

# THE PURSUIT OF BEAUTY— IS IT REALLY YOUR DETERMINATION?



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# The pursuit of beauty— is it really YOUR determination?

*“Truthfully speaking, I have become more confident after the surgery.” a blogger worked in medical cosmetology field for 6 years, said, “I try to perfect myself through medical surgery; when utilizing it, I am still myself. I became better based on the original status, and cosmetology is just like fitness and makeup; and it is magical.”*

## Overview of Modern Medicinal Cosmetology

According to this blogger, being more beautiful did not trigger great change in her social cycle because of her “unchanged” personality, and luckily she didn’t regard the beauty as her whole life. But it is not the same for those experiencing similar things but embracing different thoughts—some of them are really crazily pursuing beauty. The phenomena can be demonstrated by the skyrocketing cosmetology industry.

The annual growth rate of retail sales of plastic surgery in China is 13.5% in which the increasing material needs corresponds with the expanding market. Used to be regarded as a luxury, the plastic surgery is now considered to be a part of public consumption where the growth of the industry is triggered by social media, technology, and celebrity.

At this point, the reason why people’s perspective changed from completely rejection to slightly embracement from these three triggers is what we should consider about.

## Powerful Words

Conspicuously, changes are much sought after by people. At this moment, pharmaceutical companies and medical agencies will stand out and say, “why you end up being in this situation is because you aren’t perfect,” or “your future will turn bright if you determine to change.” Such persuasive words create ideological struggles and contextualize the notion by constructing the bridge between personal figure and story.



A woman is seduced by the words--after injection, you will become beautiful again.

## Convincing Images

Doctors of different institutions will introduce various medical projects which include painless procedures while verbal assurance is given. For instance, long-term postoperative recovery is not required, emphasizing the surgical effectiveness to make the consumers further believe the quality of the products they are purchasing. Simultaneously, when sketching the project and signing the contract, there's another marketing strategy called "misleading to consumers." It uses commercial advertisements and network platform information to indoctrinate consumers, citing other people's successful cases to attract consumers while subconsciously convincing the consumers that the process is absolutely safe, and can therefore let them be reassured. But in fact, These cases are actually recycled or post-produced between different institutions. Being intrigued, what would people do next? — Why isn't it plastic surgery?



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## Does the Surrounding Environment Influence Your Decision?

*"During the interview, XiaoCheng WU mentioned her first experience of doing medicinal cosmetology, 'I did this since fourteen, influenced by my mom — a frantic plastic surgery fan," said XiaoCheng WU, now a successful blogger and a company leader. 'After doing so, I got more attention from others, praising me, supporting me on my side, and all of those applauds from others shaped my view to medicinal cosmetology—worthy. '*



A picture of XiaoCheng WU 's medicinal cosmetology procedural

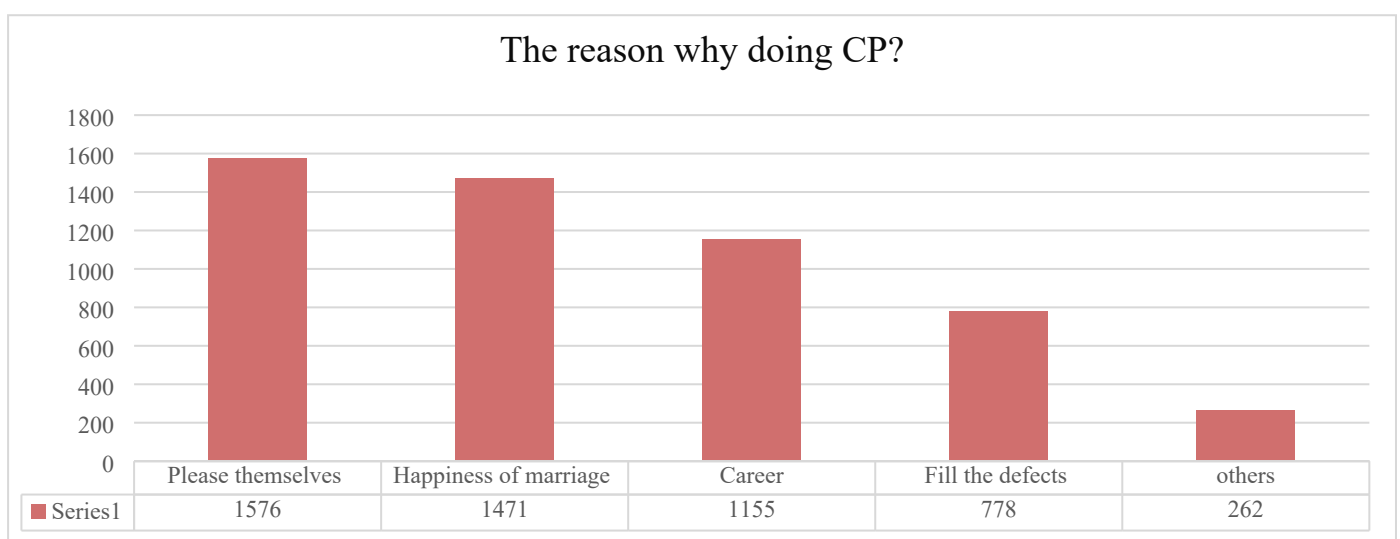
Many, just like XiaoCheng Wu that seems having strong wish to pursue beauty themselves, are unconsciously influenced by surrounding people and environment--close relationship and career.

