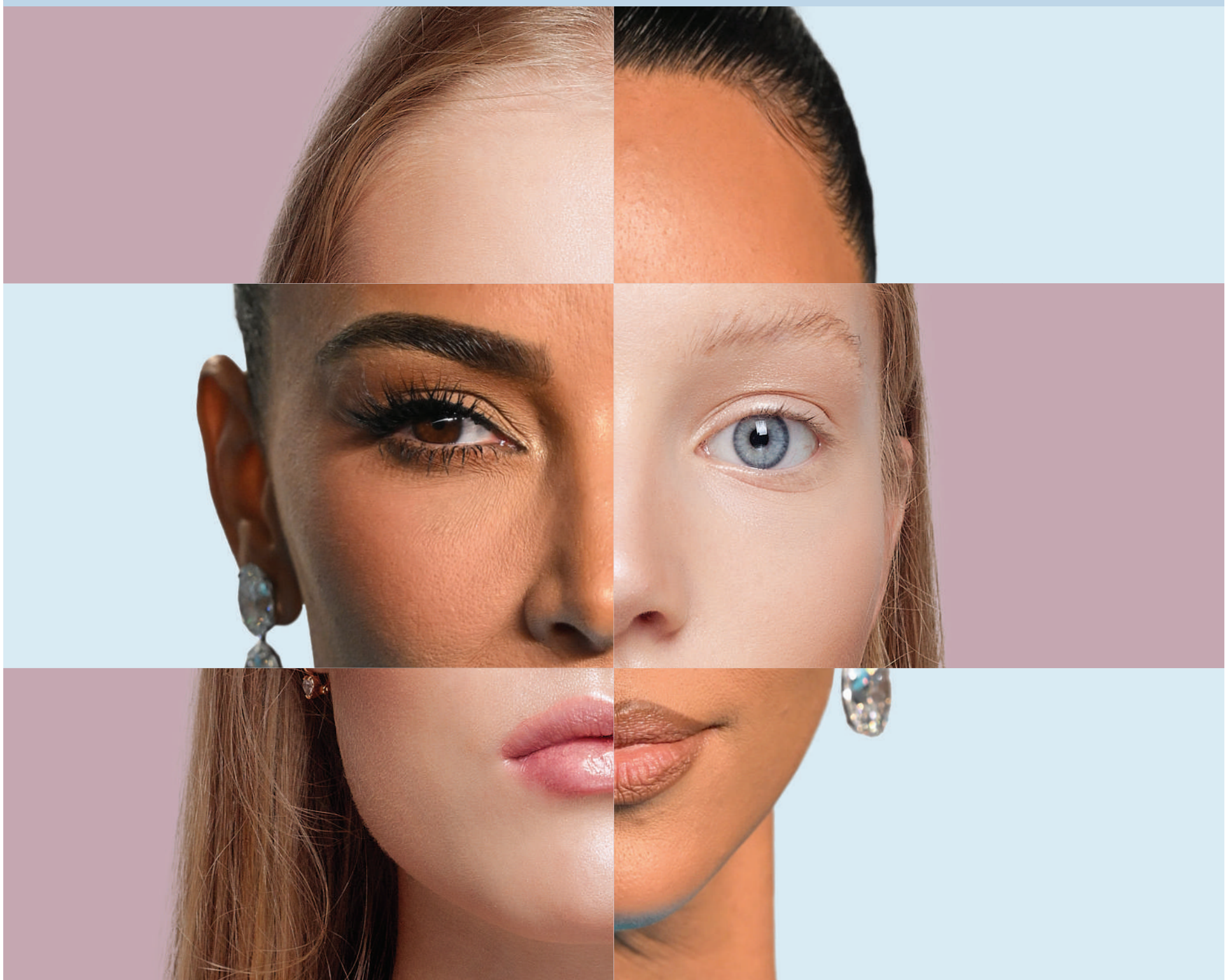


Review

+
 'Massive
 blow'
 Simon Gault's
 business blip



SAVING FACES

In a desperate search for Insta-perfection and with the influence of people like Kim Kardashian, young women - and even teenagers - increasingly resort to cosmetic medicine to replicate the “flawless and poreless” images they see on social media. But industry experts warn about the too-much-too-soon trap that can lead to early ageing, distortion and “alienisation” of faces, writes **Jane Phare**.

The images come at young women, and men, from all directions. Flawless faces with full, pouty lips, glossy hair, thick, arched eyebrows, big, perfectly formed boobs, not a pimple or pore in sight. They're there on TV, dashing around in dental-floss bikinis marooned on tropical islands or holed up in Spanish mansions; they're on Instagram, TikTok, and YouTube, racking up followers while holding the camera phone at just the right angle.

Of course, we all know they use filters, face-tuning apps, heavy contour makeup and, often, professional lighting. But still, the images are relentless and seductive.

It's a conundrum that has the #MeToo movement shaking its collective head in despair. School principals suspect some of their female students care more about watching Charlotte Tilbury makeup demos on TikTok than they do about study. And parents, who at one time only had to nag their kids to wear sunscreen and a hat, now fight a losing battle against impossibly glamorous influencers “brain-washing” their teenage daughters.

London cosmetic doctor Steven Harris calls 2022 the Year of the Alien, hitting out at his own industry on Instagram (@Drharrisclinic) for bowing to demands brought on by unrealistic beauty standards on social media.

He fears the daily bombardment of abnormal and filtered images results in brainwashing, causing a “perception drift” around beauty and what is considered normal.

With that comes a rise in people suffering from body dysmorphic disorder.

In an interview with the *Daily Mail* Harris talks about the rise of “alienisation”: faces so distorted by an excess of cosmetic procedures they start to look like aliens. He slams unscrupulous colleagues for creating distorted faces – think, large, unnatural and hyper sexualised lips – by using too much filler.

He's not the only one who's

