



Kozmetik Jinekoloji Cerrahisine Olan İlginin Artışında Sosyal Medyanın Rolü

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Bu derleme, sosyal medyanın bireysel karar alma süreçleri üzerindeki etkisini, özellikle de kozmetik jinekolojiye artan ilgiyi incelemektedir. Sosyal medya, bilgiye erişimi kolaylaştırarak, deneyim paylaşımını mümkün kılarak ve sosyal etkileşimi teşvik ederek tüketici davranışlarını, sağlıkla ilgili seçimleri ve estetik tercihleri şekillendirmede önemli bir rol oynamaktadır. İdealize edilmiş beden imajlarının yaygınlaşması, kadınların beden algısını önemli ölçüde etkilemekte ve genital estetik prosedürlerine olan talebin artmasına katkıda bulunmaktadır. Kozmetik jinekolojik müdahalelerin kadınların beden imajını, öz saygısını, cinsel tatminini ve genel psikolojik refahını bazen olumlu yönde etkilediği, ancak bunun tartışmalara yol açtığı gösterilmiştir. Sosyal medya aracılığıyla teşvik edilen estetik normlar, kişisel tercihleri sosyal olarak yapılandırılmış ideallere kaydırabilir ve böylece etik endişeleri artırabilir. Sosyal medyanın etkisi özellikle ergenler ve genç kadınlar arasında belirgindir ve etik değerlendirme, bilgilendirilmiş onam ve psikolojik desteğe olan kritik ihtiyacı vurgulamaktadır. Bu bağlamda, inceleme, dijital içerikle eleştirel etkileşimi teşvik etmeyi amaçlayan medya okuryazarlığı programlarının gerekliliğini vurgulamakta, sağlık çalışanlarını kanıta dayalı ve etik açıdan sorumlu içerik üretmeye teşvik etmekte ve savunmasız gruplar için koruyucu yasal çerçevelerin savunuculuğunu yapmaktadır. Sonuç olarak, kozmetik jinekoloji, kişisel özerkliğin, toplumsal beklentilerin ve dijital kültürün kesiştiği karmaşık bir psikososyal ve etik alan olarak ortaya çıkmaktadır.

Anahtar Kelimeler: Estetik cerrahi, Jinekolojik cerrahi, Kadın, Sağlık, Sosyal medya.

The Role of Social Media in The Growing Interest in Cosmetic Gynecology Surgery

Acknowledgment

This review examines the influence of social media on individual decision making processes, with a particular focus on the growing interest in cosmetic gynecology. Social media plays a pivotal role in shaping consumer behavior, health related choices, and aesthetic preferences by facilitating access to information, enabling experience sharing, and fostering social interaction. The widespread dissemination of idealized body images significantly impacts women's body perception and contributes to the rising demand for genital aesthetic procedures. Cosmetic gynecological interventions have been shown to affect women's body image, self-esteem, sexual satisfaction, and overall psychological well-being sometimes positively, but not without controversy. Aesthetic norms promoted through social media may shift personal preferences toward socially constructed ideals, thereby raising ethical concerns. The influence of social media is particularly pronounced among adolescents and young women, highlighting the critical need for ethical evaluation, informed consent, and psychological support. In this context, the review underscores the necessity of media literacy programs aimed at fostering critical engagement with digital content, encourages healthcare professionals to produce evidence-based and ethically responsible content, and advocates for protective legal frameworks for vulnerable populations. Ultimately, cosmetic gynecology emerges as a complex psychosocial and ethical domain where personal autonomy, societal expectations, and digital culture intersect.

