

Cosmetic tweaks are Gen Z's latest obsession

I don't think going under the knife for your looks is such a big deal

Khushi Kapoor

Actor



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From subtle enhancements to full transformations, young celebs like Khushi Kapoor are leading a cultural shift. "I don't think going under the knife for your looks is such a big deal," she says.

While the generation celebrates self-acceptance, the growing trend of cosmetic procedures shows their evolving take on beauty and body autonomy. Is it self-expression or societal pressure? The debate tougher than it seems.

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3.4%

Increase in
cosmetic surgery
procedures globally
among Gen Z, in
2024

76%

Gen Z women agree
that maintaining
their appearance is a
key priority

₹340 crore

Anti-ageing market
size by 2033, fueled
by Indian Gen Z

51%

Gen Z men have
dedicated beauty
and grooming
routines

(According to Mastermind Behaviour Services, Mintel Research, IMARC)



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6 Injectables
are often seen as a shortcut,
but without a proper
skincare foundation, results
are short-lived

Dr Ajay Rana
dermatologist &
aesthetic physician



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Can self-worth be built through needles?

Young and filtered

Shruti Haasan on filters and getting her nose fixed. It hurt, but if I could make it prettier, why wouldn't I?

Beyond The Botox: India's Growing Potential For Aesthetic Surgeries Propelled by Gen Zers

Gen Z is saying 'yes' to Botox and plastic surgery

From filtered faces to real-life filters

But not long ago, cosmetic procedures like Botox and lip fillers were considered taboo in India. Today, the stigma is fading. "I'm not through Instagram as much as I used to be, so I've realised that I have to look like myself," says Shruti Haasan. "I've realised that I have to look like myself, not like a filter."

More than skin deep

What's missing here is how early Gen Z is getting exposed to cosmetic surgery. And it's not just because of social media and influencers. It's also because of the growing trend of cosmetic procedures. "I've realised that I have to look like myself, not like a filter."

Many bring pictures of influencers that have been edited to look like the features they want to copy. This trend shows how digital adds an unrealistic beauty standards, which is why it's so important to get professional help to set realistic, natural-looking goals.

Dr. Priya Haasan says that, "Gen Z is more open to cosmetic surgery."

Social media—the new mirror

Social media plays a huge role in this. "I don't know if it's the influence of social media or if it's the influence of the internet, but I think it's the influence of the internet. I don't know if it's the influence of social media or if it's the influence of the internet, but I think it's the influence of the internet."

Up enhancement didn't fix me. It just helped me stop fighting the mirror I didn't do it for friends or validation. I did it because I finally chose to show up for myself. The way I've always wanted to.

Cosmetic treatments aren't about vanity—they're a quiet response to a world that constantly says, 'You're not enough.' It's less about chasing perfection and more about wanting to feel seen, safe, and accepted.

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