

ORIGINAL ARTICLE

Number of cosmetic procedures among women in Saudi community

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ABSTRACT

Background: In recent years, an increase in the number of cosmetic procedures was seen, either surgical or non-surgical, especially in middle-aged women. This study aims to estimate the prevalence of cosmetic procedures among Saudi women in Riyadh city and to determine the factors that can affect the performance of these procedures.

Methodology: This cross-sectional study of a convenient sample encompassed 500 women at universities and malls, in Riyadh, Saudi Arabia. The study was conducted between December 2016 and February 2017. A self-administrated questionnaire was distributed to all the participants, which covered eight domains, including socio-demographic data, and surrounded social influence.

Results: In total, 500 women responded to the questionnaire, 55.4% of them had done a cosmetic procedure. Among the participants, 54.7% of participants who had no cosmetic surgery, was because they did not need it, while 17% of them said no because of financial reasons, and 9.4% because of social causes. Among those who underwent cosmetic surgery, 58.1% of participants responded that their purpose was for change and having more beautiful look. However, 31% of them undergone cosmetic surgeries to treat the changes that had been happened to their faces and body.

Conclusion: There was acceptance of cosmetic procedures, especially in single women. Self-satisfaction was the most critical factor that affected the performance of cosmetic procedures, while the social reason was the least. Further studies should be done with a larger sample and in other cities.

Keywords: Cosmetic procedures, procedure satisfaction, self-esteem, social influence.

Introduction

Who of us doesn't like to be pretty? Almost every woman seeks beauty and tries to look in the best appearance. However, in these days with wide prevalence of cosmetic procedures, the beauty became more available and readily accessible. Oxford dictionary defined the cosmetic procedure as "treatment intended to improve a person appearance" [1].

In recent years, there is an increase in the number of cosmetic procedures, either surgical or non-surgical. According to a study conducted by the International Society of Aesthetic Plastic Surgeons, Saudi Arabia ranks 22nd among the top 25 countries with the highest rates of cosmetic procedures in the world [2].

Even teenagers have started performing these procedures. Statistics from the American Society of Plastic Surgeons showed that a total of 230,000 cosmetic procedures were

carried out on women younger than 18 years of age in 2011 [3].

The introduction of less invasive procedures, such as botulinum toxin, dermal fillers, laser, and chemical peels increased the acceptance of middle-aged women to perform such procedures and to have a natural look without significant downtime [4]. "Patient satisfaction

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and improvement quality of life are the predominant considerations determining success in cosmetic surgery” [5].

According to the American Society for Aesthetic Plastic Surgery, there is an increase of 446% in cosmetic procedures since 1997 and an overall increase of 8% in 2007 [6]. This increase is similar in the United Kingdom. The British Association of Aesthetic Plastic Surgeons reported a 34% increase in procedures from 2004 to 2005 [7].

These studies and researches, carried out in the population of Western countries, were designed to measure the level of awareness and understanding of cosmetic procedures and prevalence in the community. Unfortunately, we noticed a lack of researches concerned with the increase in cosmetic procedure in the Middle East community, especially Saudi society.

Therefore, the objective of this study was to overview the number of cosmetic procedures among women in Saudi community and focus on how does self-esteem, social stability, religious beliefs, financial role, procedure satisfaction, and social media can influence attitude for cosmetic procedures.

Subjects and Methods

The current study was a cross-sectional study, which was conducted at universities and malls in Riyadh, Saudi Arabia, between December 4, 2016 and February 30, 2017. This study was approved by the local institutional review board (IRB). A convenient sample encompassed 500 women ranging in age from 18 to 60 years were asked to participate in the study. A questionnaire was distributed, and verbal/written consent was obtained from every participant after explaining the purpose of this study. The exclusion criteria were men and other cities.

Study objectives guided a self-administered questionnaire consisting of 18 questions. The survey covered eight sections; the first section included demographic data, such as age, marital status, educational and occupational level, and monthly income. Second and third sections comprised surrounded social influence and financial role. The fourth section included the types of cosmetic procedures, such as laser, dermal filler, anti-wrinkling treatment (Botox), and skin peels. The rest of the sections included recommendations, religious beliefs, self-esteem, and social media and their effects on the prevalence of cosmetic procedures. The questions were prepared in both Arabic and English to be suitable for participants of all age groups and levels.

Data entry and analysis were conducted by using Statistical Package for Social Sciences version 16. Descriptive analysis was evaluated by using percentages

and mean, and the inferential statistics were assessed by *T*-test and chi-square test. *p*-values of less than 0.05 were considered as statistically significant.

Results

In total, 500 women responded to the questionnaire, 55.4% of them had experienced a cosmetic procedure, while 44.6% had not. Table 1 shows the distribution of both group according to socio-demographic characteristics. The average age for women who performed cosmetic procedures was 28-year old, and for those who did not was 25-year old. For social status, most of those who underwent cosmetic procedures were single (51.6%) followed by married women (39.7%). As to educational level, those who underwent cosmetic procedures had a higher educational level (83.4%).

