

Cross-Cultural Variation in Preference for Aesthetic Surgery: The Topic to be concerned for the Aesthetic Surgeon

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Editorial

Aesthetic surgery plays important role in medical practice. To construct a “goo-look” structure is the basic concern. However, it is important to note that the aim is to serve the function as well as the anatomy. In addition, to meet the satisfaction of the patient is another important consideration. The cultural factor is very important in decision making. The effect of cultural factor on preference for aesthetic surgery should be focused. The good example is the recent report by Maroukis et al. that mentioned “Japanese society and surgeons had a stronger preference for replantation than American society and surgeons, possibly attributed to cultural differences [1].” Shauver et al. [2] also noted that “Japanese surgeons preferred replantation despite agreeing that functional outcomes were suboptimal. This may be because of Japanese culture.” Nishizuka et al. [3] noted that “Japanese participants agreed more with statements of body integrity, and Japanese respondents rated appearance, sensation, and chance of survival of the replant as more important than did American

participants.” Based on these examples, an interesting but forgotten issue in aesthetic surgery research is the cross-cultural variation. To learn and set proper aesthetic surgery option that fits with the local culture can give the successful outcome.

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- 3 Nishizuka T, Shauver MJ, Zhong L, Chung KC, Hirata H (2015) A Comparative Study of Attitudes Regarding Digit Replantation in the United States and Japan. *J Hand Surg Am* 40: 1646-1656.