



**Title:** Obsession with Perfection: Body Dysmorphia

**Name:** Cheryl Roser

**Email:** [c.a.rosier@tilburguniversity.edu](mailto:c.a.rosier@tilburguniversity.edu)

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Vashi, N (2016) "Obsession with Perfection: Body Dysmorphia" *Clinics in Dermatology Volume*

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**Link to original paper online:**

<https://www.sciencedirect.com/science/article/abs/pii/S0738081X16300724?via%3Dihub>

**Project created for the class:** Visual Thinking and Composition, Fall 2021 Tilburg University,  
Department of Communication and Cognition

**Instructor:** Neil Cohn,

**Instructor email:** [neilcohn@visuallanguagelab.com](mailto:neilcohn@visuallanguagelab.com),

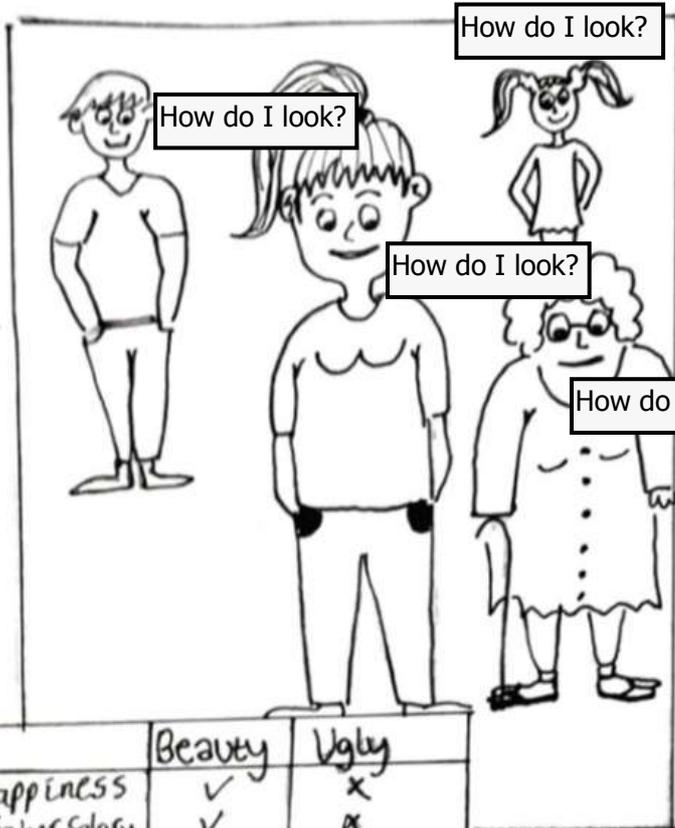
**Instructor website:** [www.visuallanguagelab.com](http://www.visuallanguagelab.com)

# Obsession with Perfection:

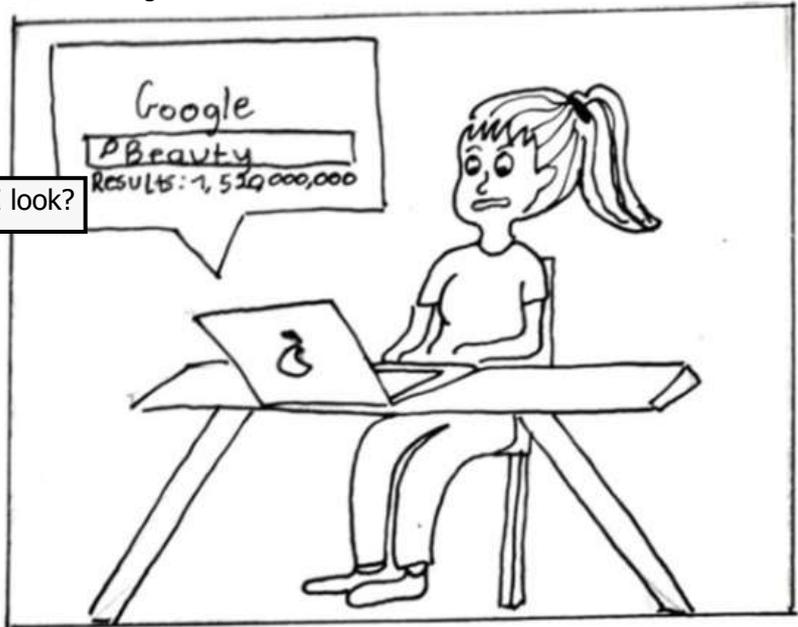
## Body Dysmorphia

Around the world, whether young or old, big or small, woman or man, there is a deeply rooted fascination with beauty and the indulgence to look a certain way.

