

Understanding the Aesthetic and Emotional Impact of Masseter Muscle Prominence Using a Cross-sectional Online Survey

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OBJECTIVE

Evaluate signs and emotional impacts of masseter muscle prominence (MMP), jaw clenching frequency, and satisfaction with appearance of lower face using a cross-sectional online survey of aesthetically inclined individuals enrolled in Allergan Aesthetics' consumer loyalty program

CONCLUSIONS



MMP can be emotionally burdensome to individuals and have a negative impact on their level of satisfaction with the appearance of their lower face



Raising awareness about the burden of MMP can elevate the importance of clinicians discussing this condition and potential treatment options with their patients, which can ultimately help improve the appearance of and satisfaction with their lower face

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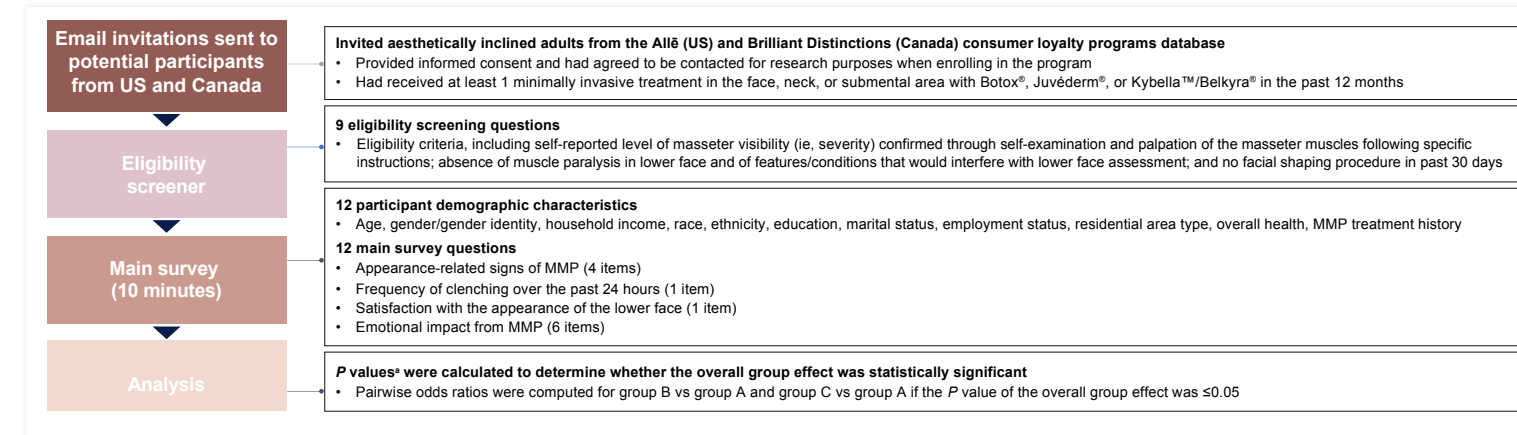
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BACKGROUND

- Masseter muscle prominence (MMP) is characterized by unilateral or bilateral enlargement of the masseter muscle and may present as a wide, square, or trapezoidal face shape^{1,2}
- MMP may be aesthetically undesirable, and is associated with negative emotional impacts, including feeling less attractive, self-conscious, and less confident^{2,3}

