

Now Women Are Supposed to Worry About Their Jawlines Too?

Credit social media and the virtual office for the beauty world's newest concern: the softening jawline. Here, the latest steps people are willing to take for an Instagram-ready jaw.



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It was during a WhatsApp call that Debra Reynolds, a marketing executive in Manhattan, started noticing her softening jawline. “It was all I could see in the mirror,” Ms. Reynolds said. “In meetings I was aware of constantly pushing my chin out like a duck.” It was then that Ms. Reynolds, 47, turned to [Matthew White](#), a facial plastic surgeon, to remedy the problem.

The surgery, which Dr. White calls the Golden Angle Lift, creates the tighter, more defined jawline and lower face that to many signals youth and beauty. “The day after surgery, when Dr. White removed the bandages, my jawline looked like Angelina freaking Jolie,” said Ms. Reynolds of her surgery, which she said cost about \$18,000.

Credit the rise of videoconferencing and social media for the new focus among women on their jawlines, long a key structural feature for men (as a sign of masculinity) and models (who rely on bone structure to be photogenic).

According to data collected by the American Academy of Facial Plastic and Reconstructive Surgery, in 2017, 55 percent of facial plastic surgeons noted having seen patients expressing a desire to look better in selfies. Selfies also can [distort people's perceptions](#) of their appearance.