

NEWS ■ TRENDS & INNOVATION

These 6 Plastic Surgery Trends Will Define 2024, According to Surgeons

written by [HANNAH BAXTER](#) PUBLISHED ON 02/07/24 07:00AM

OHLAMOUR STUDIO / STOCKSY

Regardless of how you feel about plastic surgery, the industry is booming. There's been a 19% increase in surgical, minimally invasive, and reconstructive procedures since 2019, and treatments once sequestered behind closed doors are now blasted across social media with the nonchalance of a new haircut.

Of course, [rhinoplasties](#) and Brazilian Butt Lifts (among other popular procedures) are not to be taken lightly—for the good of your health and your wallet—but openness is a step in the right direction. And now that topical formulas for the face and body are increasingly sophisticated, cosmetic treatments feel like a natural extension of a beauty regimen for anyone curious to take the next step. But what exactly are people asking for when they visit a plastic surgeon?

More Measured, Less Extreme Results

A more balanced approach to plastic surgery—wherein doctors encourage patients to be realistic about their potential results—seems to be the central theme for 2024. The era of waltzing into a surgeon's office and hoping to leave with an entirely different face and body has come and gone, with more natural-looking outcomes taking their place. "Anyone considering plastic surgery needs to be cautious and understand that certain individual results are not necessarily emblematic of what can be achieved for everyone," says [Dr. Adam Kolker](#), MD, a board-certified plastic surgeon based in New York City. He points to the impact social media has made on the industry, which, while positive for helping to lessen plastic surgery stigma, can often promote unrealistic expectations.

In 2024, however, potential clients will become even savvier about the editing and lighting in before and after photos and results posted by influencers. Whether face or body procedures, Dr. Kolker stresses that when it comes to plastic surgery, "The most meaningful trends I have seen in my practice have been in the pursuit of more subtle and natural results," he says.

A Surge of Body Contouring Options

In terms of surgical options, liposuction remains the gold standard for removing unwanted fat. However, Dr. Kolker predicts that radiofrequency assisted lipectomy (aka using [radiofrequency](#) waves to complement a liposuction procedure) will become increasingly popular since it can promote skin tightening simultaneously. Additionally, the experts all say that stacking treatments for body contouring, like this combination of surgical and non-invasive procedures, will become more common throughout 2024.

XXL Boobs Are Leaving the Chat

Similar to the buttocks area, requests for more natural-looking breast augmentations are increasingly common. Dr. Kolker says that, in addition to more conservatively sized breast implants, he's seeing a rise in [breast enhancements with autologous fat grafting](#)—which utilizes fat from the thighs, abdomen, or buttocks—to achieve a subtle, natural result. "There has been a seismic shift in breast aesthetics," he explains. "Looking done, or overdone, is falling out of favor. Natural and proportional are the new trends."

All Eyes Are on the Undereyes—Especially For Men

Since the levator muscles that hold up the eyelid often noticeably droop as we get older, an eye lift is a popular alternative to a full facelift to help restore a bit of youthfulness to the face. Dr. Kolker adds that a skin pinch blepharoplasty, in particular (a more limited, minimally invasive option to [smooth crepey excess skin of the lower eyelid](#)), will see more interest from patients, particularly men.