

THE STATE OF AESTHETICS



SUMMER '23
BY THE NUMBERS

POWERED BY
BEAUTY ENGINE



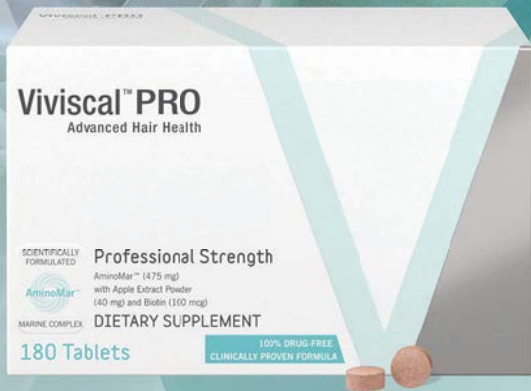


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THE STATE OF AESTHETICS

A COMPREHENSIVE,
DATA-DRIVEN GUIDE
TO HOW PATIENTS
NAVIGATE BEAUTY
TREATMENTS

JACOB LUND/GETTY IMAGES, IMAGE USED FOR ILLUSTRATIVE PURPOSES ONLY

THE BREAKDOWN

06 INFORMED INSIGHTS

UNVEILING PATIENT PREFERENCES AND EMPOWERING AESTHETIC PROVIDERS

- + Uncover why BeautyEngine subscribers are among the most engaged patients and consumers in the industry.
- + Explore the various ways you can leverage these insights and incorporate this data into your own practice.
- + Gain an understanding of which marketing messaging works best to inform and attract the right patients.

10 YEAR-OVER-YEAR

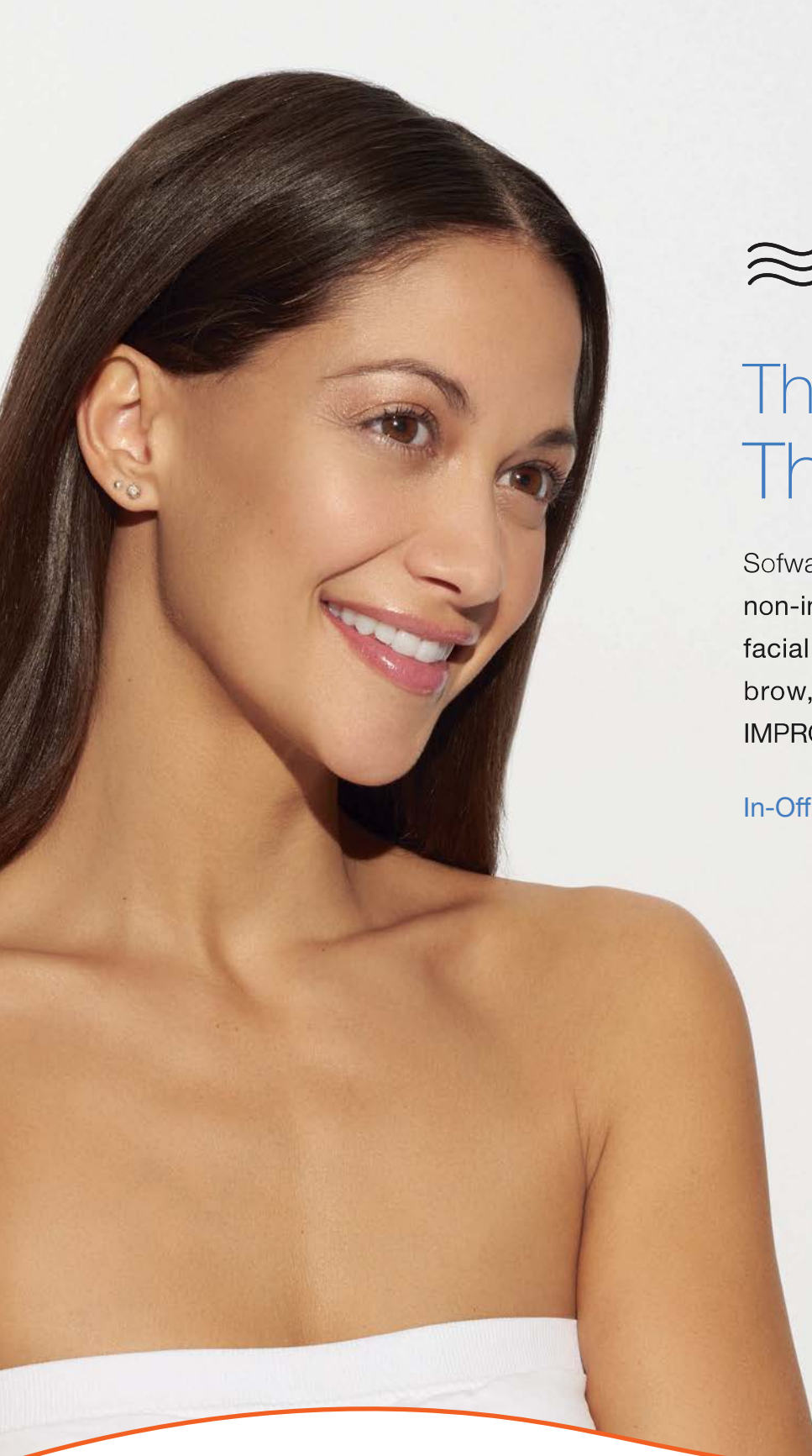
HOW PATIENTS LEARN ABOUT AND SCHEDULE PROCEDURES, FROM THE IMPORTANCE OF SOCIAL MEDIA TO COMMUNICATION ADVANCES

- + Discern how patient preferences continue to evolve and the communication methods that effectively grab their attention.
- + Monitor industry trends in real time.
- + Gain insight into how scheduling preferences are changing, and delve into common patient pain points.



To learn more about NewBeauty's [The State of Aesthetics](#) or to contribute your own aesthetic survey questions, email research@newbeauty.com with any suggestions or recommendations for future topics to cover.





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The Proof is in The Science

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WINNER OF:



18 THE SEARCH

↳ RESPONDENTS SHARE WHAT MATTERS MOST WHEN MAKING A DECISION ABOUT THEIR AESTHETIC PROVIDERS

- + Determine prevalent approaches and key factors that significantly influence the decision-making process.
- + Identify the types of advertisements that prove most engaging.
- + Evaluate the importance of featuring current before-and-after cases and patient reviews.

24 THE CONSULT

↳ WHAT PATIENTS EXPECT FROM THE CONSULTATION TO THE TREATMENT ROOM, AND WHAT THEY WANT TO TRY NEXT

- + Investigate how patients learn about new aesthetic providers and the recommendations that hold the most value.
- + Unearth which trending treatments patients desire most.
- + Explore the significance of representation when seeking an aesthetic provider.

28 THE DECISION

↳ THE TOP PRIORITIES PATIENTS CONSIDER WHEN CHOOSING AN AESTHETIC TREATMENT OR PROVIDER

- + Acquire knowledge of the key components patients look for in a treatment or procedure.
- + Uncover what patients value most in terms of provider qualifications.
- + Comprehend the factors consumers consider when selecting skin-care and body-care products.

32 THE SPEND

↳ OUR FINDINGS ON THE MOST DESIRED SURGICAL AND NONINVASIVE PROCEDURES, AND WHAT RESPONDENTS ARE BUDGETING FOR

- + Discover the treatments respondents are planning to budget for in the next year.
- + Gain insights into their buying habits and preferred locations for purchasing skin care.
- + Find out how aesthetic treatments compare to other spending categories.



IF YOU KNOW YOU JEUVEAU!

MEET JEUVEAU[®] prabotulinumtoxinA-xvfs injection

byevolus[®]



THE FASTEST GROWING NEUROTOXIN

since 2019 & the only tox dedicated
exclusively to aesthetics

MAKE THE SWITCH AT JEUVEAU.COM

SUMMARY OF IMPORTANT INFORMATION FOR JEUVEAU[®] (PRABOTULINUMTOXINA-XVFS) FOR INJECTION

What is the most important information I should know about JEUVEAU?
JEUVEAU may cause serious side effects that can be life threatening. Call your healthcare provider or get medical help right away if you have any of these problems after treatment with JEUVEAU.

- **Problems swallowing, speaking, or breathing.** These problems can happen hours, days, or weeks after an injection of JEUVEAU if the muscles that you use to breathe and swallow become weak after the injection. Death can happen as a complication if you have severe problems with swallowing or breathing after treatment with JEUVEAU. You are at the highest risk if these problems are pre-existing before injection.
- **Spread of toxin effects.** In some cases, the effect of botulinum toxin may affect areas of the body away from the injection site and cause serious symptoms, including: loss of strength and muscle weakness all over the body, double vision, blurred vision and drooping eyelids, hoarseness or change or loss of voice, trouble saying words clearly, loss of bladder control, trouble breathing, and trouble swallowing.

These problems could make it unsafe for you to drive a car or do other dangerous activities.

What is JEUVEAU?

JEUVEAU is a prescription medicine that is injected into muscles and used in adults for a short period of time (temporary) to improve the look of moderate to severe frown lines between the eyebrows (glabellar lines). It is not known if JEUVEAU is safe and effective for use in children.