Regarding occupation, most of the females who underwent cosmetic procedures were professional working women (45.5%), while housewives had the least exposure to such procedures (11.9%). Moreover, 39.7% of those who underwent cosmetic procedures reported moderate monthly income (5,000–10,000 Saudi Riyals). On the other hand, 48.4% of those who did not underwent cosmetic procedures reported low monthly income (<5,000 Saudi Riyals).

The pattern of cosmetic procedures is displayed in Table 2. Among the participants, 54.7% of those who did not underwent cosmetic procedure believed that they did

Table 1. Distribution of both group according to socio-demographic characteristics.

	No	Yes	P-value
Mean age group	25	28	Less than 0.05
Social state			Less than 0.05
Single	78%	51.6%	
Married	19.3%	39.7%	
Divorced	9%	7.9%	
Widow	1.8%	7%	
Education			More than 0.05
School	22%	16.6%	
University	78%	83.4%	
Occupation			Less than 0.05
Housewife	8.1%	11.9%	
Student	71.3%	42.6%	
Employee	20.6%	45.5%	
Income			Less than 0.05
Less than 5,000	48.4%	28.9%	
5,000–10,000	27.8%	39.7%	
11,000 and higher	23.8%	31.4%	

not need it. However, 17% of them said no because of financial reasons, and social causes are at least (9.4%).

For types of procedure, the laser was the most common procedure ($n = 217$, 78.3%) followed by dermal filler ($n = 83$, 30%). Furthermore, most women repeated these procedures from 3 to 6 times in their lifetime ($n = 110$, 46.6%).

Regarding the purpose of cosmetic procedures, 58.1% claimed that their intention was for change and being more beautiful. However, 31% reported that it was to treat the changes that had been happened to their faces and body.

The reasons behind selecting specific cosmetic clinics were; most women choose a clinic because of the doctor's good reputation (73.6%), and clinic's attractive propaganda for procedures and prices (12.6%).

What is interesting about the data in Table 3 is that 46.2% of the women who had repeated cosmetic procedures

were female employees. Also, 91.7% of those who obtained satisfactory results repeated the procedure, while (100%) of those who did not get satisfactory results did not repeat this procedure. Besides, 91.9% of women who had repeated cosmetic procedure wished to repeat this experience, and 90.7% would advise others to do so.

Opinions of both groups about that procedures are highlighted in Figure 1. Most of the participants from both groups who said yes and no, agreed that cosmetic procedures are necessary in some cases (59.2%) and (76.2%), respectively.

Some ladies who underwent cosmetic procedures believed that it is vital to be more beautiful (41.5%), and only 3.6% said that cosmetic procedure is unnecessary and money-wasting. In contrast, 5.8% of those who did not undergo cosmetic procedures believed that it is crucial to be more beautiful, and 9% thought it as unnecessary and money-wasting.

Table 2. Pattern of cosmetic procedures.

Pattern of cosmetic procedures	<i>n</i>	(%)
Causes behind saying no		
Religious reasons	29	13.0%
Financial reasons	38	17.0%
Psychological reasons	36	16.1%
Social reasons	21	9.4%
I do not need so	122	54.7%
Type of procedure		
Dermal filler	83	30.0%
Anti-wrinkling treatment (Botox)	40	14.4%
Laser	217	78.3%
Skin peels	70	25.3%
Times of repetition		
Less than 3 times	58	24.6%
From 3 to 6 times	110	46.6%
More than 6 times	68	28.8%
Purpose of cosmetic procedure		
Birth defect	7	2.5%
My desire for change or being more beautiful	161	58.1%
My desire to treat the recent changes which have been happened to my face or my body	86	31.0%
Admiring results of cosmetic procedures on a relative, friend, or celebrity	48	17.3%
Attractive advertisements on social media	12	4.3%
The reasons of selecting specific cosmetic clinic		
Doctor's good reputation	204	73.6%
The clinic is near to my house	54	19.5%
Auditors' recommendations	71	25.6%
Clinic's attractive propaganda for procedures and prices	35	12.6%

Table 3. A comparison between those who repeated the procedure and those who did not repeat it.

	Not repeated	Repeated	p-value
Mean age group	29	28	More than 0.05
Single	55%	50.8%	Less than 0.05
Married	27.5%	41.9%	
Divorced	15%	6.8%	
Widow	2.5%	4%	
Education			More than 0.05
School	20%	15.7%	
University	80%	84.3%	
Occupation			Less than 0.05
Housewife	15%	11.4%	
Student	42.5%	42.4%	
Employee	42.5%	46.2%	
Income			Less than 0.05
Less than 5,000	35%	28%	
5,000–10,000	32.5%	40.7%	
11,000 and higher	32.5%	31.4%	
Level of satisfaction			Less than 0.05
Satisfied	8.3%	91.7%	
Satisfied to some extent	16.1%	83.9%	
Not satisfied	100%	0%	
If the time returned to back, would you repeat that experience again			Less than 0.05
Yes	57.5%	91.9%	
No	42.5%	8.1%	
Advising others			Less than 0.05
Yes	73.2%	90.7%	
No	26.8%	9.3%	