Scientific article by: Neelam A. Vashi  
Comic by: Cheryl Roser



The captivation of beauty is illustrated through the 1,520,000,000 "beauty" results on googles search engine.



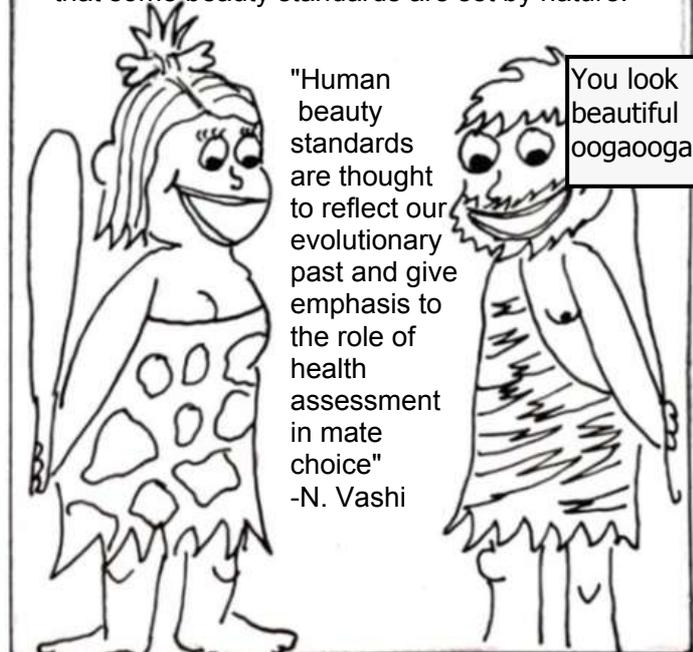
	Beauty	Ugly
happiness	✓	x
higher Salary	✓	x
life Satisfac- ion	✓	x
social Competence	✓	x

Being beautiful has been equated with happiness, life satisfaction, higher salary, group and family formation, and social competence.



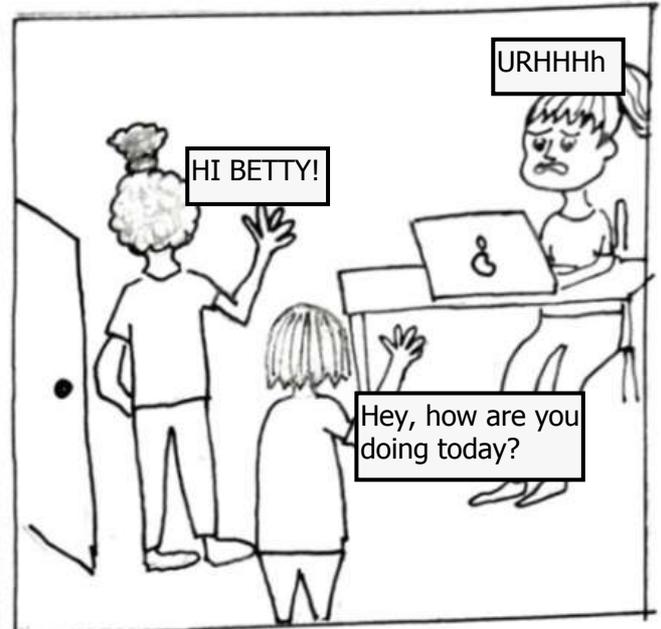
Our preferences for beauty standards have been gradually learned through cultural transmission and constant media exposure.

In addition, cross-cultural studies support the belief that some beauty standards are set by nature.

