

Prejuvenation: The Global New Anti-Aging Trend

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Editorial Decision date: June 23, 2023; online publish-ahead-of-print June 28, 2023.

Aesthetic Surgery Journal Open Forum 2023, 1–2

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Prejuvenation, a preventive treatment for aging, emerged in the early 2000s as Generation Z (Gen Z) started seeking a new approach to aging.¹ Fueled by accelerated advancements in skincare and aesthetics coupled with the rise of social media as a prominent source of information, prejuvenation has gained immense popularity. Gen Z, being the first digital generation, relies heavily on social media and the internet for skincare and aging advice, leading to a dynamic sharing and dissemination of information on aesthetic dermatology within this generation. Consequently, prejuvenation has become a trending topic across all media platforms. One of the key drivers behind the rise of prejuvenation is the significant technological advancements in aesthetic dermatology, which have made various noninvasive treatment methods available. These technologies allow aesthetic doctors to customize treatments according to the unique needs, concerns, and expectations of each patient. The initial consultation plays a crucial role in providing a tailored treatment experience, requiring elements of critical thinking and attentive listening. A successful consultation involves a comprehensive discussion of available treatments and a decision on the optimal combination that suits the patient best. Rather than simply adding or combining treatments, physicians must strive to find synergy among the treatments, creating a harmonious combination that delivers natural and personalized results. Every patient seeking dermatological assistance has their own perception of beauty and expectations. For Gen Z, these expectations are largely influenced by the virtual world, as they spend considerable time engaging with social media. The COVID-19 pandemic further amplified the impact of social media on beauty standards, as

videoconferencing became an integral part of daily life. Constantly seeing their own image on screens led to increased dissatisfaction with their appearance, sparking a greater interest in beauty treatments and aesthetic procedures. Skin influencers, such as YouTubers, TikTokers, Instagrammers, and other social media personalities, played a significant role in shaping the “Zoom boom” phenomenon, contributing to the surge in interest in prejuvenation.² Presently, social media influencers cover diverse topics through video sharing, challenges, and comment threads, creating viral content that generates a wealth of information on a particular subject. This trend has resulted in behavioral shifts among patients, making it essential for physicians to stay updated and knowledgeable in this evolving field. The most notable change in cosmetic dermatology over the past 2 decades lies in the shift from correction and reversal treatments for millennials to preventive measures for Gen Z.^{3–5} Various methods and treatments are trending among Gen Z individuals seeking to maintain their youthful appearance. Some common protocols or approaches include noninvasive cosmetic procedures, such as dermal fillers, laser skin rejuvenation, microdermabrasion, chemical peels,

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skincare routines to maintain a youthful glow, healthy lifestyle choices, and social media beauty trends, including viral skincare routines, face masks, and innovative beauty gadgets.⁶⁻⁸ While prejuvenation offers numerous benefits, it is crucial to clarify to patients that it can slow down the aging process but not eliminate it entirely, merely delaying the need for more invasive treatments. Managing patient expectations through informed consent is of utmost importance, explaining that individual results may vary and may not necessarily match the outcomes portrayed on social media.

To conclude, the analysis of Gen Z's attitudes toward aging reveals a distinct shift from previous generations, characterized by a desire for prolonged youth and a rejection of traditional notions of growing older. Gen Z's motivations for seeking prejuvenation, such as cosmetic procedures and lifestyle choices, stem from their emphasis on self-expression, social media influence, and the fear of missing out on experiences associated with youth. Understanding these attitudes and motivations helps strengthen the argument that Gen Z's pursuit of prejuvenation reflects a broader cultural shift toward valuing youthful appearance and the challenges it poses to societal norms around aging. Thus, it highlights the need for further research and ethical considerations regarding the long-term implications of these trends.

Disclosures

The authors declared no potential conflicts of interest with respect to the research, authorship, and publication of this article.

Funding

The authors received no financial support for the research, authorship, and publication of this article.

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