

# Mar-a-Lago Face: A Politicized Aesthetic Template Demanding Scientific Attention

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Dear Editor,

In recent months, the cosmetic trend known as the “Mar-a-Lago face” has evolved from a media designation into a replicable and increasingly prevalent aesthetic demand among plastic surgeons. As a practicing reconstructive and aesthetic surgeon, I contend that this phenomenon warrants academic scrutiny—not merely as a transient beauty trend, but as a politically charged aesthetic identity that interrogates our comprehension of patient motivation, facial homogeneity, and the socio-cultural factors influencing elective surgery.

Reports indicate that surgeons in Washington, D.C., and Palm Beach are now regularly approached by patients seeking a very specific constellation of features: exaggerated midfacial projection, accentuated zygomatic definition, elevated brows, maximal lip volume, suppression of periorbital expression, and a uniformly bronzed complexion. These requests are not random variations on beauty ideals. As *The Guardian* notes, they mirror the facial appearance of high-profile figures associated with the

Trump political ecosystem, suggesting a conscious effort to visually emulate this group [1].

Axios further highlights that requests for this appearance have surged among political insiders, particularly around election periods—indicating that the aesthetic is functioning as a visual marker of political belonging, rather than as a purely cosmetic preference [2]. This aligns with broader theories in political psychology: Group membership often manifests through visible symbols, and in this case, the face itself becomes a mechanism of ideological signaling.

Economically, the phenomenon is further stratified. Achieving the Mar-a-Lago look requires extensive intervention—deep-plane facelift, brow elevation, buccal fat reduction, fat grafting, serial fillers, neurotoxin overcorrection, and veneer-based dental harmony. As the *New York Post* reports, total costs frequently exceed six figures, transforming this aesthetic into a luxury-class political identity marker [3]. The cost becomes part of the message: a curated face that communicates wealth, access, and proximity to political power.

The rapid morphological standardization happening within a certain political group is probably the most worrying thing. *The Independent* calls this look a “badge of insider status,” and women in conservative media and advisory roles have almost the same facial structure [4]. The level of homogeneity is unprecedented in contemporary aesthetic practice and prompts ethical considerations. When cosmetic procedures go from showing off one’s unique style to supporting political conformity, our field needs to look into the effects.

Despite widespread coverage, no peer-reviewed aesthetic literature has addressed this development. This gap is notable. As surgeons, we frequently analyze anatomical, procedural, and psychological elements of elective

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surgery—yet here we have a novel phenomenon where the face becomes a vehicle for political expression, and the medical community has remained silent.

I propose that the Mar-a-Lago face be recognized and studied as a new sociopolitical-aesthetic construct. Its emergence offers valuable insight into how ideology and identity can shape patient expectations, treatment requests, and perceptions of facial normality.

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