

ORIGINAL ARTICLE

Knowledge, Attitudes, and Practice of Cosmetic Procedures among Population of Majmaah, Saudi Arabia, 2019-2020

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ABSTRACT

Introduction: Cosmetic procedures have been growing recently among men and women. Cosmetics procedures refer to both surgical and non-surgical procedures. For example, rhinoplasty (nose surgery), surgical face-lifts, abdominoplasty (tummy tuck), and liposuction, etc. referred to surgical procedures. In contrast, procedures such as chemical peels, filler, and botulinum toxin injections, laser skin resurfacing, vein removal, and laser hair removal are collectively referred to as non-surgical procedures. In recent years cosmetics surgeries have decreased while people have moved towards non-invasive cosmetic procedures.

Objective: Knowledge, Attitude, and Practice of Cosmetic procedure among the population of Al-Majmaah, Saudi Arabia, 2019-2020.

Methodology: This is an observational cross-sectional study targeted Al- Majma'ah population. Half of the participants were asked to complete an electronic questionnaire and the remaining completed a paper-based questionnaire. The questionnaire was divided into four parts: Socio-Demographic Data, Knowledge, Attitude, and Practice of cosmetic procedures. Data were analyzed by using SPSS v.25. In addition, Pearson Chi-square tests applied to determine associations between qualitative variables.

Results: Most of the participants were aged between 18-25 years. The majority were female. All of them have heard about cosmetic procedures. Social media was the most common source of information. More than half of the participants recognized different types of cosmetic procedures. More than two-thirds of them believed low self-esteem affects decisions about cosmetic procedures. Only 146 reported undergoing cosmetic procedures, where most of them underwent liposuction and hair removal. Personal desire was the primary source of motivation. Whereas self satisfaction was the commonest cause for not considering such procedures. 244 of the participants reported their relatives had undergone cosmetic procedures

Conclusion: Most of the participants had poor to moderate levels of knowledge regarding Cosmetic procedures. Most of the participants had a positive attitude regarding such a procedure. The prevalence of cosmetic procedures is somewhat uncommon as about one-third of the participants underwent surgical and non-surgical procedures.

Keywords: Cosmetic Procedures, Knowledge, Attitudes, Practice, Majmaah, Saudi Arabia

INTRODUCTION

Self-improvement is the nature of humans. Through improving beauty, human beings have always sought self-fulfillment. To meet this need, cosmetic procedures continued to grow [1]. Cosmetic procedures refer to surgical procedures and non-surgical procedures [2]. Procedures such as chemical peels, filler, and botulinum toxin injections, laser skin resurfacing, vein removal, and laser hair removal are collectively referred to as non-surgical procedures [3].

Cosmetic surgery and reconstructive surgery are divisions of plastic surgery [4]. Cosmetic surgery is surgical expertise that aims at correcting or improving body imperfections, and it is requested by patients to improve their appearance [4]. Cosmetic surgery can be performed on all areas of the head, neck, and body, and it covers a range of procedures, including breast augmentation, rhinoplasty (nose surgery), surgical face-lifts, abdominoplasty (tummy tuck), liposuction, etc. [2].

Cosmetic surgery differs from reconstructive surgery, which deals with the treatment of pathological conditions, whether functional or morphological. Plastic reconstructive surgery is a surgical specialty dedicated to the

reconstruction of facial and body defects due to birth disorders, trauma, burns, and disease, it is intended to correct dysfunctional body areas and is reconstructive in nature [5].

In recent years, the use of Cosmetic surgery has decreased, and more patients are turning towards non-invasive options [6]. Interest in cosmetic surgery is associated with some epidemiological factors, social networks, and psychological characteristics, such as body image, self-esteem, and other personality traits as well as other specific psychopathologies. These factors may positively or negatively predict their motivation to seek and undergo a cosmetic procedure [7].