### Close Relationships

When considering the personal influence, the influence of close relationship--original family and close friends-- always comes up at the first place. Just imagine having a frantic plastic surgery fan staying with

you every day, witnessing the improvement of her beauty, you will be more likely to do the medicinal cosmetology simply want to be the same.

Despite the influence of original family, the influence of **marriage** should also be take into consideration. For example, when doing interview in a plastic surgery agency, we get a chance to listen to audit a pre-surgery consultation. The client, Miss Hou, said ‘many of my friends told me the reason why I am still single is because of my high cheekbones and small eyes’. So, after intense ideological struggle, Miss Hou decided to avoid acquaintances, go to the hospital for cosmetic surgery, through surgery to change her prominent cheekbones, in order to achieve the long-awaited **good relationship**.



According to the hospital's permanent director, most of the guests who come to their hospital for plastic surgery are motivated by job hunting and courtship. The proportion of married women, such as Miss Hou, is quite large, especially in the middle-aged female group. Although they worry about the safety of the operation, they seem to **have put the risk** in the second place in order to achieve their goal.

## Career

Whether improving the facial appearance can improve job opportunity is still debated, but one astonishing report on *Wangyi* shows 74.5% respondents **believe** doing medicinal cosmetology will improve their job opportunities, and finally change their life. If the surgery really works, everyone in every career should do it. However, only people in those three major careers really need awesome appearance : fashion related careers, model and stars; marketing, sellers; medicinal cosmetology related ones, since their personal needs for fashionable appearance, competition of selling beauty, and accessibility of cosmetology products.



## Internal Desire

In our normal day life, editing photos and posting selfies on Instagram and Snapchat to gain “likes” and compliments become our addicted habit today. In this situation, we always want more applause, likes, and some envious comments to satisfy our self-confidence toward our beauty. Compared to the pursuit of erudition, the desire to be recognized by others via technology, which is the easiest and most direct, has pushed us into the cosmetology cycle.

## External Environment

Some pretty people whose talent is weak but still are riding the crest of the social media wave. Chaoyue Yang, an idol who attended the show Produce 101, became famous due to her beautiful visage and pitiable experiences even her singing and dancing are poor. Though her efforts were witnessed indeed, unmistakably not only her talent was inadequate to support her fame but also it was her satisfying appearance that attracted her fans to aid in her success--- it is imaginable that few people would support a mundane and untalented but needy girl in becoming an idol.

It is the same to those famous for their talents---good appearance serves as the career guarantee, or somewhat an accessory. Liangying Zhang made her first debut in 2005 through Super Girl and won the 3<sup>rd</sup> place. From then on she initiated her career as a singer, and gradually her visage changed. Undoubtedly, the improved visage aided in her progress.



Let alone the industry of web celebrity. Live streaming, along with the platforms provided, sprung to the public and generated many anchors who earn profits by “receiving gifts”. A well-known girl Anran Han, who was recognized by her evangelical fervor in cosmetology at first, recently have gained much more attention on the live streaming due to her “evolved” visage after several plastic surgeries. Not only is this example of the harmonizing changes a corroboration of the benefits brought by beauty, the web celebrity industry itself is enough---what can be appreciated by the audience most directly? The appearance, undoubtedly.

## Looking Forward

People are caught by anxiety: refuse to blame their inaptitude for their failure most of time; instead, they believe or they are told to believe it is their appearance that plays the paramount role. Thus, they turn to cosmetology, wishing to improve their appearance as if that will lead them to success. Absolutely, there is nothing wrong with the pursuit of beauty; however, people do need to reflect on themselves---“why exactly am I choosing this way?”, or, “does beauty really aid in my life?”. It is of extreme importance for everyone to be aware of their behavior, especially of decisions that have long-lasting effects.

More importantly, we can look forward to the available technology. A new type of technique---regenerative medicine----is under research, which has been employed for recoveries such as skin transplantation, allowing people to stay young deep inside their body while also help maintain health.

Not only the technology but also people's ideas towards cosmetology are developing when time elapses. Thanks to all the people's devotion, the future of this industry is visibly bright.