

**Which Country Shares Your Beauty Aesthetic?
How Concepts of Beauty Vary Country to Country
(And How This Can Help You Choose the Right Plastic Surgeon)**

It's no secret that different cultures have different standards of beauty. In Myanmar, for instance, women of the Paduang tribe have traditionally sought to achieve elongated necks through the use of brass rings. And in [Mauritania](#), big women are considered extremely feminine and attractive (there's even a proverb, "The woman occupies in her man's heart the space she occupies in his bed.") While the influence of mass media has moved these ideals toward a more homogenous (and often Western) standard, there's still plenty of room for variation. Learning a bit about the beauty standards that each country idealizes can help patients make an informed decision of where to have their own aesthetic procedures performed.

For instance, double-eyelid surgery (tucking a fold of skin above the eye to create a crease) is the most popular surgical aesthetic procedure performed in both Japan and South Korea. This has drawn some criticism from those who assume this trend is driven by a desire to look more "Western." However, this procedure is also the number one surgical procedure world-wide, being extremely popular in the US and in Brazil, among others.

Many of the [countries that perform the most plastic surgeries](#) share several of the same general standards of physical beauty: long, slender legs, large eyes set medium-width apart, small nose and smooth, evenly-toned skin. Journalist Esther Honig's amazing "[Before and After](#)" study illustrates these cultural differences in beauty perceptions. After submitting a photo of herself to Photoshop experts in 25 countries, she received some remarkably different retouched versions. By far the greatest variation was in skin tone, with most countries choosing to lighten Honig's already pale skin. Many of the changes affected only surface elements like makeup, hairstyle and jewelry. But some significant changes indicate cultural beauty standards, such as Morocco's emphasis of her large, dark eyes. By far the most dramatic Photoshop changes – [which made Honig "shriek"](#) – were from the US: "It's been manipulated so radically that it was like looking in the mirror to see a warped image of my own face."

This photo series, of course, does not reflect the skill of any country's plastic surgeons (though it may of their Photoshop artists). But it does help illuminate that having a clear and specific idea of the sort of look you want to achieve is crucial to selecting the right plastic surgeon.

Incidentally, there doesn't seem to be any clear correlation between a nation's rate of plastic surgery and the view its citizens have of their own appearance. It seems that, no matter where in the world you are, beauty is indeed in the eye of the beholder.