

The impact of skin aesthetic appeal on human cognition and emotional responses: A Psychoanalytical Study of Skin Aesthetic Language Patterns

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Abstract

The nature of human beings is that no one wants to die, no one wants to be poor and no one wants to be ugly. For the purpose skin aesthetic clinics are a new and promising solution to getting more people to transform them. Appearance becomes the vessel of enslaving body parts according to society's norms of beauty. The illusion created and imposed by aesthetic clinics on which a human mind gets played to the extent of having various skin treatments. As a human mind we are attracted to that new treatment. The love to look younger, beautiful and get healthy skin. This study aims to explore the language which is used to attract the consumers and the effect of that language on human psychology. To fulfill this aim, the study has been conducted by using mix method study. For a quantitative analysis a survey has been conducted to analyze its impact on human behavior. The results show that the common appeals found in every aesthetic clinic promise are to get "treatments to enhance your appearance." According to the results of survey conducted, the mentioned line has a significant impact on human psychology. As in results, 75% of women were attracted to get clinical treatments after reading aesthetic clinic claims. Thirty-two percent women got their treatments done, while 60% women felt more insecure about their looks. People being insecure get expensive skin treatments to meet others' expectations. While for qualitative analysis six clinic profiles were studied and attractive key words were analyzed which trigger a human mind to get more such treatments. As per the promises of the clinic, it repairs damaged skin with problems like "acne, moles, skin laxity, wrinkles, etc." These claims attract the man to get facial or aesthetic treatments to look younger, beautiful, and attractive. However, it leaves a sense of discomfort and insecurity about their new improvised looks.

Keywords: Aesthetic clinics, Appeals, Psychoanalysis, Dermatology, Skin aesthetic

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Introduction

Dermato is the prefix used for skin and dermatology is the medical term which specifically deals with the diagnosis of skin, hair, and nail issues. To fix these dermatological issues, in recent years, the concept of aesthetic clinics has been introduced. These clinics specifically focus on enhancing one's outlook through non-surgical procedures. There are multiple services which are provided under these clinics like scar removals, mole removals, skin laser, skin whitening, and reducing wrinkles etc. These clinics are run by certified doctors, and dermatologists. Likewise, aesthetic clinics claim several procedures which may result in better outlook, appearance of a person which attracts human mind. These claims have both positive and negative impacts on human psychology. Each service claimed to be provided by these clinics directly targets the human mind which further results in getting customers and captivating the targeted audience. This study deeply analyzes the impact of claims on the psyche of customers, molded into getting various kinds of skin treatments.

This study analyzes the impact of Skin Aesthetic appeals on human mind and to explore how a human is influenced to look pretty and young. It also investigates how those claims, make home in human mind.

This study has immense importance in uncovering how aesthetic claims written on their brochures focus the human psychology and rekindle the human mind with fancy and fascinated world. It explores how these are affecting women in their day-to-day life into getting treatments from those aesthetic clinics. It also makes the audience focus upon the similarities found in every clinic's claim which creates home inside a human mind and tricks them getting into expensive treatment either required or not. This study has been conducted by analyzing six profiles of aesthetics clinics for qualitative study.

According to research conducted, no work has been done on language of aesthetic clinic claims and their impact on human psychology.

Review of the Literature

Kaplan et. al. (2019) states in his study that Consumer interest in aesthetic procedures is on the rise, leading to the proliferation of MEDICAL SPAS that often surpass physician-based cosmetic practices in 73% of major U.S. cities. The staffing of these facilities commonly relies on non-physician operators with varying levels of training in dermatology and cosmetics. The absence of standardized training

and oversight has raised concerns about adverse events, including burns, pigmentary alterations, and scarring. As the demand for non-invasive and minimally invasive cosmetic procedures increases, it is crucial for physicians to be well-informed about the current cosmetic landscape to enhance patient awareness, education, and safety. Whereas (Gupta et al. 2013) states Cutaneous body image (CBI) is the mental representation of one's skin, hair, and nails, crucial in dermatologic decisions. Influenced by cultural and psychosocial factors, CBI is best assessed using a biopsychosocial model, considering appearance concerns, body image disorders, and psychiatric comorbidities. Clinicians should be attentive to developmental stages and socio-cultural backgrounds, addressing psychiatric issues and potential suicide risks through referrals when needed.

