

Asian Ideals of the Nose: A Conjoint Analysis

Jason Lin, MD; David C. Nguyen, MD; Aiden Meyer, MS; Kevin Chen, MD

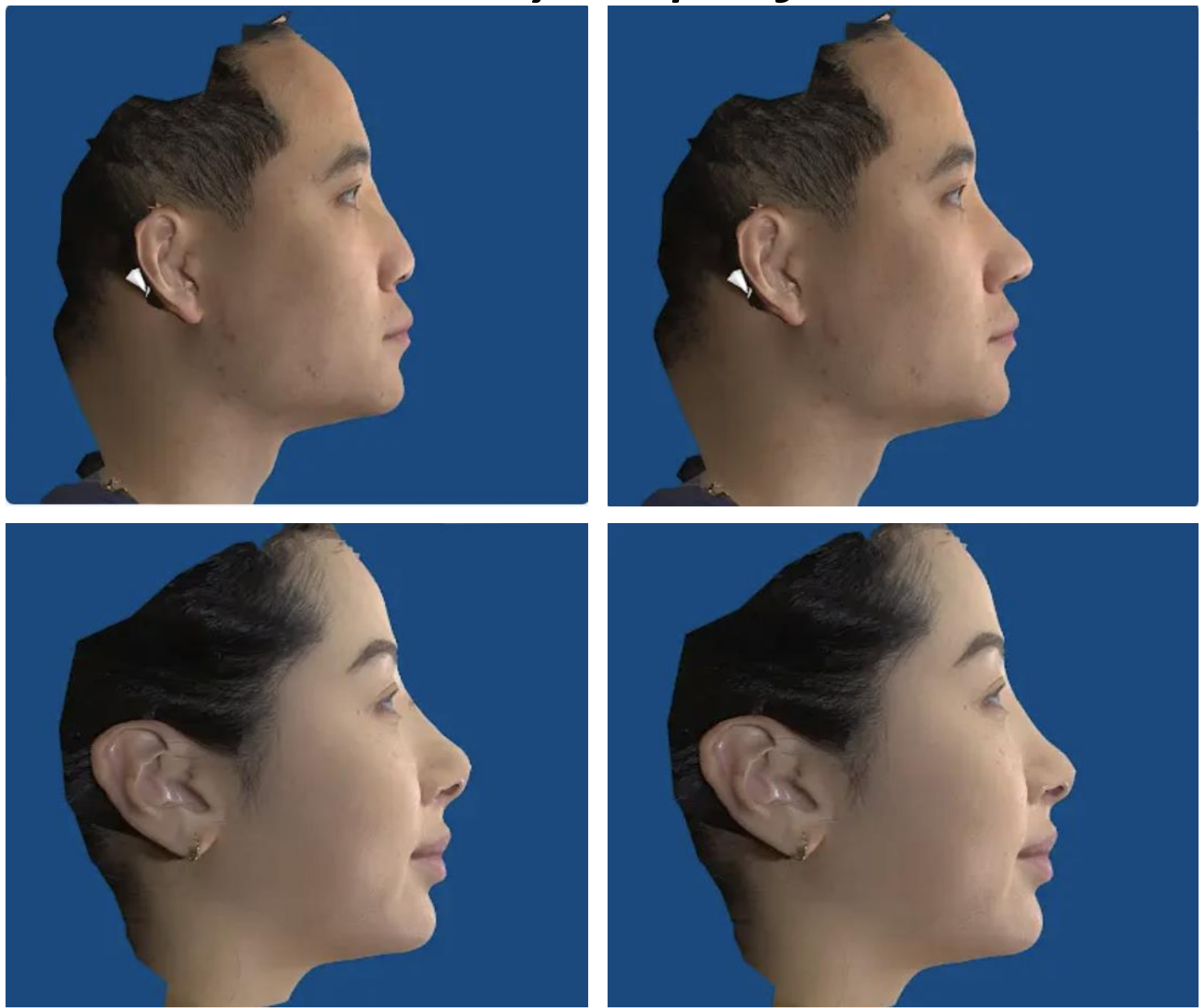
Background

Despite increasing demand for rhinoplasty among Asian patients, there remains a lack of comprehensive studies defining ideal nasal aesthetics for this group. This study aims to establish aesthetic nasal ideals for Asian males and females and to assess whether nasal preferences differ based on country and culture of residence.

Methods

A survey was conducted using conjoint analysis to assess aesthetic preferences for various nasal features among Asian participants. Images were systematically manipulated to vary attributes such as dorsal height, tip projection, and nasal radix position. Participants selected preferred images, allowing quantification of the relative importance of each nasal feature.

Which nose do you prefer?



Conclusion

This study highlights the unique aesthetic preferences for Asian nasal features, emphasizing the need to individualize rhinoplasty planning based on ethnic anatomy and patient expectations. Understanding these preferences can help surgeons achieve more culturally appropriate and satisfying outcomes.

