

Unizik Journal of Educational Laws and Leadership Studies (UNILAWS)
VOL.1 (2), January-April, 2025; <https://unilaws.org/unilaws>
E-ISSN (Online): 1595-6172 ISSN (Print): 1595-6156

LIPOSUCTION, BRAZILIAN BUTTLIFT, TRENDS IN BODY AUGMENTATION AND IMPLICATIONS ON MENTAL HEALTH AND BEHAVIORS OF FEMALE UNDERGRADUATES IN LAGOS STATE UNIVERSITY

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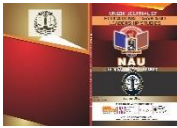
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ABSTRACT

This study investigated liposuction, Brazilian butt lift, Trends in body augmentation and implications on the mental health and behaviors of undergraduates in Lagos state university. Two research questions and two hypotheses were formulated for this study. The descriptive survey research design was adopted in the study. The population of the study consisted of all female undergraduate in Lagos State University, Ojo. Two (200) female undergraduates in Lagos State University, Ojo, were selected randomly using multistage sampling technique. 40 female undergraduates were selected from each faculty in Lagos State University. The faculties that were selected for the study are: Faculty of Education, Faculty of science, Faculty of social science, School of Transport, school of communication and media studies, Therefore, a total of 200 respondents were used for the study. The research instrument for this study was a self-developed questionnaire titled: Body Augmentation on Mental Health Questionnaire (BAMHQ). The questionnaire was carefully designed to accommodate the major variables in the study. The Questionnaire adopted a four (4) point Likert modified scale ranging from Strongly Agree (SA), Agree (A), Disagree (D) and strongly Disagree (SD). The data was collated and analyzed using description statistics of frequency count and percentage for demographic data while inferential statistic of Pearson Product Moment Correlation Coefficient was used to test the stated hypothesis at 0.05 level of significance. The findings of the study showed that, a significant relationship exist between physiological effects of undergoing liposuction and Brazilian butt lift on the mental health and behavior of female undergraduates of Lagos state university, that a significant relationship existed between potential consequences of undergoing body augmentation procedures and the mental health and behaviors of female undergraduates in Lagos state university. The study recommends that Lagos state university should consider integrating body image and mental health topics into the curriculum, especially in health and psychology courses which will help students develop critical understanding of body image issues and promote self-acceptance.

Keywords: Liposuction, Brazilian butt lift, Body augmentation trends, Female Undergraduates



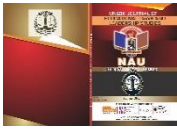
Introduction

The range of technology to enhance, reconstruct, and beautify the body, cosmetic surgery has become one of the most sought-after medical procedures globally. Studies have shown that cosmetic surgery, particularly liposuction and gluteal augmentation (popularly known as Brazilian Butt Lift or BBL), has become fashionable in recent times, and a significant portion of global travels for health reasons and medical tourism involves cosmetic procedures (Kumar, Tabin, 2022). Statistics from the International Society for Plastic Surgery and the American Society of Plastic Surgeons show that there has been an upward surge in demands for cosmetic surgery procedures globally (ASPS, Valina & Sessa, 2020). According to the American Society of Plastic Surgeons (ASPS), liposuction and BBL are among the fastest-growing cosmetic procedures in the United States (American Society of plastic surgeon, 2023).

In recent years, the surge in popularity of cosmetic procedures such as liposuction and Brazilian butt lifts (BBL) has marked a significant trend in body augmentation. These procedures have not only reshaped bodies but have also had profound implications on the mental health of individuals, particularly young adults and undergraduates. The desire to conform to societal beauty standards, which are often amplified by social media, has driven many to seek these surgical interventions (Puts, Cauldwell, & Van Dongen, 2019). The Brazilian butt lift, a procedure that involves the transfer of fat from other parts of the body to the buttocks, has become especially popular due to its association with a curvaceous and hourglass figure, idealized in contemporary media (American Society of Plastic Surgeons ASPS, 2020).

Similarly, the International Society of Aesthetic Plastic Surgery (ISAPS, 2022); John Hopkins, (2019); Moeller-Medical, (2019) and the American Society of Plastic Surgeons (2018) reveal that demand for cosmetic treatments has not only increased in the last few years, cosmetic facial plastic surgeries and aesthetic procedures such as liposuction (body contouring), mastopexy (breast lift), mammoplasty (breast augmentation), blepharoplasty (eyelid surgery), abdominoplasty (tummy tuck), rhinoplasty (nasal reconstruction), rhytidectomy (facelift), and labiaplasty (vagina rejuvenation), have today become luxury goods in the medical market place.

