

MAŁOLEPSZA, Aleksandra, KISTER, Klaudia, LASKOWSKI, Jakub, SZABRAŃSKA, Anna, BRONST, Paulina, CZECHOWSKA, Julia, ROSA, Lidka, ZACH-ŻRÓDLAK, Monika, REKTOR, Natalia and MAZUR, Magdalena. Assessment of motivation for using aesthetic medicine procedures and post-treatment satisfaction. *Journal of Education, Health and Sport*. 2023;45(1):136-143. eISSN 2391-8306. <https://dx.doi.org/10.12775/JEHS.2023.45.01.009>  
<https://apcz.umk.pl/JEHS/article/view/45226>  
<https://zenodo.org/record/8268825>

The journal has had 40 points in Ministry of Education and Science of Poland parametric evaluation. Annex to the announcement of the Minister of Education and Science of 17.07.2023 No. 32318. Has a Journal's Unique Identifier: 201159. Scientific disciplines assigned: Physical Culture Sciences (Field of Medical sciences and health sciences); Health Sciences (Field of Medical Sciences and Health Sciences). Punkty Ministerialne z 2019 - aktualny rok 40 punktów. Załącznik do komunikatu Ministra Edukacji i Nauki z dnia 17.07.2023 Lp. 32318. Posiada Unikatowy Identyfikator Czasopisma: 201159. Przypisane dyscypliny naukowe: Nauki o kulturze fizycznej (Dziedzina nauk medycznych i nauk o zdrowiu); Nauki o zdrowiu (Dziedzina nauk medycznych i nauk o zdrowiu).

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The authors declare that there is no conflict of interests regarding the publication of this paper.

Received: 20.07.2023. Revised:21.08.2023. Accepted: 21.08.2023. Published: 24.08.2023.

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

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## **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**

Conceptualization AM; methodology AM; software AM; check AM; formal analysis all authors; investigation all authors; resources all authors; data curation all authors; writing - rough preparation all authors; writing - review and editing all authors; visualization all authors; supervision all authors; project administration all authors; receiving funding all authors. All authors have read and agreed with the published version of the manuscript.

## **Funding Statement**

The study did not receive special funding.

### **Informed Consent Statement**

Not applicable.

### **Conflict of Interest Statement**

No conflicts of interest.

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