Keywords: Cosmetic surgery, Gynecologic surgery, Women, Health, Social media

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Introduction

Beginning with genital reconstruction in the early 1900s, cosmetic and regenerative gynecology has developed throughout time into a specialty that encompasses both practical and aesthetic advancements. Especially with the widespread use of labiaplasty in the late 1900s, surgical techniques have improved, patient demands have increased and the need for standard protocols within the framework of ethical principles has come to the fore (Kaundal & Kothiwala, 2024; Veale et al., 2014). Genital aesthetic surgical procedures, particularly labiaplasty, have attracted increasing attention worldwide and in Turkey in recent years. At the international level, 164,667 labiaplasty procedures were performed in 2019, representing a 24.1% increase compared to 2018 (Kalampalikis & Michala, 2023). Regarding age distribution, individuals aged 18 and under accounted for 4.3%; those aged 19- 34, 55.3%; 35- 50, 34.2%; 51- 64, 5.6%; and 65 years and older, 0.6% (International Society of Aesthetic Genital Surgery & Sexology, 2018). In Turkey, labiaplasty is commonly performed among women aged 18- 50. One study analyzing data from 2,594 patients found that participants were between 18 and 50 years old (Köle et al., 2024). Moreover, 40% of women aged 17- 34 and 60% of women aged 35- 52 reported satisfaction following labiaplasty (Erdogan, 2021). Regenerative gynecology includes surgical and non-surgical interventions to address problems such as urinary incontinence, vaginal atrophy, and sexual dysfunctions by targeting structural changes in the vaginal area caused by childbirth, aging, and hormonal fluctuations. This field aims to improve not only sexual health but also overall quality of life; it supports women's comfort and sexual self-confidence by strengthening pelvic floor tone and tissue integrity (Mishra et al., 2021). Table 1 shows the procedures performed in cosmetic gynecology.

Common Surgical Procedures Performed in Cosmetic Gynecology

Labiaplasty: Labiaplasty is the most common procedure in female genital plastic surgery and usually involves reduction of the labia minora. Over recent years, demand has increased due to aesthetic concerns; most requests are based on aesthetic dissatisfaction, not functional. Surgery usually consists of labia minora plasty (reduction of the labia minora and clitoral hood) and labia majora plasty (correction of sagging, wrinkles or excess volume in the labia majora). While experts emphasize the importance of pre-procedure psychological assessment and counseling, the impact of these interventions on genital self-esteem and satisfaction is still unclear (Özer et al., 2018; Runacres & Wood, 2016).

Vaginoplasty: Vaginoplasty is a surgical procedure to reshape and tighten the vagina for aesthetic or functional purposes. It is usually performed by removing the vaginal mucosa and narrowing the vaginal canal. The aim is to

create a vagina of adequate length, diameter and support. Although there is no standard surgical protocol, it is most commonly performed to increase friction during sexual intercourse. Non-invasive methods such as laser vaginal rejuvenation are also used to increase vaginal tone. In addition, vaginoplasty is a medical necessity in cases such as Mayer-Rokitansky-Küster-Hauser Syndrome (Daşikan et al., 2019; Hotun Şahin, 2023).

Hymenoplasty: Hymen repair (Hymenoplasty) is a surgical procedure described in the medical literature but ethically controversial. In cases where the remains of the hymen are insufficient, an artificial hymen can be recreated with a flap taken from the posterior vaginal wall. In many societies, the hymen, which is considered a sign of virginity, is subject to medical intervention due to socio-cultural and religious pressures; this reinforces gender inequality (Logmans et al., 1998; Panicker & Pandurangan, 2022).

Hymenoplasty is not a standard surgical procedure and can lead to adverse health outcomes. This procedure, which is typically requested by women of low to middle socioeconomic status, is classified as a form of sexual violence by the World Health Organization, with virginity tests and certificates are considered illegal in some countries. The boundaries between female genital plastic surgery and genital mutilation are ethically and culturally controversial. As societies exert pressure on women's fears, decisions and consent, health care providers must adopt a supportive approach that does no harm. Guidance from the scientific community and medical authorities is critical in this Process (Konaç, 2024; Pace et al., 2023).

Perineoplasty: Perineoplasty is a surgical procedure performed to narrow the vaginal introitus and strengthen the perineal muscles. This procedure, which is usually performed together with with posterior colporrhaphy, aims to increase pelvic floor support. It also ensures the anatomical and aesthetic integrity of the perineal region. Repair of the perineal body contributes to the prevention of pelvic organ prolapse. The surgical approach may vary according to the patient's intraoperative findings; it may also be preferred to improve sexual function and address aesthetic concerns (Sadeghi et al., 2023; Swieten et al., 2024).