Statistics from Grand View Research, (2022) also show that the market for global cosmetic surgery devices which was valued at USD 2.6 billion in 2021 is expected to expand at a Compound Annual Growth Rate (CAGR) of 12.5% from 2022 to 2030. This indicates an apparent increasing demand for body augmentation procedures globally. The increasing appeal for cosmetic surgeries is affected by many things; however, common predisposing factors include issues related to dimorphic disorder, dissatisfaction with body mass or shape, and changing definitions of beauty and appearance in society (Garcia, 2014). Similarly, Valina & Sessa, (2020) explained that consideration of cosmetic surgery was significantly predicted by new definitions of a perfect body as presented in media. Kumar (2022) has also noted that trim bodies and big butts have become normalized today, with a lot of media personalities, entertainers and social media influencers promoting it or highlighting the beauty of their new body.



The Brazilian Butt Lift is a cosmetic procedure that reshapes the buttocks to highlight either a pear-shaped body or an hour-glass' physique. The procedure often requires liposuction, which involves moving fat from various body areas (typically the stomach, thighs, or back) to the buttocks (Kumar, 2022; Tabin, 2022; Stephan, et al, 2018). Similarly (Tabin, 2022; Bizot, Stephan, et al; 2021), have found that liposuction and the BBL have become the world's fastest growing cosmetic surgeries, despite mounting concerns over the health implications of the procedure such as the high mortality rate and implications for fat embolism, kidney and heart problems. Risks and challenges associated with liposuction and BBL include psychological, social and health risks such as unsatisfactory aesthetic results (e.g., contour irregularities, asymmetry body shapes, excessive or unfavourable scarring, etc.), dissatisfaction with surgery outcomes and need for secondary surgeries, risk of addiction, severe nerve damage, anaesthesia risks (e.g., shock, respiratory failure, allergic reactions, cardiac arrest, coma, etc) and in some cases death (ASPS, 2021; Kita, 2020); while the gains are mainly increased self-esteem, relief from social anxiety and social acceptance, revitalized appearance and younger looks, and a healthier life owing to reduction in body fat and weight (Climan, Stephan, et al, 2022). Succinctly put, liposuction and BBL are mainly surgical solutions for unwanted body shapes that come with their risks and in spite the unique benefits.

Research suggests a complex interplay between body image dissatisfaction, societal pressures, and the decision to undergo cosmetic surgery (Sarwer & Crerand, 2022). For many women, Dissatisfaction with their bodies can lead to low self-esteem, anxiety and depression (Cash & Puzinsky 2023). Moreover, the proliferation of unrealistic beauty standards perpetuated by social media can exacerbate these negative feelings, prompting individuals to seek drastic measures to attain the "perfect" body (fardouly, Dierdrichs, et.al 2023). Furthermore, the psychological effects of cosmetic surgery extend beyond the immediate post-operative period, with some studies indicating a correlation between body dissatisfaction and on-going psychological distress (Swami, Chamorro & premuzic, 2023). Additionally, the normalization of cosmetic procedures in mainstream culture may contribute to the normalization of dissatisfaction with one's natural appearance, further perpetuating a cycle of body dissatisfaction and cosmetic intervention (Timgemann, & Zaccardo, 2022). Body augmentation surgeries, such as liposuction and Brazilian butt lifts (BBL), involve general anesthesia, postoperative pain, and significant fluid shifts, which can all impact the cardiovascular system. In patients with pre-existing hypertension or cardiovascular conditions, the body's stress response to surgery can cause blood pressure spikes, increasing the risk of complications. Prevalence of hypertension has reached epidemic proportion globally with data from the developing countries like Nigeria scarcely available. Hypertension is the commonest cardiovascular disorder affecting at least 20% of adult population in several countries (Ogunbamowo and Oladipupo, 2019).

The cosmetic surgery industry has also witnessed a significant increase in activity, recognition and revenue generation in Nigeria, with more persons, particularly women, opting for body shape reconstruction, breast lift and augmentation, labiality, and gluteal augmentation. According to data available to The Guardian (2021) and this day (2021), costing an average of \$5000 or N2.08



million, liposuction and BBL are the most requested surgical procedures in Lagos and Abuja where most surgery clinics are located. Whereas the health implications of cosmetic surgeries (including liposuction and BBL procedures) have been widely researched, very little has been done in assessing its mental impacts, particularly on human mental health and behavior in Nigeria. For instance, human courtship behavior, (which is basically how humans rationalize the selection of partners for intimate relationships and marriage), is believed to be influenced by several factors including physical appearance, character, intelligence level, mental health, and other social information such as profession, financial status, and social class (Bracket; Olusola, et al; 2016)