In our society, Cosmetic procedures have become a growing phenomenon, with a considerable number of surgical and non-surgical procedures done every year. According to recent statistics from The International Society of Plastic Surgery, in 2017, there were about 20 million cosmetic procedures performed worldwide. The increased number of cosmetic procedures done make it an important area to consider and provides strong justification to explore and discover the reasons behind the increased tendency toward such procedures. Several studies have been

conducted about surgical and non-surgical procedures among cities and regions in Saudi Arabia, but there was no previous study in Al-Majmaah city. Highlighting and focusing on a Governorate instead of cities and regions is the intended purpose of this study.

The objectives of the present study include assessing the Knowledge, Attitude, and Practice of Cosmetic procedures among the population of Al-Majmaah, Saudi Arabia, 2019-2020. Also, the reasons behind cosmetic procedures use were determined.

METHODOLOGY

Study design: An observational cross-sectional study to assess knowledge, attitude, and practice of cosmetic practices among the population of Al-Majmaah, Saudi Arabia

Study area: The study was done in Al-Majmaah, which is the center of the governorate of Al-Majmaah, the administrative capital of Sudair province in Najd and its largest city, located north of the city of Riyadh, with a population of around 60,000 people. Al-Majmaah is located 180 km northwest of Riyadh on the Riyadh-Sudair-Qassim highway.

Study population: The target population of this study includes the female and male population of Al-Majmaah with ages ranging from 18 and over, from different public places and institutions including shopping centers, universities, and schools.

Sampling

Sample type: Simple random sampling was applied using the table of random selection.

Sample size: It was calculated by the formula:

$$n = Z^2 * pq / d^2$$

Z (Standard normal deviate) = 1.96; P (prevalence) = 0.5; q (1-p) = 0.5; and d (accepted error) = 0.05

Calculation: $n = 1.96 * 1.96 * 0.5 * 0.5 / 0.05 * 0.05 = 384$

Duration of study: The study took approximately six months to collect the data, analyze it, and write the report.

Data collection: The data was collected by using a self-administered paper-based questionnaire as well as an electronic questionnaire among the population of Al-Majmaah, Saudi Arabia.

Variables: Age, gender, educational level, marital status, income, level of cosmetic knowledge, practice of cosmetics, attitudes towards use, cosmetic use acceptance, and reasons behind cosmetic use have been identified as the key variables.

Data analysis: The data were analyzed by using the SPSS software program v.25. Pearson Chi-square tests were applied to determine associations between qualitative variables. A p-value of <0.05 was considered statistically significant.

Ethical consideration: An ethics approval was obtained from the ethics committee of Al-Majmaah University.

RESULTS

Socio-Demographic data: A total of 402 people were included in this study. 101 (25.1%) were male, and 301 (74.9%) were female. The participants were aged between 18 and over; most of them were between 18-25 years 167 (41.5%). The vast majority of the participants were married, 196 (48.8%) while 193 (48%) were single, and only 13

(3.2%) were divorced. The educational level of most of the participants was a Bachelor's degree, 225 (56%) and 165 (41%) were less than a Bachelor's degree. The remaining had 9 (2.3%) Master's degrees and 3 (0.7%) Ph.D. degrees.

Knowledge about cosmetic procedures: Out of 402 participants, all had heard about cosmetic procedures, and they reported their source of information. Social media was the commonest source of information (**Table 1**).

Table 1: Source of information among participants

Source of Information	Frequency (%)
Social media	145 (36.1)
Television	23 (5.7)
Books	20 (5)
Friends	31 (7.7)
Social media & TV & Friends	49 (12.2)
Social media & Friends	38 (9.5)
Social media & TV	21(5.2)
All	39 (9.7)
Others	36 (8.9)
Total	402

More than half of the participants 222 (55.2%) showed awareness about different types of cosmetic procedures. About 67 (16.7%) were more familiar with facial contouring procedures and about 22 (5.5%) recognized body contouring procedures the most. When asked about the most common type of cosmetic surgery, rhinoplasty came in the first place, and liposuction was in second place, whereas breast augmentation came in third place.

