

Abstract

Objective: In our research we would have like to involve gender belief system and conceive their attitude against in detail gender-man, gender-women, personal gender identity in population of business women, who had undergone aesthetic plastic surgery. Next we assumed to understand the body formed by society and describe their Physical self.

Methods: Empirical research, first exploring to know and catch up information about chirurgical surgeries. Questionnaire focused on Physical and gender self were used.

Results: Their gender self was mostly masculine in case of androgyny. Body dissatisfaction and body distortion were parts to represent their Physical self. We could identify few bad body image distortions including. They wished having ideal feminine, mysterious, agile, beautiful and right body. Being on diet, using cosmetics and plastic surgeries were common in changing bodies shapes rather than sports activities. They preferred being slim even passive way by the way they could have connected slimness with being in form.

Key words: aesthetic plastic surgeries, gender, physical self, sports activities, body