Liposuction and Brazilian butt lift are two of the most popular cosmetic procedures among women today. Both procedures aim to improve body shape and contour, and are often sought after by women who desire a more voluptuous figure. However, these procedures come with risks and potential complications. Furthermore, there is a growing body of research that suggests that women who undergo body augmentation procedures may experience negative impacts on their mental health and behaviour. This paper will examine the trends in body augmentation, the implications on women's mental health and behaviour. In recent years, there has been a noticeable surge in the popularity of cosmetic procedures, particularly liposuction and Brazilian butt lift (BBL), among females seeking to achieve their desired body image. This trend reflects evolving societal standards of beauty and the influence of social media, where idealized images of the body are prevalent. However, while these procedures offer the promise of physical transformation, they also raise important questions regarding their impact on mental health and behaviour, especially among women. Given the increasing rates of cosmetic surgery among young adults, this research aims to explore the trends in liposuction and Brazilian butt lifts, examining their impact on body image and mental health among undergraduates. By understanding these trends and their psychological implications, we can better address the underlying issues that drive individuals toward these procedures.

Understanding the psychological implications of liposuction and BBL is crucial for healthcare professionals, policymakers, and society at large. By recognizing the complex relationship between body image, cosmetic surgery, and mental health, stakeholders can work towards promoting more realistic and inclusive beauty standards and providing support for individuals struggling with body dissatisfaction.

Purpose of the Study

The purpose of the study was to examine the implications of brazilian butt lift and liposuction on the health of undergraduates in Lagos State University. Other Purposes of the Study are:

1. To examine the physiological effect of undergoing body augmentation procedures on self-esteem and body image among female undergraduates in Lagos state university
- 2.. To examine the potential consequences of such behaviours on their mental health and overall wellbeing of female undergraduates in Lagos state university.



Research Questions

The following research questions were answered for this study.

1. What are the physiological effects of undergoing liposuction and Brazilian butt lift on the mental health and self-esteem of females Undergraduates in Lagos state?
2. What are potential consequences of body augmentation procedures on the mental health and behaviours of female undergraduates of Lagos state University?

Research Hypotheses

The following research hypotheses were formulated for the study:

1. There is no significant relationship between the physiological effects of undergoing liposuction and Brazilian butt lift on the mental health and behaviour of female undergraduates in Lagos state university
2. There is no significant correlation between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduates in Lagos State University

Methodology

The descriptive survey research design was adopted for this study and population consisted of all female Undergraduates students in Lagos state university. A multistage sampling technique was adopted for the study. The study used simple random sampling techniques to select Five Faculties/schools out of eight faculty/schools in the main campus of Lagos state university. The purposive sampling technique was used to select 40 female Undergraduates from each of the selected faculties/schools in Lagos State university which are: Faculty of Education, Faculty of Science, Faculty of Social Science, School of Transport and School of Communication and Media Studies, hence, the sample size for the study was 200 Undergraduates from selected Faculties/schools in Lagos State University. The research instrument for the study was a self-developed questionnaire titled "Body Augmentation on mental health Questionnaire"(BAMH). The questionnaire was carefully designed to accommodate the major variables in the study. The questionnaire was divided into two sections: A and B. Section A contained demographic data of respondents, while section B contained items testing the stated hypotheses. The questionnaire adopted a four-point (4) Likert modified scale ranging from Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The validity of the instrument was ascertained in the Department of Human Kinetics, Sports and Health Education, by panel of two experts for content, construct and criterion related validity to ensure thoroughness which indicates that the instrument measured what it intended to measure in relation to research questions and hypotheses. The test-retest method of reliability was adopted. This required the researcher to administer Ten (10) copies of validated questionnaire to 10 respondents from different faculty who were not selected. The reliability of the instrument was tested using the Pearson Product Moment Correlation Coefficient technique of SPSS. The calculated co-efficient of 0.75 for the study. The researcher administered the questionnaire to the respondents personally with the help of three trained research assistants.



A total number of Two Hundred (200) copies of the questionnaires were distributed to female undergraduates who were cooperative and willing to volunteer information and same were collected by the researcher at the spot with the help of research assistants and data collection lasted for four weeks in Lagos state University. Explanations were made where necessary for clarification and understanding of the instruments and efforts were made to ensure that the copies of the administered questionnaires were well completed before leaving the study area. The researcher monitored the process of data collection throughout. Daily review meetings were held at the beginning and end of each day with the researcher and research assistants. Descriptive statistics of frequency count and percentages was used for demographic data while inferential statistic of Pearson Product Moment Correlation Co-efficient (PPMCC) and Regression Analysis was used to analyses all stated hypotheses at 0.05 level of significant. Statistical package for Social Science (SPSS Software version 23) was used for analysing the data collected.