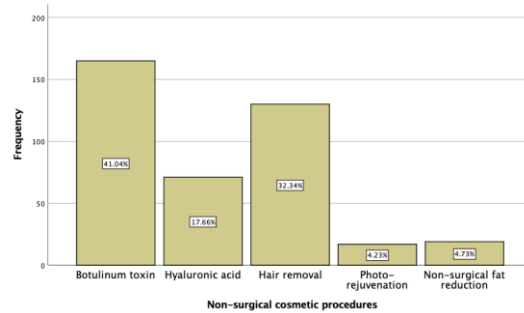


Figure 1: Participants respond to the most common non-surgical cosmetic procedures

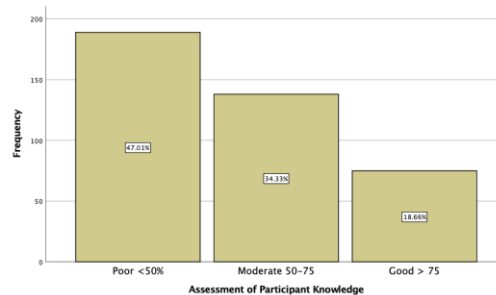


Figure 2: Assessment of participants' knowledge toward cosmetic procedures

On the other hand, 165 (41.04%) of the participants reported Botulinum toxin (Botox) as the most common non-

surgical cosmetic procedure, and hair removal was the second most common. Photo-rejuvenation was the least common (**Figure 1**).

Table 2: Participants' view about reasons behind undergoing cosmetic procedures

Reasons	Frequency %
Personal desire	113 (18.1)
To look more attractive	64 (15.9)
Trend	38 (9.5)
Influence of social media	35 (8.7)
Personal desire & To look more attractive	33 (8.2)
Influence of others & Influence of social media	15 (3.7)
Influence of others	13 (3.2)
Personal desire & Influence of others	9 (2.2)
To look more attractive & Influence of social media	9 (2.2)
Others	73 (28.3)
Total	402

Most of the participants showed a reasonable level of awareness regarding the presence of cosmetic centers in Al-Majmaah city, where 224 (55.7%) responded with yes and 178 (44.3%) with no. The average score was 40.6 ± 23.3%, with a range of 0%-100%. 189 (47.01%) of the participants had poor knowledge, 138 (34.33%) with

moderate knowledge, and only 75 (18.66%) of participants had good knowledge (**Figure 2**).

Attitude about cosmetic procedures: When asked participants about their opinion toward the most common reasons that motivate people to undergo cosmetic procedures, a personal desire was the most common cause 113 (18.1%), followed by to look more attractive as the second most common cause 64 (15.9%) (**Table 2**).

Most of the participants 189 (47.0%) approved cosmetic procedures. 327 (81.3%) agreed that cosmetic procedures are common, and 217 (54.0%) think cosmetic procedures are accepted in the community (**Table 3**). The majority of the participants 204 (50.7%) responded that cosmetic procedures are a waste of money. More than one-third believed that people who have undergone cosmetic procedures look better and more attractive. About 220 (54.7%) did not mind telling others if they decide to do cosmetic procedures. More than two-thirds 293 (72.9%) believed that low self-esteem can affect the decision regarding cosmetic procedures, and 88 (21.9%) did not. When asked about their opinion if women perform cosmetic procedures more than men, the vast majority 342 (85.1%) said yes and 50 (12.4%) said no, and only 10 (2.5%) are not sure.