METHODS

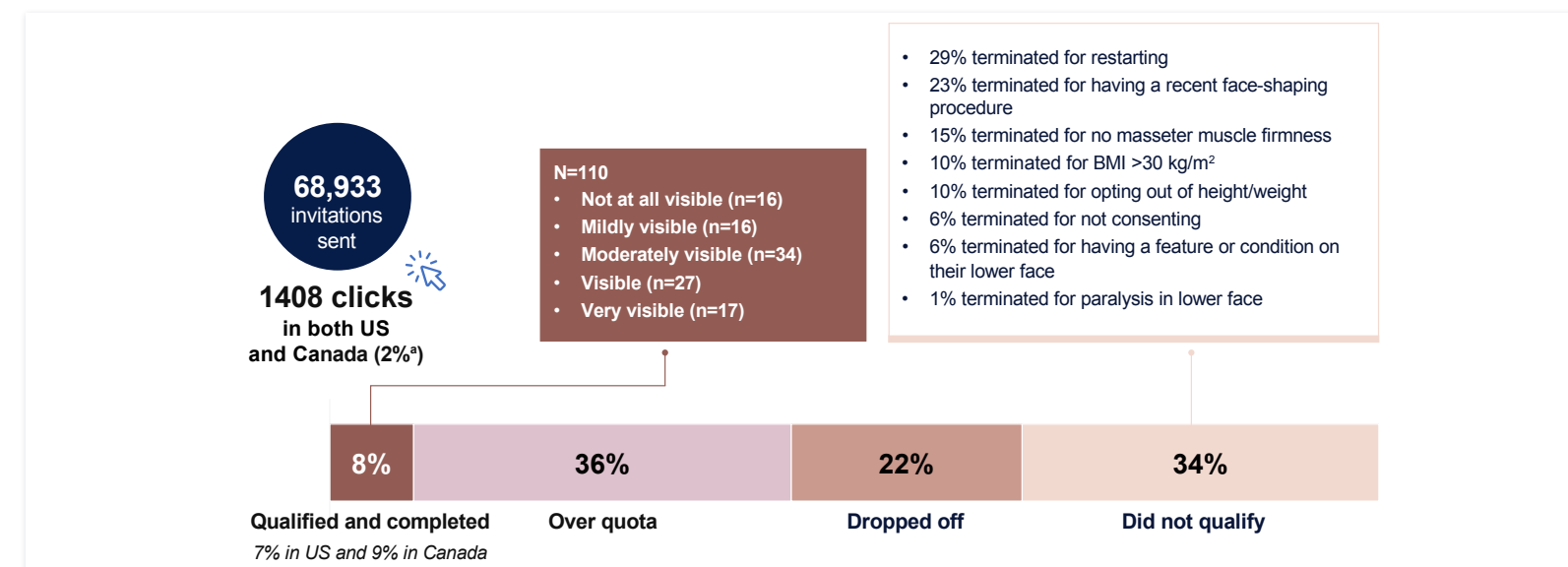
Survey Flow and Analysis



For odds ratios, group A was the reference group. *P values (overall Wald chi-square tests) were computed via ordinal logistic regression models predicting ordinal survey question responses with the visibility group.

