

Brazilian Women Love Big Derrieres — Cultural Approaches to Plastic Surgery

It's been a busy morning in Dr. Jan's practice. So far, two patients have come to consult with him about [laser skin rejuvenation](#)... but their goals are very different. One wants to lighten her dark skin, while the other hopes to repair sun damage caused by trying to darken her light skin. Then there's another patient requesting [liposuction](#) to slim her thighs and buttocks, and the next hopes to add fullness and roundness to these same areas through [fat transfer](#), [implants](#) or both. Some patients want their chins more prominent (or less), their cheekbones higher (or lower), and so on. All this is very normal – beauty, after all, is in the eye of the beholder. But the culture that surrounds each of us also plays a crucial role in shaping what we consider “beautiful.” It makes sense, then, that plastic surgery trends around the world mirror these cultural beauty standards.

You can get a general idea of how these standards vary by country just looking at the [ISAPS Global Statistics](#). It is well-known that the U.S. leads in [breast augmentation](#) and [lift](#) surgeries — which isn't surprising, given the Hollywood-inspired preference for large, rounded breasts. [Rhinoplasty](#) is universally popular.

Most patients of European/Caucasian ethnicities seek enhancement procedures to give them larger, fuller lips, breasts, buttocks and so on. Asian patients, on the other hand, tend to desire narrow, slender facial features, often “correcting” the high cheekbones and strong jaw lines (that are so highly desired by Westerners) by getting cheek and chin implants. Large, firm, rounded buttocks are in style among Latina women, creating a high demand for Brazilian Butt Lift surgery, while the opposite seems to be the trend in North America. Which procedure(s) you choose to specialize in will be partly influenced by where in the world you practice, as well as how much of your practice comes from [medical tourism](#).

Attitudes toward plastic surgery vary by culture as well. In North America, where plastic surgery is steadily becoming more popular, there still remains a lingering stigma that causes many patients to be extremely discreet, if not secretive about “having work done.” In many South American countries, however, plastic surgery is a common topic of conversation on television, radio and other popular media, with many patients discussing their surgeries openly, without reservation. It's important to accurately gauge the reasons patients come from abroad to have plastic surgery, and to accommodate their wishes for discretion.

ISAPS is a global organization dedicated to the study and practice of aesthetic plastic surgery. While the types of surgeries patients prefer may vary between cultures (along with their reasons for electing to have them), ISAPS works to ensure that safe and ethical practices in aesthetic plastic surgery remain consistent. As a member of ISAPS, you're demonstrating to the world your commitment to upholding the highest standards of professional skill and transparency. [Join today](#), or renew your existing membership, to be a part of the global community of plastic surgery experts.

