

Cosmetic Dentistry: A Boon or a Bane?

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Abstract:

Dentistry is a science-based, notably structured healthcare career that serves steadily extra traumatic patients. The purpose to searching for dental care used to be entirely for traditional redress and sufferers consulted dentists solely when there was once an apparent need. As the instances have modified human beings trust that a profitable cure depends on aesthetics of treatment. In this era, social media has the strength to alter people's way of thinking. It does no longer solely exhibit a photograph of splendor however has quite a few passive effects too with elevated price of socialization and with a world platform to take part human beings are a lot influenced through many actors and idols. The study was conducted to assess the knowledge, attitude and practices amongst the general population of Faridabad regarding Cosmetic Dentistry. The data was collected using a structured interview questionnaire. This questionnaire was shared with people on an online platform via Google forms and a total of 159 responses were collected from people of Faridabad randomly. Though lot of people had knowledge of esthetic dentistry very less people knew when was it essential and the most common cause for getting a cosmetic procedure done was idolization social media peer pressure extra. The result showed an increase influence of social media on teenagers towards esthetics as being the prime concern and their will to get esthetic treatment done even when there was very slight need for it being done.

Keywords: Cosmetics, social media, esthetics

Introduction

Dentistry is a science-based, notably structured healthcare career that serves steadily extra traumatic patients. It is the department of medication that offers with oral health. It consists of the diagnosis, prevention and therapy of disorder of enamel and related tissue of the buccal cavity. The purpose to searching for dental care used to be entirely for traditional redress and sufferers consulted dentists solely when there was once an apparent need. (1) As the instances have modified human beings trust that a profitable cure depends on aesthetics of treatment. Although a dentist might also reflect on consideration on esthetics as a top cause in few instances however irrespective of the reality it is a want or no longer a lot of human beings bear esthetic technique due to peer stress or socialisation or idolisation. (2) In this era, social media has the strength to alter people's way of thinking. It does no longer solely exhibit a photograph of splendor however has quite a few passive effects too With elevated price of socialisation and with a world platform to take part human beings are a lot influenced through many actors and idols. (3) Moreover, points such as a described jaw line, flawless skin, plumped lips, Hollywood smile, contoured nose, and different bodily pleasing factors make a contribution to a person's self belief stage and improve one's self-esteem. Facial proportions, lip balance, chin-nose balance, nasolabial attitude and cheek implants are finished by using orthognathic surgical procedure as well. Moreover, bleaching tactics to whiten teeth, discount of irregular gum look in a smile, Botox to supply a fuller look to lips, plasma-rich protein treatments, and many different approaches associated to aesthetics are presented in order to fulfill patients: further, the pre-visualisation of the end result makes the aesthetic operation greater attractive.(4) Millions of humans remember on social media platforms, such as Facebook, Snapchat, YouTube, Twitter,

and Instagram to continue to be up to date with the cutting-edge information. In contrast, investigations into the influence of media on society have proven that it positively affects an extensive range of different areas, inclusive of intellectual fitness, toddler improvement, attitudes toward consuming habits, sexual attitudes and behaviours, violence among young people and suicidal tendencies. The largest drawback to come to people's minds when thinking about beauty surgical treatment is the cost. It can be expensive! However, if beauty surgical operation looks very lower priced then it is lamentably normally too exact to be true. No fee ought to ever be spared when it comes to your body. (5) A lot of humans step lower back to have aesthetic therapy solely due to the fact of the cost. A plenty of humans face hassle amongst their friends and free self-assurance to lack of aesthetics. These human beings who are truly in want of aesthetics are in a position to get hold of treatment. Also due to extended impact via social media, human beings are present process remedy which are in any other case no longer supposed for them and losing center of attention on their herbal beauty. It has emerged as a substitute an obsession than a critical. It used to be discovered over time that in some patients, the most important intention of any manner or even orthognathic surgical procedure was once to enhance their physical attractiveness; intense abnormalities or deformity made them experience aesthetically prone in the age of social media and they sought social acceptance.

Material and Method

Study design

A cross-sectional, questionnaire-based study design was employed to conduct the study.

Sample Size Estimation and Sampling Method:

The study was conducted to assess the knowledge, attitude and practices amongst the general population of Faridabad regarding Cosmetic Dentistry: A Boon or a Bane? All participants above 18 years old and willing to participate in the study were included.

The data was collected using a structured interview questionnaire. The questionnaire was prepared, taking reference from previous published papers.