Results

Descriptive Analysis of Demographic Data

Table 1: Distribution of Respondents by Age, Religion, Tribe and Faculties

Age	Frequency	Percentage
16-20 years	75	37.5
21-25 years	69	34.5
25-30 years	33	16.5
Above 30 years	23	11.5
Total	200	100.0
Religion	Frequency	Percentage
Christian	43	28.7
Muslim	36	24.0
Others	34	22.7
Total	200	100.0
Tribe	Frequency	Percentage
Yoruba	45	22.5
Igbo	67	33.5
Hausa	55	27.5
Others	33	16.5
Total	200	100.0
Faculty	Frequency	Percentage
Social Science	53	26.5
Communication	30	15.0
Transport	34	17.0
Sciences	40	20.0
Education	43	21.5
Total	200	100.0

Source: Field Survey, 2024

Table 1, presents the demographic data of respondents. The majority of respondents (37.5%) fall within the 16 - 20 year's age group. The second major age group is (34.5%) fall within the 21-25



years age group indicating the sample predominantly comprises of young adults. The next large age group after those two is 26 - 30 years making up 16.5% of the respondents, while those aged 35 and above make up the smallest proportion at 11.5%.

The religion distribution of the respondents showed that (28.7%) were Christians; the next largest religious group were Muslims with the range of (24.0), while the smallest group were (22.7%) which identified as others. Regarding the tribe, The data reveals Yoruba at (22.5%), (33.5%) belong to the Igbo tribe and makes them the largest demographic, with 27.5 belonging to the Hausa while the remaining v(16.5%) identify as others.

Concerning the facilities of the respondents, (26.5%) being the majority are from Social Science, (21.5%) are from Education, (20.0%) are from sciences, 17.0 from school of Transport and smallest demographic (15.0%) were from school of Communication and media studies.

Hypotheses One: There is no significant relationship between the physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour of female undergraduates in Lagos State University.

Table 2: Result on relationship between the physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour of female undergraduates in Lagos State University.

Variable	Mean	SD	N	df	r-cal	p-value	Remark	Decision
Physiological effects of undergoing liposuction and Brazilian butt lift	2.94	0.77	200	198	.560	.000	Sig.	Rejected
Mental health behaviour	14.83	1.74						

Table 2 shows that $r\text{-cal} = .560$, $p\text{-value} = .00$, indicating that there exist a positive, strong and significant relationship between physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour. ($r\text{-cal} = .560$; $df = 198$; $P = .05$). Therefore, the null hypothesis is rejected. It then means that a significant relationship existed between physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour of female undergraduates in Lagos State University.

Hypotheses Two: There is no significant correlation between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduates in Lagos State University.

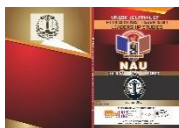


Table 3: Correlation results between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduate students in Lagos State University.

Variable	Mean	SD	N	df	r-cal	p-value	Remark	Decision
Potential consequences of undergoing body augmentation procedures	2.98	1.01	200	198	.587	.000	Sig.	Rejected
Mental health behaviours	13.94	2.56						

Table 3 shows that $r\text{-cal} = .587$, $p\text{-value} = .00$, indicating that there exist a positive, strong and significant relationship between potential consequences of undergoing body augmentation procedures and the mental health and behaviours. ($r\text{-cal} = .587$; $df = 198$; $P = .05$). Therefore, the null hypothesis is rejected. It then means that a significant relationship existed between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduates in Lagos State University.

Discussion

Hypothesis one which state that “there is no significant relationship between the physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour of female undergraduates in Lagos State University”, shows that $r\text{-cal} = .560$, $p\text{-value} = .00$, indicating that there exist a positive, strong and significant relationship between physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour. ($r\text{-cal} = .560$; $df = 198$; $P = .05$). Therefore, the null hypothesis is rejected. It then means that a significant relationship existed between physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour. of female undergraduates in Lagos State University. Ogunleye and Adeyemi investigated the psychological outcomes of cosmetic surgery, including liposuction and buttock augmentation, among young women. They found a significant positive relationship between the physiological changes resulting from these procedures and improvements in mental health behaviour. The study suggests that successful cosmetic surgery outcomes can lead to increased self-esteem, body satisfaction, and overall positive mental well-being (Ogunleye & Adeyemi, 2022). Adebayo et al. (2020) conducted a longitudinal study to examine the mental health trajectory of individuals before and after undergoing cosmetic procedures. Their findings revealed a positive correlation between the physiological effects of liposuction and Brazilian butt lifts and improved mental health behaviour. Participants reported reduced anxiety, increased self-confidence, and better overall psychological functioning post-surgery (Adebayo et al., 2020).