JEUVEAU dosing units are not the same as, or comparable to, any other botulinum toxin product.

Who should not use JEUVEAU?

Do not use JEUVEAU if you:

- are allergic to any of the ingredients in JEUVEAU such as botulinum toxin type A and human serum albumin
- had an allergic reaction to any other botulinum toxin product such as rimabotulinumtoxinB (MYOBLOC[®]), onabotulinumtoxinA (BOTOX[®]/BOTOX[®] Cosmetic), abobotulinumtoxinA (DYSport[®]), or incobotulinumtoxinA (XEOMIN[®])
- have a skin infection at the planned injection site

What should I tell my healthcare provider before treatment with JEUVEAU?

Tell your healthcare provider about all your medical conditions, including if you:

- have a disease that affects your muscles and nerves (such as amyotrophic lateral sclerosis [ALS or Lou Gehrig's disease], Myasthenia gravis or Lambert-Eaton syndrome) as you may be at increased risk of serious side effects
- had any side effect from any botulinum toxin product in the past, including dry eye
- have or have had problems with breathing (such as asthma or emphysema), swallowing, bleeding, or your heart
- plan to have or have had surgery on your face
- have weakness of your forehead muscles, such as trouble raising your eyebrows
- have drooping eyelids
- are pregnant or breastfeeding, or plan to become pregnant or breastfeed. It is not known if JEUVEAU can harm your unborn baby or passes into breast milk.

What should I tell my healthcare provider about medicines or vitamins I take?

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins and herbal supplements. Using JEUVEAU with certain other medicines may cause serious side effects.

Do not start any new medicines until you have told your healthcare provider that you have received JEUVEAU in the past. Especially tell your healthcare provider if you: have received any other botulinum toxin product in the past and last 4 months, and exactly which product you received (such as BOTOX, BOTOX Cosmetic, MYOBLOC, DYSPORT, or XEOMIN).

What are the possible side effects of JEUVEAU?

JEUVEAU can cause other serious side effects, including:

- **Allergic reactions** (such as itching, rash, red itchy welts, wheezing, asthma symptoms, trouble breathing, dizziness, or feeling faint). Tell your healthcare provider or get emergency medical help right away if you develop wheezing or trouble breathing, or if you feel dizzy or faint
- **Heart problems.** Irregular heartbeat and heart attack that have caused death, have happened in some people who received botulinum toxin products
- **Eye problems** (including dry eye, reduced blinking, and corneal problems). Tell your healthcare provider if you develop eye pain or irritation, sensitivity to light, or changes in your vision

The most common side effects of JEUVEAU include: headache, eyelid drooping, upper respiratory tract infection, and increased white blood cell count in your blood.

These are not all the possible side effects of JEUVEAU. Call your healthcare provider for medical advice if you have any side effect that bothers you or does not go away.

Where can I find more information about JEUVEAU?

This is a brief summary of safety information about JEUVEAU and is not comprehensive. For more information about JEUVEAU, see the full Prescribing Information including BOXED WARNING, and Medication Guide, visit Evolus.com or talk to your healthcare provider.

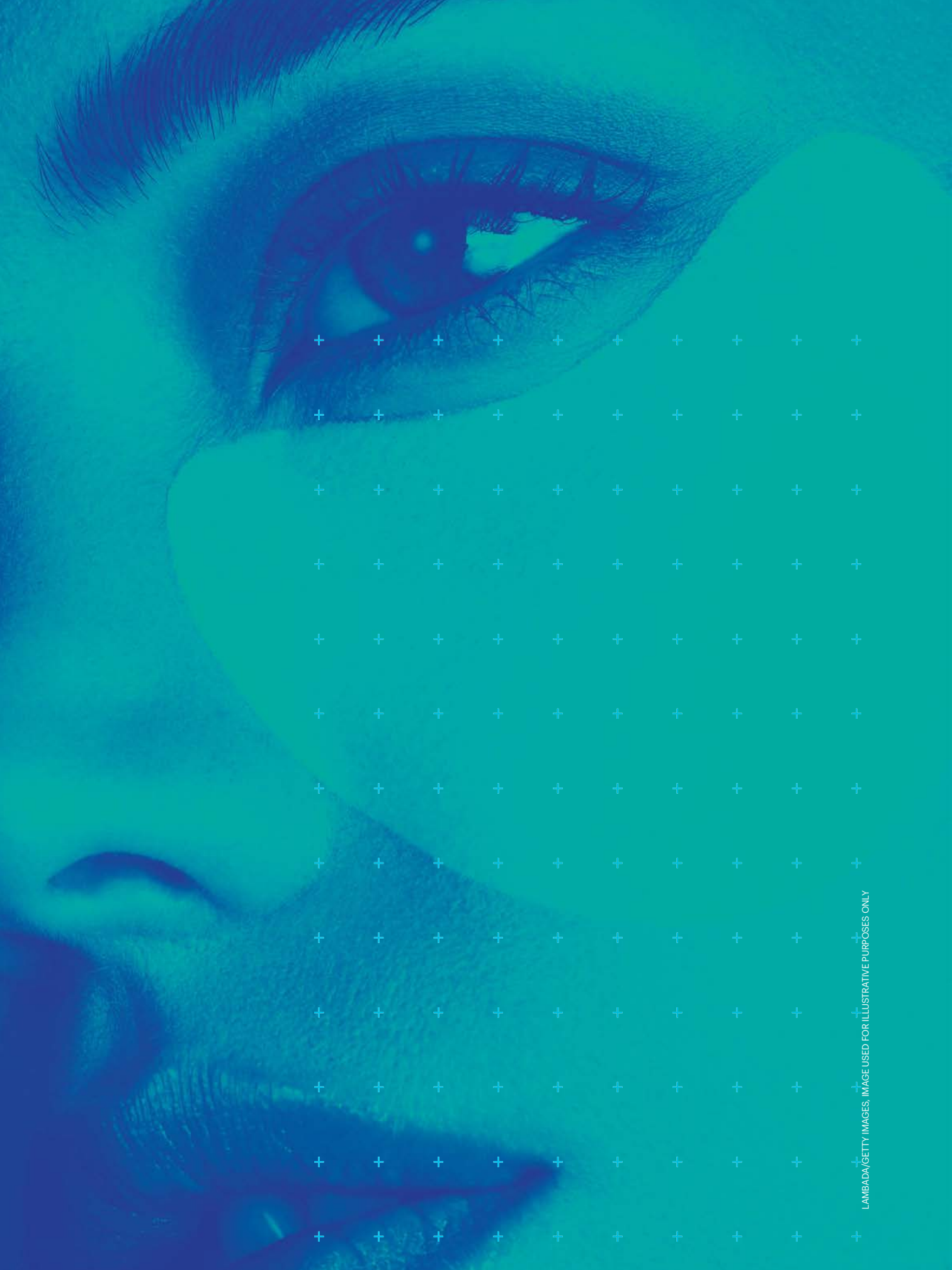
To report side effects associated with use of JEUVEAU, please call 1-877-EVOLUS/1-877-386-5871. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

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jeuveau[®]
prabotulinumtoxinA-xvfs
Rx ONLY
injection
byevolus



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INFORMED INSIGHTS

EMPOWERING PROVIDERS WITH REAL-TIME DATA

In a rapidly evolving aesthetic landscape where the average user spends more than two hours a day on social media, it is imperative for aesthetic providers to understand the relationship between those social platforms, the user and their practice. And, the landscape is changing quickly.

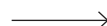
The American Society of Plastic Surgeons' annual report showed that what we once called the "Zoom Boom" has yet to slow: 75 percent of plastic surgeons continue to report a moderate increase in demand, with 30 percent noting that their businesses have at least doubled since 2020. The Aesthetic Society's 2021-2022 annual statistics also showed a rise in surgical procedures by 54 percent, and nonsurgical procedures were up by 44 percent.

As the demand for cosmetic enhancements grows, studies reveal a heightened dependence on technology and online information, particularly through social

media, shaping their decisions. In 2018, roughly 38 percent of patients considered social media to be helpful in determining their choice of practitioner. In the same year, Facebook and YouTube were identified as the most important platforms for patients seeking information on plastic surgery.

You may have noticed the problem.

None of these studies provide real-time data, and we know the social media realm is shifting too fast for numbers from 2018 to be considered useful or accurate.



91.6%

Live Stats

Now in its third year and fourth edition, "The State of Aesthetics" report unveils real-time data on the latest trends, preferences and attitudes from the industry's most advanced and educated aesthetic consumers. This wealth of up-to-the-minute information helps providers and practice managers make informed decisions, deliver personalized experiences, and stay ahead of industry trends driving practice growth.

High Engagement

Powered by BeautyEngine subscribers, our extensive reach taps into a community of members with a passion for beauty who are willing to invest in their appearance. They have access to a wealth of resources that enable them to make informed decisions about the treatments and products they choose.

BeautyEngine subscribers have demonstrated a higher level of interest and engagement in the aesthetic industry. As subscribers and active members, they have shown a dedication to exploring and understanding beauty, skin-care and aesthetic treatments. By having access to their preferences year after year, we are able to track how they make informed decisions about the services and products they choose, which in turn can help you provide a more satisfying overall experience.

