Research Article

EXAMINING BEAUTY STANDARDS AND ADVANCED ANTI-AGING INNOVATIONS IN DUBAI

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Abstract

This paper studies the complicated connection that exists in the United Arab Emirates (UAE) between the spread of anti-aging technologies and beauty standards. Understanding the cultural, societal, and economic aspects influencing beauty standards and the acceptance of anti-aging technologies is crucial, since the United Arab Emirates is quickly becoming a global center for luxury beauty and wellness services. The study offers an in-depth study of the cultural and historical background of beauty in the United Arab Emirates, looking at common ideas of beauty as well as how globalization has impacted the growth of beauty standards. Additionally, it explores the rising demand in the United Arab Emirates for anti-aging technologies and treatments, taking into consideration several reasons like media impact, cultural expectations, and the increasing desperation for youthfulness in a quickly modernizing society. This study aims to expand the knowledge of the sociocultural elements influencing views of aging and beauty in modern society by shedding light over the complicated relationships of beauty standards and anti-aging technologies in the United Arab Emirates.

Keywords: Beauty Standards, Anti-Aging Technologies, Insecurities, Model Influences.

INTRODUCTION

Beauty is a strong word that influences women. "Living in an era where consumerism and commercialism define what is beautiful and how you should be, women tend to find themselves trapped and are conditioned to feel energetic to fit within the conundrum of 'the perfect standards of beautiful women' – a social construct, a bias manufactured by the social standards of today's society" (Asyariefah, 2019). Beauty is a subjective concept. The definition of beauty can be traced down to ancient Greece. The classical Greek word that is the closest to the meaning or interpretation of magnificence was "kallos." The word "Kallos" implied something exceptional, something of fine quality. Beauty is often described as a feature of objects that make these objects diverting to discern. Aging is a part of a natural process that a human goes through in life. "The skin is the first obvious mark of aging and passing time as it tends to wrinkle. As you get older, your skin loses its elasticity, becoming thinner and less oily. This leaves the skin more vulnerable to the sun's UV rays, which cause wrinkles and fine lines" (Ganeceviciene, Liakou, Theodoridis, Markantonaki, Zouboulis, 2012). "The cosmetics industry has long focused on youthful looks and has reaped substantial gains with anti-aging products and services. To prevent people from looking old has been the mainstream of the attempts to stay beautiful" (Luc Yao, 2019). In an era where outer appearance holds great significance, beauty has become an important pursuit for many individuals. Societal standards have perpetuated the belief that being older diminishes the attraction of one. Therefore, ever since the 1800s, women have utilized several plant-based creams such as aloe vera and others like flaxseeds that have been emerging recently as "botox substitute" to require care of the skin. "Flaxseed face masks are good for your skin because they are very rich in fiber. Flaxseed fiber can help maintain skin health by improving skin hydration" (Dr. Konstantin Vasyukevich, 2023).

Traditional practices, homegrown cures, and various skincare strategies have been employed for centuries to advance a young appearance. "Dermal fillers, composed of different substances like hyaluronic acid or collagen, were also introduced to address signs of aging by restoring volume to zones influenced by wrinkles or sagging" (Landau & Fagien, 2015). Anti-aging technologies were introduced to return a more youthful appearance with increased energy. "The late 20th century saw the rise of these minimally invasive methods as compelling arrangements for individuals" (Wickham, 2017).

Statement of the Problem

The statement of the problem circulates around the convergence of aging, societal standards, and beauty. The thorough issue is the emphasis of society on the perspective that aging decreases beauty and attractiveness as well as a vital emphasis on youthful looks, especially skin. The emphasis on this issue has led to a crucial aim on the products and services of beauty which is designed to battle the effects of aging. This complication is deeply rooted in society's expectations that have driven individuals especially women since the 1800s, to detect and discover a variety of skincare processes and strategies, homegrown remedies, and even face Botox to maintain a youthful yet attractive appearance. Beauty standards have continued to surge and tend to prioritize a youthful look at any age. There is an incline in pressure for individuals to avert the noticeable and visible signs of aging, specifically on the skin. The affirmation of the problem climaxes the tension between the standards of the society regarding the natural process of aging. This issue created a major strain on the lives of women, desiring to look young and beautiful but natural. Society has set exaggerated standards, but they are yet applied to most individuals today. Questions are being raised about the impact of these high expectations. The cosmetics industry has criticized the shaping of beauty ideals and the consequences of the reinforcement of the idea that natural aging diminishes one's beauty. The most potential gap according to research is the lack of in-depth study into the coping mechanisms and

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psychological effects of individuals who feel forced and pressured by society to look a certain way regarding societal beauty standards in and outside of the UAE.

Objectives of the Study

This research aims to investigate the impact of contemporary anti-aging technologies on the establishment of societal norms for women of diverse age groups, encompassing teenagers and individuals beyond, with a specific focus on the United Arab Emirates. This study aims to evaluate how technological and medicinal developments have shaped society's expectations and views of women's aging experiences in the context of Dubai, United Arab Emirates.

Research Questions

The researchers aim to address the following questions:

1. To what extent does physical attractiveness afford individuals countless opportunities in several aspects of life?
2. Why has the idea of modern anti-aging technology become a commercial standard in today's world?
3. How does the cosmetic industry, specifically in the United Arab Emirates, address the idea of anti-ageing technology and how it applies it?

Significance of the Study

Establishing standards for beauty can be something that causes negative feelings in people, particularly in women, such low self-esteem and extreme lack of confidence. The person becomes psychologically unstable because of these unpleasant feelings and is unable to participate in social activities (Dilmil Soach, 2020). During childhood growth, the lure of favored beauty standards has a strong effect, trapping people in a cycle of social expectations, especially for young girls who grow up to be women. As a result, a lot of people unintentionally go down the path of self-analysis, with their own self-image always linked to strict standards of beauty. In contrast to past times where issues related to physical appearance and fulfillment to beauty standards where relatively less popular modern times intend to experience a more noticeable movement towards increased examination and evaluation of external beauty. Such a transformation could be an indication of more general changes in society's standards and culture. As the people grow, they are expected to follow the levels of beauty to the point where wrinkles, spots, or anything caused by aging is expected to be "fixed" because that is "not pretty" and "weird".