G-spot augmentation: The Grafenberg spot, described by Addiego et al. in 1981, has been referred to as the "G-spot" and has been recognized as a vaginal erotogenic zone. Secondary G-spot dysfunction is associated with loss of vaginal orgasm, decreased sensitivity of the anterior vaginal wall and a history of labor or surgery. G-spot augmentation is performed by applying hyaluronic acid filler or autologous fat injection to this area in order to increase the volume and enhance sexual satisfaction. The same materials are also used in the treatment of labial atrophy and vulvovaginal rejuvenation procedures; vaginal diameter may be narrowed by lipofilling (Jindal et al., 2023; Vieira-Baptista et al., 2021).

In general, the reasons for the demand for cosmetic gynecology are presented in Table 2.

While procedural details are important, it may be equally valuable to consider the broader factors influencing the demand for cosmetic gynecological procedures, including psychosocial aspects, cultural norms, and the increasing impact of social media.

The Impact of Social Media on Decision-Making Regarding Aesthetic and Gynecological Interventions

Social media (SM) has become an integral part of decision-making processes in various domains, including consumer behavior, political participation, and health-related choices. It directly influences individuals' decisions through its capacity to shape perceptions, provide information and enable social interaction. In particular, its interactive nature encourages a participatory culture, allowing individuals to make more informed and effective decisions. The two-way communication opportunity plays a significant role in purchasing decisions by enabling users to both learn from other individuals' experiences and share their own experiences (Y. Wang & Yu, 2017). The impact of social media on decision-making processes is not limited to areas such as consumer preferences and political participation, but also significantly shapes health-related decisions. These platforms also play a powerful role in health-related behaviors by providing individuals with the opportunity to access health information, interact with healthcare providers and connect with others facing similar health challenges. Today, many people turn to social media for guidance on stress management and other health issues (Jia et al., 2021; Q. Wang et al., 2022).

Franklin et al. (2022) showed that patients frequently read health-related comments on social media, watch informative videos, and communicate with others facing similar health conditions (Franklin et al., 2022). Such peer interactions can help individuals better understand their health problems and treatment options, which may influence their decisions regarding healthcare providers and treatment plans. In addition, studies emphasize that social media is an important information sharing tool especially for individuals living with chronic diseases (Ayangunna et al., 2024). Receiving support and exchanging information with people with similar experiences can encourage individuals to make more informed decisions about health.

The impact of social media on health-related decision-making processes extends significantly to the fields of cosmetic surgery and cosmetic gynecology. The widespread use of SM platforms has transformed the way individuals perceive beauty standards, their interest in plastic surgery, and how they make decisions about aesthetic interventions on their bodies. Research in the context of cosmetic surgery reveals that social media plays a critical role in shaping individuals' desires for surgical interventions. For example, the relationship between intensive use of social media and body dissatisfaction has been shown to increase the desire for plastic surgery,

especially among young women (Walker et al., 2021). This reveals how idealized images on social media can distort individuals' self-image and intensify the desire to conform to perceived beauty standards through aesthetic interventions. Similarly, it is stated that images shared on social media strongly motivate individuals to seek plastic surgery by increasing their desire to look better in photos (Chen et al., 2019). Studies have also revealed that more than 50% of individuals who apply for aesthetic dermatologic procedures with the influence of social media are motivated by the desire to improve their appearance (Agrawal & Agrawal, 2021).

Beyond simple exposure, the length of time individuals stay exposed tends to shape their choices. Repeated content changes preferences, increases social comparison, and shifts what seems acceptable or desirable. Prolonged exposure to social media significantly impacts mental health, particularly among adolescents and vulnerable groups. Research shows that such exposure is often associated with increased levels of anxiety and depression (Price et al., 2022; Gu et al., 2023). The phenomenon known as 'doomscrolling' (the act of spending excessive amounts of time reading large amounts of news, especially negative news, on the internet and social media) has been found to exacerbate symptoms of depression and post-traumatic stress disorder (Zhang et al., 2021; Price et al., 2022).