Covering a wide range of topics, including popular treatments, consumer behaviors and preferences, the latest technologies patients seek, and more, this comprehensive report can help inform your practice in the following ways:



said they planned on spending the same amount or more this year on aesthetic treatments as last year

THE SPEND, PAGE 35



Identify emerging trends and technologies

Up-to-date information on the latest trends and technologies in aesthetics can help ensure you are offering the most innovative and effective treatments to your patients.



Understand consumer preferences and behaviors

By understanding what consumers are looking for in a provider, providers can tailor their services and marketing messages to better meet the needs and expectations of their patients.



Gain insights on patient demographics

Valuable information on the age, gender and other demographic characteristics of consumers in the aesthetic industry can help providers target their marketing efforts more effectively.



Unlock growth and expansion opportunities

By understanding which treatments and services are most in demand among consumers, providers can identify opportunities for growth and expansion within their practice.

We hope BeautyEngine's commitment to relevant, year-to-year data and key consumer insights can help you devise effective business strategies and opportunities.

Now, let's explore the numbers.



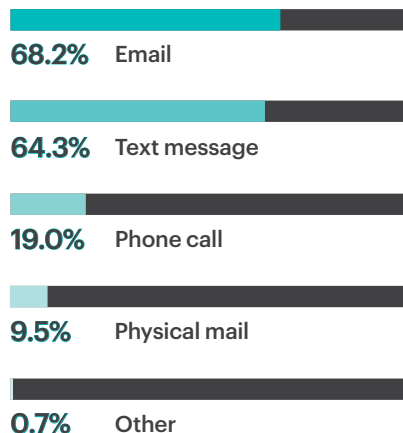
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YEAR- OVER-YEAR

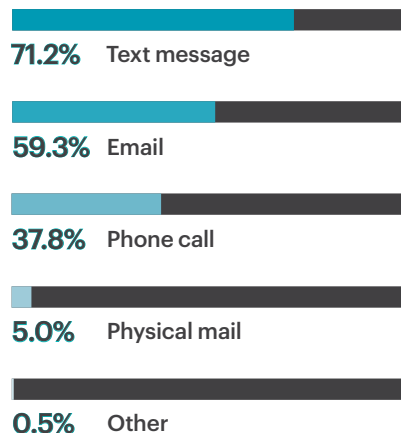
WHAT IS YOUR PREFERRED METHOD OF COMMUNICATION TO RECEIVE UPDATES AND INFORMATION FROM YOUR AESTHETIC PROVIDER?

2023



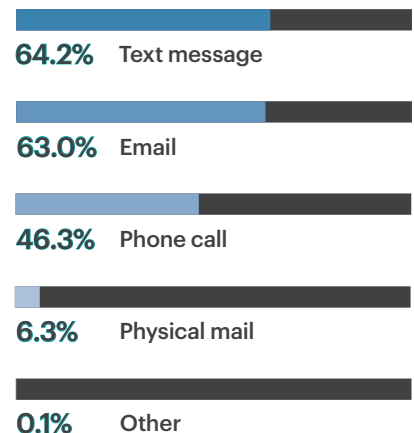
2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q20 [n = 918]

2022



2022 BEAUTYENGINE: AESTHETIC SURVEY #1, Q10 [n = 988]

2021



2021 BEAUTYENGINE: AESTHETIC SURVEY #1, Q07 [n = 1,098]

KEY TAKEAWAY:

What's the best way to keep patients in the loop? According to the latest data, email and text messages are still the preferred methods for updates on appointments and procedures. **Surprisingly, email is even more popular now, with an 8.9% increase from last year.** When sending out communication updates, be sure to reach both your patient's email and text inboxes, as both are the go-to spots to receive information.



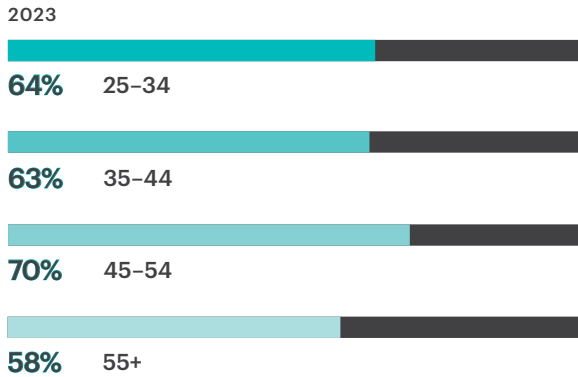
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THE FASTEST WAY TO REACH
ME IS THROUGH TEXT.

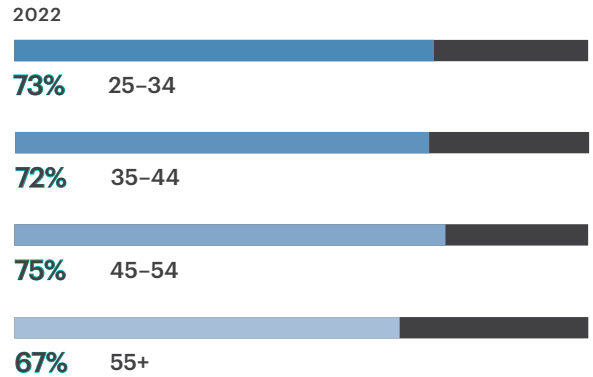
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TEXT PREFERENCE BY AGE GROUP:



2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q20

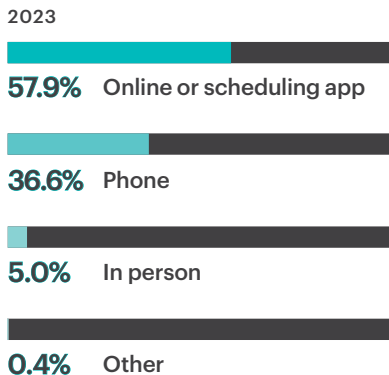


2022 BEAUTYENGINE: AESTHETIC SURVEY #1, Q10

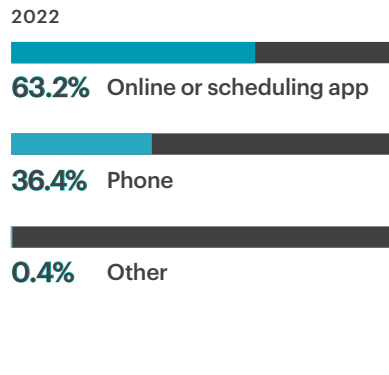
KEY TAKEAWAY:

Are we in a texting fatigue epidemic? The latest data shows that across all age groups, **there has been a decline in the preference for text messages as the go-to communication method with aesthetic providers.** But why? It's possible that patients are looking for a more personal touch or perhaps seeking a more secure platform to receive sensitive information. As you navigate your communication plans, consider offering email or secure messaging app options to meet evolving preferences.

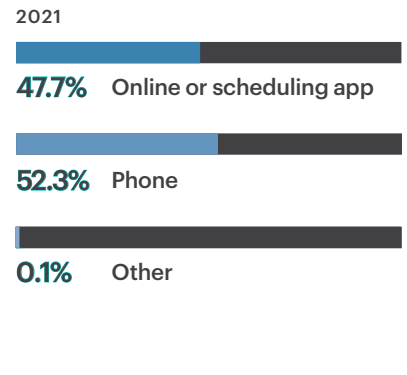
WHAT IS YOUR PREFERRED METHOD FOR SCHEDULING APPOINTMENTS FOR AESTHETIC TREATMENTS OR PROCEDURES?



2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q21 [n= 918]



2022 BEAUTYENGINE: AESTHETIC SURVEY #1, Q10 [n=988]

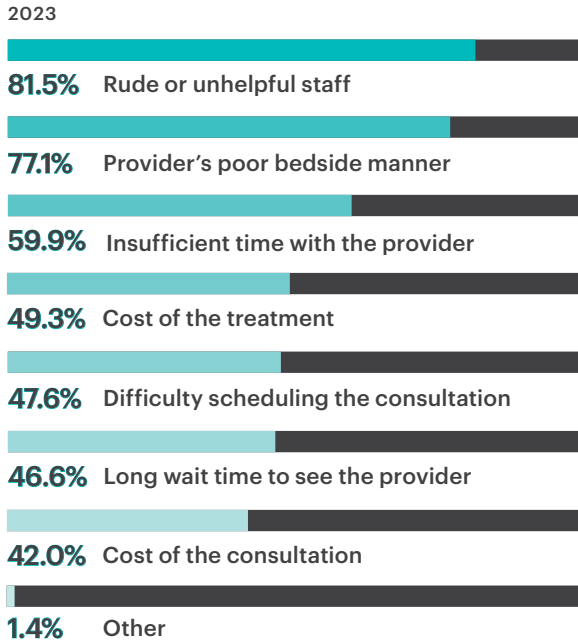


2022 BEAUTYENGINE: AESTHETIC SURVEY #1, Q7 [n=1,098]

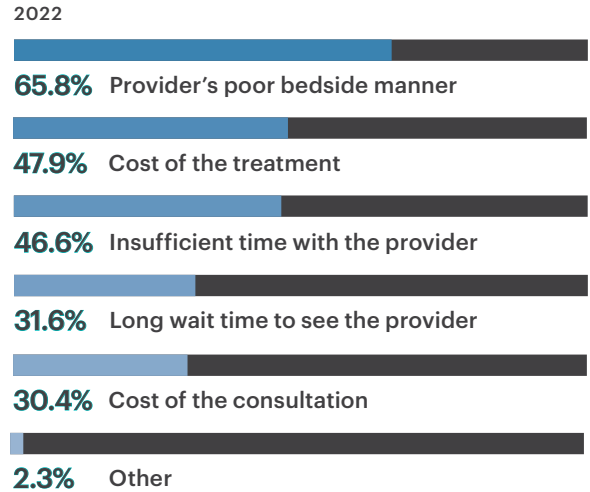
KEY TAKEAWAY:

Streamline Your Practice: As a board-certified aesthetic physician, you know that convenience is key when it comes to retaining patients. The latest data shows that **online scheduling and apps continue to be the top choices for scheduling appointments,** with 57.9% of respondents selecting this as their preferred method. Scheduling apps allow patients to browse availability and select a time that works for them with just a few clicks. Phone calls still hold strong in second place with 36.6%.

