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NEWS

Do you have a "selfie chin?"

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Monday, June 5th 2017, 2:21 PM HST by Mika Miyashima

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HONOLULU - Pictures are a huge part of social media, but not all those pictures are flattering. In fact, some people are so distressed by what they see, they're seeking help from plastic surgeons.

The procedure is called Kybella, and it's the latest cosmetic procedure to get rid of what's known as the "Selfie Chin".

Since it first emerged on the market in 2015, it's drawn the attention of both men and women seeking a more defined jaw line.

Plastic Surgeon Shim Ching sees about ten patients a week for the treatment. The non-surgical procedure involves a series of injections that dissolves fat over the course of a couple of weeks.



"It's Deoxycholic Acid, which is a chemical substance that naturally occurs in our own bodies." Said Ching.

Thanks to the widespread use of social media, people can see their faces all over the internet. Those images play a big role in the decision to get the injections.

"The majority of people bring in a photograph that they have found on social media to help us understand what they want." Said Ching.

According to the American Society of Plastic Surgeons, the number of Kybella treatments increased 18% last year, while liposuction has decreased 34% since 2000.



"Five, ten years ago we didn't have anything like this. So I would have to do something like liposuction which is a lot more expensive." Said Ching.

Although Kybella might get rid of the dreaded "Selfie Chin", the possible side effects aren't always pretty. Patients' jaw lines may appear bruised for a short time, and temporary nerve damage can occur.