

Nowadays, cosmetic surgery has become more popular and accessible to people than ever before. Society's demand to look perfect has encouraged professionals to develop new technologies to achieve people's dreams and desires to improve what they now consider perfect. Therefore, there is now a wide range of procedures available to enhance and transform one's appearance, and some of these new technologies include laser treatments, which involve the use of concentrated light beams to target specific areas of the skin, helping to address issues like wrinkles, scars, and unwanted hair. Robotic-assisted surgery is a cutting-edge technology that uses robotic systems to assist surgeons during procedures. These systems offer enhanced precision and control, allowing for more accurate and minimally invasive surgeries. Radiofrequency uses controlled energy to heat the deeper layers of the skin, stimulating collagen production and tightening the skin. This can help improve skin laxity, reduce wrinkles, and enhance skin tone and texture. Ultrasound-based therapy is similar to radiofrequency treatment, but instead of using energy, this one utilizes focused ultrasound waves to stimulate collagen production and tighten the skin. These technologies have revolutionized the field of cosmetic surgery, providing patients with more options for achieving their desired aesthetic goals with improved precision and reduced downtime.

Several new businesses have emerged on the periphery of medicine and cater to beauty consumers. Some examples that are very popular today include cosmetic dentistry, which offers dental procedures that focus on enhancing the aesthetics of the smile, such as teeth whitening, veneers, and orthodontic treatments by combining oral health with cosmetic enhancements. Also, hair restoration clinics specialize in hair loss treatments and procedures, including hair transplants, PRP therapy, and scalp micro-pigmentation, to help individuals regain confidence and restore their hair. I think the availability of various innovative treatments has inspired new entrepreneurs passionate about beauty and cosmetic surgery. However, not all of them have the opportunity to attend medical school, become certified surgeons, and open their own businesses. As a result, many return to school to obtain the necessary licenses and certifications to enter the beauty industry and start their own ventures. My cousin is an excellent example of someone who pursued a career in fashion design after attending college. She worked as a fashion technical designer for 13 years and helped many fashion designers bring their creations to life. However, she decided to go back to school and became a certified permanent makeup artist. Additionally, she went back to college to become an RN so that she could inject Botox into her clients. As a result, the beauty industry continues to grow and evolve, as new entrepreneurs bring their unique talents and perspectives to the field.

Social media has significantly impacted the cosmetic surgery industry by presenting an illusion of perfection through carefully curated profiles. Many individuals believe that every image they encounter on social media is authentic, but the reality is that nobody is flawless. For instance, with the rise of internet accessibility, people can easily access information on the content influencers post and how they showcase themselves as seemingly perfect individuals with perfect bodies and lives. This can lead to unrealistic expectations and a drive towards an unattainable level of perfection. In my opinion, social media has both positive and negative effects. On the positive side, social media platforms have provided a space for individuals to share their personal experiences and results, creating a sense of community and support. It has also allowed doctors and professionals to showcase their work and educate the public about various procedures and treatments. However, social media can create unrealistic beauty standards and pressure individuals to attain a particular look. Nowadays, cosmetic surgery is a trend. There is almost no place in the world where you cannot find a person who has not altered his or her appearance. In

the Dominican Republic, many companies prioritize physical appearance over intelligence. For instance, my friend, an excellent TV host, applied for a TV program spot a few years back, but he was rejected solely because of his weight, without even getting a chance to audition. Such incidents drive people towards cosmetic surgery. This world is like a competition, but not a regular one. It is a competition where physical appearance and people's criticism win over confidence. Moreover, social media has contributed to increasing self-consciousness and the pursuit of perfection. Platforms such as Instagram, Twitter, and Facebook have made it easier for us to be influenced by people who tell us we need to change ourselves instead of challenging them to change their perspectives. This has led to a loss of confidence for regular people who feel intimidated by the unrealistic beauty standards promoted. For example, a hard-working mother of three children who cannot afford cosmetic surgery should not feel pressured to conform to these standards, as they are invalid and do not dictate one's ability to succeed.