

People

Teen Boys Are Chewing 'Facial-Fitness Gum' to Get Chiseled Jaws

"As a mom, it made me wonder why he was so obsessed with his jawline at age 12," one parent said

By [Angel Saunders](#) June 13, 2024



A new trend is spreading among teenage boys, and it involves chewing tough strips of gum in hopes of [achieving a more masculine appearance](#).

In an article published by [The Cut](#) on Wednesday, June 12, the outlet did a deep dive into several gum brands that are helping to sell adolescent boys dreams of having a defined "jawline."

Before concluding the deep dive, the outlet consulted with celebrity cosmetic dermatologist [Paul Jarrod Frank, M.D.](#), who seemed skeptical of the so-called jawline-defining gums.

He also said teens should consider waiting for age to kick in for more manly features.

"Younger people tend to have more natural fat volume in their face," [Frank](#) said. "For men that are thin and fit, as they age into their 20s and 30s they will naturally, likely, see more definition."