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## Social Media, Makeup Trends and Zoom Are Driving Demand for Upper Blepharoplasty Surgery in Young Patients

And they're coming to plastic surgeons' offices in droves.

[Leiana Foye](#)  
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According to the [American Society of Plastic Surgeons](#), eyelid surgery (also known as a blepharoplasty) was the most common facial cosmetic surgery procedure in 2024, and the fifth most common overall, only behind [liposuction](#), breast augmentation, abdominoplasty ([tummy tucks](#)) and [breast lifts](#). Though blepharoplasties have consistently remained in the top cosmetic surgery procedures over the years, they've historically been more popular with the over-50 crowd. However, **with the rise of Zoom meetings, the "no-makeup makeup" trend and more, upper blepharoplasties (commonly referred to as "upper blephs") have been skewing much younger.**

But just how young is young? "I have definitely seen an increase in younger patients seeking upper blepharoplasty, particularly those in their 30s," says New York oculofacial plastic surgeon Robert Schwarcz, MD.

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Ahead, everything to know about the rising demand for upper blepharoplasties and if there are any good alternatives to achieve similar results.

### Featured Experts

- Robert Schwarcz, MD is a board-certified oculofacial plastic surgeon in New York
- [David Schlessinger, MD](#) is a board-certified oculoplastic surgeon in Woodbury, NY
- [Steven Fagien, MD](#) is a board-certified oculoplastic surgeon in Boca Raton, FL
- [Mokhtar Asaadi, MD](#) is a board-certified plastic surgeon in New York

### What Is an Upper Blepharoplasty?

Firstly, what is a blepharoplasty? "A blepharoplasty is the name of the surgical procedure that is meant to rejuvenate the eyelid," says Woodbury, NY oculoplastic surgeon [David Schlessinger, MD](#). "Blepharoplasties can be performed on upper or lower eyelids."

So, an upper blepharoplasty is performed on the upper eyelid specifically. It is a surgical procedure to "remove skin and fatty tissue to rejuvenate the eyelid," says Dr. Schlessinger. "Eyelids are comprised of the thinnest skin in the body and tend to show aging changes sooner than the rest of the face. Therefore, young patients are coming in to maintain or regain a youthful appearance."

Patients tend to be very happy with the results, too. "My experience is that my patients, after having a successful upper blepharoplasty, tend to wear much less (if any) makeup after surgery, almost always discontinue lash extensions as they are pleased with their result and now feel they don't need anything to improve their beautiful result," says Boca Raton, FL oculoplastic surgeon [Steven Fagien, MD](#).

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## Why Do Younger People Want Upper Blepharoplasties?

Over the last five years or so, people have gotten used to constantly seeing their reflection on Zoom, wearing more minimal makeup and taking more selfies and photos of themselves amidst the continued rise and growth of social media. This means that plastic surgeons are actually seeing much younger patients request upper blephs.

Patients usually come in for two primary reasons: “The first is for preventative or preemptive measures, where patients want to address early eyelid heaviness before it progresses,” says Dr. Schwarcz. “The second is due to naturally sagging or heavy upper eyelids, which may not be a medical issue but can be bothersome from an aesthetic standpoint.”

Social media has played a much more prominent role than it seems on the surface. “Interested prospective patients see Photoshopped images that are not reality and desire to have these procedures performed hoping to look like these altered depictions,” says Dr. Fagien. “Many individuals that have had surgery are quick to share their experiences on vehicles like Instagram and TikTok that have a broad appeal for younger individuals.” So not only are people looking to social media for inspiration, but they’re also learning more about procedures there too, helping to de-stigmatize the conversation.

“It’s important to acknowledge how frequently people see their own faces now,” says Dr. Schwarcz. “Between video calls, social media and photos, people are spending far more time looking at themselves than previous generations. That level of self-scrutiny often draws attention to features they feel make them look tired or older.”

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However, most younger patients aren’t seeking any big, dramatic changes; rather, they’re asking for subtle, natural results. “They want to look refreshed, more awake and bright-eyed, without looking obviously ‘done,’” says Dr. Schwarcz. “The goal is typically rejuvenation rather than transformation.”

