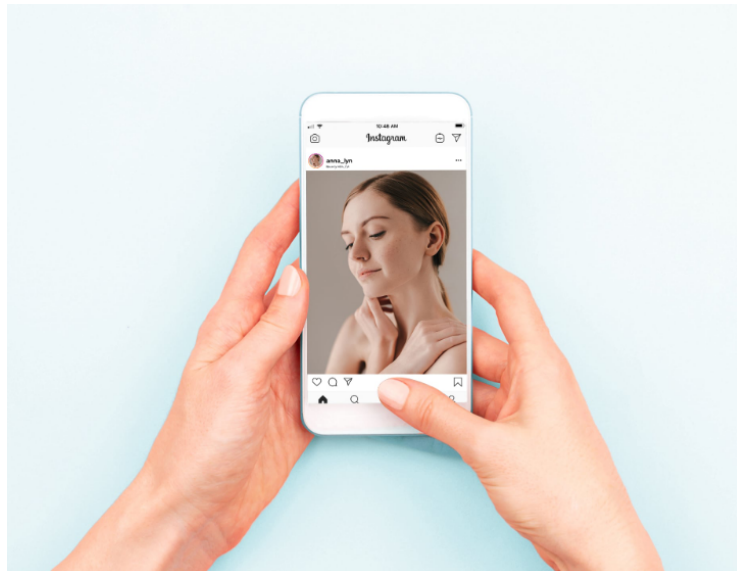




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### How Social Media Might Finally Put an End to the Stigma of Plastic Surgery

Marie Lodi | July 19, 2019



Not too long ago, the topic of plastic surgery was relegated to celebrity-tabloid fodder, hushed rumors, Joan Rivers punch lines and sight gags in movies. (Did you ever notice all the nose job bandages in the background of *Clueless*?) More recently, celebs, influencers and the nonfamous alike have been more open about their decision to undergo cosmetic enhancements—proving that the stigma attached to such procedures is becoming more and more obsolete.

**Dr. Anna Guanche**, a dermatologist from Calabasas, California and founder of Bella Skin Institute, believes that social media has helped lessen the stigma around cosmetic surgery because it has the “real time” factor. “Many of the procedures involving lasers and needles sound intimidating, until these procedures are featured in real time, with real people having them done,” Dr. Guanche says. “They are calm and comfortable, so people realize that these procedures are not terrifying or traumatic.”



But Instagram itself has also become a tool to educate users about cosmetic treatments they are considering as well as a way to find the right surgeon. Dr. Guanche says that social media has helped her business grow. “Patients understand so much more about what they will be experiencing ahead of time,” she says.

Claire admits that she has personally searched hashtags for procedures she’s considering and cheered people on when they have shared their progress photos. “The days of denial are over,” Claire says. “It feels so antiquated to pretend one hasn’t had whatever enhancement they have elected to do. We should all feel confident in our choices and proud of our self-care.”

<https://www.realself.com/blog/2019/07/19/social-media-plastic-surgery-stigma>