Prolonged exposure to social media has also been shown to have negative effects on users' self-esteem and self-image. Constant exposure to idealized images leads to feelings of inadequacy and body dissatisfaction, especially among young adults and women (Liu, 2023). The phenomenon of social comparison is further reinforced when algorithms emphasize visually appealing content, increasing feelings of low self-esteem among users (Moura Carias et al., 2024).

Furthermore, the findings of Zouitni and Ennam's study show that there is a direct correlation between high exposure to media content containing Eurocentric beauty ideals and negative self-perception among African women. This reflects a broader trend suggesting that social media can negatively impact self-esteem by reinforcing a narrow conception of beauty (Samiha Zouitni & Abdelghanie Ennam, 2024). In addition to these negative psychological effects, social media also plays a decisive role in individuals' decision-making processes. Especially in the context of consumer behavior, social media users rely heavily on peer reviews and influencers' opinions when making high-involvement decisions such as cosmetic procedures. Research reveals that social media has become a key source of information in the decision-making process, allowing individuals to gain insights and personal experiences about specific cosmetic interventions and influencing their attitudes towards such decisions (Kassab & Masoud, 2022; Chu, 2024; Debalina, 2024).

Tablo 1. Overview of Procedures and Treatments in Cosmetic Gynecology

Overview of Procedures and Treatments in Cosmetic Gynecology	
Surgical Procedures	Labia Minora Plasty Clitoral Hood Reduction (Hoodoplasty) Labia Majora Plasty Monsplasty Vaginoplasty Perineoplasty Colporhineoplasty
Minimally Invasive Surgical Procedures	Platelet-Rich Plasma (PRP) Therapy Lipofilling/Lipograft
Energy-Based Devices	Surface-cooled Monopolar Radiofrequency Cryogen-cooled Monopolar Radiofrequency Er:YAG Laser Treatment CO ₂ Laser Treatment High-intensity Focused Ultrasound Diode Laser

(Mishra et al., 2021)

Table 2. Common Reasons for Seeking Cosmetic Gynecologic Procedures

Therapeutic Motivations	Aesthetic Motivations
Correction of Congenital Anatomical Defects	Enhancing Sexual Pleasure during Intercourse
Post-lesion Repair (e.g., after HPV-related wounds)	Desire to have an Aesthetically Pleasing Vulva
Reconstructive Treatment Following Vulvar/vaginal Cancer	Discomfort with Appearance (e.g., protruding labia)
Treatment of Vaginismus or Pelvic Organ Prolapse	Partner's Request (e.g., vaginal tightening)
Trauma-related Repair (e.g., hymenoplasty)	Psychosocial Reasons
Treatment of Vaginal Dryness Related to Menopause	

(Hotun Şahin, 2023)

Social Media and Aesthetic Concerns

Social media is an effective platform for disseminating aesthetic concerns. Women can access more information about plastic surgery through social media, which leads to an increase in interest in aesthetic applications. Studies reveal that the use of social media encourages individuals to focus on perceived physical imperfections and increases the demand for plastic surgery. In particular, aesthetic content related to the genital area have started to find more space on social media, and in this case, the aesthetic concerns experienced by women are further reinforced by the images and content shared on social media (Alavi-Arjas et al., 2023; Rodgers et al., 2021). A study reveals that interest in cosmetic gynecology has increased through social media. Participants stated that they frequently follow cosmetic gynecology-related content on social media and that this content influences their decisions. In addition, the increasing number of women sharing their experiences of cosmetic gynecological surgery on social media increases awareness and interest in this field (Atiyeh & Chahine, 2022). In this review, The Effect of Cosmetic Gynecology will be handled under three subheadings as The Effect of Cosmetic Gynecology on Body Image, Self-Confidence and Self-Perception, and Sexuality and Psychological Well-being.

