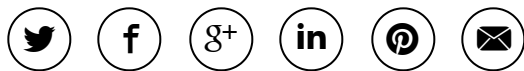


MilfordMD Cosmetic Surgeon Dr. Richard E. Buckley Comments on the Trend Among Millennials to Have Cosmetic Surgery to Achieve ‘Rich Girl Face’ like Kylie Jenner

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The puffed and plumped ‘rich girl face’ aesthetic is the latest trend among millennials who want to mimic the look of celebrities like Kylie Jenner and Ivanka Trump. Cosmetic Surgeon and Medical Director of MilfordMD Cosmetic Dermatology Surgery & Laser Center in Milford, Penn, Dr. Richard E. Buckley discusses the unhealthy nature of this trend.

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Millennial women are flocking to cosmetic surgeons like Dr. Richard E. Buckley of MilfordMD Cosmetic Dermatology Surgery & Laser Center in Milford, Penn requesting treatments to achieve “**Rich Girl Face**.” In fact, Glamour magazine called it the cosmetic trend of 2019. And it doesn’t look like it is slowing down into 2020. It’s a look inspired by the signature bee-stung lips, smooth skin, lifted eyebrows and chiseled jawlines of celebrities like Kylie Jenner, Kim Kardashian and Ivanka Trump. Unlike generations before them, this generation doesn’t hide enhancements in shame but displays enhancements on non-existent beauty flaws with pride. In the article, one 22 year old woman discusses why she initially went to a cosmetic doctor at 19 to get lips like Kylie Jenner and now won’t stop getting cosmetic treatments until she perfects the ‘rich girl’ look.

“Celebrities like Kylie and Kendall Jenner, Kim Kardashian and Ivanka Trump have beautiful features. And these features have been further enhanced with cosmetic treatments, such as facial **fillers** and relaxers (e.g. Botox). It’s natural for young women to want to emulate these looks especially with how much attention these celebrities get on social



Richard E. Buckley, MD

Celebrities like Kylie Jenner & Ivanka Trump are influencing the latest cosmetic trend: “rich girl face.” Clients are flocking to MilfordMD requesting treatments to look like their favorite celebrity.

sites like Instagram,” says Dr. Buckley. “What’s concerning about this trend isn’t the desire to want to enhance their looks, but the underlying reason for why millennial women are coming in – the desire to look like someone else. It’s unrealistic to be able to walk out of a cosmetic surgeon’s office looking like one of these celebrities unless you already have a similar facial structure and features.”

A few years ago, Kylie Jenner opened up about getting lip fillers since 2015, but it wasn’t until recently that the reason she had it done become well-known. At 15, already insecure about her lips, one of the first guys Kylie kissed made a comment about him not thinking she’d be a good kisser because of her small lips. This made Kylie even more insecure and lead to her decision to get [lip fillers](#), according to Showbiz CheatSheet. “It’s this type of reasoning we advise against when making decisions for cosmetic procedures. If the decision to get cosmetic treatments stems from competing with peers or getting yourself emotionally better, especially as a teenager, then it’s not a good idea to move forward with cosmetic procedures,” says Dr. Buckley. “And this reasoning is something cosmetic surgeons have to find out about if we truly want to do what’s best for the patient.”

The American Academy of Facial Plastic and Reconstructive Surgery announced in its annual survey that 97% of its members feel celebrities have an influence on facial plastic surgery and some of the biggest motivators for cosmetic procedures was the desire to look better in selfies.

“With everybody having more access to photos of celebrities and models online and on social sites like Instagram, there has been an increase in clients coming in asking to look like their favorite celebrity. It’s important to drill down into the specifics of what they are looking to aesthetically achieve, such as lips like Ivanka or a [butt like J. Lo](#). And it’s equally important to set realistic expectations. For example, if someone has very thin, wide lips then they are not going to be able to get narrow, plump lips,” states Dr. Buckley. “As a cosmetic surgeon, we have to ask patients about their motivations, regardless of the type of procedure they are wanting. And then set realistic expectations on achieving the desired look.”

Many people turn to cosmetic procedures to feel more confident, appear more attractive, and look as young as they feel or better than their age, according to the 2019 ASDS Consumer Survey. “We can improve facial features all the time, however, simply augmenting lips, straightening a jaw line, supporting cheeks or any other facial feature isn’t going to make a person look like a celebrity,” says Dr. Buckley. “The point isn’t to look like someone else. The point is to make someone look their best, which means a rejuvenated, improved version of themselves.”

About [MilfordMD Cosmetic Dermatology Surgery & Laser Center](#):

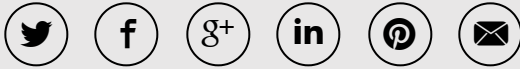
The MilfordMD Cosmetic Dermatology Surgery & Laser Center offers state-of-the-art highly specialized procedures in laser and cosmetic surgery and aesthetic skin care. In addition to its AAAHC nationally accredited surgical center and extensive laser surgery capabilities, MilfordMD offers physician designed skin care products for home use. Milford Pennsylvania’s MilfordMD Cosmetic Dermatology Surgery & Laser Center is sought out by patients from around the world for expertise and innovation in cosmetic treatments performed by Board Certified Physicians, Richard E. Buckley, M.D. and Marina Buckley, M.D.

MilfordMD Cosmetic Dermatology Surgery & Laser Center is located at 303 W. Harford Street, Milford, PA 18337. Tel: (570) 491-1962. For real patient video testimonials, follow MilfordMD on [Instagram](#) and

“At MilfordMD, we offer the cosmetic treatments that celebrities are doing to achieve the ‘rich girl face’ but Dr. Marina Buckley and I are always working toward helping each individual look their best - a rejuvenated, naturally augmented and improved version of themselves.”

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