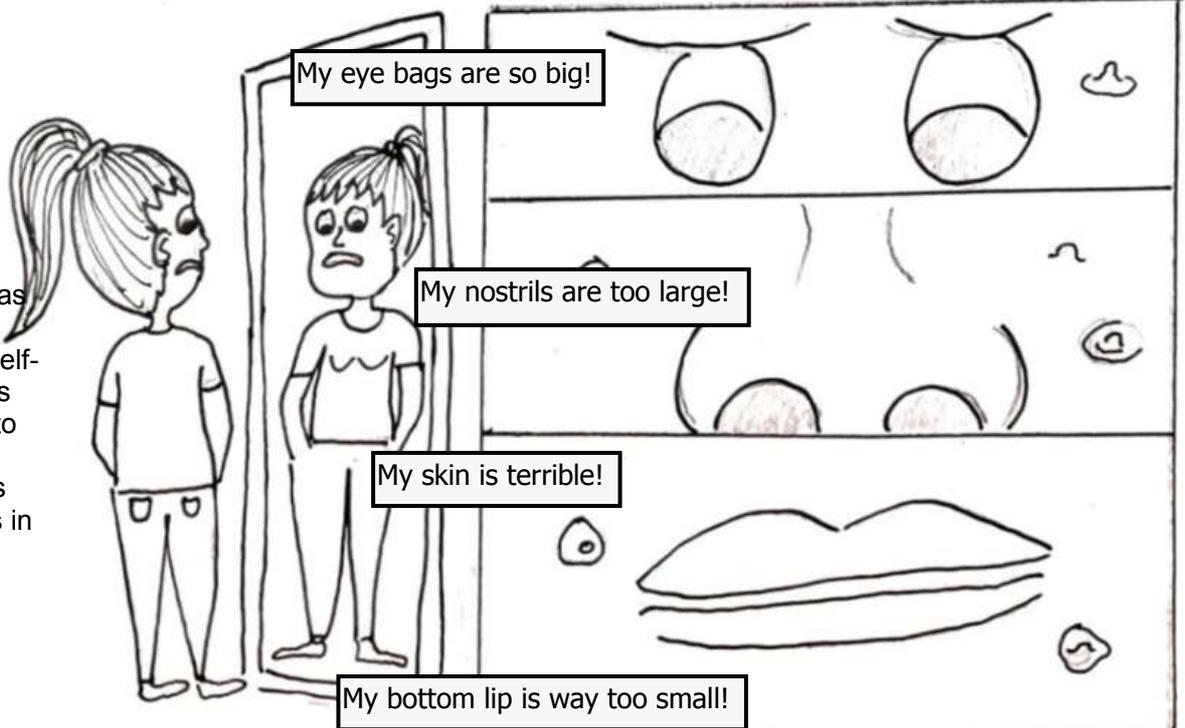


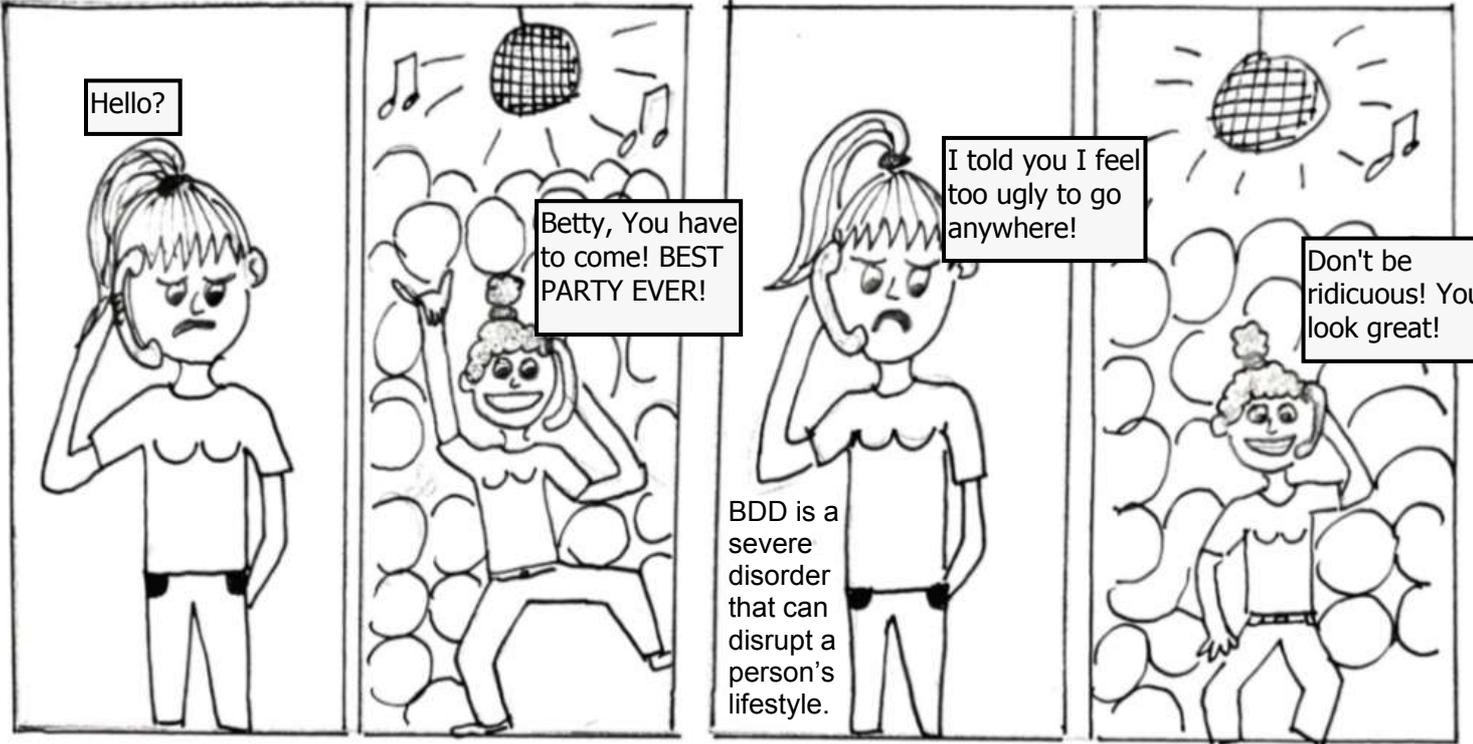
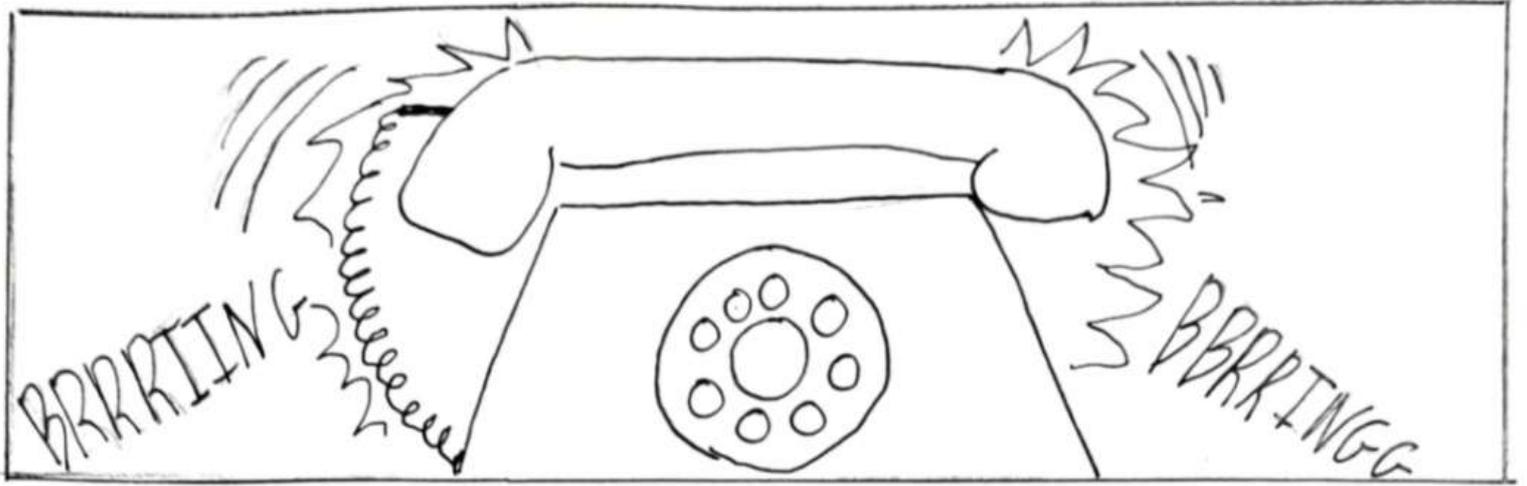
"Human beauty standards are thought to reflect our evolutionary past and give emphasis to the role of health assessment in mate choice"  
-N. Vashi

Even during times of economic recession, when consumer spending habits typically declines, women's spending on beauty products appear to increase

