

According to Consumer Guide to Plastic Surgery, Almost Three Quarters of Us Feel "Selfie"-Conscious

Data suggest that use of photo-editing filters may be gateway to cosmetic surgeon consults

SAN DIEGO, July 17, 2018 /PRNewswire/ -- Just shy of 73 percent of people feel "selfie"-conscious when looking at their own pictures on social media, and more than 67 percent of them use photo-editing filters to smooth skin, brighten tone or delete wrinkles, according to a new survey conducted by CEATUS Media Group via its consumer-facing aesthetic health portal, the [Consumer Guide to Plastic Surgery](#).

Approximately 60 percent of respondents said they are more likely to consider cosmetic surgery as a result of how they look in selfies. This is significant considering that 86 percent said they have never had any such procedure. Most (55 percent) were concerned with their skin texture, tone, wrinkles, or weight. While millennials are often considered the selfie generation, the majority of respondents were aged 41 and older, and tended to prefer Facebook and Instagram over other social platforms.

The findings suggest that "selfie"-consciousness, coupled with reliance on these photo-editing filters, may be a gateway to a consultation with a plastic surgeon or cosmetic dermatologist.

"These first-of-their-kind findings are really eye opening," says Dr. David Evans, CEATUS CEO. "Our results suggest that these photo-editing tools may serve as a bridge between selfies and plastic surgery."

While "selfie"-consciousness is not a reason to consider plastic surgery in and of itself, discussing concerns with a board certified plastic surgeon can certainly open up a discussion about options and expectations. Cosmetic surgery does confer risks that must be balanced against any potential benefits.

In addition to offering comprehensive cosmetic and plastic surgery information, Consumer Guide to Plastic Surgery features an expansive surgeon database (www.yourplasticsurgeryguide.com) to help connect educated consumers with nearby treatment centers.

Survey/Methodology

The survey was conducted by CEATUS Media Group via its consumer health portal Consumer Guide to Plastic Surgery from May 1 to May 30, 2018. Respondents were asked nine questions about social media usage and how it drove certain thought processes and behaviors.

About CEATUS Media Group

CEATUS Media Group is a cutting-edge digital marketing and reputation management agency located in San Diego, California with clients across the United States and twelve countries. CEATUS' seven healthcare educational websites receive more than 6 million visitors per year. Visit us for more information at www.ceatus.com.

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