

LAYERED BEAUTY

THE NEW AESTHETIC MINDSET

Allergan Aesthetics surveyed more than 12,000 beauty-involved consumers across nine countries, revealing a clear shift toward integrated, personalized treatment plans.

MODERN AESTHETIC MEDICINE GOES MULTIMODAL

62%

of consumers globally are attracted to the idea of using multiple aesthetic treatments to help achieve more comprehensive goals.¹

3.3

The average number of treatments in people using multiple treatments.¹



FROM TREATMENT TO PLAN

81% value personalized treatment plans.¹

78% understand the benefits of a long-term plan with a licensed provider.¹

SKIN FIRST: INTENDED TREATMENT GOALS

Skin quality sits at the forefront of intended treatment goals, with 74% of those surveyed indicating that improving some aspect of skin quality was their treatment intention.¹

29%

improve skin hydration

28%

tighten skin on face & improve skin glow

27%

improve overall skin texture

22%

create more smooth skin

21%

reduce blemishes

20%

even pigmentation

WHAT PEOPLE WANT NEXT

65% express concerns that treating just a single area could lead to facial imbalance.¹

68% prefer full-face consultation to single-area treatment.¹

WHERE THE GAP LIES

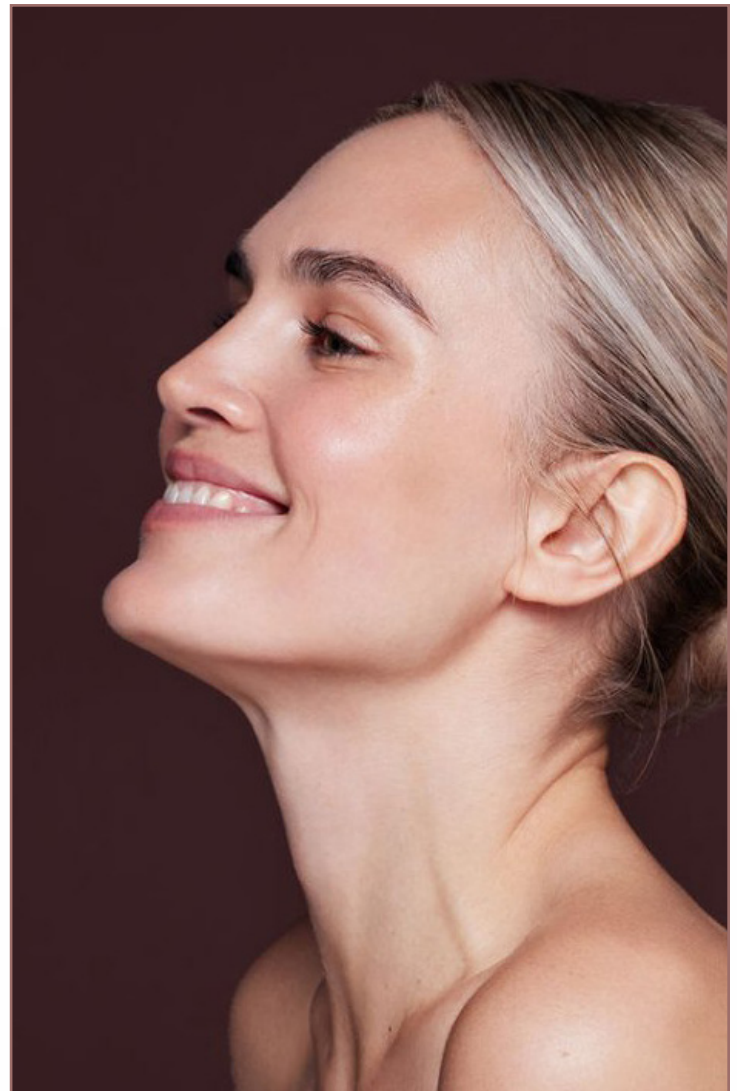
UNDERSTANDING & EDUCATION

80%

want to learn more about nonsurgical treatments.¹

57%

are unsure how to go about planning a treatment journey.¹



“The modern patient wants a roadmap. Taking the time to create a personalized, long-term treatment plan is an essential part of every consultation.”

DR. JEANETTE BLACK



Discover
the Full Report