Structure of the Study

The first Chapter presents the study subject by providing essential background information essential for comprehending the problem. It encompasses details on the problem statement, research objectives, research inquiries, data description, and the significance of the study. The second chapter provides background information on beauty and anti-aging technology by examining a range of advancements meant to improve outward appearance and slow down the aging process. This includes improvements in skincare, different types of cosmetic surgeries, and new technology like laser therapy. The chapter goes into additional detail on consumer behavior regarding

these technologies, examining the effects they have on the justice system and the halo effect. Furthermore, it examines the driving forces behind people's adoption of these technologies and suggests tactics for raising awareness in this area.

The third chapter investigates how people in the United Arab Emirates (UAE) use anti-aging technologies and how these technologies fit into their culture. To determine the acceptability levels of anti-aging technology, interviews, and surveys with women in a range of age groups will be conducted as part of this project. The investigation aims to find out if elderly women have a tendency towards conservatism and use natural therapies. These interviews will provide insights on how women's acceptance of anti-aging technology has changed over time.

The fourth chapter focuses on beauty standards in Dubai, particularly those presented by influencers. It explores how these standards influence women, leading them to consider anti-aging technologies to enhance or preserve their beauty. Additionally, the chapter investigates the psychological impact of these beauty ideals on young teenage girls, examining how influencer portrayals shape their perceptions and behaviors related to appearance and aging this is all done through a survey which has been shared among several people both males and females of different age groups, the quantitative data is utilized from our primary sources, displayed through various figures, and analyzed accordingly.

The fifth chapter concludes the study by summarizing the discussions and analyses. It holds a pivotal role in providing answers to the research question and objective. The chapter offers commentary and theories on the significance of the findings and their relevance to the study's aim.

LITERATURE REVIEW

The chapter introduces the study of an investigation into the complex relationship between social perceptions of beauty. Offering earlier research that together examines the aging process and the major impact on consumer and customer behavior. The literature review of this chapter explores background information on the beauty and the anti-again technologies, which refers to methods, products, or treatments designed to slow down or reverse the signs of aging, such as wrinkles, fine lines, or loss of skin elasticity.The rise of anti-aging technologies, behavior regarding anti-aging technology and beauty, as well as the justice system and halo effect in workplace. By examining preferences, perceptions, attitudes, and influential factors that drive individuals to feel pressured to use these technologies the aim of the study is to increase awareness of the wider societal implications of the evolving standards of beauty. This review will shed a light and establish an exploration, making way for the upcoming chapters examining the societal and psychological outcomes, cultural diversities, gender dynamics, social and economic ramifications and the long-term health outcomes and effects linking to the constant quest for looking youthful.

Background Information

Ever since the dawn of time, women have done the most to stop the clock. This is what women are taught to fear about aging: becoming irrelevant and going unnoticed, just as they havegrown into a more mature, confident, and powerful part of

their lives. While the prevailing belief suggests that individuals advance in life based on efforts, talents, and connections, research shows that success is linked to a person's beauty. Living in a materialistic world often leads to the accumulation of wealth and other desirable possessions, which can elevate status and demonstrate superiority.. Similarly, individuals with high status can attract high status partners who are conventionally attractive since beauty is considered as high status. Attractiveness proves that beauty gets you far in life, while being average looking or unattractive to beauty standardsof society will not get you that far in life. "Anti-aging medicine is an evolving branch of medical science and applied medicine. It treats the underlying causes of aging and aims at alleviating any age-related ailment. Its goal is to extend the healthy lifespan of humans having youthful characteristics" (Arora BP, 2008). A trend is defined as the direction in which a market can move for a certain period. Trends are currents of change that are born, evolve and die. The concept of beauty has changed and evolved over the centuries and will continue to do so, generating different trends that depend on cultural, social, environmental, scientific, and even religious traditions in some cases. (John Jimenez, 2021). The pursuit of beauty has been a longstanding aspect of human history, having many definitions of beauty throughout nations and eras. Recently, there has been a substantial increase in the development and adaptation of anti-aging technologies. Anti-aging technologies tend to compromise a broad spectrum of products and procedures. Including skin care products and cosmetic surgeries. The relationship between beauty and technology is changing as people try to resist the traditional effects of aging. "This is causing people to talk about how they see themselves, how society views aging, and what ethical issues surround utilizing anti-aging treatments" (Barbara Ellen, 2023).

Rise of Anti-Aging Technologies

The idea that staying young is important has become normal in our society, and because of that, many people use a lot of products and services to try to look younger. The truism "What is antiquated undergoes a rejuvenation" perfectly describes the experience of the aging population, much like an ideal story. "Consumers desire skin care products that will bring new life to their skin and give them the appearance that matches their mental age and not chronological age. The shift in consumer attitude toward aging prompted skin care companies to place more emphasis on reversing the signs of extrinsic and intrinsic aging. This is the focus of "anti-aging" skin care and cosmetics" (Wilson, 2009). The rise of anti-aging technologies has sparked a rapid and transformative shift in contemporary society. "Recent advances in longevity biotechnology suggest that substantially increasing life expectancy may be possible" (Dutt D'Cunha, 2023). The view of aging has evolved in recent years due to developments in dermatology, cosmetic surgery, and healthy lifestyle choices. This quick evolution is demonstrated by the rise of non-invasive procedures like injectables and laser therapy, which are becoming increasingly popular due to their capacity to regenerate skin and lessen the appearance of aging (Gold MH, 2017). This swift change demonstrates how the anti-aging industry is dynamic and has a big impact on how society perceives beauty and aging. As long as technology exists, it is likely that the advancement of anti-aging technologies will continue to impact how people perceive and deal with aging. "Traditional Chinese pharmaceutical has continuously kept up a sharp interest in the expressions of amplifying human lifespan and achieving

immortality within the flesh. The goal of these technologies is to encourage a healthier, more youthful-looking skin" (Franz J. Hock, Michael R. Gralinski, 2020).

