

# COSMETIC SURGERY AMONG UTAH WOMEN

## HOW DOES UTAH STACK UP?

Money Spent on  
Beauty Products:



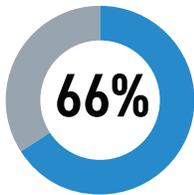
Similarly Sized Cities



Utah has the **6<sup>th</sup>** highest number of

**PLASTIC SURGEONS**

per capita in the US.



of **Utah women** who are members of the Church of Jesus Christ of Latter-day Saints, the predominant religion, **know someone who has undergone cosmetic surgery.**

## NEGATIVE BODY IMAGE IS PREVALENT

Poor body image and cosmetic surgery is largely a women's issue.

**80%** of women in the US do not like how they look.



**92%** of cosmetic procedures are undergone by women.



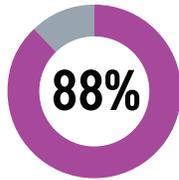
The Mountain/Pacific region, of which Utah is a part, has the

**HIGHEST RATES OF COSMETIC PROCEDURES IN THE NATION.**

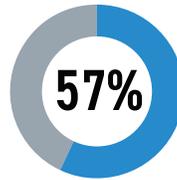


## CULTURAL PRESSURE

Researchers have found that homogenous societies, such as Utah, can have a contagion effect that pressures individuals into cosmetic surgery.



of Utahns are white.



of Utahns are members of the Church of Jesus Christ of Latter-day Saints.



**UTAH**  
has a relatively homogeneous society.

**69%** of people who undergo plastic surgery are white.



Online searches for breast augmentation are

**53%** **HIGHER IN UTAH** ↑  
than the national average.

## COMPETITION

A key concern for many Utah women who are members of the Church of Jesus Christ of Latter-day Saints is finding a desirable spouse.

Some sources report that, in Utah, for every



there are **ONLY**



Some Latter-day Saint women believe that physical beauty is key in securing status, particularly as marriage and motherhood are often prioritized above educational or career achievement.

## WHAT CAN WE DO?

It's difficult to pinpoint the exact influences and outcomes of cosmetic surgery among Utah women, yet much can be done to combat negative body image.



Invest in initiatives that support positive body image.



Focus on traits beyond physical appearance.



Encourage women's educational efforts.



Strengthen confidence through overall health.

**UTAH WOMEN & LEADERSHIP Project**

Click [here](#) for the full report.

**UTAH WOMEN & LEADERSHIP PROJECT**  
Jon M. Huntsman School of Business  
Utah State University Extension  
uwlp@usu.edu • www.utwomen.org