Table 3: Summary of attitude about cosmetic procedures,

Questions	Frequency (%)		
	Yes	No	I Don't Know
Do you approve of cosmetic procedures?	189 (47%)	123 (30.6%)	90 (22.4%)
Do you think Cosmetic procedures are common?	327 (81.3%)	63 (15.7%)	12 (3%)
Do you think cosmetic procedures accepted in the community?	217 (54%)	95 (23.6%)	90 (22.4%)
Do you consider Cosmetic procedures a waste of money?	204 (50.7%)	128 (31.9%)	70 (17.4%)
Do you think people who have undergone cosmetic procedures look more better and attractive?	189 (47%)	144 (35.8%)	69 (17.2%)
If you are decided to do a cosmetic procedure, can you tell others?	220 (54.7%)	124 (30.9%)	58 (14.4%)
If you decide to do a cosmetic procedure, would you feel fear?	280 (69.7%)	92 (22.8%)	30 (7.5%)
Would you undergo cosmetic procedures upon request of others?	85 (21.1%)	299 (74.4%)	18 (4.5%)
Do You think social media affects decision regarding cosmetic procedures?	322 (80.1%)	56 (13.9%)	24 (6%)
Do you think low self-esteem makes people to undergo cosmetic procedure?	293 (72.9%)	88 (21.9%)	21 (5.2%)
In your opinion do you think women perform cosmetic procedure more than men?	342 (85.1%)	50 (12.4%)	10 (2.5%)

Figure 3 shows the overall attitude assessment of the participants. The average score was 13.7 ± 2.3%. It was classified on the basis of above and below the mean.

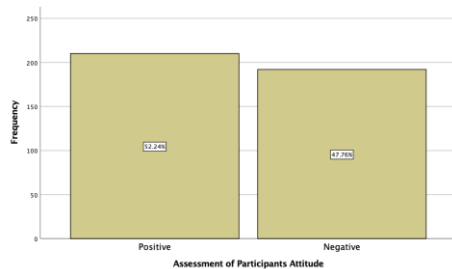


Figure 3: Assessment of participants' attitude toward cosmetic procedures.

Practice of cosmetic procedures: About 146 (36.3%) have undergone some type of such procedure and they report their reasons as summarized in **Table 4**.

The majority of the participants, 256 (63.7%) have not undergone any type of cosmetic procedure and the most

common reason for not undergoing cosmetic procedure was satisfaction about oneself (26.6%) followed by religious concerns 43 (10.7%)

Table 4: Participants' reasons for not undergoing cosmetic procedures

Reasons behind undergoing cosmetic procedures	Frequency (%)
Personal desire	90 (22.4%)
Personal desire + to look more attractive	22 (5.5%)
To look more attractive	15 (3.7%)
Trend	5 (1.2%)
Others	14 (3.5%)
Reasons behind not undergoing cosmetic procedures	Frequency (%)
Satisfied	107 (26.6%)
Religious Concerns	43 (10.7%)
Satisfied + Religious concerns	29 (7.2%)
Because of Complication	22 (5.5%)
Financial Concerns	19 (4.7%)
Others	36 (9.0%)
Total	256

Out of those who undergo some type of cosmetic procedures, 61 (15%) have been undergone surgical cosmetic procedures. the majority have undergone liposuction 24 (6%), followed by rhinoplasty 10 (2.5%), abdominoplasty 8 (2.0%), breast augmentation 6 (1.5%), and only 3 (0.7%) have undergone Eyelid surgery.

About 134 (33.3%) have undergone non-surgical cosmetic procedures, the majority have undergone hair removal treatment 63 (15.7%), followed by Botulinum Toxin injections-21 (5.2%). Hyaluronic acid -Filler- 16 (4%) and only 1% did Photo-Rejuvenation and non-surgical fat reduction

About 244 (60.7%) of the participant admitted that their relatives had undergone cosmetic procedures while 158 (39.3%) said no (**Table 5**).

Table 5: Participants' relative who had undergone cosmetic procedures

Relative Relation	Frequency
Friends	87 (21.7%)
Uncles/Cousins	35 (8.7%)
Siblings	34 (8.5%)
Parents	23 (5.7%)
Grand parents	23 (5.7%)
Uncles/Cousins + Friends	10 (2.5%)
Siblings + Friends	9 (2.2%)
Siblings + Uncles/Cousins + Friends	7 (1.7%)
Partner	6 (1.5%)
Others	10 (2.5%)
Total	244

When asked about what type of surgical cosmetic procedures their relatives underwent, the majority 60 (14.9%) answered with Liposuction (**Table 6**).