WHICH FACTORS DO YOU CONSIDER OFF-PUTTING DURING AN AESTHETIC CONSULTATION?



2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q18 [n = 918]

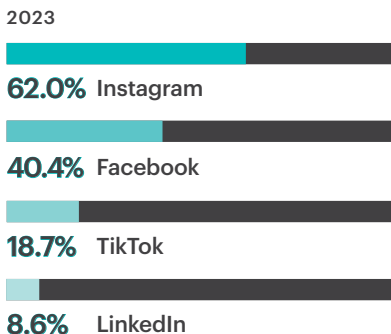


2022 BEAUTYENGINE: AESTHETIC SURVEY #1, Q10 [n = 988]

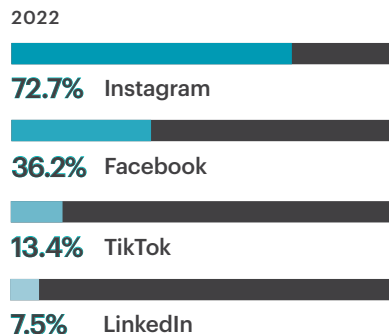
KEY TAKEAWAY:

How do you and your staff measure bedside manner? According to recent data, **rude or unhelpful office staff is the biggest turn-off for those seeking aesthetic treatments**. Patients also value quality time with their provider during consultations. It's critical to ensure that you and your staff are approachable and empathetic, and take time to connect with patients. Don't let spotty customer service hold you back from providing excellent care.

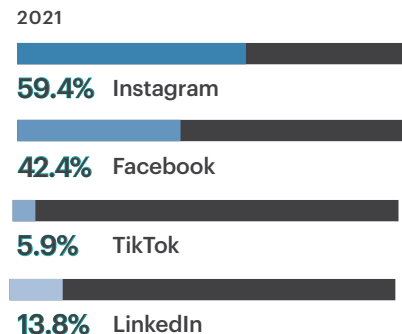
WHICH SOCIAL MEDIA PLATFORMS HAVE YOU USED TO RESEARCH INFORMATION ABOUT AESTHETIC PROVIDERS?



2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q12 [n = 693]



2022 BEAUTYENGINE: AESTHETIC SURVEY #2, Q13 [n=988]



2021 BEAUTYENGINE: AESTHETIC SURVEY #1, Q10 [n=1098]

KEY TAKEAWAY:

Are you leveraging the power of social media? The latest data shows that patients are increasingly using social media to research and learn about aesthetic providers. While Instagram remains popular, **TikTok has emerged as a forum for patient information, increasing by 12.8% since 2021**. It's important to ensure your social content is informative and engaging.



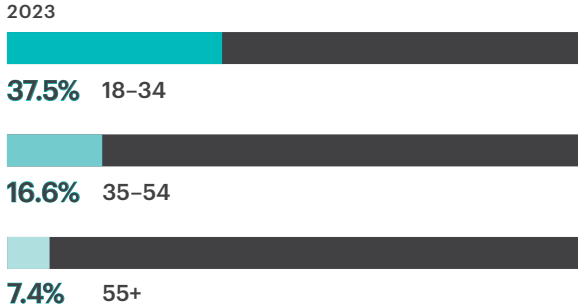
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**MY PROVIDER'S STAFF IS APPROACHABLE
AND KNOWLEDGEABLE.**

”

TIKTOK USERS BY AGE GROUP:

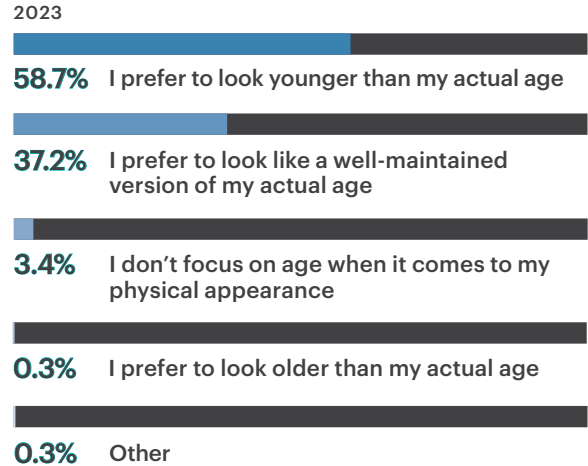


2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q12

KEY TAKEAWAY:

Did you know TikTok has a broader reach than teens? **More and more adults are joining the platform, with a significant number of our respondents aged 35 and above.** With 37.5% of respondents aged between 18 and 34, it's a fantastic opportunity for providers to connect with younger demographics seeking information about cosmetic procedures. Incorporating short-form video can help attract a broader patient base.

WHICH BEST DESCRIBES YOUR PHILOSOPHY ABOUT AGING?

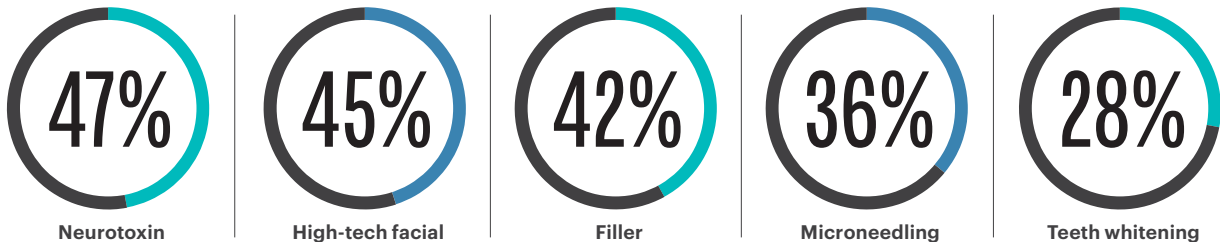


2023, BEAUTYENGINE: AESTHETIC SURVEY #2, Q10 [n=945]

KEY TAKEAWAY:

How important are aging concerns to patients? According to recent survey results, nearly 60% of respondents **prefer to look younger than their actual age.** Understanding your patients' attitudes and goals can help guide your approach to treatment plans, ensuring they feel their best while staying true to their desired outcome.

WHICH OF THE FOLLOWING PROCEDURES DO YOU PLAN TO DO IN THE NEXT 12 MONTHS?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q11 [n=945]

KEY TAKEAWAY:

Aesthetic treatments continue to be in high demand, with neurotoxin injections, high-tech facials and fillers being the top three most sought-after procedures for the next 12 months. **Offering a variety of services to meet the diverse needs of patients can help a practice stay competitive and cater to the demands of the market.** Providing special offers on these popular treatments may also help to attract new patients and retain current ones.



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THE SEARCH

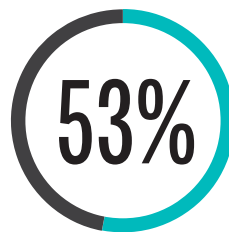
WHICH HAVE YOU USED TO RESEARCH AND GATHER INFORMATION ABOUT AESTHETIC PROVIDERS?



Referrals from friends and family



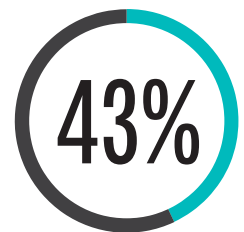
Online reviews



Online search engines (Google, Bing, etc.)