(Alam et al. 2001) explores in his article that beauty brings joys, happiness, and pleasure to human beings. While it is often easier to recognize than define, individuals may struggle to articulate the specifics that make something beautiful. Physiological reactions, such as breathlessness. When applied to individuals, beauty is often assessed based on attractiveness, shaped by cultural standards and societal judgments. Although to Synnott, A. (2006), Physical beauty, a symbol of self, holds significant value and power, yet it remains a controversial concept. While revered by proverbs, religious authorities, and feminists often dismiss its worth as a myth. This exploration delves into beauty practices, ranging from competitions to cosmetic surgery, and traces the evolution of beauty ideals from ancient philosophers like Homer and Plato to modern figures like Darwin, Freud, and People magazine. (Dover, 2001) The beauty mystique, associating beauty with goodness, and its counterpart, the devaluation of ugliness, shape our literature, media, and cultural attitudes. Both phenomena primarily center on the face, the focal point of beauty and character. While these notions have their value, they also have limits. To relate with human psyche Agyare et al. (2022) writes that social media, particularly Instagram, holds a pivotal role in the lives of the younger generation, with over 60% of users falling between 18 and 34 years. This paper focuses on understanding the lifestyle associated with Instagram use, particularly among women aged 18 to 34. Utilizing various research methods, including data collection, questionnaires, and both quantitative and qualitative analysis, the study revealed essential patterns. The results confirmed that frequent checking of comments and likes on Instagram correlates with increased pressure from the content. Additionally, women who engage with comments are more likely to use editing apps before posting, although unrealistic beauty standards do not necessarily drive increased app usage.

Methodology

The method used to analyze this study is mixed. In qualitative part, deep descriptive analysis was done by thoroughly reading six profiles and claims given by aesthetic clinics. All the clinics were Pakistani clinics and in this marching trend of aesthetic clinics and getting expensive skin treatments are analyzed. It is analyzed that how claims effected its targeted customers. It also helps to analyze the reaction and internalization of those claims in human mind. For quantitative study, a survey was created. It was distributed to women aged 20-20 years. It included questions, such as how many women were intrigued to get their treatments. Moreover, descriptive approach was used to conduct the study as it focused on giving accurate and detailed account on observations.

Analysis

This study has been conducted by thoroughly analyzing six profiles of aesthetic clinics and then referring them with the survey conducted. By using this method, this study can analyze the impact of “aesthetically appealing words on human psychology.” Many people who did not need treatments were tricked into getting one.

- **“The oxygen facial reduces signs of aging, increases collagen production, hydrates skin and provide immediate results.”**

This claim done by aesthetic clinic emphasizes the instant results and that it would be full of celebrated essentials like vitamins, minerals, and plant extracts. However, it is important to mention that every skin is different, and they may get different results.

- **“We bring you the best alternative to terrifying cosmetic surgeries, no one needs to feel embarrassed by his/her appearances anymore.”**

This statement is activating the human insecurity of being embarrassed upon oneself and the factor of consciousness is internalized in human mind to trick them to get expensive treatments from their clinic. It directly emphasizes the urge to get treatments without undergoing surgeries. It attracts the human mind by giving them easier and beautiful alternatives.

- **“Mission is to provide reliable, cost effective, advance aesthetic solutions.”**

The words like cost effective, and solutions not only affect the human psychology for getting cheaper treatments but also embeds in human mind that other aesthetic clinics or other treatments are more expensive as well as not worthy. On one hand customers experience more confidence and high self-esteem through aesthetic improvements but on the other hand, it also tells them the need of getting these treatments. It means that if customers do not get those treatments, there is risk of perpetuating societal beauty standards, leading to lack of confidence, insecurities etc.

- **“Treat marionette lines through dermal fillers under the skin and over the area of volume loss.” (“Marionette Lines - Dr Shaista Lodhi the Aesthetics Clinic & Medical Centre”)**

The statement addressing facial wrinkles extended towards the mouth area is a general concern. There are two types of perspectives under which it could be analyzed, as this might help to enhance one’s beauty, physical appearance, which may result in younger and fresh-looking skin. Hence, the urge of getting younger look with instant, nonsurgical nature of procedure persuades a human mind into getting these treatments. That is how the language used in aesthetic claims directly persuades the human mind.

