

AESTHETICS OF A FACE IN THE DIGITAL ERA: JOURNEY FROM VANITY TO THE REAL ESSENCE

ESTÉTICA DE UN ROSTRO EN LA ERA DIGITAL: VIAJE DE LA VANIDAD A LA ESENCIA REAL

Rodrigo Salazar-Gamarra^{1*} 
rsalazarg@cientifica.edu.pe

We live in a world where digitalization has penetrated deep into almost every aspect of our routine life. Digital technologies, like facial scanning systems, computed tomography, and intraoral scanning systems, have been a revolution in dental and facial aesthetic, and it has been just as it is in most other fields⁽¹⁾. However, no matter how convenient the technical progress and precision in diagnosis largely become, they don't cover all that in a basic way lies behind the problems of mere outer vanity—the unconscious body image⁽²⁾, intrinsic meaning of the face, and, thus, identity of an individual.

We dealt with how the use of advanced techniques gives a special chance, not only to the restoration of functions but also restoration the facial anatomy that is necessary for the realization of the self-esteem and social reintegration of patients. Digitization has allowed to gain results that previously were unattainable, with the personalization and precision to the individual's unique characteristics. Predictive analyses based on facial scans and other advanced imaging techniques are indispensable instruments for an accurate diagnosis and effective treatment, which help visualize the expected results and customize the treatment according to the patient's expectations and needs⁽³⁾.

However, one must realize that behind every face we hope to recover its anatomy, there is a person, a history, and a need to be seen and accepted in its wholeness. Labor in the true meaning of this word is far from merely correcting of physical defects and the search for aesthetic perfection; it is the understanding of the soul of a patient and the establishing contact with it, recognition that happiness and feeling self-satisfied do not come from an outer shell but from self-acceptance and love for oneself⁽⁴⁾.

And, in so doing, it is not just about how to integrate and get the most out of the digital technologies in our work, but how to do so in such a manner as respects and honor the individuality and dignity of each. No matter how advanced is the digital workflow we apply, nor the technical perfection we achieve; if we didn't truly connect with the patient, understand his desires, fears, and hopes, and contribute meaningfully to his emotional and psychological well-being, then we have failed at the most important aspect of our work⁽⁵⁾.

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* Corresponding author:
Rodrigo Salazar-Gamarra
rsalazarg@cientifica.edu.pe



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¹ Faculty of Sciences of Life and Health, School of Dentistry, Digital Dentistry Research Laboratory, Universidad Científica del Sur. Lima, Peru.

The digital age offers us extraordinary tools that, used with wisdom and compassion, can transform lives. But at the end of the day, what really counts are those technologies that can enable us to reveal and celebrate unique beauty, each human being not only in his or her

outward appearance, but in the deepest essence. Thus, the true impact of a meaningful contact between a healthcare provider and patient lies in the genuine joy and personal fulfillment experienced by both parties. In this digital era of vanity, the most attractive face is the one that shows the world who you really are.

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