Data collection:

The respondents were provided with a pre-validated closed ended questionnaire which was self-administered through online mode. It comprises of 6 questions related to demographic data including age, gender, socio-economic status, profession, education qualification and location of residence. Henceforth, anonymity was maintained. 6 closed ended questions about knowledge and 6 questions pertaining to attitude and perception about cosmetic surgery.

The consent to contribute in the study was duly obtained before providing questionnaire.

This questionnaire was shared with people on an online platform via Google forms and a total of 159 responses were collected from people of Faridabad randomly.

Result:

This study was conducted to assess the knowledge, attitude, and perception of undergraduate students regarding Cosmetic Dentistry, whether it is a boon or a bane. The survey included 159 participants out of which 78.6% were female and the remaining 21.4% population were males. Majority of the population (98.7%) belonged to the 18–25-year age group who were Undergraduate dental students. 72.3% of the participants did not have any source of income while the remaining population had an earning potential. 98.7% of the population were undergraduate students while the remaining were in an academic setup. 52.2% of the population were based in Delhi while the rest were either from NCR or some other place. (Table 1)

Table 1: Demographic Details of the Participants in the Survey

Demographic Details	No. Of Participants (N%)
Gender	
Female	78.6% (n=125)
Male	21.4% (n=34)
Age	
15-17	0.6% (n=1)
18-25	98.7% (n=157)
>25	0.6% (n=1)
Educational status	
High school	19.5% (n=31)
Intermediate	11.9% (n=19)
Undergraduate	67.9% (n=108)
Postgraduate	0.6% (n=1)
Socioeconomic status	
<5,00000 p.a	8.2% (n=12)
500000-1000000 p.a	9.4% (n=15)
>1000000 p.a	10.1% (n=16)
No source of income	72.3% (n=113)
Profession	
Undergraduate	98.7% (n=157)
Academia	1.3% (n=2)
Location of residence	
NCR	32.7% (n=52)
Delhi	52.2% (n=83)
Other	15.1% (n=24)

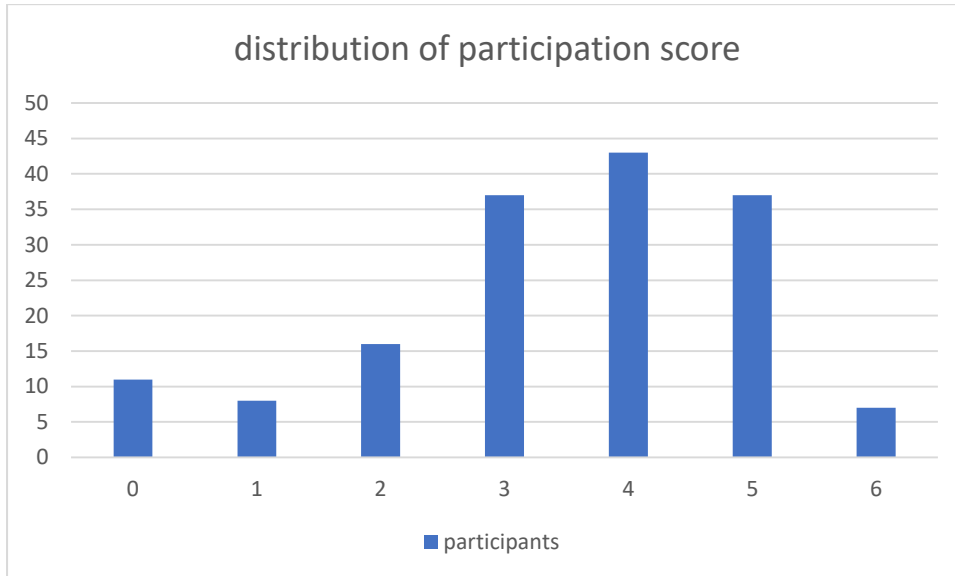
Knowledge Assessment:

The survey showed that the participants had average knowledge about this field of cosmetic dentistry (57.2%). Out of 159 participants, only 67.3% participants knew what all procedures are included in this field. About 54.1% of the participants knew which age is considered to be the best for various cosmetic procedures. A good percentage of the population (78%) was aware of the target or the aim of this branch but only 57.2% of this population considered to be a health hazard. (Table 2) It was seen that the majority of the population had a score between 3-5 points (n=117). (Graph 1)

