

PSYCHODERMATOLOGY

CURRENT CONCEPTS OF BEAUTY AND THEIR IMPACT ON DYSMORPHOPHOBIA/BODY DYSMORPHIC DISORDER

Sadhana Deshmukh⁽¹⁾

Forever Yooung Skin Hair Body Aesthetics Clinic, Dermatology, Mumbai,, India⁽¹⁾

Introduction: Eleanor Roosevelt said,“no one can make you feel inferior without your consent”(1).We look in the mirror, because we are obsessed with our appearance. While concern about appearance is quite understandable,the hype created by media about the advances in technology has made these concerns obsessions.This constant preoccupation with flaws in appearance flaws is called body dysmorphic disorder giving rise to distressing thoughts repeatedly intruding into a person's awareness.Although the exact cause of BDD is still unclear, experts believe it is related to problems with serotonin,the neurotransmitters.

Objective:

- 1) To understand the current concept of beauty
- 2) To study the psychological impact of current beauty trends on BDD
- 3) To define the role of dermatologist and plastic surgeon on BDD

Methodology: The “ideal” female profile is tall, thin sporting an hour glass figure, large eyes and forehead, prominent cheek bones, smaller chin and nose (2).The typical male image is tall, muscular with little body fat, large eyes, prominent cheek bones, and a large chin(3).However, negative self esteem effects on both women and men are seen more often as these increasingly narrow gender serotypes are emphasized with ideal images of physical beauty(4).

Results: Many people with BDD seek the help of a dermatologist or cosmetic surgeon.But dermatology treatments or plastic surgery don't change the BDD.

Conclusion: Those who find cosmetic surgeons willing to perform surgery are often not satisfied with the results. Despite changes in appearance, the obsessive thinking remains present, and they begin to focus on some other imperfection. BDD can be treated successfully with serotonergic antidepressants and cognitive-behavioral therapy. Treatment for BDD takes time, and patience. It helps if a person has the support of a loved one.