Psychosocial Impact and Body Image

Body image is a multidimensional construct that includes an individual's perceptions, cognitions, emotions, and behaviors related to their physical appearance (Alavi-Arjas et al., 2023). This construct is influenced by a complex interaction of biological, psychological and sociocultural factors. The perception of not meeting societal beauty standards leads to body dissatisfaction, a common problem among women (Rodgers et al., 2021). The overemphasis on female attractiveness and perfection contributes to these feelings and reinforces a rigid model of femininity that can shape both gender identity and self-perception (Alavi-Arjas et al., 2023). This leads to cosmetic gynecology becoming a more popular field.

Cosmetic gynecology is a field in which women prefer aesthetic surgical applications for the genital area, and interest in this field has been increasing rapidly in recent years. Social media increases individuals' awareness of aesthetics and health, shapes their perceptions of body image and reshapes social norms related to beauty standards. Social media enables individuals to learn about aesthetic surgery practices and share their experiences, which significantly affects the interest in cosmetic gynecology (Atiyeh & Chahine, 2022). The impact of social media on individuals' body perception directly affects the orientation towards cosmetic gynecology. Studies reveal the pressuring effects of social media on women; especially young women turn to cosmetic gynecological practices in order to achieve the aesthetic standards they see on social media (Alavi-Arjas et al., 2023; Atiyeh & Chahine, 2022). The redefinition of the concept of

"beauty" by various plastic surgery operations increases the attractiveness of practices that correct and perfect the imperfections of the body. Social media content often promotes an idealized body perception by evaluating women solely on their external appearance (Atiyeh & Chahine, 2022). This leads to body dissatisfaction and increases the demand for cosmetic gynecological interventions. The relationship between body image and self-esteem also plays an important role in this process. The proliferation of images of body types and genital aesthetic applications, especially on social media, causes women to be psychologically motivated to pursue such procedures. The feeling of dissatisfaction with their bodies is often reinforced by aesthetic norms spread through social media (Wiśniewska-Ślepaczuk et al., 2022).

The Effect of Cosmetic Gynecology on Body Image

Cosmetic gynecological procedures include aesthetic interventions targeting the female genitalia. These interventions usually include procedures such as labiaplasty, vaginal rejuvenation and hymenoplasty. Many studies indicate that such procedures have positive effects on body image and increase women's self-confidence (Atiyeh & Chahine, 2022; Goodman et al., 2016). Although it is known that many women resort to cosmetic gynecological procedures to achieve a more youthful and aesthetically appealing appearance, it is stated that social and cultural norms also shape these demands (Varela et al., 2019). It has also been observed that genital aesthetic concerns may affect women's relationship with their overall body image and that these concerns may negatively affect women's self-confidence and body perception (Goodman et al., 2016; Varela et al., 2019).

Cosmetic gynecologic procedures can affect not only women's aesthetic expectations but also their psychological well-being. Such procedures have been reported to improve women's sexual satisfaction and relationships with their partners. This is seen as a factor contributing to the improvement of body image (Sharp et al., 2020). This process can improve individuals' relationship with their bodies, increase their self-confidence, or sometimes lead to psychological conflicts due to heightened aesthetic concerns. While cosmetic gynecology aims to change or improve this perception, it may have different psychological consequences for each individual (Sharp et al., 2020; Varela et al., 2019). However, there are differing opinions on whether these changes are permanent and whether they increase personal satisfaction. Many experts emphasize the importance of psychological support for individuals before and after the procedure in order for cosmetic gynecology procedures to provide psychological benefits (Alavi-Arjas et al., 2023).

The demand for cosmetic gynecology is shaped by gender roles, media influences, and perceptions of beauty. The fact that the media emphasizes aesthetic concerns and makes certain body shapes and genital aesthetic expectations the norm creates great pressure on women. Social media and celebrities' posts regarding

genital aesthetic operations may further reinforce social expectations. Consequently, cosmetic gynecology becomes a social and cultural necessity for some women, rather than just a personal preference. As a result, women seeking cosmetic interventions may experience internal conflicts about how society evaluates these interventions and how it attributes meaning to their bodies (Marano et al., 2025). Internal conflicts can limit women's bodily autonomy and lead to psychological problems (Alavi-Arjas et al., 2023; Marano et al., 2025).

