



Facial harmony and psychosocial well-being: the impact of orofacial harmonization on social perception

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ABSTRACT

Introduction: Facial harmony is generally defined by symmetry, proportion, and the balanced relationship between different anatomical elements of the face, such as the eyes, nose, lips, chin, and cheekbones. Human perception of attractiveness occurs extremely rapidly and is often processed subconsciously. Facial appearance plays a fundamental role in the formation of first impressions, influencing social interactions, perceptions of trustworthiness, and emotional responses. Several studies in the field of social psychology demonstrate that individuals with facial features considered more attractive are often perceived as more trustworthy, competent, intelligent, and socially desirable. This phenomenon is known as the Halo Effect, in which a single positive characteristic—such as physical attractiveness—influences the overall perception of a person. From a neuropsychological perspective, visual perception of the face is rapidly processed by the brain, involving structures such as the limbic system and the amygdala, which are responsible for emotional evaluation and the perception of safety or threat. These mechanisms explain the speed with which first impressions are formed and reinforce the importance of facial appearance in social interactions.

Objective: To review the psychological and neurobiological mechanisms involved in the perception of facial harmony and to discuss the impact of orofacial harmonization on psychological well-being, self-perception, and patients' social interactions.

Methods: A narrative review of the literature was conducted based on scientific articles published in the fields of social psychology, neuroscience of facial perception, and facial aesthetics. The bibliographic search included databases such as PubMed and Google Scholar, selecting relevant studies on facial attractiveness perception, the halo effect, neuroscience of first impressions, and the psychosocial impact of facial appearance. Experimental articles, systematic reviews, and widely cited neuroimaging studies were included. In parallel, clinical cases of orofacial harmonization performed in clinical practice were analyzed to illustrate the impact of these treatments on facial perception and patients' self-confidence.

Clinical Case Description: The clinical component of this work presents one case of a young adult patient following orthodontic treatment, in which targeted orofacial harmonization procedures contributed to improving facial harmony, the patient's self-perception, and the way she related to her peers. The case included minimally invasive interventions such as botulinum toxin injections and

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hyaluronic acid fillers. The treatments consisted of subtle interventions that produced significant improvements in the patient's self-image while preserving facial naturalness and individuality. The observed results demonstrate that small structural changes can significantly modify facial perception and contribute to increased self-confidence and satisfaction with one's appearance.

Conclusions: Facial harmony plays an important role in social perception and psychological well-being. Orofacial harmonization procedures may contribute not only to aesthetic improvement but also to increased self-confidence and enhanced quality of life for patients. Understanding the psychological and social dimensions of facial aesthetics allows healthcare professionals to recognize the broader impact of aesthetic treatments, promoting therapeutic approaches that value naturalness, facial individuality, and patients' overall well-being.
