

THE PERCEPTION OF THE ELDERLY ON AESTHETIC PROCESSES

Bruna Karoline Dos Santos; Lauriana Da Silva Lima; Ana Paula Franco Pacheco

Abstract

Introduction: Society still harbors prejudices regarding aging. In this sense, this study is of utmost importance to understand the elderly's perception of aesthetic procedures. The observed results can assist in implementing actions that enhance self-esteem and quality of life for this population. **Objective:** To promote acceptance of aesthetic procedures during the aging process, bridging plastic surgery acceptance and body satisfaction. **Methodology:** For this study, an exploratory field research approach was chosen, utilizing bibliographic sources and interviews. The analysis was qualitative and quantitative, with data collection conducted remotely, where patients received the Informed Consent Form (ICF) to fill out and digitally sign. Eligibility criteria included individuals over 60 years old who had undergone surgeries or aesthetic procedures. **Results:** A questionnaire was administered to 20 patients to gain a comprehensive understanding and address the topic thoroughly. **Discussion:** Through this study, it was evident that the concept of a beautiful body is a socially constructed standard, based on attributes and behaviors considered suitable or ideal. **Conclusion:** This study provides insights into the expectations and concerns of elderly individuals regarding aesthetic procedures, enabling professionals to develop personalized and empathetic approaches. This promotes a positive and secure experience for patients.

Keywords: Elderly; Aesthetics; Aging