The Effect of Cosmetic Gynecology on Self-Confidence and Self-Perception

Self-perception forms the basis of an individual's sense of identity and self-worth. These are basic psychological concepts that include how a person perceives their individual worth, identity, abilities and body. This perception is often shaped by an individual's lifetime experiences, place in society, and physical appearance. Since cosmetic gynecology involves aesthetic and surgical interventions targeting the female genitalia, it has a significant impact on self-esteem and self-perception. Cosmetic gynecological procedures are generally performed to reduce women's concerns regarding the genitalia, increase aesthetic satisfaction and strengthen their body self-confidence (Wiśniewska-Ślepaczuk et al., 2022).

Women may resort to cosmetic gynecological interventions due to dissatisfaction with the appearance of their genital area. It has been observed that women who resort to procedures such as labiaplasty express that their dissatisfaction with the appearance of their genital areas has disappeared and that their overall body image has improved as a result. Studies show that such interventions positively affect women's general self-confidence by increasing their confidence in their bodies (Sharp et al., 2020; Varela et al., 2019). Women may feel more attractive and satisfied with such aesthetic procedures. These women may feel more confident not only physically but also psychologically as their genital areas become more aesthetic. Increased satisfaction, especially in sexual relationships, plays an important role in the development of self-confidence. Such a change often allows women to feel more attractive and valued (Goodman et al., 2016). Furthermore, cosmetic gynecological procedures can strengthen women's sense of control over their bodies. This emotional improvement may contribute to women developing a more positive view of their bodies. However, bodily changes have also been observed to improve feelings of self-worth. Improvements in body image can strengthen women's overall psychological health, because being at peace with one's body increases self-esteem and self-worth (Goodman et al., 2016; Sharp et al., 2020). Furthermore, such procedures may allow women to feel more comfortable in their social environment and less likely to struggle with social pressures. The media's influence on society's idealized standards of body size and genitalia is another factor that shapes women's self-esteem.

Cosmetic gynecology is also used as a tool to adapt to these social norms (Alavi-Arjas et al., 2023). Cosmetic gynecological procedures can help women develop a more positive view of their bodies. However, this change is not limited to an external transformation. After the procedure, women's self-perception is shaped not only by physical change, but also by internal acceptance and self-worth. Improvement in self-perception is made possible by acceptance of bodily changes. Many women report that they love their bodies more and feel more valuable after cosmetic gynecological procedures (Goodman et al., 2016).

The Effects of Cosmetic Gynecology on Sexuality and Psychological Well-being

Cosmetic gynecology is not limited to physical appearance, but can also lead to changes in women's relationship with sexuality and their bodies. Women with reduced genital aesthetic concerns often reported increased sexual satisfaction and a more positive outlook on their sexuality (Goodman et al., 2016). Some women reported that relieving their genital aesthetic concerns strengthened their relationships with their partners and had more satisfying experiences in their sexual lives (Marano et al., 2025; Varela et al., 2019). In a study, it was reported that women experienced improvements in their sexual lives after genital aesthetic procedures (Hosseini-Nezhad et al., 2022). Sexual satisfaction is closely related to general psychological well-being; therefore, increased sexual satisfaction may strengthen women's psychological health (Goodman et al., 2016; Marano et al., 2025). By feeling more comfortable and attractive in sexual relationships, women can increase their self-confidence and a positive change in their psychological well-being may occur (Marano et al., 2025).

The Effect of Cosmetic Gynecology on Social Impact

It is an irrefutable fact that social media is reshaping social norms and influencing individuals' societal expectations of plastic surgery. The growing interest in cosmetic gynecology among women is considered an indicator that socially accepted notions and norms of beauty are changing. In this context, it is undeniable that social media has a strong influence not only on personal preferences but also on societal aesthetic norms. The idealized body standards in society significantly affect the demand for cosmetic gynecology (Marano et al., 2025; Rodgers et al., 2021). Women may undergo cosmetic gynecological procedures in order to feel more attractive in line with the expectations of society. Such aesthetic interventions may reflect the desire for social acceptance and to have idealized bodily characteristics. This may be a strategy to strengthen women's place in society (Rodgers et al., 2021).

