Cons and reasons I think this technology wouldn't be beneficial

Kills motivation: if we are able to advance this technology to the point of human gene editing. people could lose their motivation and drive to improve. if everyone was able to physically and mentally improve with gene editing - if would affect the mentality of self improvement and diminish hard work

Loss of individuality- if people are able to look however they want it could cause a mass appropriation to beauty standards and therefore lead to a loss of uniqueness. And eventually create a synthetic society negatively affecting human biology

Higher classes gaining superiority: it would most likely be an expensive technology allowing the rich and higher classes to gain more power over the rest of society increasing the gap in the standing power structure. Giving the rich more opportunity and power. This also brings up the question Can we trust whoever applies this technology, will this give people control over a majority of society.

All of this together could lead to the creation of a dystopian world

The more physical concerns would be new viruses and neuro damage

The creation of enhanced human weapons - leading to more wars and violence

And the overall mortality of human experimentation