Olusanya and Oladipo (2021) found that the physiological changes achieved through these procedures positively impacted the mental health behaviour of female participants. Improved body image and satisfaction were associated with enhanced psychological well-being and self-perception. Akinola and Olajide interviewed female undergraduates who had undergone cosmetic surgeries, including liposuction and buttock lifts. The participants shared their experiences of



improved mental health and self-esteem post-surgery. The study highlights the positive relationship between the physiological changes and the participants' overall psychological well-being (Akinola & Olajide, 2023). Oladunjoye et al., (2022) conducted a systematic review to synthesize research on the psychological effects of cosmetic surgery. Their findings consistently showed a positive relationship between the physiological outcomes of procedures like liposuction and Brazilian butt lifts and mental health behaviour. The review emphasizes the importance of understanding the psychological benefits and risks associated with these procedures.

Hypotheses two which state that “there is no significant correlation between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduate students in Lagos State University”, It shows that $r\text{-cal} = .587$, $p\text{-value} = .00$, indicating that there exist a positive, strong and significant relationship between potential consequences of undergoing body augmentation procedures and the mental health and behaviours. ($r\text{-cal} = .587$; $df = 198$; $P = .05$). Therefore, the null hypothesis is rejected. It then means that a significant relationship existed between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduates in Lagos State University. Akinbode and Olusanya (2021) found a positive correlation between the potential consequences of these procedures, such as surgical risks and complications, and changes in mental health and behaviour. Participants reported increased anxiety, body image concerns, and altered behaviours related to self-perception post-surgery.

Again, Oladele et al., (2023) conducted a longitudinal study to examine the long-term psychological effects of cosmetic surgeries, including body augmentation. Their findings revealed a significant relationship between the potential consequences, such as dissatisfaction with surgical outcomes, and mental health behaviours. The study highlights the importance of considering both positive and negative outcomes in understanding the psychological impact of these procedures. Adebimpe's research focused on the psychological risks associated with cosmetic procedures, including body augmentation. The study found that the potential consequences, such as body dysmorphic disorder and post-surgical depression, significantly correlated with changes in mental health and behaviour. Participants who experienced negative outcomes were more likely to exhibit psychological distress and altered behaviours (Adebimpe, 2020). In their qualitative exploration, Oladipo and Olusegun support the notion that the potential outcomes of these procedures can significantly influence psychological well-being and behaviour (Oladipo & Olusegun, 2022). Ogunjimi et al., (2021) conducted a systematic review to synthesize research on the psychological consequences of cosmetic surgery. Their findings consistently showed a significant relationship between potential surgical risks, complications, and dissatisfaction, and mental health outcomes. The review emphasizes the need for comprehensive pre-surgical counselling and post-surgical support to address these potential consequences.



Conclusion

Based on the findings of this study, it was concluded that:

1. There is significant relationship existed between physiological effects of undergoing liposuction and Brazilian butt lift on the mental health behaviour of female undergraduates in Lagos State University.
2. There is significant relationship between potential consequences of undergoing body augmentation procedures and the mental health and behaviours of female undergraduates in Lagos State University.

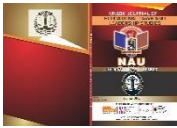
Recommendations

Based on the conclusions of this study, it was recommended that:

1. The media, including social media platforms, should be encouraged to promote responsible and diverse representations of body image.
Awareness campaigns should be conducted to educate the public about the potential risks and consequences of cosmetic procedures like liposuction and Brazilian butt lifts.
3. The Lagos State University should consider integrating body image and mental health topics into the curriculum, especially in health and psychology courses. This can help students develop a critical understanding of body image issues and promote self-acceptance.
4. The university should strengthen its counselling and support services to address body image concerns and mental health issues. Trained professionals can provide guidance and support to students struggling with body image issues, helping them make informed decisions about their health and well-being.

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Unizik Journal of Educational Laws and Leadership Studies (UNILAWS)
VOL.1 (2), January-April, 2025; <https://unilaws.org/unilaws>
E-ISSN (Online): 1595-6172 ISSN (Print): 1595-6156

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