

Gluteal Augmentation: A Historical Perspective on Society's Fascination with Buttock Size

Authors : Shane R. Jackson

Abstract : Gluteal augmentation with fat grafting, commonly referred to as the Brazilian Butt Lift, is the fastest-growing cosmetic surgical procedure, despite the risks and controversy that surrounds it. While many commentators attribute this rise in popularity with current societal trends towards public sharing of private life, the fascination with buttock size is in fact a much older human trait. By searching beyond medical literature and delving into historical sources, from ancient civilisations, through the Renaissance and Victorian eras to the 'Instagram generation' of the present day, this paper examines the differences - and similarities - in society's ideal buttock shape and size. Furthermore, the ways in which these various cultures have altered their appearance to achieve this ideal are also examined, looking at the influence of the broader historical context. A deeper understanding of the historical, cultural and psychosocial factors that influence a patient's desire for buttock augmentation allows the clinician to formulate a well-rounded surgical plan.

Keywords : augmentation, Brazilian butt lift, buttock, fat graft, gluteal

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