Aesthetic provider websites

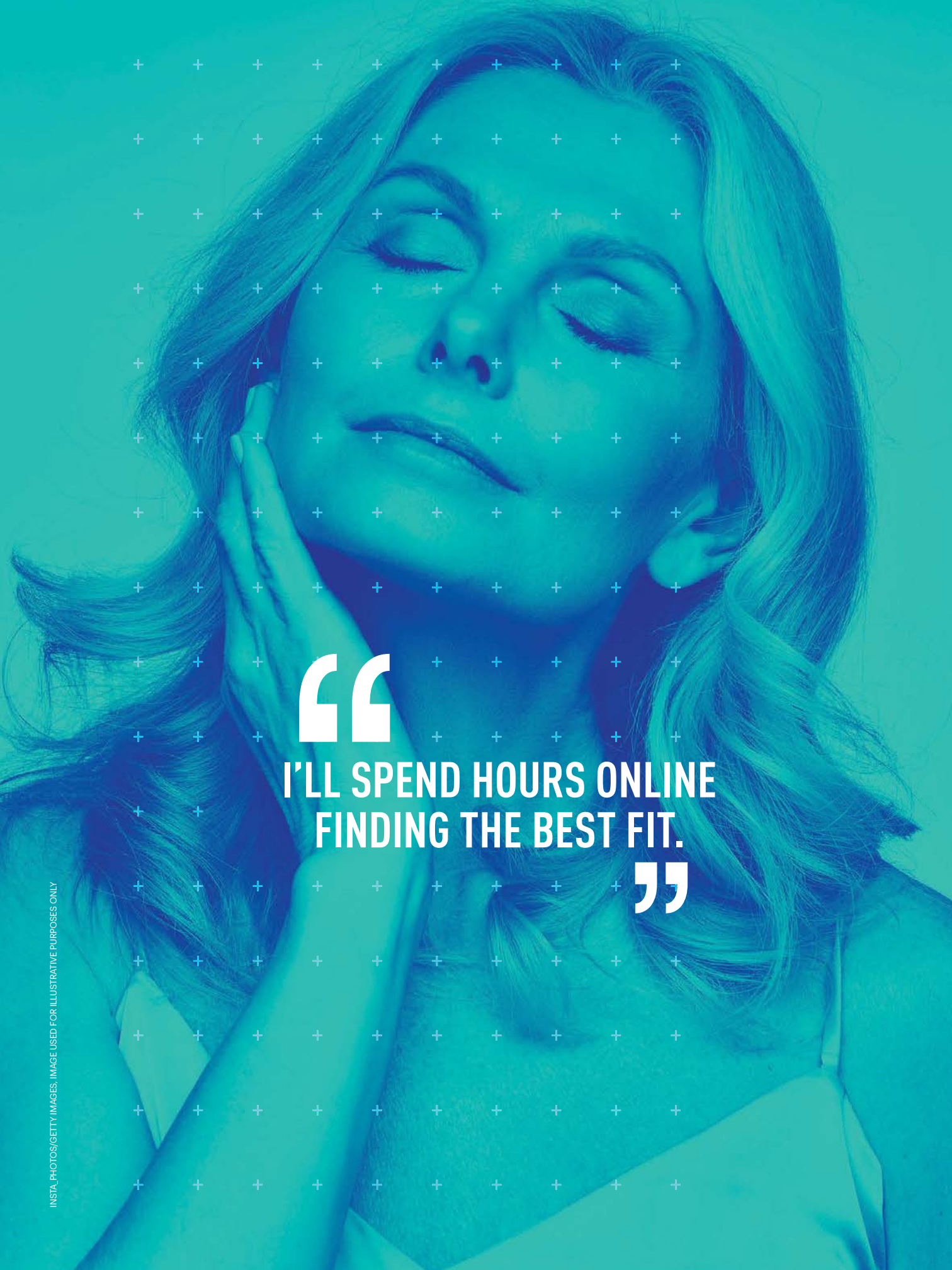


Social media (Facebook, Instagram, TikTok, etc.)

2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q10 [n = 918]

KEY TAKEAWAY:

Word of mouth continues to show its relevance in the digital age, as **most patients learn about providers through friends and family**. While trusted recommendations rank high, digital methods of gathering information are vital, as patients also rely on online reviews and search engines to conduct research.



“

**I'LL SPEND HOURS ONLINE
FINDING THE BEST FIT.**

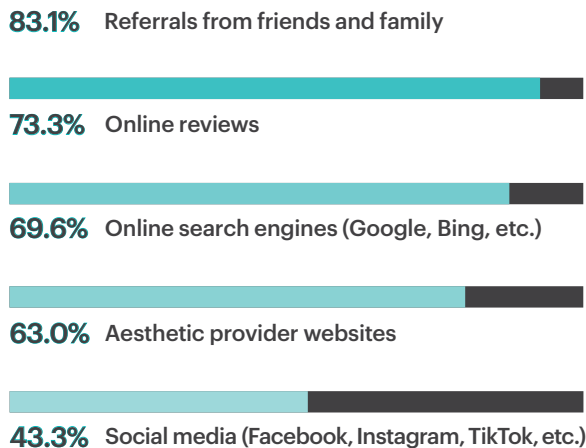
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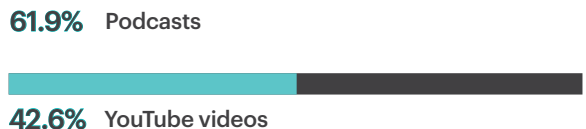
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**MY PROVIDER'S REVIEWS WERE SO
IMPORTANT, I READ THEM ALL.**
”

FROM 1 TO 5, HOW HELPFUL ARE THE FOLLOWING WHEN RESEARCHING AND GATHERING INFORMATION BEFORE SELECTING A PROVIDER?

HIGH RATINGS (4 OR 5)



LOW RATINGS (1 OR 2)

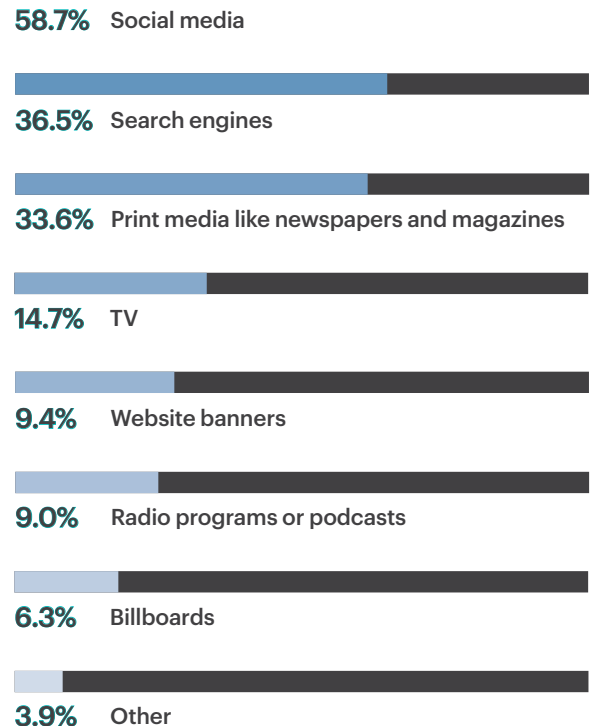


2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q11 [n = 967]

KEY TAKEAWAY:

When patients are learning more about a provider, the source of the information matters. **Reviews from family and friends do the most to shape a consumer's opinion of a practice**, while listening to podcasts and watching YouTube videos provide the least help.

WHEN IT COMES TO PROVIDER ADVERTISEMENTS, WHICH TYPE ARE YOU MOST LIKELY TO REMEMBER?

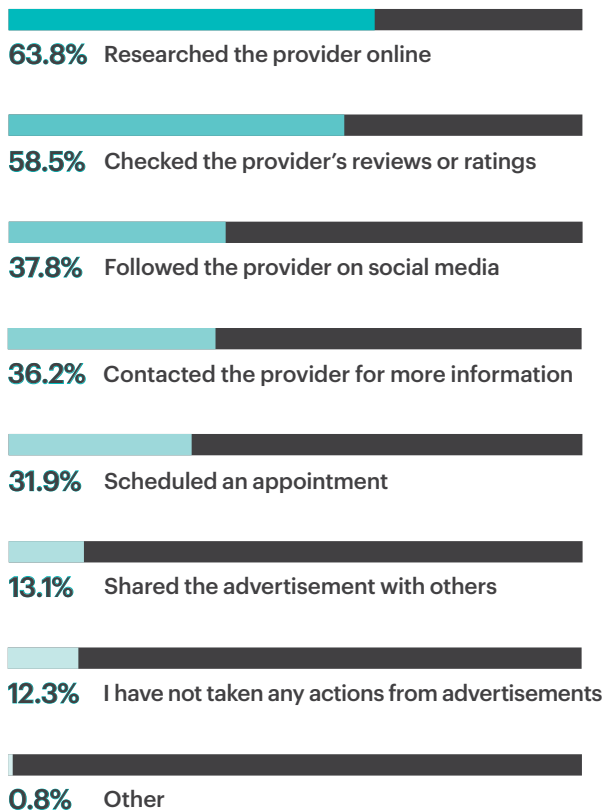


2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q13 [n = 918]

KEY TAKEAWAY:

Respondents made it clear that **advertisements have the most staying power when they're encountered on social media**, followed by the ones they see on search engines and in print. Successful practices can effectively reach consumers at multiple touch points to create a lasting impression across platforms.

WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN AFTER SEEING AN ADVERTISEMENT?

