





Aesthetics concerns are not one size fits all

An online survey was administered to approximately 4,000 aesthetically inclined adults in the United States

Allergan Aesthetics led research to gain a better understanding of facial and body aesthetic concerns across gender, race/ethnicity, and age/generations. As aesthetic ideals differ among diverse populations, it is important to understand how aesthetic concerns and desires may vary across demographic groups, in particular, as aesthetic treatments have traditionally focused on the needs of white female patients.

(defined as those who cared about improving their appearance and were willing to go to a professional to do so). Participants were surveyed on facial and body characteristics and identified those that they find bothersome to ultimately produce a relative ranking of most bothersome features. Responses received represented diverse demographic groups, including female and male respondents identifying as:

PATIENTS BY GENDER		PATIENTS BY AGE AND ETHNICITY					
 Male n = 694			Gen Z/Young Millennial (22–30)	Older Millennial (31–41)	Gen X (42–57)	Boomer+ (58–85+)	
 Female n = 3,269		ETHNICITY	TOTAL n = 3,970	618	1,568	1,241	543
 Transgender Male n = 3		Black	923	126	324	272	201
 Transgender Female n = 4		Asian/Indian	699	93	290	255	61
		East/SE Asian	391	68	138	139	46
		Indian/Central or SW Asian	308	25	152	116	15
		Hispanic/Latino	910	152	344	332	82
		White	1,083	186	447	287	163
		Middle Eastern	52	13	24	14	1
		Other Races / Identify with with multiple races equally	303	48	139	81	35

The findings represent the largest U.S. survey study to date on aesthetic concerns and suggest that aesthetic concerns vary among demographic groups and differ from what current aesthetic paradigms may suggest. This data can be used by healthcare professionals to better understand the aesthetic concerns and preferences across their diverse patient populations and enhance consultations and treatment recommendations.

TOP FINDINGS

Top concerns are defined as the most bothersome aspects of one's facial and body appearance, and the aspects of one's facial and body appearance in which participants are interested in receiving professional treatment.

Top 3 Facial Concerns

White females	Asian females (East/SE and Indian/CSW)	Black females	Hispanic/Latino females
<ul style="list-style-type: none"> • Lines between the eyebrows (glabellar lines)¹ • Under eye bags¹ • Sagging skin¹ 	<ul style="list-style-type: none"> • Uneven skin color/hyperpigmentation⁴ • Hair loss/thinning hair⁴ • Dark circles under the eyes⁴ 	<ul style="list-style-type: none"> • Dark circles under the eyes³ • Hair loss/thinning hair³ • Uneven skin color/hyperpigmentation³ 	<ul style="list-style-type: none"> • Stubborn fat underneath the chin (submental fat)² • Dark circles under the eyes² • Tied for third were lines between the eyebrows (glabellar lines), hair loss/thinning hair, and under eye bags/saggingness.²

Top 3 Body Concerns

Stubborn body fat across various areas were top concerns for females across race/ethnicity groups.¹⁻⁴

White females	Asian females (East/SE and Indian/CSW)	Black females	Hispanic/Latino females
<ul style="list-style-type: none"> • Stubborn body fat in the stomach, sides (love handles), and bra/back area.¹ 	<ul style="list-style-type: none"> • Stubborn body fat in the stomach, sides (love handles), and, tied for third, arms and bra/back area.⁴ 	<ul style="list-style-type: none"> • Stubborn body fat in the stomach, sides (love handles), and bra/back area.³ 	<ul style="list-style-type: none"> • Stubborn body fat in the stomach, sides (love handles), and bra/back area.²

White Female Respondents

FACE

Younger respondents

- Skin quality concerns were more frequent¹

Over 30 years old

- Upper facial lines were more frequently a concern¹

58+ age group

- Sagging skin was a frequent concern¹

BODY

Younger respondents

- Unwanted body hair was a frequent concern¹

31–57 years old

- Buttock not as toned/lifted was a frequent concern¹

58+ years old

- Crepey skin and sagging skin were frequent concerns¹

Asian Female Respondents

FACE

Older age groups

- Skin quality concerns persisted⁴
- Hair loss/thinning became more frequent⁴
- Under-eye bags/sagginess became more frequent⁴

BODY

Under 30 years old

- Unwanted body hair was a concern⁴

58+ years old

- Crepey skin and aging hands were frequent concerns⁴

Black Female Respondents

FACE

Uneven skin tone/hyperpigmentation and dark circles under the eyes were a consistent concern across all age groups.

Younger respondents

- Acne scarring was a more frequent concern³

Older age groups

- Hair loss/thinning was a more frequent concern³

BODY

Under 30 years old

- Buttock not as toned/lifted rose as top concerns³

31–41 years old

- Stretch marks rose as top concerns³

58+ years old

- Cellulite in the thighs/legs rose as top concerns³

Hispanic/Latino Female Respondents

FACE

Younger respondents

- Facial skin quality²
- Dark circles under the eyes²

Over 30 years old

- Upper facial lines²
- Jowls/sagging skin²

BODY

Under 30 years old

- Buttock not as toned/lifted²
- Unwanted body hair²

58+ years old

- Sagging skin was a frequent concern²

Male Respondents

FACE

Younger respondents

- Facial skin quality (oily skin)⁵
- Nose shape⁵
- Dark circles under the eyes⁵

Older respondents

- Hair loss/thinning hair⁵
- Eye-related concerns (under eye bags and dark circles under the eyes)⁵

BODY

Under 30 years old

- Stretch marks and sagging skin were frequently reported⁵

Older respondents

- Lack of muscle tone/definition were frequently reported⁵

***Methodology**

An online survey was administered to aesthetically inclined adults – defined as those who care about improving their appearance and are willing to go to a professional to do so— across demographic groups in the US, including Asian, Black, Caucasian, and Hispanic/Latino populations. Respondents were surveyed about 41 facial and body characteristics, identifying those they have and find bothersome. Maximum difference scaling was used to generate their most and least bothersome characteristics in each respective category.

References

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4. Chiu, A., MD, Boyd, C., MD, Burgess, C., MD, & Ibrahim, O., MD. et al. (n.d.). *Aesthetic Concerns Regarding Face and Body Appearance Among Asian Women: Results from Asian Female-Identifying Participants of a Large Survey of Aesthetically-Inclined Adults in the US* [Dataset]. Allergan Aesthetics, an AbbVie company.
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