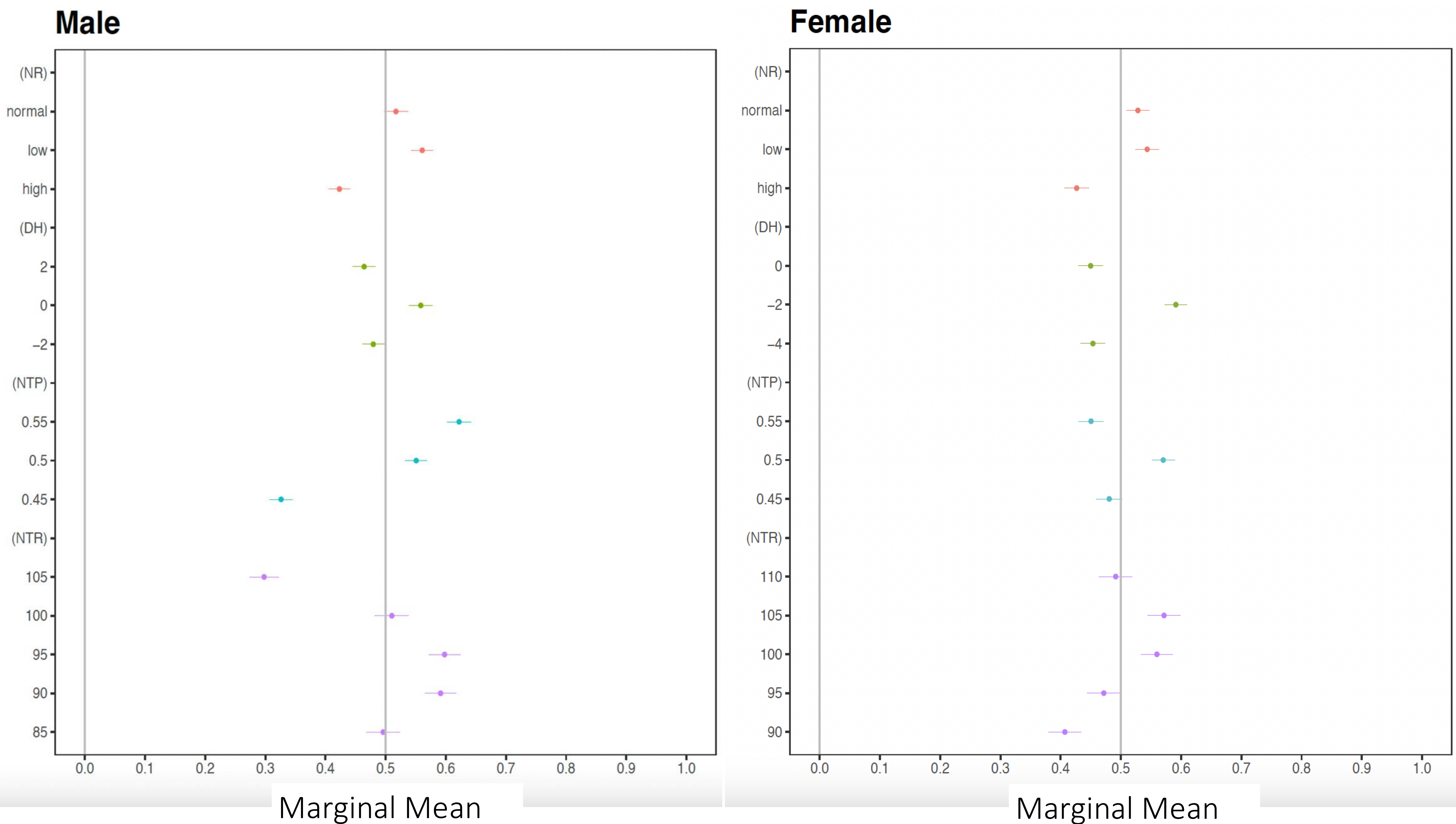
Results

For males: raters preferred a low nasal radix, straight dorsal height, greater tip projection, and less-moderate tip rotation, with nasal tip projection and rotation eliciting the strongest preferences.

For females: raters favored low-to-normal radix positions, slight dorsal concavity, moderate projection, and increased tip rotation.

Subgroup analysis revealed similar overall preferences between US-born and Asia-born raters, with minor variations by country of origin and gender. Across all groups, nasal tip rotation emerged as the most influential attribute for the female nose, while radix position and tip rotation were prioritized for the male nose.

Overall Respondents (Male/Female/US Born/Asia Born)



Demographic	Total (n = 543 responses)
Male	255 (47%)
Female	288 (53%)
Age (average)	34 years
US Born	199 (37%)
Non-US Born (Asian Born)	344 (63%)
Ethnicity	
Chinese	63 (12%)
Korean	19 (4%)
Japanese	43 (8%)
Vietnamese	113 (21%)
Other (of Asian Descent)	304 (55%)

Relative Importance of Attributes

