# Reflections on the pursuit of youth in an age of cosmetic treatments



The Financial Times recently published a personal essay reflecting on the evolving landscape of anti-ageing treatments and the social pressures surrounding beauty standards. The writer candidly describes their own experiences with various cosmetic procedures, ranging from laser treatments to non-surgical skin-tightening techniques.

In an age where the pursuit of youth has escalated, the author shares their reluctance to engage with some of the more invasive options, such as Botox. Despite a growing trend of younger individuals seeking cosmetic enhancements—statistics from the International Society of Aesthetic Plastic Surgery indicate that 2.2 million Botox treatments were administered in 2022 to people aged between 18 and 34—the writer maintains a personal boundary when it comes to injectables. They mention feeling a “weak little prejudice” against Botox, which they perceive as a line they would not cross, despite having undergone a variety of other treatments.

The essay touches upon the statistics surrounding Botox, highlighting that the American Society of Plastic Surgeons recorded 4.7 million botulinum toxin treatments in the US in 2023, with a significant portion, about 60%, performed for cosmetic reasons. The growing market for these procedures is expected to reach $21.6 billion by 2032, reflecting a notable demand for such treatments.

Celebrities like Hailey Bieber and Joe Rogan are noted as influencers in this space, with Bieber advocating for newer treatments such as the longevity supplement NAD+, which is being investigated for its potential to modify or even reverse the ageing process. The author expresses a degree of shame in seeking beauty tips from public figures and reflects on the discouraging nature of this quest for youthfulness, stating, "the pursuit of youth is such a sad, pathetic, fruitless folly, it’s demeaning to admit."

Citing Nora Ephron’s essay collection "I Feel Bad About My Neck," published in 2006, the writer reminisces about the Sisyphean effort it takes to maintain a presentable appearance as one grows older. Ephron’s insights resonate strongly, especially her assertion that maintaining one’s looks often requires extensive effort, noting, "it’s all about the maintenance—the routine, everyday things required just to keep you from looking like someone who no longer cares."

As societal beauty ideals shift, the author contemplates the implications of early cosmetic interventions. They express concern regarding the increasing age of individuals engaging in beauty maintenance, lamenting the challenge of keeping pace with younger demographics who seemingly feel compelled to adhere to an ever-unrealistic standard of perfection.

Ultimately, the piece reflects on the juxtaposition of youthful appearances with the deeper, often unaddressed realities of ageing and its emotional implications. The author muses whether the fixation on surface-level aesthetics distracts from the more profound truths of growing older, stating, "perhaps wrinkles and grey hairs are nature’s way of inuring one to the darker truths of ageing." In confronting their own changing appearance, they accept that the "line on Botox has been crossed," pondering the complexities of self-perception amid a culture fixated on youthfulness.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://pmc.ncbi.nlm.nih.gov/articles/PMC1369277/> - This article discusses the anti-ageing market, including cosmetic treatments like Botox and Restylane, which highlights the growing demand for youthfulness and its ethical implications.
* <https://www.plasticsurgery.org/news/press-releases/new-statistics-reveal-surge-in-plastic-surgery-procedures-for-people-under-30> - This source could provide statistics on the increasing trend of younger individuals seeking cosmetic enhancements like Botox.
* <https://www.amazon.com/Feel-Bad-About-Neck/dp/0307385786> - Nora Ephron's essay collection, 'I Feel Bad About My Neck,' offers insights into the Sisyphean task of maintaining one's appearance as one ages.
* <https://www.sciencedaily.com/releases/2024/03/240318151210.htm> - Although not directly available, ScienceDaily could provide information on emerging treatments and supplements like NAD+, which are discussed in the context of celebrity endorsements.
* <https://www.isaps.org/press-a/isaps-statistics/> - This source provides statistics on aesthetic plastic surgery globally and could support claims about the number of Botox treatments performed.