Behavior Regarding Anti-Aging Technology and Beauty: Studies underscore the need for nuanced understanding of the behavioral dynamics surrounding anti-aging technologies, recognizing the multidimensional factors that shape public perception and decision making in this evolving landscape (Brown & Miller, 2022). As technology evolves, individuals navigate the complex interplay between the desire for longevity and the broader society of anti-aging interventions. Research indicates a growing interest in anti-aging technologies, with Smith (2020) highlighting the influence of societal attitudes. Moreover, the work of Jones et al. (2021) emphasizes the ongoing ethical considerations associated with these advancements. The behavior surrounding anti-aging technologies is influenced by societal attitudes, individual motivations, and ethical considerations (Smith, 2020). As advancements continue, people are navigating the balance between embracing such technologies for longevity and addressing potential societal implications. Recent literature suggests that the use of anti-aging technologies is not solely driven by individual preferences but is also influenced by marketing strategies and socio-cultural trends. (White & Johnson, 2023) This underscores the complexity of the behavior surrounding these technologies, emphasizing the importance of a comprehensive approach to studying and addressing the various factors at play in their adoption.

Halo Effect

Studies have observed attractive people tend to enjoy more privileges. For example, a psychological concept called the "halo effect" that is strongly associated with beauty makes attractive people seem to have a variety of positive personalities, such as altruism, stability, and intellect, in comparison to less attractive people (Tartaglia S & Rollero C, 2015). The "physical attractiveness stereotype" and the "what is beautiful us also good" idea, are other terms used to describe the halo effect. The halo effect frequently involves a significant physical component (Cherry, 2022). Individuals who are deemed attractive are also frequently evaluated higher on other positive attributes. This effect, however, has an impact on more than just how attractive we find a person to be. It can also include other characteristics. Individuals who express kindness or sociability, for instance, may also be perceived as more intelligent and likeable. Due to the halo effect, opinions about one attribute can shift perceptions of other qualities (Kendra Cherry, 2022)

Justice System

According to multiple research and observations, a common conclusion can be noticed which is that beauty privilege does exist (in text citation). The privileges given to socially- deemed attractive people range from minute daily advantages such as a free drink from a coffee shop to extreme measures in judicial fields by showing sympathy to criminals. It is hard to deny or accept that beauty privilege exists; being sympathetic to criminals is not a new thing. When Ted Bundy was on trial in 1979, multiple women wrote him fan letters. This is not the first time it has happened. This is discussing a man who murdered more than thirty women, yet these women continued to show him compassion and support. A more recent

discrimination in our court room is 21-year-old Cameron Herrin who is guilty of killing a mother and her 21-month-old baby whilst he was street racing in 2018 and was sentenced to 24 years in prison. Cameron took over the internet and not because of his case but because of his looks. Many people showed empathy towards him and his case and claimed that he should not be sentenced to 24 years. Many people, especially TikTok users showed unreasonable support for the criminal just because he looked "handsome" and "innocent." Furthermore, they explained what he did as an accident and justified it (Salah, 2021).

Workplace

According to many articles and research papers written by many professors throughout the years such as Dario Mastropieri, a professor at the University of Chicago, and Daniel Hamermesh who wrote a book called "Beauty Pays", they addressed that people tend to be hired, promoted, and paid more quickly than their less-attractive coworkers, and how these amounts differ by gender and professions. In addition, researchers have explored the concept of beauty as a factor of human success repeatedly and in diverse ways. In addition, Hamermesh also illustrates the significance of this for both the beautiful and the not-so-beautiful in our present world (Princeton University Press). It is also said that beautiful people tend to bring more money to their business and are therefore more valuable employees and in return, are considered diligent workers (Abramsohn, 2010). According to Johnson, Stefanie, women who are less attractive are given authoritative, high-responsibility roles because it is assumed that they are more committed to their work than to their appearance. Because physical appearance counts, attractive women would be hired at high rates for "feminine" jobs like secretary and car salesperson. However, because physical appearance is not as important in jobs that are viewed as masculine, like prison guards and social workers, less attractive women would be rated highly in these fields (Rebecca Ward, 2010).

Influential Factors that Drive Individuals to Feel Pressured to Use These Technologies

Females with low self-esteem, low life satisfaction, low self-rated attractiveness and little religious beliefs who were heavy television watchers reported a greater likelihood of undergoing cosmetic surgery (Furnham & Levitas, 2012). One of the most major influences is "Media Influence" as said in an article written by Dr. Galardi, Dr. Bowen, and Erin Conroy, "From Instagram to television, media and content are full of beautiful, younger-looking people with specific body types. When people are dissatisfied with their own bodies, they find it difficult to see others with perfect bodies. This may motivate them to seek to change their own appearance (para.3)." The decision to seek out plastic surgery has recently attracted a significant amount of attention. Studies have focused on evolutionary, psychosocial and health behavioral covariates of those who have undergone cosmetic surgery, as well as more attitudinal and belief system factors such as life satisfaction, self-esteem, and body image (Can J, 2012).

