

POSTER PRESENTATION ABSTRACT

ACOS24P-011: Facial Aesthetic Preferences Among Ethnicity in Malaysia

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Malaysians' diverse ethnicities shape unique aesthetic features, with beauty perceptions influenced by culture and personal experiences. This study explores facial aesthetic preferences among Malaysian women across different ethnic groups. A questionnaire was administered to 290 women, assessing various facial dimensions using edited images of Asian models. Most participants were Malay (71.0%), averaging 31.6 years; 66.9% had not undergone aesthetic procedures. Preferences for oval facial shape and nasal width-length ratio varied by ethnicity, with significant associations found ($p < 0.05$). Ethnic background significantly influences preferences for facial aesthetics, emphasizing the need for tailored approaches in aesthetic practices.

Keywords: Aesthetics, Ethnicity, Female, Malaysia