Table 6: Surgical cosmetic procedures underwent by participants' relatives

Surgical cosmetic procedures	Frequency
Liposuction	60 (14.9%)
Rhinoplasty	46 (11.4%)
Breast augmentation	15 (3.7%)
Abdominoplasty	11 (2.7%)
Liposuction/Rhinoplasty	11 (2.7%)
Eyelid surgery	8 (2%)
other	37 (8.9%)
Total	188

When asked about what type of non-surgical cosmetic procedures their relatives underwent, the majority 51 (12.7%) said Botulinum toxin, and 49 (12.2%) said hair removal (Table 7).

Table 7: Non-surgical cosmetic procedures underwent by participants' relatives

Non-Surgical cosmetic procedures	Frequency (%)
Botulinum toxin	51 (12.7)
Hair removal	49 (12.2)
Botulinum toxin + Hyaluronic acid + Hair removal	27(6.7)
Hyaluronic acid	24(6)
Botulinum toxin + Hair removal	19 (4.7)
Non-surgical fat reduction	14(3.5)
Botulinum toxin + Hyaluronic acid	11 (2.7)
Others	24 (5.6)
Total	219

Inferential analysis: Table 8 shows the relationship between the socio-demographic factors and knowledge about cosmetic procedures. There was no significant correlation between (Age, Gender, Marital Status, Education Level, and Income) and knowledge toward cosmetic procedures.

Table 8: Relationship between the socio-demographic factors and knowledge about cosmetic procedures

Demographic Data		Average scores (%)	p-value
Age	18-25	39.7 +23.5	.169
	26-35	39.6 + 22.7	
	36-45	41.3 +22.0	
	>45	46.7 +26.1	
Gender	Male	35.4 +25.6	0.053
	Female	42.4 +22.1	
Marital Status	Single	38.9 +23.2	0.522
	Married	42.3 +22.8	
	Divorced	40.4 + 29.8	
Education Level	< Bachelor	41.7 +24.4	0.057
	Bachelor	40.2 +22.3	
	Master	27.8 +23.2	
	PhD or Dr	58.3 +14.4	
Income	<2500	41.3 +23.4	0.751
	2500 - 5000	39.0 +24.3	
	5500 - 10000	41.9 +22.2	
	10500 - 20000	36.0 + 22.9	
	>20000	37.5 + 26.7	

P < 0.05 is significant.

The relationship between the socio-demographic factors and attitude about cosmetic procedures is shown in **Table 9**. There was an observed correlation between age and attitude toward cosmetic procedures. Positive attitude level was more common among those aged between 18-25 as they represented 41.5% of total participants. There was no significant correlation between (gender, marital status, educational level, and income) and attitude toward cosmetic procedures.

Table 9: Relationship between the socio-demographic factors and attitude about cosmetic procedures

Demographic Data		Average scores (%)	p-value
Age	18-25	13.8 + 2.4	0.047
	26-35	13.6 + 2.5	
	36-45	13.4 + 2.1	
	>45	13.8 + 2.02	
Gender	Male	13.7 + 2.6	0.387
	Female	13.6 + 2.2	
Marital Status	Single	13.7 + 2.3	0.086
	Married	13.6 + 2.3	
	Divorced	13.9 + 2.6	
Education Level	< Bachelor	13.4 + 2.3	0.791
	Bachelor	13.8 + 2.3	
	Master	13.8 + 1.4	
	PhD or Dr	13.7 + 4.5	
Income	<2500	13.5 + 2.1	0.681
	2500 - 5000	13.6 + 2.9	
	5500 - 10000	13.8 + 2.2	
	10500 - 20000	14.1 + 2.2	
	>20000	14.3 + 2.2	

P < 0.05 is significant

There was a significant correlation between age and performance of cosmetic procedures, the age group between 26-35 was most group undergone cosmetic procedures (**Table 10**).