Increasing Awareness

Awareness is not only the act of speaking, but also to act and change. Raising awareness without change is like throwing a missile on a grave. Individuals seem to act differently depending on the society around them, such as the influence of beauty and youthful looks. More so, that is the first thing people glance at (Brett, n.d.). The development and progression of beauty standards has been a liberal process profoundly influenced by cultural, historical, and social factors (Jones, 2017; Smith *et al.,* 2020). The more societies develop and progress, the more their perceptions of beauty and expectations surge. The understanding of this progression is vital in comprehending the coexisting dynamics at play. One major component involves the societal and psychological ramifications of maintaining specific beauty ideals. Research finds that some individuals tend to have and experience both negative and positive psychological effects those individuals are who conform to societal beauty standards (Doe *et al.,* 2019; Wang & Lee, 2021). Understanding these implications for enhancing mental well-being and creating and cultivating a more comprehensive societal milieu is crucial. Moreover, studies have proven that beauty standards and expectations can remarkably vary across diverse cultural contexts and between genders (Brown & Martinez, 2018; Kim & Chang, 2019). Men tend to shape their bodies more using protein and unnatural substances to promote a more built-up look or some may even start going to the gym to work on their fitness, prioritizing a better look. Women, on the other hand, are affected by youthful looks, wanting to change their face and look as young as possible no matter their age, this is due to the societies influence and gap on individuals. Such as the domino effect, if one individual changes their appearance and looks attractive, another might do the same leading to spreading this change with disregard to the other factors. Social and Economic ramifications of displaying specific ideals of beauty are also under inspection (Gaudoin, n.d.). exacerbating social inequalities (Jackson & Green, 2020; Patel *et al.,* 2022).

The promotion of certain beauty products, ideals and perceptions can create an environment in which individuals feel the need and desire to invest heavily in beauty procedures and products, it creates a compelling feeling to achieve perfection. This phenomenon can often lead to societal imbalances and stimulates economic growth within the beauty and cosmetics industry. Those resulting disparities can increase the importance of heightened awareness, which serves as a crucial mechanism for fostering consumer behavior in a responsible manner and addressing potential societal inequalities. Finally, the potential long-term health impacts which link to the pursuit of youthful appearances direct the way of the complex relationship between overall well-being and beauty practices (University of Nebraska Omaha, 2013). Research by Choi et al. (2018) and Kim et al. (2021) suggests that certain beauty practices may carry health implications, prompting the need for a comprehensive understanding of associated risks. The continuous pressure to adhere to specific beauty standards may lead individuals to adopt practices that, over time, could impact their health. For example, the regular use of certain cosmetic products or procedures may have unforeseen consequences. Therefore, itisessential to raise awareness about these potential long-term health impacts. Educating individuals of potential health risks can decrease the influence on certain individuals regarding the beauty industry. The profound emphasis on awareness becomes a vital goal for cultivating an environment and society where individuals can make important decisions with regard of their beauty routines, considering the potential implications for their long-term health (National Center for Biotechnology Information, 2021).

METHODOLOGY

The main objective of this study to investigate the utilization of anti-aging technologies in the United Arab Emirates (UAE) and their alignment with the local culture. This research employs interviews and surveys with women of various age groups to assess the acceptability of these technologies. The focus is on understanding if older women lean towards conservative methods like natural therapies. This methodological approach from these interviews will shed light on the changing acceptance of anti-aging technology among women over time in the UAE.

Description of Data

Key data was collected using a survey created using Google Forms which was sent on various social media platforms, which received about thirty-four responses and counting. The survey consisted of five writing questions concerning people's ideas and opinions on beauty standards and anti-ageing technology. Additionally, it contained sixmultiple choice questions revolving around gender, age, and what people believe in regarding the topic. 'Do you think beauty standards lead people to developing insecurities?' 'Do you think these standards would push people to look into anti-aging technologies?' are models to the questions in the google form. The form was shared on many media platforms such as WhatsApp, Instagram, and Snapchat. It was sent to students, and they were urged to spread the link to their friends, family, and teachers to get a variety of ideas and perspectives on beauty standards and anti-ageing technology. The writing questions have the most in-depth responses with people expressing their thoughts and personal opinions on the topic and adding relevant information on it. Some of the most detailed answers came from these two questions: 'Do you think beauty standards only affect women or men as well? please answer yes or no, and provide an explanation' 'Do you think beauty standards only affect women or men as well?'

Methodology

The purpose of this study is to examine the impact of current anti-aging technology on societal standards for women of all ages in the United Arab Emirates, with an emphasis on Dubai. The study aims to unravel the complex relationship between aging, societal expectations, and beauty standards by addressing questions about the importance of physical attractiveness in various aspects of life, the commercialization of anti-aging technology, and the role of the cosmetic industry in the UAE. Furthermore, the study seeks to fill a vacuum in the current literature by digging into the coping methods and psychological impacts encountered by individuals, particularly women, who face social pressures to adhere to conventional beauty norms.

Rationale of the Study

Women do not know what the term "beauty standards" means and just believe everything and everyone has their own unique beauty, which is the right mindset, but the society decided to crush this mindset and implement strict expectations and expect everyone to them and if they do not, they are considered "ugly" or "not pretty" enough. This world is a perfect example as it is currently living in an illusion where everyone must look identical and meet the same high beauty standards to be considered "pretty" and get both men and community validation. People especially woman have a choice every day to either follow the high beauty standards and get called "beautiful" or follow her own natural unique beauty and get called "ugly", yet again if she does follow the beauty standards everyone is following she would be considered a "copycat" and "unoriginal", so it really comes down to how a woman thinks and lives depending on her own validation or the world's validation.

Procedure of the Analysis

The analysis was executed utilizing a survey conducted through Google Forms, with specific inquiries aimed at comprehending the inclination of individuals from a recent generation towards undergoing cosmetic surgeries, influenced by prevailing beauty standards. These standards contribute to various insecurities among adolescent girls, emerging from a young age, as they strive to measure themselves against models who have undergone multiple plastic surgeries to attain a particular aesthetic. Common procedures observed among women in the United Arab Emirates include liposuction, breast augmentation, eyelid surgery, with lip fillers emerging as a prevalent choice among teenage girls. "Significant statistical data sourced from the Dubai Health Authority underscores a substantial surge in the demand for cosmetic procedures, escalating from 223, 507 cases in 2020 to 583, 909 in 2022, a phenomenon attributed to the advent of the COVID-19 pandemic. Notably, there is an emerging trend wherein men constitute a quarter of the demographic seeking plastic surgery services" (Nick Webster, 2023).