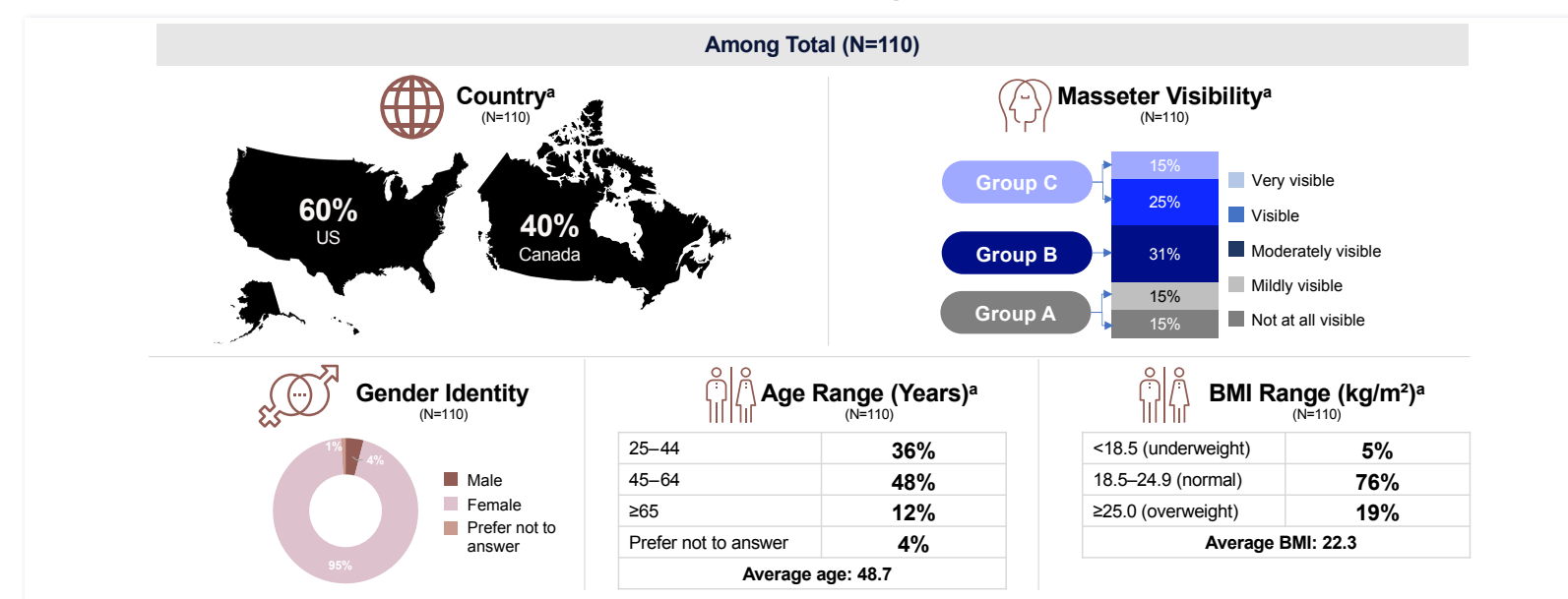
RESULTS

Sample Selection Flow



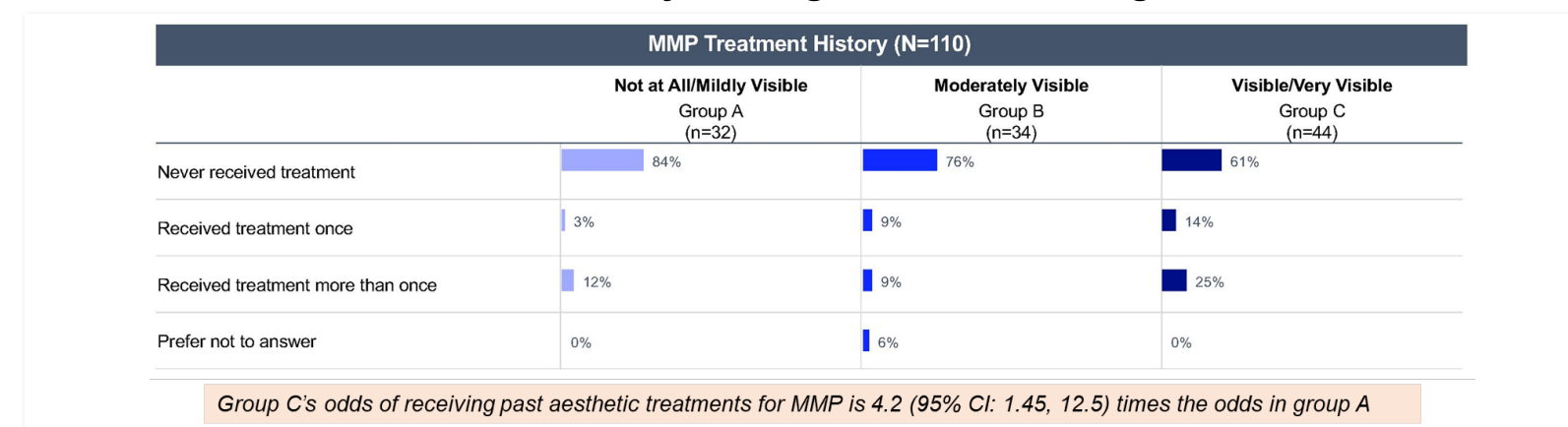
*2% click rate is aligned with that typically observed in this type of email survey.

Participant Demographics



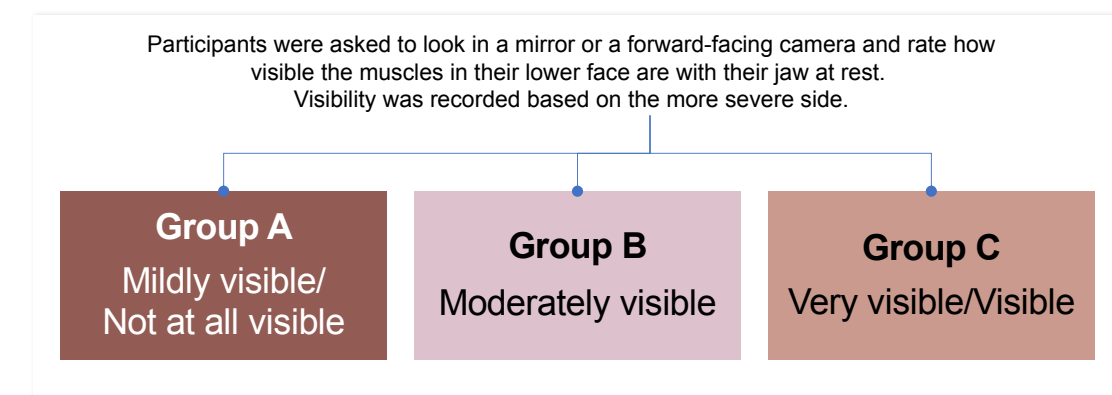
BMI, body mass index. *Demographics are a result of a priori established quotas.