Table 10: Relationship between age factors and performance of cosmetic procedures

Age	Do you ever go through any type of cosmetic procedures		Total
	Yes N (%)	No N (%)	
18-25	42 (28.8)	125 (48.8)	167
26-35	48 (32.9)	60 (23.4)	108
36-45	39 (26.7)	50 (19.5)	89
Over 45	17 (11.6)	21 (8.2)	38
Total	146	256	402
Pearson Chi square = 15.421, p = 0.001			

There was a significant correlation between income and performance of cosmetic procedures, participants who have a monthly income between 5500-10,000 SR were more groups had undergone cosmetic procedures (**Table 11**).

Table 11: Relationship between income factors and performance of cosmetic procedures

Income (Monthly)	Do you ever go through any type of cosmetic procedures		Total
	Yes N (%)	No N (%)	
Less than 2500 SR	58 (39.7)	124 (48.4)	182
2500-5000 SR	18 (12.3)	55 (21.4)	73
5500-10,000 SR	60 (41.1)	54 (21.1)	114
10,500-20,000 SR	7 (4.8)	18 (7.0)	25
More than 20,000 SR	3 (2.1)	5 (2.1)	8
Total	146	256	402
Pearson Chi square = 19.720, p = 0.001			

DISCUSSION

Globally, cosmetic procedures have become very prevalent among males and females. According to the International Society of Aesthetic Plastic Surgeons (ISAPS), Saudi Arabia is ranked among the top 25 countries with the highest rates of cosmetic procedures and with the top 30 countries with the highest number of plastic surgeons. This study aimed to assess knowledge, attitudes, and practices about cosmetic procedures and to find out the reasons for undergoing cosmetic procedures according to our knowledge, there were no similar studies performed in Majmaah city. Out of 402, all have heard about cosmetic procedures, social media was the commonest source of information as reported by participants which is a similar result with other study done in 2017 at Taif University among female students aimed to assess knowledge, attitude, and practice among their students where they found social media was the commonest source among their responder [8].

A study in 2019 about the effect of Media on Facial Plastic Surgery among patients attending cosmetic clinics at King Abdulaziz University Hospital in Riyadh showed that the majority of patients visiting plastic surgery clinics were positively affected, but not exclusively, by media coverage of cosmetic surgery results. Media, in general, is one of the biggest factors that may influence people and raised their sense of knowledge regarding cosmetic procedures [9].

In this study, it was found that most of the participants had poor knowledge regarding cosmetic procedures with 47.01%, those with moderate knowledge were 34.33%, and only 18.66% with good knowledge which is expected result as the majority of our participants aged between 18-25 years and 41% of them had an educational level less than a bachelor's degree. Another study was conducted in 2016 among Basic Science Students at a university in Nigeria showed an approximate result as most of their responder showed poor knowledge with 47%, 48.8 with moderate knowledge and the total good knowledge were only 4.2% [10].

Regarding approval and acceptance of the cosmetic procedure, 47% of the participants approved cosmetic procedures, 81.3% considered it a common practice, and 54% agreed it was accepted in the community whereas 23.6% rejected that. In contrast to this study, Al-Hammadi et al., 2017 found most of the students (61.8%) disagreed that cosmetic surgery is accepted socially and (72.3%) did not approve of themselves doing cosmetic surgery [8]. More than one-third believed that people who have undergone cosmetic procedures look better and more attractive which is in agreement with another study in 2019 about attitudes and acceptance of the Saudi population toward cosmetic surgeries in Riyadh were they that found the majority of their responders agreed that cosmetic surgery is good as it will assist people to feel better toward themselves [11].

74.4% of our participants refused to undergo cosmetic procedures upon request of others, which is in agreement with participants' opinion regarding the most common reason motivating people to undergo such procedures where the majority reported personal desire as a major reason. More than two-thirds 72.9% believed that low self-esteem can affect the decision regarding cosmetic procedures. In terms of factors affecting decisions regarding cosmetic procedures, a study in Riyadh about Factors that motivate people to undergo cosmetic surgery showed females with low self-esteem reported a greater likelihood of undergoing cosmetic surgery [12]. The vast majority 85.1% of the participants agreed women perform cosmetic procedures more than men.