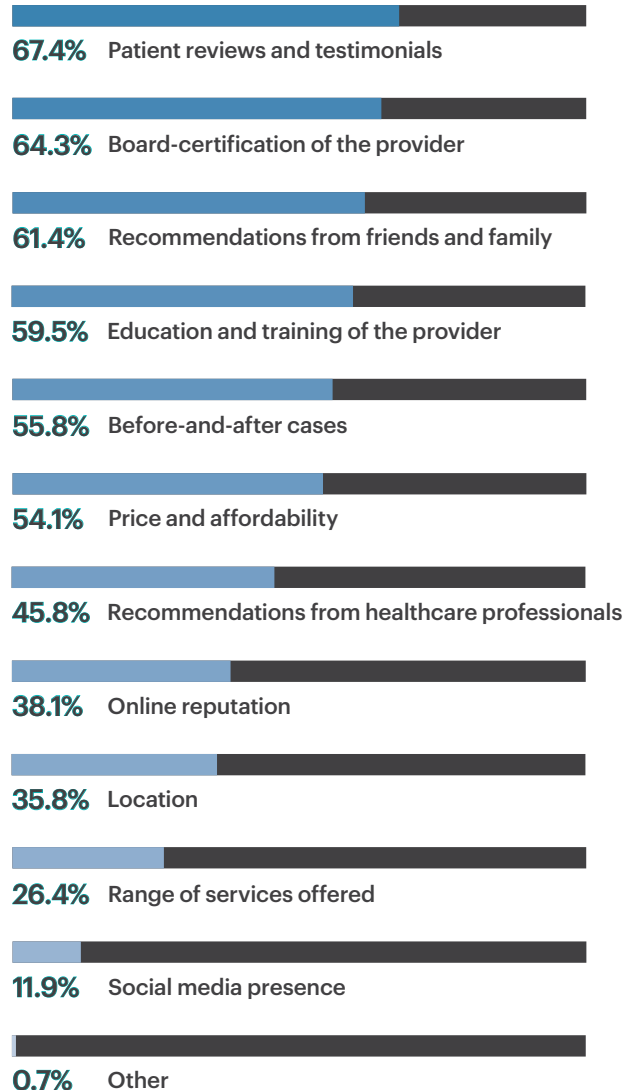


2023, BEAUTYENGINE: AESTHETIC SURVEY #1, Q14 [n = 918]

KEY TAKEAWAY:

Advertising is a powerful gateway for patients to learn more about your practice, as it prompts them to research providers and their reviews. Crucially, **nearly 3 in 10 respondents went on to engage directly with the provider by contacting them**, following them on social platforms or scheduling an appointment.

WHICH KEY FACTORS DO YOU CONSIDER WHEN CHOOSING AN AESTHETIC PROVIDER?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q16 [n = 918]

KEY TAKEAWAY:

For patients, choosing a provider comes down to **patient reviews, board-certification and referrals. While advertising and social media presence were not as important**, practices can double down on what patients are looking for by making their testimonials and physicians' board-certification easy to find across platforms, including their websites and social media platforms.

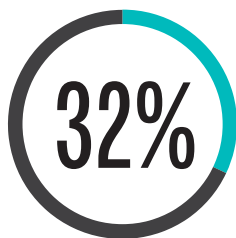
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**I PREFER TO SEE A BOARD-CERTIFIED
AESTHETIC PROVIDER.**

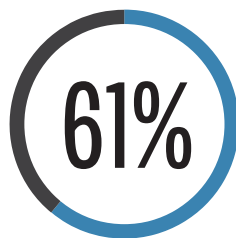
”

THE CONSULT

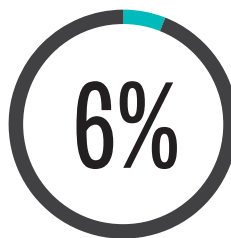
ON AVERAGE, HOW MANY DIFFERENT AESTHETIC PROVIDERS DO YOU SCHEDULE CONSULTATIONS WITH PRIOR TO DECIDING ABOUT AN AESTHETIC TREATMENT OR PROCEDURE?



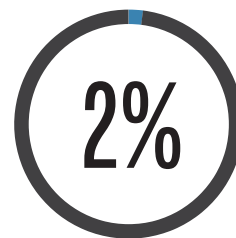
One provider



Two to three providers



Four to five providers



Six or more providers

2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q16 [n = 848]

KEY TAKEAWAY:

Patients are seeking consultations with more than one provider, continuing a trend that sees **patients steadily moving toward researching multiple options prior to landing on a treatment or procedure** of choice. This results in a higher number of consultation appointments in general before a patient chooses an aesthetic treatment.



“

I TOOK MY TIME DECIDING ON THE RIGHT PROVIDER AND IT PAID OFF.

”



“

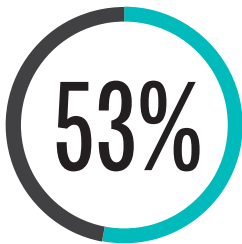
**MY SURGEON'S BEFORE-AND-AFTER CASES
HELPED ME MAKE A DECISION.**

”



ON A SCALE FROM 1 TO 5, HOW HELPFUL ARE THE FOLLOWING FACTORS IN YOUR DECISION TO CHOOSE AN AESTHETIC PROVIDER?

THE MOST IMPORTANT FACTORS



Provider’s experience working with individuals that look like me (similar age, ethnicity, gender, etc.)



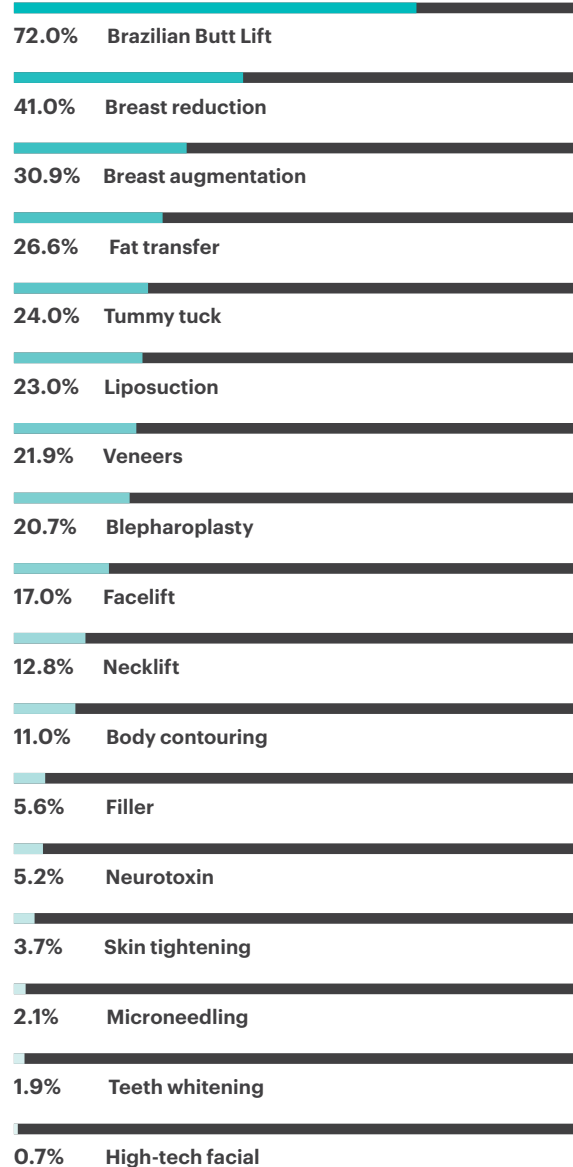
Patients’ before-and-after images on the provider’s website that look like me (similar age, ethnicity, gender, etc.)

2023 BEAUTYENGINE: AESTHETIC SURVEY #1, Q19 [n = 960]

KEY TAKEAWAY:

Representation matters to patients, and they want to see it reflected in practitioner experience with patients who look like them. Respondents indicated that **experience and the inclusion of before-and-after images that represent their age, ethnicity and gender** were highly beneficial in determining an aesthetic provider.

WHICH OF THE FOLLOWING PROCEDURES WOULD YOU NEVER CONSIDER DOING?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q14 [n = 945]

KEY TAKEAWAY:

For the second year in a row, respondents indicate **an aversion to the Brazilian Butt Lift that eclipses all other cosmetic treatments, invasive or otherwise**. Patients report stronger aversions to more-invasive and permanent procedures, and a stronger likelihood to consider noninvasive treatments. However, it’s important to note that outside of the BBL, many are willing to consider surgical procedures.

THE DECISION

ON A SCALE FROM 1 TO 5, HOW IMPORTANT ARE THESE FACTORS WHEN DECIDING WHICH NEUROTOXIN TO USE (BOTOX COSMETIC, DYSPORT, JEUVEAU, XEOMIN, DAXXIFY)?

4.6 Duration (how long the results last)

4.5 Natural-looking results

4.2 Provider recommendation

3.9 Price

3.4 Onset (how quickly results appear)

2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q12 [n = 623]

KEY TAKEAWAY:

What matters most to patients when choosing a neurotoxin? According to recent survey data, **patients rated duration, natural-looking results and provider recommendation as their top three priorities.** Prioritizing educating your patients on these key components can help them make more informed choices.

WHICH OF THE FOLLOWING PROCEDURES WOULD YOU CONSIDER DOING AT SOME POINT IN THE FUTURE (MORE THAN 12 MONTHS FROM NOW)?