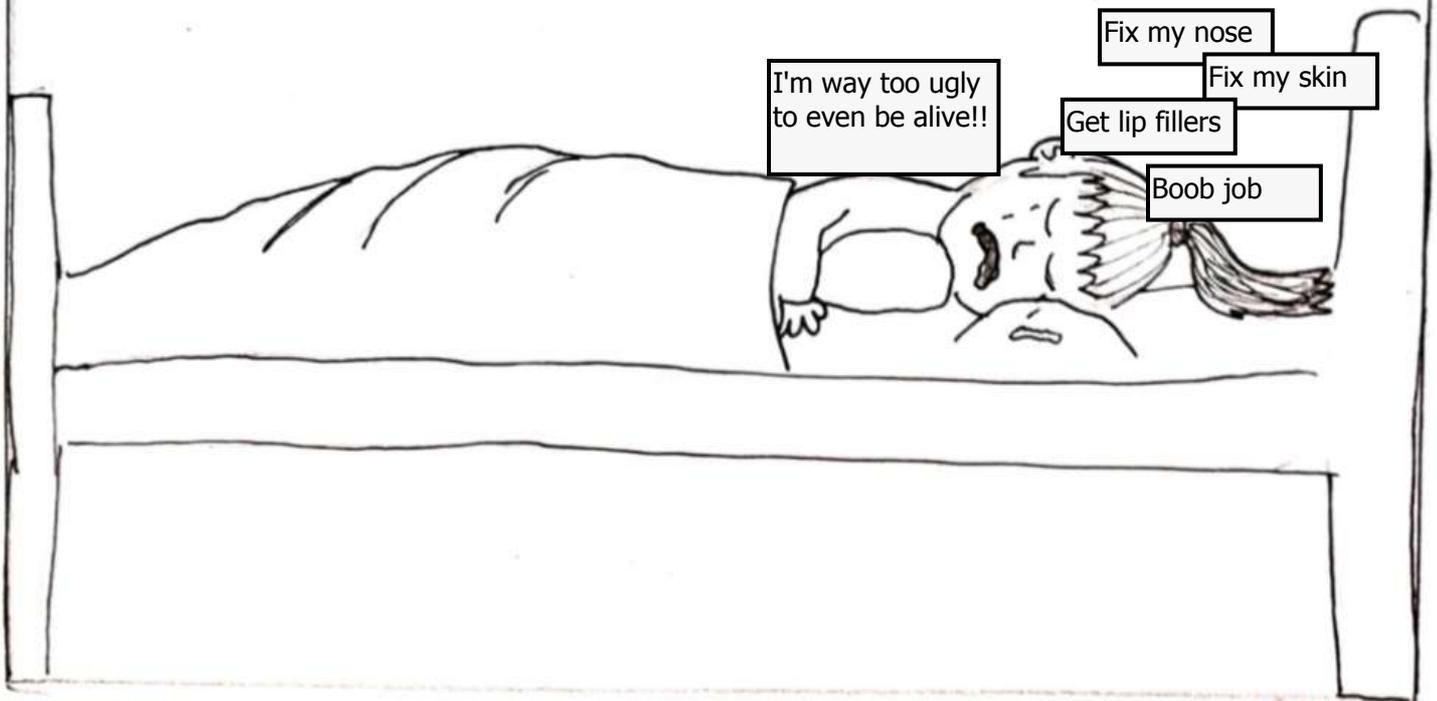


Body dysmorphic disorder also known as BDD, is a compulsive disorder of negative self-perception. Individuals with BDD are known to experience persistent and intrusive thoughts about perceived flaws in their physical appearance.





Body dysmorphic disorder is among one of the most debilitating of all mental illnesses, with high rates of suicidal ideation and completed suicide. 25% of individuals who suffer from BDD attempt suicide (Vashi 2016)



Body Dysmorphic Disorder is a severe disorder that requires better recognition by dermatologists, plastic surgeons, and anyone else providing aesthetic services.

We need to know more about patients suffering from BDD!

Yes! We can't just undergo surgery on whoever wants! Sometimes the problem is rooted mentally and that is what needs attention!

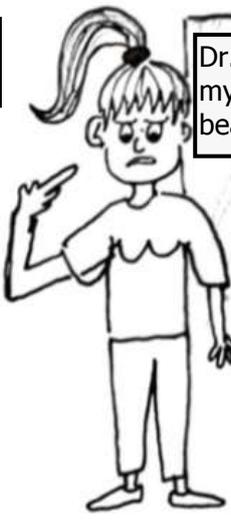


There are currently 3 surveys that have been authenticated by psychiatric evaluation when used in dermatology and plastic surgery settings in order to be able to identify these patients during consultation.