Table 2: Knowledge about different aspects of Cosmetic Surgery

Questions	Correct	Incorrect	Don't know
What is cosmetic surgery?	57.2% (n=91)	35.9%(n=57)	6.9%(n=11)
What all procedures are added in this field?	67.3% (n=107)	20.7%(n=33)	11.9%(n=19)
Which age is considered to be the best for various types of cosmetic procedures?	54.1%(n=86)	35.8%(n=57)	10.1%(n=16)
What is the target/ aim of the branch?	78%(n=124)	21.4%(n=34)	0.6%(n=1)
What is the average cost of cosmetic procedures?	32.1%(n=51)	41.5%(n=66)	26.4%(n=42)
Do you think that going under the knife is considered a health hazard?	57.2%(n=91)	29%(n=46)	13.8%(n=46)

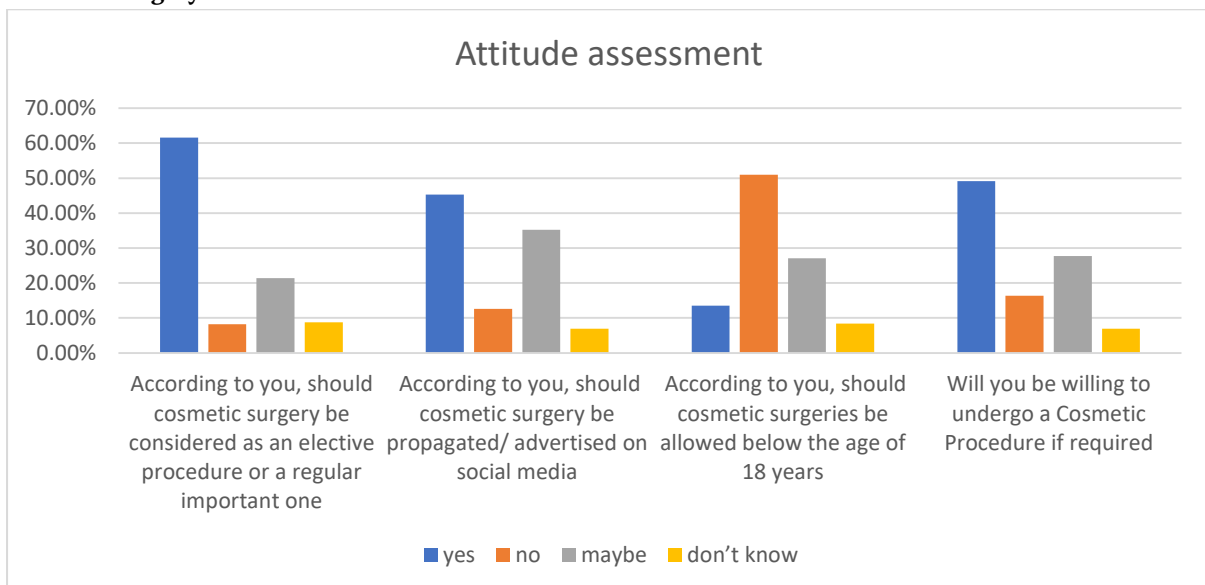
GRAPH 1: Graph representing distribution of participation scores.



Attitude Assessment:

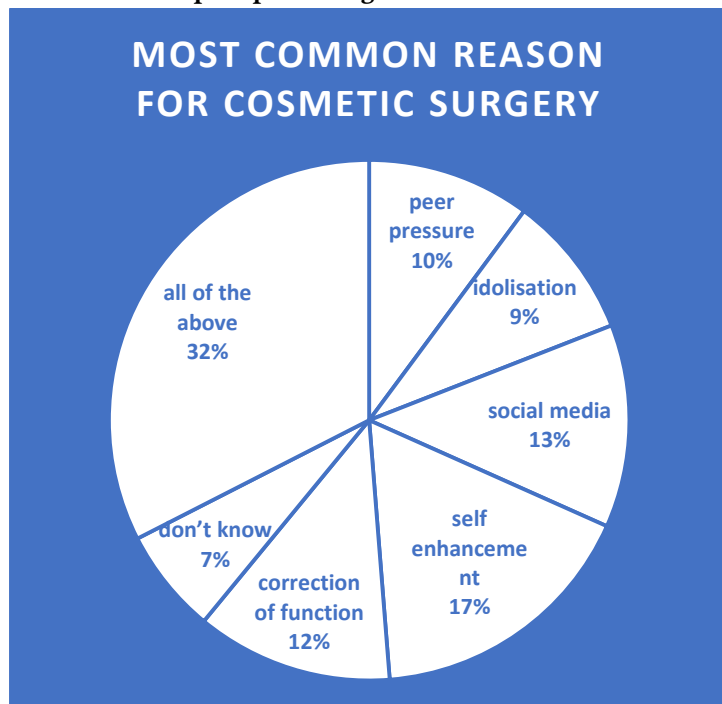
Around 61.6% of participants feel that cosmetic surgery be considered an elective procedure while only 8.2% of participants believe that it should be a regular procedure. Out of 159 participants, a moderate percentage of 45.3% participants feel that cosmetic surgery should be propagated/ advertised through social media and other forms of communication while 35.2% are in doubt of the same. 51% participants feel that cosmetic surgery should not be allowed below the age of 18 years. When asked if they would be willing to undergo a cosmetic procedure, only 49.1% participants agreed to do so. Out of them, 45.6% participants wanted better esthetic results and better functioning even even if it is an expensive procedure while 6% participants wants to undertake an economical procedure even if esthetic or functions are compromised. (Graph 2)