42.6% Filler

42.5% High-tech facial

42.4% Microneedling

42.0% Skin tightening

35.0% Neurotoxin

2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q15 [n = 945]

KEY TAKEAWAY:

Do you know which aesthetic treatments patients are most interested in for the future? **The top treatments are focused on the face, highlighting a primary area of concern.** Focus on providing top-notch facial treatments with low downtime to keep patients coming back.



“
**MY ANTI-AGING PLAN INCLUDES AT
LEAST THREE TREATMENTS A YEAR.**
”

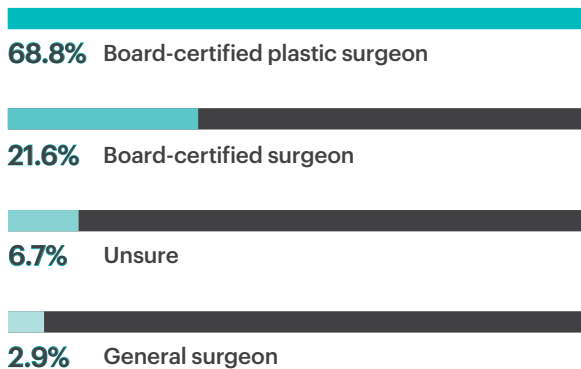


“

**I PAY A LOT MORE ATTENTION NOW
TO WHAT I'M USING ON MY SKIN.**

”

WHEN CONSIDERING AN AESTHETIC SURGICAL PROCEDURE, WHICH OF THE FOLLOWING WOULD YOU BE MOST LIKELY TO CHOOSE FOR YOUR SURGEON?

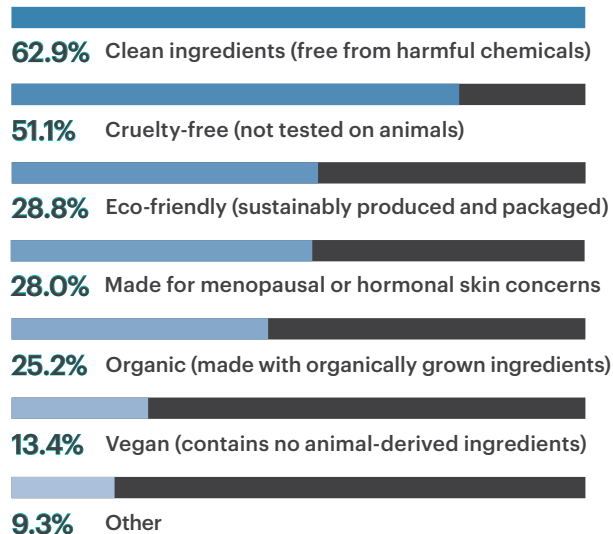


2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q18 [n = 852]

KEY TAKEAWAY:

How many of your patients know **the difference between a general surgeon and a board-certified plastic surgeon?** Recent survey data reveals that the majority of respondents (68.8%) are most likely to choose a board-certified plastic surgeon for their aesthetic surgical procedure, while only 2.9% would opt for a general surgeon. This highlights the importance of promoting your board-certification and expertise in the field.

WHEN SELECTING SKIN-CARE PRODUCTS, WHICH OF THE FOLLOWING DO YOU CONSIDER?

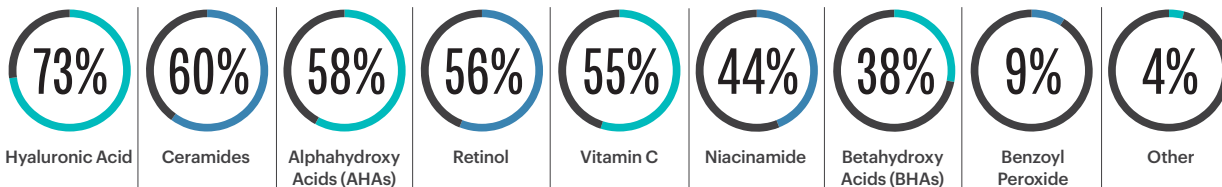


2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q18 [n = 945]

KEY TAKEAWAY:

Do you know **what factors your patients take into consideration when purchasing skin care?** According to the data, the top consideration is clean ingredients (62.9%), followed by cruelty-free options at 51.1%. This highlights a growing trend of consumers becoming more conscious of what they use on their skin. It's important to consider this when recommending skin-care products.

WHICH ACTIVE INGREDIENTS DO YOU LOOK FOR WHEN SELECTING BODY-CARE PRODUCTS?



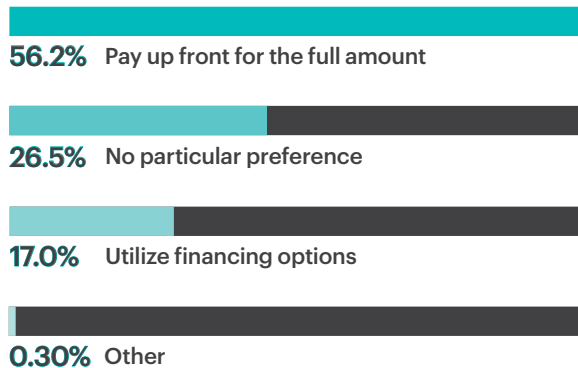
2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q21 [n = 945]

KEY TAKEAWAY:

Are consumers looking for the same ingredients in their body-care products that are popular for the face? According to our survey, hyaluronic acid is the top choice at 73.2%. Ceramides and alphahydroxy acids (AHAs) are also popular choices at 59.8% and 57.9%, respectively. **Understanding which active ingredients are important to patients can help you tailor your offerings** and better meet their needs before and after treatments.

THE SPEND

HOW DO YOU PREFER TO PAY FOR IN-OFFICE AESTHETIC TREATMENTS OR PROCEDURES?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, 017 [n = 945]

KEY TAKEAWAY:

According to the survey, **56.2% of respondents prefer to pay the full amount upfront**, while 17% utilize financing options. Practice managers and surgeons can benefit from understanding patients' payment preferences to provide the best options and accommodate their financial needs.

THINKING ABOUT THE PAST 12 MONTHS, WHERE HAVE YOU PURCHASED SKIN-CARE PRODUCTS?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, 023 [n = 944]

KEY TAKEAWAY:

We know Sephora and Ulta Beauty are top of mind for skin care, however, **44.1% of patients said they've purchased their skin care directly from their aesthetic provider or doctor's office in the past 12 months**. That's a huge opportunity to enhance the patient experience for those who are already in your office for treatments. Make sure your staff is knowledgeable about the products you carry and can also make suggestions to patients.

“

I TRUST THE BRANDS AND PRODUCTS MY DOCTOR RECOMMENDS AFTER A TREATMENT.

”

DAVID LEWIS TAYLOR/GETTY IMAGES; IMAGE USED FOR ILLUSTRATIVE PURPOSES ONLY



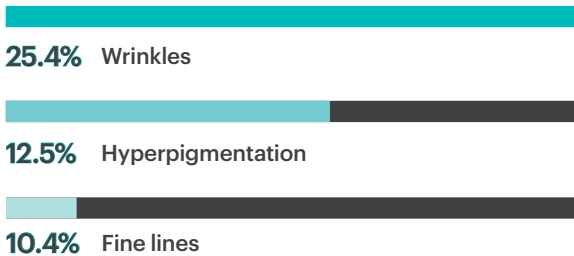


“

MY AESTHETIC TREATMENTS
ARE NON-NEGOTIABLE.

”

IF YOU COULD ELIMINATE ONE FACIAL CONCERN PERMANENTLY, WHICH WOULD IT BE?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q24 [n = 967]

KEY TAKEAWAY:

Are you offering the latest anti-aging treatments? According to the data, patients are seeking long-term solutions to eliminate wrinkles, hyperpigmentation and fine lines. **Educate patients on the procedures and products you offer that work best for their needs.** By doing so, you can improve their satisfaction with their appearance and build a loyal patient base.

IF YOU COULD ELIMINATE ONE BODY CONCERN PERMANENTLY, WHICH WOULD IT BE?

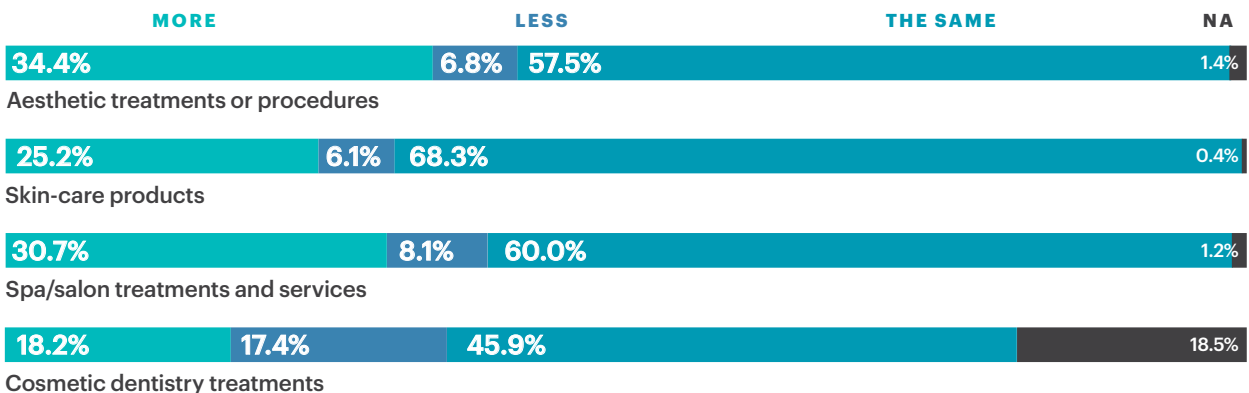


2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q25 [n = 967]

KEY TAKEAWAY:

Body aesthetics literally hit head-to-toe, and respondents are keen to treat their arms, hair and cellulite. **By engaging in open discussions with patients about their body concerns, you create an opportunity to explore additional treatment options.** Keep patients informed about the diverse range of options you offer that can address these often-sensitive areas of concern.