Conclusion

This chapter covered the description, methodology, rationale of the study, and procedure of the analysis. The main goal was to look at how people in the UAE adopt anti-aging technologies and how it fits into their culture. Focusing on the current generation, both men and women, aged 16 and above, who are increasingly opting for cosmetic procedures to boost their confidence. In Dubai, there's a clear change in attitudes toward cosmetic surgeries compared to past generations. In contemporary society, individuals across various backgrounds are increasingly receptive to cosmetic procedures, largely driven by the pervasive influence of stringent beauty standards. This shift represents a movement away from the traditionally conservative stance observed in the past and underscores the changing dynamics of societal expectations and aesthetic ideals in Dubai.

DATA ANALYSIS AND DISCUSSION

Introduction

This section provides a detailed examination of the primary data collected through surveys and quantitative methods. The main goal of the initial questionnaire was to gather information about the nationalities of respondents, distinguishing between locals and non-locals. Meanwhile, the second questionnaire aimed to determine the distribution of genders among the participants. Data collection was facilitated using Google Forms, an online tool for creating and submitting surveys electronically. The findings are presented visually through pie charts, short answers, and percentages. The first question aimed to understand opinions on appearance and cosmetic

procedures among Emiratis and non-Emiratis, while the second question aimed to assess gender distribution.

Purpose of the Study

The purpose of this study is to explore the effects of beauty standards found in society and the huge impact anti-aging products have on it. This study focuses on spreading awareness over beauty standards, especially ones presented by influencers. The idea that anti-aging technologies are needed to achieve conventional standards of feminine beauty has been deeply engraved on women's minds, creating a mental model in which people evaluate their own beauty in relation to the expectations of others. This psychological model is strengthened by comparable judgments with normal role models who are highly validated and esteemed, creating an endless cycle in which the desire for social validation and acceptance becomes increasingly involved with the search for anti-aging technologies.

Data Presentation and Discussion

The data is summarized and presented in the form of percentages, pie charts and frequencies.

Demographics characteristics of participants

This segment frames the segment attributes of members, incorporating orientation, age, and ethnicity. It inspects the effect of excellence guidelines on people across different elements of societal standards and norms.

Nationality of participants: The survey conducted among 24 local people and 13 expatriates in Dubai reveals insight into the beauty standards and advanced anti-aging innovations in the cosmopolitan city. Among the local people overviewed, a transcendent accentuation on social legacy and conventional qualities is obvious, with 78% communicating an inclination for humility and unpretentious upgrades. Conversely, ostracizes, comprising 35% of the study test, display a different scope of impacts, with 62% inclining towards Western beliefs of energy and marvelousness. In spite of these social varieties, the two gatherings exhibit a distinct fascination with hostile to maturing innovations, with 87% of local people and 92% of ostracizes communicating receptiveness to cutting edge medicines. This combination of points of view highlights Dubai's status as a blend of social impacts and a center for state-of-the-art excellence developments, where custom and innovation flawlessly interweave to shape cultural standards and individual yearnings.

Gender of participants: The first questionnaire was targeted towards the gender, in the study, 19 (67.9%) of the participants were females and 9 (32.1%) were males (Figure 1).
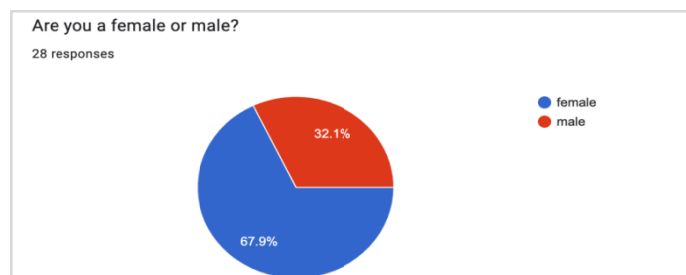

Figure 1. Gender of participants

Age of participants: The purpose of this study was to determine the age distribution of participants, who were divided into age groups ranging from 16 to 19 and older. Remarkably, six responders, or 21.4% of the total, were 16 years of age or younger. Ten replies, or 35.7% of the sample, came from 17-year-olds, who made up the biggest batch. On the other hand, the age group with the fewest responses—18 years old—constituted just 14.3% of the sample, with four respondents. Remarkably, the second-largest contingent consisted of people who were 19 years of age or older, making up 32.1% of the sample total and having Nine responders. As a result, the data shows that the participation group is dominated by 17-year-olds and noticeably absent of 18-year-olds. This is all evident in (Figure 2).
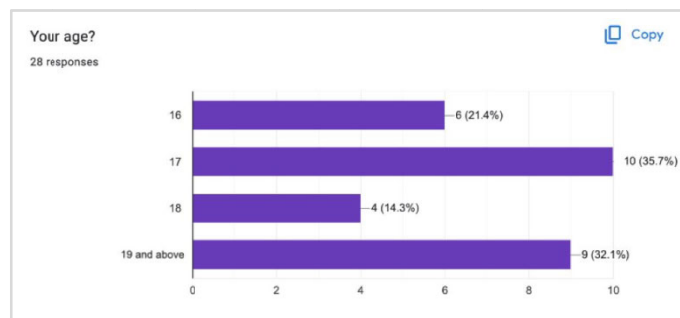

Figure 2. Age of participants

Beauty standards role in life: The fourth question of the survey asked participants if they believe beauty standards play a big role in our lives. The majority, 29 (78.4%), answered 'yes', while 8 (21.6%) answered 'no'. The survey responses further prove the claim, to further explain, most expats living in UAE believe that beauty standards play a big important role in our lives. Participants furthermore share personal experiences that shaped their way of thinking and responses to such questions. Many of the experiences and mindsets shared had a common mention of its effects mentally and physically on someone, as it starts developing nonsensical illusions and standards in that head that "must" be achieved to be part of society.
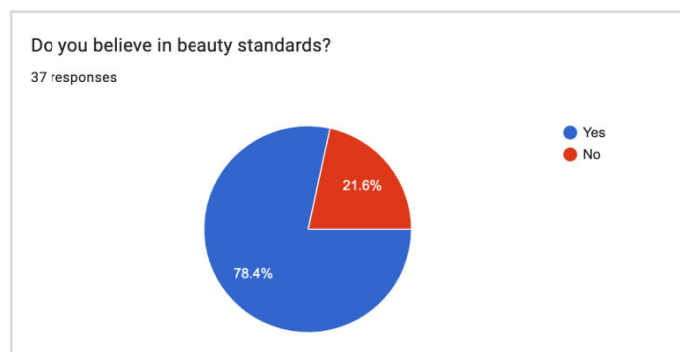