- 1. [Body Dysmorphic Disorder Questionnaire](#)
- 2. [Dysmorphic Concern Questionnaire](#)
- 3. [Body Image Concern Inventory](#)

Hello Betty, how may I help you?

Dr. I need you to fix my face and make me beautiful!



Individuals with BDD are driven to cosmetic clinics to enhance their looks and to improve their quality of life.

Please fill out this questionnaire before we can discuss further.



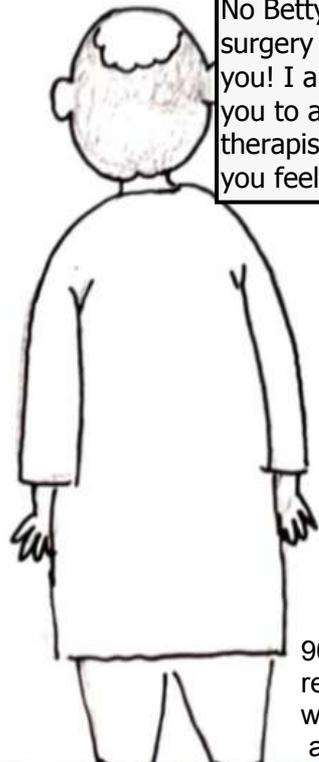
As awareness of BDD continues to increase, dermatologists and plastic surgeons are increasingly not performing treatments on those who have BDD.

I'm sorry Betty, but this shows that you suffer from BDD therefore I will not treat you.

Oh Noo! So you mean to tell me I will stay ugly forever?



No Betty! Cosmetic surgery will not help you! I am prescribing you to a specialized therapist who will help you feel your best self.



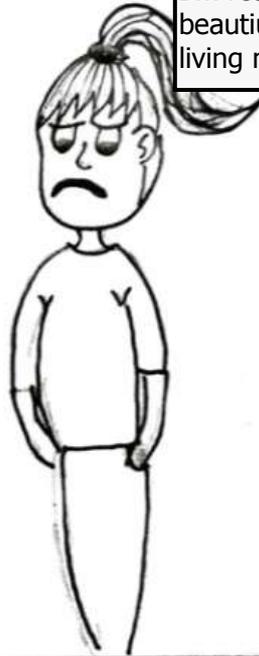
90% of patients reported no change or worse BDD symptoms after cosmetic surgery.

# WELCOME TO THERAPY

Hi Betty! So good to see you here! How are you feeling?

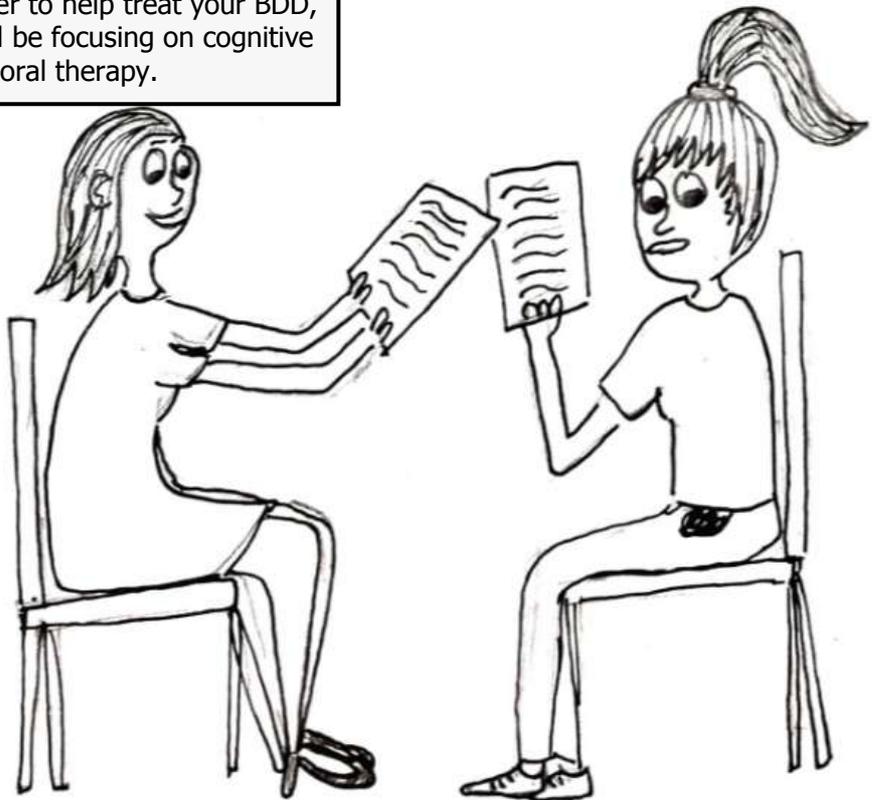


I'm ready to feel beautiful and start living my best life!