- **“Get the dream look you deserve.”**

Aesthetic clinic workers’ persuasive language, appeals others to desire for a visually idealized version of oneself. This marketing message taps into the emotional aspect of self-improvement and plays on the notion of deserving a particular aesthetic outcome. It can motivate individuals to pursue personal goals, fostering a sense of empowerment and self-care.

- **“Get the outdream look.”**

"Get the Outdream Look" is the slogan adopted by aesthetic clinics that aspire to transform their clients into visions of ethereal beauty and modern elegance. This phrase encapsulates the promise of achieving a dream-like appearance, blending advanced cosmetic techniques with a delicate, almost surreal aesthetic. At these clinics, expert practitioners use state-of-the-art procedures to enhance natural features, crafting a look that is both sophisticated and softly radiant. By focusing on personalized treatments, these clinics ensure that each client attains a unique, otherworldly glow, embodying the essence of the "Outdream" aesthetic – a harmonious blend of dreaminess and contemporary allure.

Then again, **Lumenis laser technology provides the most advanced anti-ageing solutions on the market.** (“About KLNK - Manchester Wellness Clinic & Aesthetics Pioneers”) through skin rejuvenation, improving skin texture, laxity, and tone.” The statement highlights, Lumenis laser technology as a provider of advanced anti-ageing solutions, specifically focusing on skin rejuvenation, improvement of skin texture, laxity, and tone. Positively, the use of advanced laser technology for skin rejuvenation suggests a commitment to innovation and efficacy. Addressing issues like skin texture, laxity, and tone can have not only aesthetic benefits but also potential psychological impacts. However, a critical analysis prompt consideration of potential drawbacks. While the statement emphasizes advancements. Unrealistic expectations may lead to disappointment and, in some cases, dissatisfaction with the outcomes.

Moreover, the use of terms may inadvertently contribute to societal pressures associated with youthfulness. This could impact individuals psychologically, fostering a culture that places undue importance on maintaining a certain appearance as a measure of vitality and success.

- **“Investing in yourself positively promotes the best version of yourself and with our motivation we can help you achieve a new level of confidence you have never felt before.”** (“About KLNK - Manchester Wellness Clinic & Aesthetics Pioneers”)

The statement encourages self-investment for personal development, asserting that such an investment promotes the realization of the best version of oneself. The emphasis on investing in oneself aligns with the idea of personal growth and self-improvement. This can foster a positive mindset, encouraging individuals to prioritize their well-being and development. The promise of achieving a new level of confidence implies transformative potential, which can be a powerful motivator for those seeking positive change. Although, it also prompts consideration of the potential risks. The notion of getting more beautiful they may inadvertently contribute to unrealistic expectations and societal pressures. Individuals might feel pressured to conform to an idealized image, potentially impacting their mental well-being if they perceive themselves as falling short.

Unfortunately, the non-surgical cosmetic / aesthetic industry remains unregulated. This means that practitioners with little training or medical qualifications are attempting treatments that carry an elevated risk of problems when done incorrectly. Patients find they have been advised to have procedures which were

unsuitable or not done properly whilst assuming their practitioner has experience and is qualified enough to trust their direction and advice.

Study Findings on Skin Aesthetic Clinics' Claims and Their Effects on Customers

❖ How do skin aesthetic clinics' claims attract customers to get expensive treatments?

Skin aesthetic clinics employ a variety of strategies to attract customers to invest in expensive treatments. Key among these strategies are:

Promise of Exceptional Results: Clinics often showcase before-and-after photos and testimonials that highlight significant improvements in skin appearance, promising potential clients similarly transformative outcomes.

Use of Advanced Technology and Expertise: Claims about the use of state-of-the-art technology and highly qualified professionals lend credibility and appeal to the treatments offered, positioning them as worth the investment.

Emotional Appeal: Marketing often taps into the emotional desires for enhanced self-esteem and confidence, suggesting that achieving the "Outdream Look" can lead to a more fulfilling personal and social life.