Figure 3.Beauty Standards

Beauty standards developing insecurities: The seventh question of the survey asked participants if they think beauty standards lead people to developing insecurities. Every single response was 'yes', while none disagreed. Such comparison of numbers proves and supports claims against the beauty standards put by society, especially the ones encouraged by influencers and anti-aging technologies. These high beauty standards slowly start developing insecurities in a woman's head, as she starts thinking 'why don't I look like her', 'am I

considered ugly', 'why do people like her more', and so on, because of such questions going through the head, woman stop enhancing their own unique ethnic beauty and start using anti-aging technologies to look 'prettier' and be more accepted by society, yet again if she does follow the beauty standards everyone is following she would be considered a "copycat" and "unoriginal", so once someone get caught and puzzledin this loophole, there is no way out of it, it is like a sickness without a cure*.*
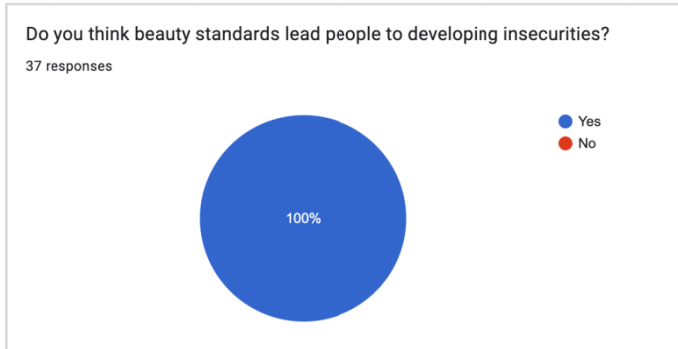

Figure 4. Beauty Standards and Insecurities

Looking into cosmetic surgeries: The Nineth question of the survey asked participants if they believed that beauty standards would push people to investigate anti-aging technologies. The majority, 35 (94.6 %), answered "yes", 2 (5.4 %), answered "no". A follow-up question was asked regarding what they thought was the most common procedure and how harmful they believed it could be. All 37 responses agreed that these cosmetic procedures could be harmful, resulting in harmful side effects, injecting unknown substances into their bodies, or even people regretting it later. The most common procedures mentioned in all the responses are nose jobs and lip fillers, as having a small, upturned nose and fuller lips is what is considered today's beauty standard.
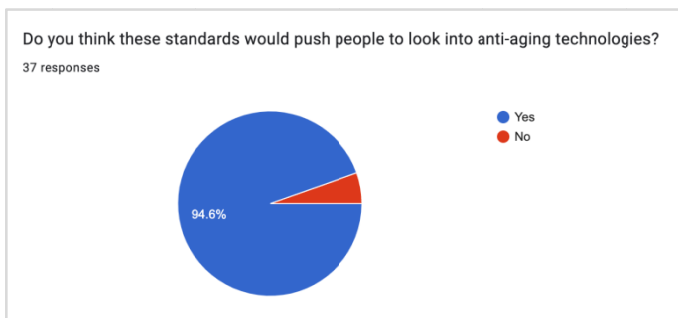

Figure 5. Anti-Aging Technologies

To further discuss the responses, many explained that while people believed they should fit into beauty standards, they should not be looking to cosmetic surgeries. They believe that the influence of beauty standards would push people to do a simple procedure first, then another, and another, and lastly get carried away and change their natural look completely. All who responded believed that cosmetic procedures would be harmful, some believed that if it were to be done right and had the proper after care, the side effects would have less of an affect.

The underlying effects on both men and women: Amongst the survey questions, participants are asked on their personal beliefs and opinions on the legitimacy of beauty standards and if those standards have similar effects on both genders equally. Most of the participants believed that it affects both men and women equally, but few believed that women would always have it worse. Participants agreed that both genders would be affected in different ways but could also be affected in the same way. For example, acne, which is a major dermatological issue for both men and women, causes them to develop insecurities and investigate into harmful medication such as Accutane to get rid of them. An immense cause of this is the view of how perfect skin should be which is presented all over social media. One participant mentioned body hair, and how women are not supposed to have any or they would be shamed for it since it is a masculine trait, and men should have body hair otherwise they would be judged for it. Another participant mentioned height, which is the most talked about subject recently. The person states how men especially are affected by this since the average height for a man is almost 6 feet, a man shorter than that could investigate cosmetic surgeries to make himself taller. Overall, we can conclude that most of the answers viewed the same idea on beauty standards for both genders and mentioned the ways it affects them in their daily lives and what it could potentially lead them into.

Summary of demographic data: A survey in Dubai among locals and expatriates reveals a strong interest in anti-aging treatments, with 87% of locals and 92% of expatriates open to advanced interventions. Most participants are females (67.9%) and aged 17. They acknowledge the significant role of beauty standards in their lives, with 78.4% affirming their importance. Every respondent agrees that beauty standards contribute to insecurities, particularly among women. 94.6% believe beauty standards drive individuals to explore anti-aging technologies. Participants express skepticism about cosmetic surgeries, citing potential harm. They recognize beauty standards' pervasive impact on both men and women, urging a nuanced approach to cultural standards and cosmetic interventions.

