Take it on the chin: the jawline procedures designed to make us look pretty in our photos

Scrutinising yourself on Skype? Face up to your jawline obsession

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16 FEBRUARY 2015

Area for improvement: 2015 is fast becoming The Year of the Chin
Picture: Milena Boniek/PhotoAlto/Corbis

Of the many horrors of modern life, the moment when a misjudged swipe unexpectedly turns the iPad on your lap into a camera is one of the most traumatising. Who knew you had so many chins? And what’s with all the sagging skin?

Then there’s Skype, which can turn the most fine-boned beauty into a multiple-chinned matron.
As for selfies, it’s fine when we remember to tuck in our chin and hold that camera high, Kardashian-style, letting perspective work its jaw-shrinking magic, but the rule remains that you can always tell who took a group selfie on Facebook - because they are the only person in the photo with just one chin.

The result has been a rush for “selfie surgery”, procedures designed to make us look pretty in our photos.

A recent survey by the American Academy of Facial Plastic and Reconstructive Surgery found one in three surgeons reported seeing more patients demanding a remodel to look better on Instagram. Dr Sam Rizk, a Manhattan-based plastic surgeon, said: “There has been a 25 per cent increase over the past year-and-a-half to two years.

“They come in with their iPhones and show me pictures. Selfies are just getting to be so crazy.”

The key area for improvement? The chin. In fact, while 2014 was dubbed The Year of the Eye by the cosmetic surgery industry, 2015 is already fast becoming The Year of the Chin.