Treatment of Body Dysmorphic Disorder does not involve cosmetic procedures. Management of BDD should involve an empathetic approach such as therapy, and referral to a mental health expert.

In order to help treat your BDD, we will be focusing on cognitive behavioral therapy.

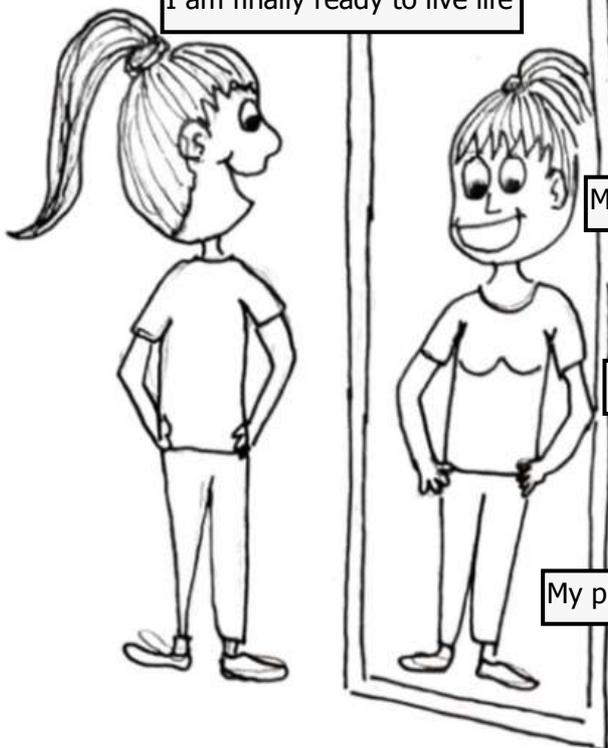


Therapy for patients with BDD rests on psychologic and pharmacologic treatment. Cognitive behavioral therapy and selective serotonin reuptake inhibitors have demonstrated to have the highest efficacy rate.

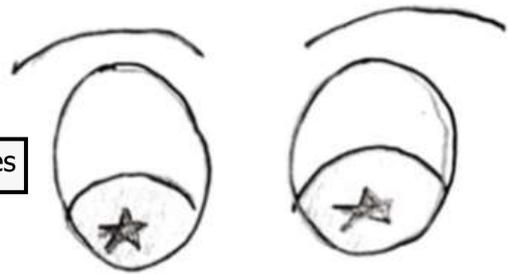
# 3 MONTHS AFTER TREATMENT

WOW! I look and feel AMAZING!  
I can't believe I even considered  
getting surgery!

I am finally ready to live life



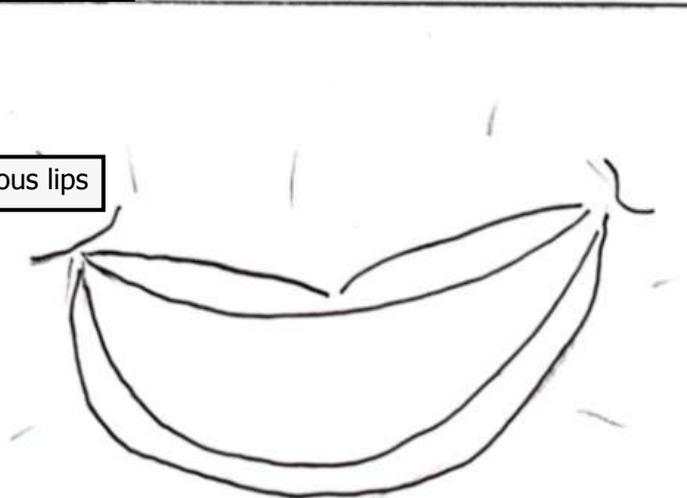
The spark in my eyes



My cute button nose



My flawless skin



My plump lips

Proper mental health treatment for BDD can lead to  
recovery and longer sustained remissions.