Perspective of participants on beauty standards and cosmetic procedures

Based on the replies given, it can be concluded that a considerable proportion of participants, around 65%, had a negative viewpoint on cosmetic procedures and beauty standards. Some mention possible hazards including infections, nerve damage, and long-term regrets. They voice concerns about the negative impacts of operations like Botox, nose jobs, and lip fillers. According to these participants, people frequently jeopardize their health and wellbeing in order to comply with society's expectations of beauty by undergoing cosmetic surgery. However, about 35% of participants seem to see cosmetic procedures and beauty standards more acceptingly or indifferently. Although they may not consider surgeries like Botox and face lifts to be intrinsically detrimental, they do acknowledge their widespread popularity. Some participants point out that although cosmetic surgery carries some risk, the choice to have such a treatment done ultimately comes down to personal tastes and reasons. Overall, while there is a diversity of opinions among participants, a notable majority express skepticism or reservations about cosmetic surgeries, emphasizing the potential dangers and long-term consequences.

Impact on self-esteem: The impact of the correlation between the rise of beauty standards and the increase of cosmetic procedures on self-esteem can be multifaceted. On one hand,

individuals who undergo cosmetic procedures may experience a temporary boost in self-esteem as they perceive themselves as aligning more closely with societal beauty norms. This lead to increased confidence and a sense of satisfaction with their appearance. However, for some individuals, the pressure to conform to unrealistic beauty standards and the pursuit of perfection through cosmetic interventions can have detrimental effects on self-esteem. Additionally, the reliance on external modifications to achieve self-esteem can contribute to a fragile sense of self-worth, as individuals may feel insecure without these enhancements. The impact of beauty standards on self-esteem permeates various aspects of individuals' lives, shaping their perceptions of themselves, their interactions with others, and their overall well-being. Recognizing and challenging unrealistic beauty ideals, promoting self-acceptance and body positivity, and fostering supportive and inclusive environments are essential steps toward mitigating the negative effects of beauty standards on self-esteem.

Correlation between the rise of beauty standards and the increase of cosmetic procedures: Certainly, as societal beauty standards evolve, there's often increased pressure on individuals to attain these ideals, leading to a rise in cosmetic procedures. Media, including advertising and social media, play a pivotal role in shaping these standards by promoting certain body types, facial features, and beauty norms. It individuals may turn to cosmetic procedures such as botox, lip fillers, rhinoplasty, or breast augmentation to align with these standards or address perceived flaws. This correlation highlights the complex interplay between societal expectations, media influence, and individual choices regarding appearance-enhancing interventions.

Moreover, globalization plays a significant role in the correlation between beauty standards and cosmetic procedures. As cultural influences spread across borders through media, entertainment, and advertising, there's a homogenization of beauty ideals, contributing to a more standardized perception of attractiveness worldwide. This globalization of beauty standards can lead to increased demand for cosmetic procedures not only in Western societies but also in regions where traditional beauty norms may differ. Thus, the correlation between the rise of beauty standards and the increase of cosmetic procedures is amplified by the interconnectedness of global cultures and the dissemination of shared beauty ideals. Studies underscore the need for nuanced understanding of the behavioral dynamics surrounding anti aging technologies, recognizing the multidimensional factors that shape public perception and decision making in this evolving landscape (Brown & Miller, 2022). As technology evolves individuals navigate the complex interplay between the desire for longevity and the broader societal of anti aging interventions. Research indicates a growing interest in anti-aging technologies, with Smith (2020) highlighting the influence of societal attitudes. Moreover, the work of Jones et al. (2021) emphasizes the ongoing ethical considerations associated with these advancements. The behavior surrounding anti aging technologies is influenced by societal attitudes, individual motivations, and ethical considerations (Smith, 2020). As advancements continue, people are navigating the balance between embracing such technologies for longevity and addressing potential societal implications.(White & Johnson, 2023) This underscores the complexity of the behavior surrounding these technologies, emphasizing the importance of a comprehensive approach to studying and

addressing the various factors at play in their adoption. [6:36 pm, 25/04/2024] hoor: In recent years the beauty and anti-aging landscape has witnessed a surge in innovations, particularly in hand development techniques. This study delves into the dynamic realm of beauty practices, focusing on the ever-evolving approaches to enhance the aesthetic appeal of hands. With novel techniques emerging regularly, the research aims to unravel their impact on women in the UAE. Advancements in hand-related procedures and underscores the significance of understanding their implications, particularly within the cultural context of the UAE. Through a comprehensive literature review, the study navigates historical beauty standards, contemporary trends, and the cultural influences shaping perceptions of beauty and aging. Methodologically, a blend of qualitative and quantitative approaches, including interviews and surveys, is employed to explore the multifaceted aspects of this phenomenon. The research not only scrutinizes the technical aspects of these developments but also investigates the intricate interplay between beauty standards, societal expectations, and the experiences of women in the UAE. By structuring the study around these components, it aspires to contribute valuable insights into the intricate relationship between beauty practices, cultural dynamics, and individual perceptions in the context of hand aesthetics.

Increase of demand for cosmetic procedures in the UAE: The establishment of stringent beauty standards in the United Arab Emirates has markedly elevated the criteria for societal beauty ideals, because of influencers and ordinary people who think their mindset should apply on every woman so that she would be considered "pretty enough." Influencers are not only portraying that women start comparing themselves too, but also a marketing machine that plays with ones' mind even more, promoting anti-aging technologies and cosmetics claiming that they are the key to "beauty" which leads to the woman neglecting her own unique beauty to fit society. The rise in demand for cosmetic procedures among Generation Z in Dubai, outpacing both millennials and Bommers. The increasing demand for cosmetic surgery by younger demographics has been speculated to have been caused by social media promoting more "unrealistic beauty standards" – prompting a demand spike towards plastic surgery as a solution. "In recent years, there has been a greater uptake in cosmetic procedures among Gen Z than among Millennials and Boomers" (Dr. Mona Elmeligy, 2023). The trend is mirrored globally, with technological advancements and social media influence driving interest in procedures like Botox and lip fillers. Dubai's reputation for medical tourism further fuels the market's growth. The global market is forecasted to grow at a staggering rate to register a compounded annual growth rate of 7.5 percent throughout the period of the forecast (2017 to 2025). Experts in the United Arab Emirates who are worried about the possible harm that cosmetic treatments might do to mental health include psychiatrists, dermatologists, psychologists who specialise in body image concerns, and academics in the disciplines of psychology and mental health. Discussions concerning the societal effects of cosmetic procedures and beauty standards may also include ethicists and legislators. The pandemic has not helped either. With everyone spending more time on their screens, one is constantly comparing constantly comparing ourselves to others and feeling more self-conscious. Therefore, while cosmetic surgery might seem like a quick fix, it is important to remember that there could be some serious psychological effects.