According to a study conducted in Bushehr, Southern Iran 2012 about Factors Affecting Patients Undergoing Cosmetic Surgery showed that demographic features have an influential factor to decide to undergo cosmetic surgery including Females and age group between 30 and 45 years had more tendencies to undergo cosmetic surgery [13]. More than half of our participants can tell others if they have undergone cosmetic procedures, as most of them thought cosmetic procedures are accepted in the community.

On the contrary, a study done in Singapore among junior students and medical students aged between 16-21 years reported a large number of them to feel embarrassed if people outside of their immediate and close friends found that they have undergone cosmetic procedures [14]. This study showed the majority of the participants' attitude was positive with 52.24% while the remaining 47.76% were had a negative attitude. This result is inconsistent with Al-Hammadi and her colleagues, where they mentioned the attitude of students towards cosmetic surgery is mostly negative. The majority of the participants 256 (63.7%) have not undergone any type of cosmetic procedure. While the remaining 146 (36.3%) have undergone some type of such procedure. Out of 146, 61 have been undergone surgical cosmetic procedures whereas 133 have been undergone non-surgical cosmetic procedures, which are exactly expected as there are only two cosmetic clinics in Al-Majmaah and most of their services are non-surgical or minimally invasive procedures. About 60.7% of the participant admitted that their relatives had undergone cosmetic procedures.

A recent study showed that 24.5% only of their participants admitted the seam [15]. As this study aimed to study the practice of cosmetic use in Al-Majmaah, it showed that the most common surgical procedures were liposuction, Rhinoplasty, abdominoplasty, and breast augmentation and the most common non-surgical were laser hair removal, Botox, and hyaluronic acid, in which liposuction, breast augmentation, and abdominoplasty. Laser hair removal, Botox, and liposuction were more prevalent in females while Rhinoplasty was more common in males. This mirrors the findings published in 2017 about trends and demographic characteristics of Saudi cosmetic surgery patients where it found that rhinoplasty was more common in males while liposuction, hair removal, botox were more common in females [16]. This study also investigated factors that influence knowledge and attitudes toward cosmetic procedures among the participants. The socio-demographic factors insignificantly affected participants' level of knowledge.

A significant association was observed between participants' attitude and age ($p = 0.047$), no significant association was observed between gender and attitude, wherein studies included, we found that there was no significant difference between age group and Acceptance of Cosmetic Surgery Scale (ACSS) scores, and the significant difference observed between gender and intra-personal scale scores where the female patients were higher than male patients ($p = 0.001$). There was a significant correlation between age and undergoing cosmetic procedures, ($p = 0.001$), age group between 26-35 years old was the group who undergone cosmetic procedures the most, followed by those between age 18-25. A retrospective analysis of 4550 cosmetic surgeries in 2016, in China, found patients aged 19-34 years accounted for the most popular age group (76.9%) [17].

In this study, about 244 of the participants assured that their relatives had undergone some type of cosmetic procedures. About 75.3% of the participants who underwent cosmetic procedures know someone who did the same. In agreement with this study, a systematic review

about factors predicting the interest in cosmetic surgery found that knowing someone who has undergone cosmetic surgery is a strong predictor of interest in cosmetic surgery [7].

CONCLUSION

Most of the participants were aged between 8 and 25 years old, the majority were female. Social media plays an important role as a source of information. Most of the participants had a poor to moderate levels of knowledge regarding Cosmetic procedures. Most of the participants had a positive attitude regarding such procedures. The prevalence of Cosmetic procedures is uncommon as about one-third have undergone surgical and non-surgical procedures.

Limitations of The Study: Occupation and nationality were not included in this study as demographic factors.

Recommendations: We recommend further studies to be conducted in cosmetic centers for more focus on reasons that motivate people to undergo cosmetic procedures.

Conflict of Interest: No conflict of interest is declared.

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