Those With Greater Masseter Visibility Had Higher Odds of Having Had Past MMP Treatment

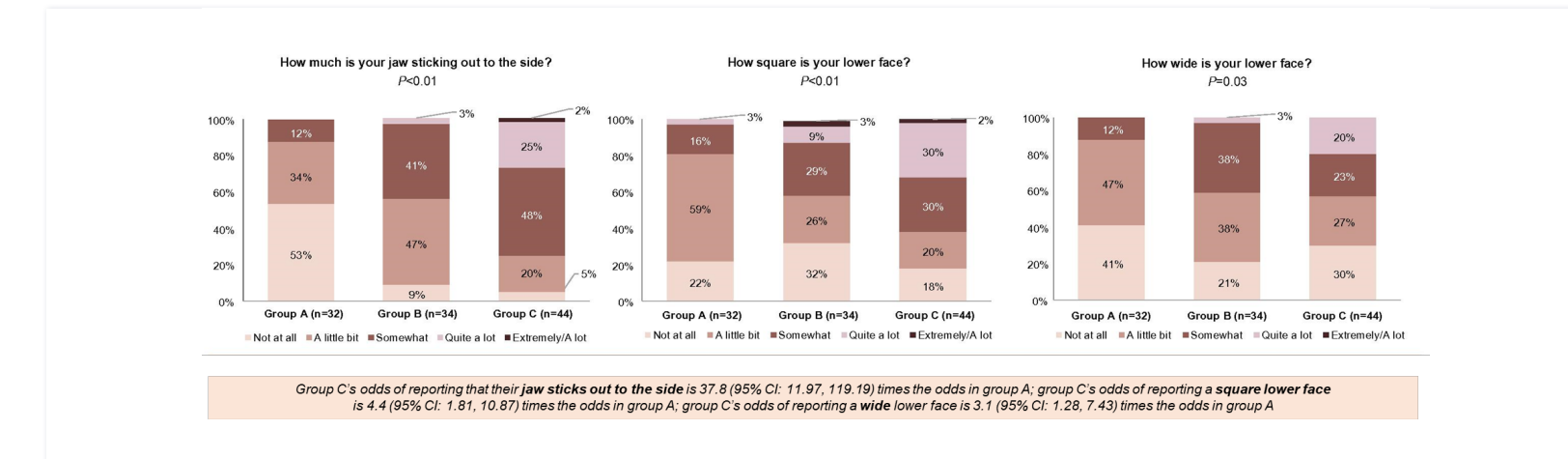


Participants described their history with receiving an aesthetic treatment for masseter muscle prominence (MMP) from a healthcare provider. P=0.02. P values were computed from the overall Wald chi-square test in ordinal logistic regression.

Participant Responses Were Stratified by Masseter Visibility Groups

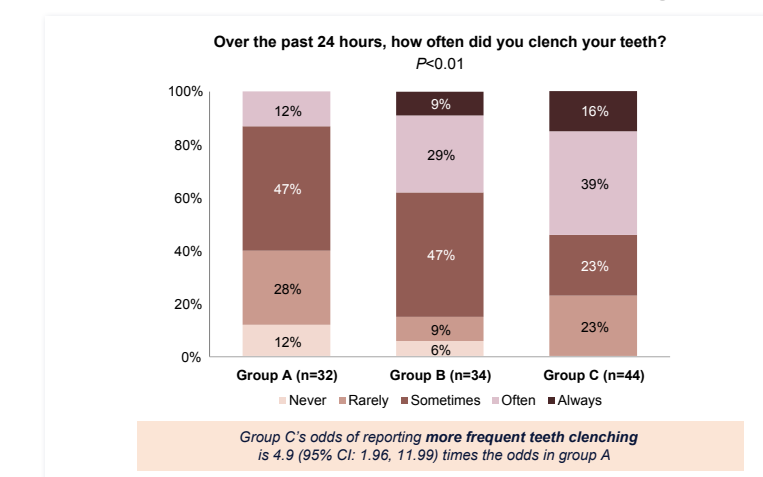


Greater Masseter Visibility Was Significantly Associated With Specific Perceptions About the Lower Face