Exclusive Offers and Packages: Special promotions, bundled treatment packages, and exclusive deals create a sense of urgency and value, encouraging customers to commit to more expensive options.

Celebrity Endorsements and Influencer Partnerships: Endorsements from celebrities and influencers lend a sense of aspirational allure, making customers more likely to believe in the efficacy and desirability of the treatments.

Educational Content: Providing informative content about skin health and the benefits of advanced treatments helps build trust and persuades customers of the necessity and superiority of the treatments offered.

❖ Harmful Psychological Effects on Customers of Claims Made by Aesthetic Clinics

Claims made by aesthetic clinics can have several harmful psychological effects on customers:

Unrealistic Expectations: Customers may develop unrealistic expectations about the outcomes of treatments, leading to disappointment and dissatisfaction when the results do not meet their heightened expectations.

Body Dysmorphia: Constant exposure to idealized images and promises of perfection can exacerbate body dysmorphic disorders, causing individuals to become excessively preoccupied with perceived flaws in their appearance.

Anxiety and Stress: The pressure to conform to societal beauty standards promoted by these claims can lead to increased anxiety and stress, as individuals feel inadequate or constantly compare themselves to others.

Low Self-Esteem: Repeatedly hearing claims about the necessity of treatments for beauty can undermine an individual's self-esteem, making them feel unattractive or unworthy if they cannot afford or choose not to undergo such treatments.

Addictive Behavior: The pursuit of the "perfect" look can become addictive, with customers continuously seeking new treatments and procedures, leading to financial strain and emotional exhaustion.

Depression: When the desired results are not achieved or are short-lived, customers may experience feelings of sadness and hopelessness, contributing to or exacerbating depression.

Distrust and Cynicism: If claims are exaggerated or false, customers may feel betrayed and develop a sense of distrust towards not only aesthetic clinics but also other health and wellness providers.

Social Isolation: Feeling dissatisfied with their appearance despite undergoing treatments can lead to social withdrawal and isolation, as individuals may avoid social interactions out of shame or embarrassment.

Understanding these potential psychological impacts underscores the importance of ethical marketing practices and providing realistic, truthful information to customers about aesthetic treatments.

Conclusion

In conclusion, the study underscores the persuasive impact of language used by aesthetic clinics on human psychology, revealing a trend of individuals, often unnecessary, being drawn into treatments. Aesthetic claims strategically leverage emotionally charged phrases, playing on insecurities and desires for a visually

idealized self. The emphasis on immediate results, alternatives to surgeries, and cost-effectiveness directly influences consumer perceptions, potentially perpetuating societal beauty standards and instilling a sense of urgency to undergo treatments. While marketing messages promote empowerment and confidence, there is a risk of fostering unrealistic expectations and contributing to mental health issues if individuals feel pressured to conform to an idealized image.

Moreover, the study sheds light on the unregulated nature of the non-surgical cosmetic industry, highlighting the potential dangers associated with practitioners lacking proper training or qualifications. Patients may unknowingly undergo unsuitable or incorrectly performed procedures, assuming the expertise of practitioners. This lack of regulation poses significant risks to individuals seeking aesthetic treatments, emphasizing the need for increased oversight to protect consumer well-being and ensure ethical practices within the industry.

Maybe there is one truth that every woman should remember, and that is that there is no one with a perfect skin, and that realization can make a girl powerful. It is much wiser to invest time and money on a healthy lifestyle rather than pay a hefty amount to achieve only perfect skin and body; it is also more effective to pay attention to the skin and make it look better naturally by using a good natural skin care technique. Therefore, to enhance youthful look of the skin without having to involve ourselves with beautification it is wise to ensure that we take good care of our health that includes taking good balanced diets.

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Article Information:

<i>Received</i>	8-Mar-2024
<i>Revised</i>	28-May-2024
<i>Accepted</i>	10-Jun-2024
<i>Published</i>	15-Jun-2024

Declarations:

Author's Contribution:

- **Conceptualization, and intellectual revisions**
- **Data collection, interpretation, and drafting of manuscript**
- The author agrees to take responsibility for every facet of the work, making sure that any concerns about its integrity or veracity are thoroughly examined and addressed

▪ **Conflict of Interest:** NIL

▪ **Funding Sources:** NIL

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