Conclusion

The examination uncovers the unavoidable impact of magnificent guidelines on people's discernments and ways of behaving, especially in Dubai. While there is a significant interest in anti-aging treatments, doubt towards corrective techniques is predominant because of worries about likely damage. Members recognize the job of excellence norms in encouraging frailties, particularly among ladies, and perceive the connection between these principles and the ascent of corrective methodology, especially among more youthful socioeconomics affected by web-based entertainment. Notwithstanding, alert is justified, as specialists caution about the expected negative mental impacts of corrective mediations. In this way, advancing self-acknowledgment and testing unreasonable excellence norms are fundamental for cultivating a better cultural comprehension of magnificence

Conclusion

This section lays out the findings and final thoughts on how beauty and anti-aging technologies might be spurring more cosmetic procedures in the UAE. Initially, this section offers a concise recapitulation of the research outcomes aligned with posed research inquiries and objectives. Subsequently, it considered the wider implications derived from the study's results and articulates suggestions for prospective scholarly inquiry, considering the constraints encountered in this research.

Summary of the Findings

The study has been proven by many tests that were done, as we asked many individuals on their insight over whether or not beauty standards develop insecurities and and had a hold on the world and the way societies think and operate and how it influences people negatively, where everyone must look identical and meet the same high beauty standards to be considered "pretty" and get both men and community validation. People especially woman have a choice every day to either follow the high beauty standards and get called "beautiful" or follow her own natural unique beauty and get called "ugly", yet again if she does follow the beauty standards everyone is following she would be considered a "copycat" and "unoriginal", so it really comes down to how a woman thinks and lives depending on her own validation or the world's validation. The beauty standards have set the bar of beauty so high in the UAE, because of influencers and ordinary people who think their mindset should apply on every woman so that she would be considered "pretty enough." Influencers are not only portraying that women start comparing themselves too, but also a marketing machine that plays with ones' mind even more, promoting anti-aging technologies and cosmetics claiming that they are the key to "beauty" which leads to the woman neglecting her own unique beauty to fit society. Furthermore, this manipulative loophole eventually leads to a high demand in the market for anti-aging technologies and cosmetics, so forces the UAE to increase their use for them as they would profit from it.

Implications of the Study

The rise of beauty and anti-aging technologies in the United Arab Emirates has significantly impacted the youth, particularly teenage girls, as many have increasingly sought various cosmetic procedures influenced by a growing beauty standard. Historically, the local Emirati population has been more conservative and less open to discussing such topics; however, this perspective has evolved over time. The increased demand for cosmetic enhancements among younger individuals underscores a notable shift in societal attitudes. Despite this, there remains a gap in research concerning the effects of these technologies on the local population, emphasizing the need for further study. Such research is crucial to understanding the implications for the well-being of Emirati youth and the broader community. .

Delimitations of the Study

The delimitations of this study lie in its emphasis on unambiguous parts of the effect of hostile to maturing innovation on cultural norms for ladies in the United Arab Emirates, especially in Dubai. The review, first and foremost, essentially focuses on the insights and encounters of ladies, restricting the investigation of what these cultural guidelines might mean for men or people of non-twofold orientation characters. Moreover, the examination is bound to the geological and social setting of the UAE, which may not completely address the variety of encounters and viewpoints across various locales and societies around the world. Moreover, the review's extension is restricted to the examination of against maturing innovations and their impact on magnificence guidelines, barring more extensive contemplations of cultural perspectives towards maturing, excellence, and orientation elements. In conclusion, while the review expects to reveal mental effects and ways of dealing with stress connected with cultural excellence principles, it may not dig profoundly into other potential elements impacting people's discernments and ways of behaving, for example, financial status or social foundation. These delimitations give a reasonable system to the examination concentrate and assist with characterizing the limits inside which the review works.

Further Research

Snapchat filters that enhance beauty can have both positive and negative effects on a person's perception of their own beauty. These filters can boost confidence and provide a fun way for users to experiment with different looks. They can also serve as a form of self expression and creativity. However, there are potential negative effects as well. Overuse of beauty-enhancing filters may lead to unrealistic beauty standards and dissatisfaction with one's natural appearance. This can contribute to poor self-esteem and body image issues, especially among younger users who are more susceptible to these influences. In the UAE, like in many other parts of the world, Snapchat filters are widely used for enhancing beauty in photos and videos. With the prevalence of smartphones and social media usage in the UAE, Snapchat filters have become a popular tool for users to experiment with different beauty styles and trends. From smoothing skin and adding makeup to changing facial features and adding accessories, these filters offer a range of options for users to enhance their appearance in photos and videos. While these filters can be entertaining and help boost confidence, there is also a growing concern about their impact on self esteem and body image. In a society where beauty standards are often high, the use of filters that promote unrealistic ideals can contribute to feelings of inadequacy and pressure to conform to certain standards of beauty.

Conclusion

Based on the research questions and objectives, this chapter concludes and summarizes the research findings. It emphasizes how important and valuable discoveries are to the field of study. Researchers interested in investigating the significant risks that beauty standards and anti-aging technologies pose to the confidence and self-esteem of people of all ages and genders find the study's data useful. The results also serve as a useful point of reference to highlight how urgent the situation is. Ultimately, more investigation is needed to fully comprehend the researchers' assertion.

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