]. In different study they indicated that combination of botulinum toxin and hyaluronic acid fillers results in high patient satisfaction.
and in improvement of aesthetic outcomes and quality of life [17]. It is crucial to remember about safety when performing these two types of procedures [18, 19]. To ensure safety several aspects must be considered:

- qualified practitioners
- informed consent
- sterile techniques
- proper training.

Aesthetic medicine has continued to make significant progress with advancements in technology, techniques and treatments [20].

Conclusions

In conclusion, the motivations for using aesthetic medicine procedures are multifaceted and vary from person to person. People seek these procedures for reasons such as enhancing self-confidence, desiring a more youthful appearance or improving emotional well-being. Aesthetic medicine offers a range of options to help them to achieve their desired aesthetic goals and feel more satisfied with their appearance.

It is important to recognize that the decision to undergo aesthetic procedures should be driven by individual desires and expectations. Consulting with qualified professionals, setting realistic goals, and being well-informed about the risks and potential outcomes are crucial steps in the decision-making process. Aesthetic medicine can provide the opportunity to enhance self-image, boost confidence and improve overall quality of life.

Supplementary Materials

Not applicable.

Author's contribution

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