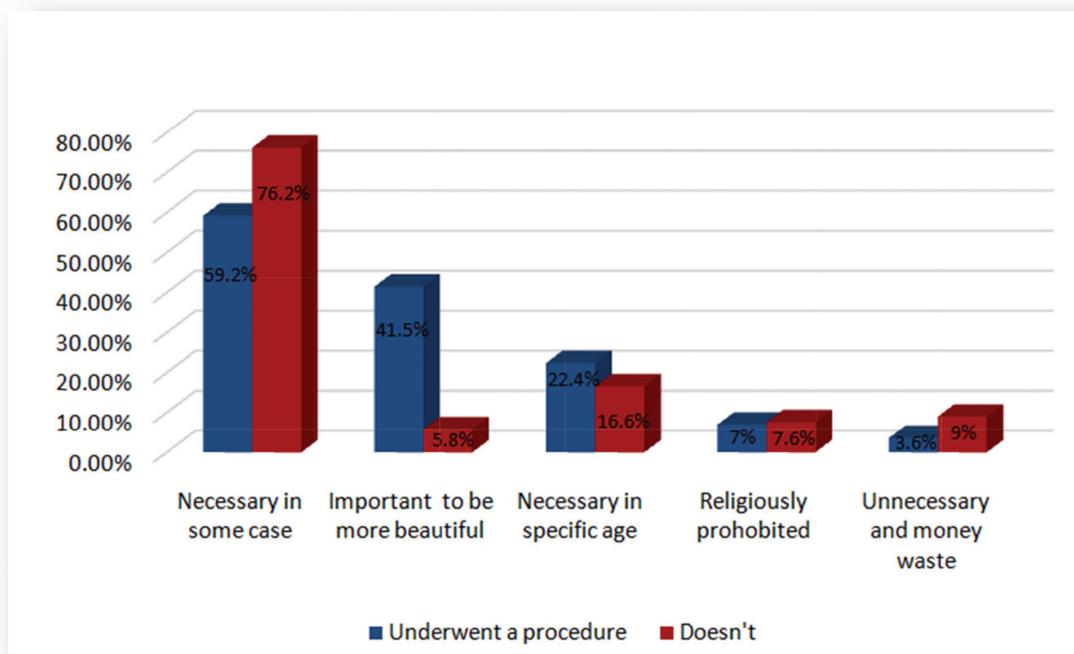


Figure 1. Opinions of both groups about the procedures.

Discussion

The findings of the current study revealed the acceptance of cosmetic procedures in Saudi society as 55.4% of Saudi women underwent cosmetic procedures, while in the United States only 24.1% of women perform such procedures [2]. This significant variation is because most of the women in the United States tend to perform invasive procedures, such as lipoplasty and breast augmentation [2].

The current study shows that 51.6% of women who underwent cosmetic procedures were single. This result is contrary to that of Schlessinger [8], who found most women, who underwent these procedures, married. Single women might be more interested in these procedures because they spend most of their time on social media, which increase their interest in experiencing new things.

In the present study, most ladies who underwent cosmetic procedures had higher education and were employed (83.4%) and (45.5%), respectively. These results are in agreement with those obtained by Schlessinger [8].

When we asked women in the questionnaire about the type of procedure they underwent, 78.3% of them answered laser. So, it's considered as the most common procedure performed among Saudi women. On the other hand, the most common procedure done in the United States and other countries, such as China and Japan, was Botox [2]. The reason behind that is most of the Saudi women who performed these procedures were in the age group 20 to 25 years old, and that's why they didn't need Botox.

The primary reason for increasing cosmetic interference, according to a poll conducted by the American Academy of Facial and Reconstructive Surgery, was a 30% increase in the number of patients interested in cosmetics to improve their image and looks on social media due to the impact of celebrities on them [9]. On the other hand, in the Saudi community, only 17 percent performed cosmetic procedures because they were admiring the results on others like celebrities. According to our results, Saudi women tend to have a huge desire to change and become more beautiful regardless of influence from others.

The current study showed that 54.7% of women did not undergo cosmetic procedures because they have a high level of self-esteem. This result seems to be consistent with other research which found that women with high self-esteem were less likely to perform cosmetic procedures [10].

People who have low self-esteem and low self-satisfaction may undergo many cosmetic alterations to gain more confidence. The best therapy for those people is psychosocial therapy; it is more useful than cosmetic procedures in this case. Limitations of this study included the women who refused to answer the questionnaire for fear of violating their privacy and those who did not answer all the questions.

Conclusion

In conclusion, this study has shown that there is acceptance of cosmetic procedures, especially in single women. Self-satisfaction was the most crucial factor that affects the performance of cosmetic procedures, while social causes were the least. We hope that our findings will attract interest in this area of research as well as encourage other researchers to do further studies with a larger sample and in other cities.

List of Abbreviations

IRB Institutional review board

Conflict of interest:

The authors declare that there is no conflict of interest regarding the publication of this article.

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Consent for publication

Informed consent was obtained from the patient and approved by IRB.

Ethical approval

The current research was approved by the PNU Institutional Review Board on February 6, 2017, Letter number: IRB log No.: 16-0021.

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