Cultural and Demographic Differences in Social Media-Driven Interest in Cosmetic Gynecology

Cultural perceptions of female beauty and body aesthetics shape attitudes towards cosmetic gynecology

and influence women's orientation towards these procedures. Social norms and changing perceptions of beauty determine attitudes towards these surgeries in different cultures.

In recent years, acceptance of cosmetic surgery has increased, especially among women. Traditional gender roles can put pressure on women by encouraging conformity to beauty standards. Sadeghi et al. (2023) emphasize that such traditional beliefs may force women to conform to societal expectations about their appearance, increasing their tendency to undergo cosmetic procedures despite the potential risks. The idealized perception of beauty propagated by the media also reinforces this tendency (Sadeghi et al., 2023).

Mass media play an important role in shaping young women's aspirations regarding their physical appearance. By shifting the standards of female beauty to genital aesthetics in particular, the media is causing labiaplasty and other genital cosmetic surgery procedures to become increasingly common (Koops et al., 2021). It is also suggested that the messages spread by the media, especially through celebrity endorsed beauty products and related programs, may affect individuals' interest in plastic surgery to different degrees depending on the cultural environment, and this effect may be stronger, especially in Western cultures. In addition to celebrities being an accelerating factor in the trend of correcting physical imperfections, it is emphasized that in some cultural contexts, motivations to prefer cosmetic surgery may stem not only from celebrity influences, but also from other socio-cultural factors such as success and job competition (Jung & Hwang, 2016).

Unique socio-cultural factors are important elements that shape perceptions of beauty and acceptance of aesthetic procedures. For example, a study conducted in Iraq examined women's perspectives on genital plastic surgery, revealing a complex relationship between personal preference, societal expectations and psychological distress associated with the process (Piro et al., 2022). This shows that the desire for plastic surgery, although stemming from personal reasons, is strongly linked to cultural influences and the search for social approval.

Educational interventions may be proposed to alleviate the heavy pressures of cultural and societal beauty norms. The importance of psychological and educational interventions that promote body satisfaction and reshape negative perceptions of cosmetic surgery is highlighted. Creating an environment that encourages women to appreciate their bodies beyond societal standards has the potential to reduce the propensity for invasive procedures (Kasmaei et al., 2020).

Cultural factors are the main factors that shape the perception of beauty and affect the tendencies towards plastic surgery. The idealization of certain body types can lead to a uniform perception of beauty. The increase in body modifications can lead to a decrease in diversity among women. Widespread interest in this uniform understanding of beauty can lead to individuals losing the

uniqueness of their own bodies. Efforts to conform to cultural standards of beauty presented by the media and the environment may lead individuals to tend towards a similar understanding of aesthetics. This can lead to a loss of body diversity and people compromising their unique characteristics in their desire to conform to societal beauty ideals (Rasheed & Hasan, 2023).

Surgeons' Self-Promotion and Marketing Strategies on Social Media

Surgeons in the field of cosmetic gynecology frequently use visual social media platforms such as Instagram and Snapchat to shape perceptions of aesthetics and expectations of surgical outcomes. Alhusaini et al. stated that social media increases individuals' interest in plastic surgery and visuals influence their disposition towards such procedures (Alhusaini et al., 2022). In addition, the systematic review by Mironica et al. reveals that social media creates idealized beauty standards and this leads individuals to consider plastic surgery. These findings clearly demonstrate the influence of visual content on plastic surgery preferences (Mironica et al., 2024).

One of the prominent strategies used by cosmetic gynecologists is to create content of interest to their target audience. Visual platforms such as Instagram are particularly effective for showcasing results through before-and-after photos, videos of procedures and patient comments. Research suggests that visually appealing content significantly increases user engagement, which in turn makes patients more likely to seek counseling. For example, visuals showing successful post-operative outcomes build viewers' trust in the doctor and demonstrate the surgeon's competence. This strategy is in line with the findings of Cho et al. who show that plastic surgeons effectively use social media for patient acquisition and brand building (Cho et al., 2020).