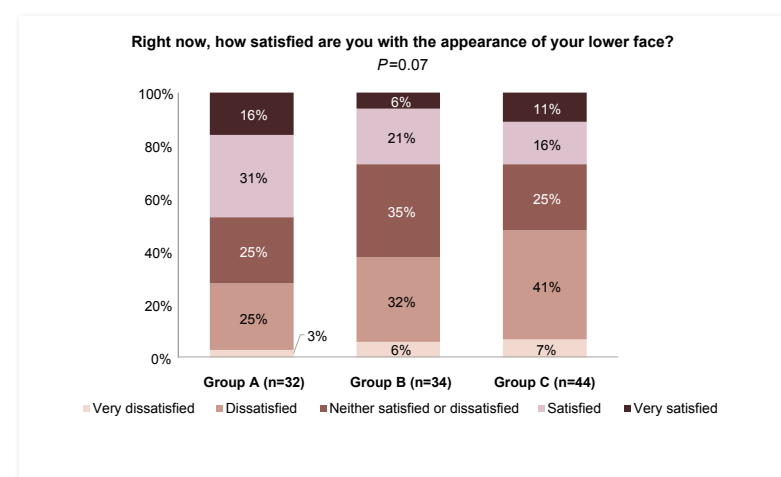


Participants answered questions about the appearance of lower face at rest (jaw unclenched) looking in a mirror or forward-facing camera.

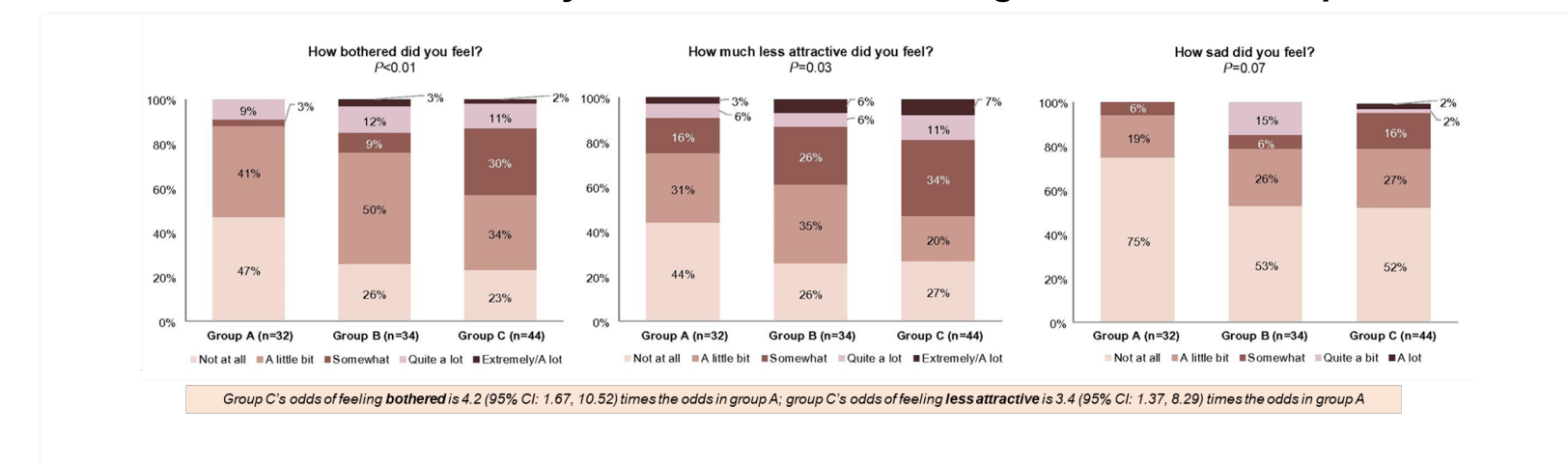
Greater Masseter Visibility Was Significantly Associated With More Frequent Teeth Clenching



Participants With Greater Masseter Visibility Reported Less Satisfaction With the Appearance of Their Lower Face



Greater Masseter Visibility Was Associated With Negative Emotional Experiences



Participants rated their experience with the appearance of their lower face over the past week.