## Are You a Good Candidate for an Upper Blepharoplasty?

Remember that an upper blepharoplasty, while largely de-stigmatized, is still a very real surgery. With the destigmatization of treatments like neurotoxins and filler, with some younger patients even stopping to get treated during a lunch break and in casual settings, an upper bleph isn’t as low-key as that. It “is still a surgical procedure and requires downtime, healing, and thoughtful planning,” says Dr. Schwarcz. “While it may feel more ‘casual’ culturally, patients still need to account for recovery and understand that it’s not an instant, same-day treatment.”

That being said, if you’re willing to commit to the aftercare of a surgery, here’s what will also make you a good candidate, regardless of age. Patients “should have excess skin of the upper eyelids or herniated fat of the upper eyelids,” says New York plastic surgeon [Q Mokhtar Asaadi, MD](#). “Patients with no excess skin of the upper eyelids or those who have dryness of the eyes are not good candidates for upper blepharoplasty.”

Before any patient of any age is cleared for surgery, it’s important to get a thorough evaluation from a board-certified plastic surgeon. “Candidacy is based on a careful evaluation of eyelid anatomy, skin quality, brow position and overall facial balance,” says Dr. Schwarcz. “I assess whether the concern is truly related to excess skin or if other factors, such as brow descent or volume loss, may be contributing to the appearance.”

Also, there’s a chance you may think you need an upper bleph but you’re actually not dealing with upper eyelid heaviness (which is what the surgery treats).

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“Sometimes patients confuse heaviness with the upper eyelid for upper eyelids excessive skin (called dermatochalasis) or with true eyelid ptosis (a muscular issue) or brow ptosis (drooping brows with the secondary effect of the appearance of heaviness of the upper eyelid),” says Dr. Fagien. “An experienced surgeon can detect the differences and advise appropriately.”

### What Should You Know Before Getting an Upper Blepharoplasty?

Especially for younger patients getting this surgery as a pre-juvenation treatment, expect your surgeon to take a more conservative route. “There is a point at which intervention is simply too early and can negatively affect how someone ages over time,” says Dr. Schwarcz. “Most facial aging occurs in the 40s, and many people in their 30s have not yet entered a true aging phase.” It’s important to remember that looking young or aging well doesn’t mean you need to look younger than you actually are. “That said, certain genetic concerns such as lower eyelid heaviness or bags can appear early in life and should be evaluated carefully with age-appropriate treatment and long-term outcomes in mind,” says Dr. Schwarcz.

Also, even though it seems like everyone knows at least one person who’s gotten an upper bleph and it seems like the cool thing to do right now, you still want to take it seriously. It’s effective, but it’s also permanent. “Timing matters, particularly for younger individuals,” says Dr. Schwarcz. “It’s essential to have a clear discussion about recovery, scarring, and realistic outcomes, as well as how the eyelids may continue to change with age. Choosing an experienced, specialized board-certified surgeon and prioritizing a conservative approach can help ensure the best long-term results.”

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And when it’s time for recovery, there’s good news: “Of all the surgical procedures around the eyes, upper blepharoplasty might be the easiest to have with the least amount of down time,” says Dr. Fagien. “We have gained much experience with cosmetic surgery around the eyes and the surgery has gotten more refined and individualized, yielding better and more aesthetic outcomes compared to surgery in the past.”

### Are There Alternatives to an Upper Blepharoplasty?

So, everyone’s getting an upper bleph, but you’re not sure about committing to surgery. Understandable. There are other options out there to get similar results.

“Patients can get Ulthera to the peri-ocular area to lift the brows and tighten the skin,” says Dr. Schlessinger. “Laser resurfacing can also help rejuvenate the eyelid area but has similar downtime to a surgical bleph.”

Less invasive injectable treatments could help slightly. “Neuromodulators (like Botox, Dyspoty, Xeomin or Jeuveau) can often give a brow lift effect,” says Dr. Fagien, whereas “injectable filling agents rarely improve the upper eyelid.”

Speak with an experienced board-certified surgeon to help decide what route is best for you.