GRAPH 2: Bar graph representing the questions asked to participants to assess their attitude regarding cosmetic surgery.



When the participants were asked about the reason for undergoing cosmetic surgery, 50.3% of participants felt that a number of reasons including peer pressure, idolization, influence of social media, the greed of self-enhancement, and the betterment of functioning are the crucial parameters. (Graph 3)

GRAPH 3: Graph representing the most common reasons for cosmetic surgery



Discussion

This study aims at understanding and checking the perception and attitude regarding cosmetic and esthetic procedures amongst general population. With the progression of time we have reached the digital era where esthetics has become an important aspect in everyone's life. The world has become smaller, because of the advancement in technology and digitalization, has given an opportunity to everyone to know the current "trends" that are being followed by the most celebrated people in the world. The need to get a cosmetic, esthetic or corrective procedure done can be because of many reasons such a corrective surgery post trauma, or to enhance the facial profile, for contouring, to reduce or enlarge the size of any body part etc. A lot of other factors can also influence people to get these procedures done such as peer pressure, idolization, to boost their self-esteem, to have more confidence.

The cosmetic dentistry branch is especially flourishing post Covid. The reason for the blossom of the cosmetic dentistry is because of the 'ZOOM EFFECT'. The theory is that after a national or international shakeup, consumers will spend on beauty products and services that make them feel better about themselves and feel more attractive. (5,6) There can be many reasons that lead to the increase in the demand of these procedures post lockdown, especially during lockdown people were confined in their home, they turned to technology to keep up with their office work, even the traditional education setup was changed and students all over the world used different apps to continue with their lessons, people in general used various apps to stay in touch with their loved ones. These apps became a central in almost everyone's life all over the world. According to data published in the Business Standard on March 1st 2021, Zoom was one of the one of fastest growing apps of the pandemic and meeting participants increased by 2900%. (6)

On one hand these apps really helped people all around the world to keep with the all work and in general staying connected, but somewhere it also affected them. It not only affected their eye sight but also left an impact on their brain and made them more self-conscious about their appearances. The reason for the sudden self-awareness can be many such as poor lightening, camera angles, most gadgets have wide angle

camera lens placement, which disfigures one's profile the more closure you approach them or keep them. The camera lens are often placed at a lower line up, which means one can easily see malocclusions, discolorations on teeth, blemishes and marks on face, double chin, chin deficiency, sagging jowls, wrinkle lines etc. on their own. People were put under lockdown and this lead to zero human in person meetings, people saw themselves for a prolonged time and in turn became more self-conscious about themselves. So, as soon as the restrictions were lifted up they took care of all the flaws they found in them which in turn lead to the increase in the cosmetic procedures.

Conclusion

Esthetics plays an important role in one's life. The study reveals that a good section of population is getting aware about the cosmetic procedures and has a positive outlook towards esthetics. The result of the study conducted reflects that people are getting more aware about the procedures that esthetic branch has to offer. And because of digitalization people are getting to see the after and before of a procedure which really gives them an insight of any procedure and the post procedure results. Even people are aware about the expenditure of these procedures but still they want to get them done. This study also reflects the fact an important fact that females are more concerned about their esthetics and show a better knowledge regarding various procedures and are ready to get them done.

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