Collaborating with social media influencers who are compatible with the target audience has also become an effective marketing method for surgeons. By sharing their own experiences or recommending specific surgeons, these influencers help them reach a wider audience. Especially in the case of cosmetic procedures, the trust relationship that influencers establish with their followers can directly influence the decisions of potential patients (Mironica et al., 2024). However, it is important that the selected influencers are compatible with the surgeon's ethical values and brand identity. Otherwise, content that may be deemed insincere or commercial by followers may not have the expected impact.

The use of filters simulated with artificial intelligence to show the possible appearance of surgical results also stands out as one of the factors affecting the orientation towards plastic surgery. Such technologies can shape decision-making processes by providing individuals with a more concrete preview of their postoperative appearance (Benamor et al., 2024).

Considering all these, surgeons in the field of cosmetic gynecology make effective use of the visuals of social

media to reach their target audiences and guide perceptions about aesthetic surgery. However, without ignoring their ethical responsibilities, they should provide accurate and reliable information by creating realistic expectations instead of producing only interesting content. Accordingly, it is of great importance that social media strategies are planned to increase patient trust and support informed decision-making processes.

Ethical Considerations in Aesthetic and Cosmetic Gynecological Procedures

With the influence of social media, especially adolescent girls may apply to health services with concerns about their genital appearance. However, genital surgery is not recommended for individuals under the age of 18 for aesthetic purposes only. This age group should be educated about the anatomical-physiological changes specific to adolescence and psychological support should be provided. The risk of coercion and exploitation should be meticulously assessed. Female genital mutilation (FGM) is a culturally based and harmful practice performed against the will of the individual. In contrast, female genital cosmetic surgery (FGCS) is based on individual consent; however, information, psychosocial assessment and ethical principles should be meticulously observed before the procedure (Kaundal & Kothiwala, 2024). Female genital cosmetic surgery (FGCS) is an increasingly popular but ethically controversial field. Surgical competence, patient safety, commercialization of medicine and social pressures raise important ethical concerns. Although autonomy is emphasized, media influence and practices for adolescents weaken this principle. Limited scientific basis, potential complications and unequal access to information may also violate other basic ethical principles. The risk of misdirection is especially high in adolescents. Therefore, KGKC should be evaluated with a multi-stakeholder approach based on scientific evidence and ethical principles beyond individual requests (Panicker & Pandurangan, 2022). Cosmetic gynecology can promote empowerment, but ethical and medical considerations are essential. Informed consent must be obtained, ensuring patients clearly understand the procedure, its risks, and potential benefits. Qualified professionals with proper training and ethical standards should perform these interventions, prioritizing safety. Avoiding pressure in crucial decisions should be made freely by women, without external influence. Realistic expectations should be established, with honest communication about achievable results. Lastly, psychological support may be beneficial, particularly for those whose motivations stem from emotional or mental health concerns (Singhal, 2023).

Conclusion And Recommendations

In conclusion, this review looks at the psychosocial, cultural and digital factors that are driving up the demand for cosmetic gynecology and shows how important social media is in this process. Women's body image, self-

confidence and perceptions of sexuality are being reshaped through social media content, social norms of beauty and digital discourses on plastic surgery. Social media has become a place that reinforces not only individual decisions but also the social legitimacy of plastic surgery. It causes an increase in aesthetic concerns and the spread of idealized body perceptions, especially among young women. In this context, cosmetic gynecology represents a complex ethical and psychosocial field where individual choice and social pressure intersect.

Ethical frameworks for cosmetic gynecologic procedures should be updated and protective legal regulations should be developed especially for young individuals. Body image, self-confidence and psychological well-being should be evaluated before the procedure and counseling services should be provided if necessary. Media literacy programs to support critical evaluation of social media content for young women should be expanded. In addition, health professionals should be encouraged to produce informative and realistic content on social media within ethical limits.

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Beyanlar

Çıkar Çatışması Beyanı

Yazarlar arasında herhangi bir çıkar çatışması beyanı olmamıştır.