

The Impact of Social Media–Driven Fame in Aesthetic Medicine: When Followers Overshadow Science

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We would like to draw attention to a growing trend that has the potential to affect the integrity of our practice and the well-being of patients: the recognition of doctors based on their social media presence rather than their scientific knowledge and clinical expertise. Although social media can serve as a powerful platform for promoting new research, educating patients, and connecting with colleagues, it has simultaneously led to the rise of physician-celebrities whose influence may not be warranted by their actual qualifications. The implications of this phenomenon are significant for clinicians, patients, and the marketing of medicine. However, the trend is growing in the aesthetic medicine field more than in any other clinical scenario.

First, the emphasis on social media fame poses a challenge for clinicians. As doctors strive to build their careers, they may feel pressure to establish a strong online presence, diverting their attention and resources from more traditional routes of professional development such as research, clinical experience, and continuing education. Consequently, clinicians may prioritize creating appealing content over honing their skills and knowledge.¹ This shift can ultimately compromise the quality of patient care, as superficial online fame does not necessarily translate into the proficiency required for safe and effective aesthetic procedures.

Furthermore, the rise of social media–driven recognition creates an uneven playing field among practitioners.² Those who dedicate their time to research, teaching, and advancing the field may find themselves overshadowed by colleagues with exceptional social media skills, regardless of their clinical abilities. This disparity undermines the credibility

of the profession and may discourage talented individuals from pursuing a career in academic aesthetic medicine.

For patients, the consequences of this trend are even more concerning. With the abundance of information available online, patients often turn to social media to research potential providers and treatments. The widespread influence of social media–savvy doctors can lead to a misperception of expertise, as patients may be more inclined to choose providers with large followings and attractive content, rather than those with a demonstrated history of clinical success and scientific knowledge.³ This can result in patients receiving suboptimal care or undergoing unnecessary procedures, potentially leading to negative outcomes or complications.

Additionally, the prominence of aesthetic medicine influencers may contribute to unrealistic patient expectations. The curated nature of social media content often showcases only the most successful results and may omit critical information about risks, complications, and the need for ongoing maintenance. As a result, patients may develop unattainable

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expectations for their own treatment outcomes, leading to dissatisfaction and an increased likelihood of seeking further, potentially unnecessary, procedures.

Last, the marketing aspect of aesthetic medicine has been significantly impacted by the prioritization of social media fame.⁴ The focus on crafting a compelling online image can lead to the commercialization of medical practice, with doctors adopting aggressive advertising strategies to promote their services. In turn, this may contribute to a commodification of aesthetic medicine, with patients being treated as consumers rather than individuals with unique needs and concerns.

To address these issues, it is crucial for the aesthetic medicine community to foster a culture that prioritizes scientific knowledge, clinical experience, and patient safety over social media fame. Professional societies and regulatory bodies should establish guidelines for ethical online behavior, and continuing education programs should emphasize the importance of evidence-based practice. Additionally, clinicians should be encouraged to engage in professional mentorship, helping each other navigate the challenges of modern practice and the evolving role of social media. In conclusion, the increasing recognition of doctors in aesthetic medicine based on their social media presence rather than their scientific knowledge and clinical expertise poses significant concerns.

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Changes in Glucose Control and Lipid Levels Following Trunk-Based Body Contouring Surgery in Postbariatric and Non-bariatric Patients

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Objectives	Methods	Conclusions
<p>Analyze long-term changes in glucose & lipid levels, and compare post & non-bariatric patients after body contouring (BC) surgery.</p> 	<p>Retrospective cohort study of patients who underwent trunk-based BC with a minimum 12-month follow-up.</p> 	<p>Glucose levels marginally increase in most BC patients; more favorable lipid profile changes seen in non-bariatric patients.</p> 



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