

LIFESTYLE

Australia hit by cosmetic surgery boom during lockdown

Many Aussies have been using their COVID-19 downtime to undergo everything from boob jobs to laser eye surgery. And there could be a superficial reason behind the boom.

[Katy Hall](#), News Corp Australia Network


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The pressure to look good on Zoom video calls during lockdown has prompted a spike in cosmetic procedures across Australia.


Doctors told News Corp a fixation on flaws due to make-up-free faces — along with cancelled overseas holidays and new-found recovery time at home — made for a three-fold jump in inquiries.

The most in-demand surgical procedures included rhinoplasty, breast augmentation, laser eye surgery, smile correction procedures and eyelid surgeries.



 Melburnian Casey Mackinlay had lazer eye surgery during isolation. Picture: Wayne Taylor



 Sydneysider Maddison Eustace used her time in isolation to get a breast augmentation. Picture: Jonathan Ng

Melbourne plastic surgeon Dr Chris Moss said he had witnessed a 300 per cent increase in nose job requests and a 200 per cent increase in eyelid surgery queries.

“FaceTime and Zoom mean people are sadly focusing more on their perceived flaws instead of enjoying the energy of a face-to-face conversation,” Dr Moss told News Corp.

Dr Reuben Sim of Melbourne’s Dental Boutique said his clinic has also seen an upswing, with cosmetic procedures rising by 70 per cent since pre-COVID months.

He said that the main reason for the interest in smile correction was people’s new-found free time.

“We see a lot of bankers and lawyers, and because their lives are always go, go, go, they often haven’t had the time, but since things have come to a halt it’s provided them with that,” he said.

'IT'S LIFTED MY CONFIDENCE'



Mum-of-three Maddison Eustice, from Bankstown, used isolation to undergo breast augmentation surgery two weeks ago.

“Knowing my partner was going to be home for a little while ... It gave me that week in the beginning to get his help. Without him those first couple of days I would have been lost,” the 23-year-old said.

“I had no self-confidence whatsoever. Even in summer I would be in jumpers and pants, and it’s now winter but I’m in T-shirts all the time! It’s lifted my confidence definitely,” Eustice said.

Sydney plastic surgeon Dr Eddy Dona, who conducted Ms Eustice’s surgery said: “There’s definitely a real trend there and it’s quite noticeable.”

“Most people don’t think they can have a procedure because they can’t afford the down time that comes with surgery. But for the first time in most of our lives people were forced to stop.”

Dr Sim said the most common treatments requested were porcelain veneers, dental bonding, and Invisalign – which can range in price from \$2,000 to \$25,000.

Australasian College for Cosmetic Surgeons president Patrick Tansley said Australia had the highest per capita spend on cosmetic procedures in the world

“The population is very interested in cosmetic procedures, so I’m not surprised that there’s high demand anyway,” he said.

Dr Tansley said travel bans had seen many patients who would typically head overseas for procedures have their work done domestically.

“I’m very glad about that as we wish to see people treated safely,” Dr Tansley said.

“As long as they choose their surgeon safely in this country they have a much better chance of being looked after properly than if they go abroad to low cost operators.”

He also blamed social media for the surge.

information they take from such a source. There simply is no substitute to seeing a doctor or a surgeon who is properly trained in cosmetic surgery and knows what they are doing,” he said.

'I RECOVERED MORE QUICKLY THAN EXPECTED'



Business owner, author and new mum Casey Mackinlay, from Brighton, opted to use isolation to undergo laser eye surgery five weeks ago.

“I had my partner at home, and we have a four-month-old baby so it seemed like a great time to utilise him without him needing to take time off,” Mackinlay said.

Despite being advised that the recovery process could take between five to seven days, Ms Mackinlay said she was back to normal and promoting her new book within two days.

“I was expecting to be out of action for at least a week, and then to my surprise I was completely fine and able to do everything by the third day. I was up and about and doing interviews on national TV; I wasn’t in any pain,” she said.

Eye surgeon Dr Mark Meadownick, from Richmond’s Meadownick Laser Clinic, who did Ms Mackinlay’s procedure said that the increase in people inquiring about and undergoing cosmetic procedures had been “dramatic”.

“People are very enthusiastic,” Dr Meadownick said. “It used to be a running joke in the clinic that people either had the trip to Bali or the laser treatment. Obviously since they can’t go to Bali or have an overseas holiday they’re having the laser done.”

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