THINKING ABOUT THE NEXT 12 MONTHS, DO YOU PLAN TO SPEND MORE, THE SAME, OR LESS THAN YOU DID THE PREVIOUS 12 MONTHS FOR EACH OF THE FOLLOWING:

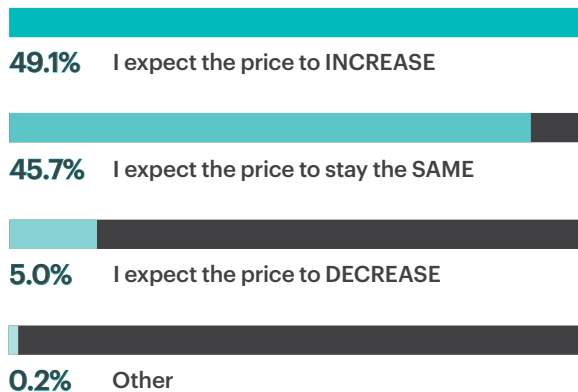


2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q26 [n = 945]

KEY TAKEAWAY:

Rarely does anything stay the same, but **patients' plans for what they're budgeting to spend on aesthetics in the next year are fairly steady.** Despite growing economic uncertainty, 57.5% said their financial future includes spending the same amount on procedures and treatments over the next 12 months, and 68% said they have that same plan for skin care.

WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU EXPECT THE PRICE OF AESTHETIC TREATMENTS OR PROCEDURES TO CHANGE IN THE NEXT 12 MONTHS?

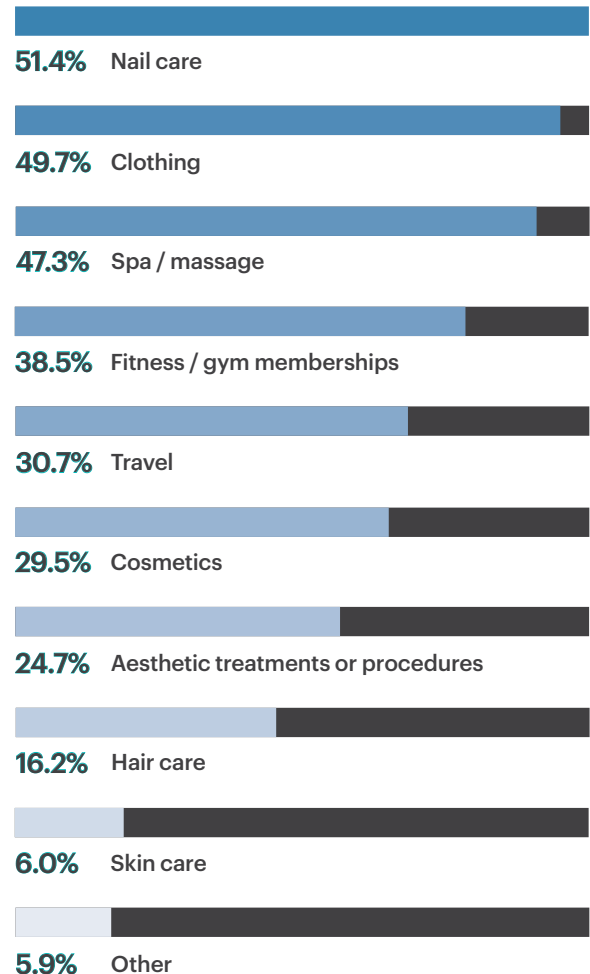


2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q27 [n = 945]

KEY TAKEAWAY:

Inflation isn't something anyone purchasing a product is interested in getting involved with, but **it does seem like it's something that's anticipated when it comes to aesthetics**. The majority of respondents said they expect the prices of treatments and procedures to go up in the next 12 months, while 45.7% said they expect costs to stay the same.

IF YOU HAD TO REDUCE OVERALL SPENDING, WHAT ARE THE THREE AREAS YOU ARE MOST LIKELY TO CUT BACK ON?



2023 BEAUTYENGINE: AESTHETIC SURVEY #2, Q28 [n = 945]

KEY TAKEAWAY:

You've heard of the "lipstick effect," but could the "aesthetics advantage" also be an economic indicator? **When asked what they'd cut back on to reduce spending, only a quarter of respondents listed aesthetic treatments or procedures**, whereas nail care and clothing hovered right at 50%. Not surprisingly, skin care remains a top priority. Only 6% of respondents said they were willing to cut back in that category.

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AI TRANSFER

by Tatiana Bido

YEARS LATER

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These are the services most commonly paired with fat for youthful rejuvenation or to add volume.

FACE
The most common procedure for facial rejuvenation is the transfer of fat from one part of the body to another. This is done by harvesting fat from the abdomen or thighs and injecting it into the face. The results are natural-looking and long-lasting.

NECK
Fat transfer can be used to add volume to the neck, which can help to reduce the appearance of wrinkles and sagging skin. This is done by harvesting fat from the abdomen or thighs and injecting it into the neck.

SCALP
Fat transfer can be used to add volume to the scalp, which can help to reduce the appearance of thinning hair. This is done by harvesting fat from the abdomen or thighs and injecting it into the scalp.

STRETCH MARKS
Fat transfer can be used to reduce the appearance of stretch marks. This is done by harvesting fat from the abdomen or thighs and injecting it into the areas with stretch marks.



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CREASE

PHOTOGRAPH BY JEFFREY MAYER FOR HEALTHY.COM

NEW NEW WAVE

You've Never Heard Of

by Tatiana Bido

We can summon our cars with our smart phones, have a drone bring our wildest wishes to our door, and we're just an Alexa and Roomba partnership away from having our own The Jetsons-style domestic assistant at our beck and call. In the world of aesthetics, futuristic procedures we never knew we needed are here now, too. These are today's top tweaks that prove the future is actually now.

TIGHTEN

may appear out of reach after a long period of hibernation and inactivity, like these "unprecedented times" of furloughed gyms, canceled running clubs, and group workouts on pause, which have made it seem more difficult than ever to keep things firm. Here we uncover the easiest ways to get a tighter, toned physique and tackle the new year with strength and curves in all the right places.

PHOTOGRAPH BY JEFFREY MAYER FOR HEALTHY.COM

11%

DAMAGE CONTROL

BODY SHOP

and their patients give us an... with four

NE

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THE NEWBEAUTY READER IS A TREATMENT SEEKER

7^{OUT OF} 10

NewBeauty readers are
planning an in-office treatment
in the next 6 months

75%

Are more likely to
consult a doctor featured
in NewBeauty

THE
STATE
OF
AESTHETICS

↙
YEAR-OVER-YEAR

“SCHEDULING AN APPOINTMENT IS MUCH MORE CONVENIENT NOW.”

↙
THE SEARCH

“MY PROVIDER’S REVIEWS WERE SO IMPORTANT. I READ THEM ALL.”

THE CLOSE

NEWBEAUTY, IN CONJUNCTION WITH BEAUTYENGINE, WILL PUBLISH ADDITIONAL FINDINGS WITH THE NEXT DEPLOYMENT BEING DISTRIBUTED ALONGSIDE THE WINTER ISSUE OF NEWBEAUTY.

BY THE
NUMBERS

↙
THE CONSULT

“MY SURGEON’S BEFORE-AND-AFTER CASES HELPED ME MAKE A DECISION.”

↙
THE DECISION

“MY ANTI-AGING PLAN INCLUDES AT LEAST THREE TREATMENTS A YEAR.”

↙
THE SPEND

“I TRUST THE BRANDS AND PRODUCTS MY DOCTOR RECOMMENDS AFTER A TREATMENT.”

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Full Face*
20
minutes
Needle-Free*

4X
20-MINUTE
SESSIONS

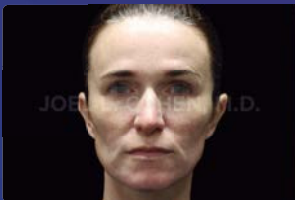
37%
REDUCTION IN
THE APPEARANCE
OF WRINKLES*

30%
INCREASE IN
MUSCLE TONE*

23%
LIFTING EFFECT*

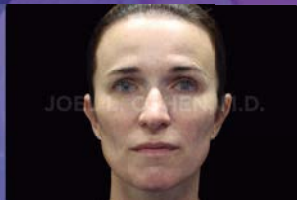
*on average

BEFORE



1 MONTH AFTER 4TH TREATMENT,
COURTESY OF: JOEL L. COHEN, M.D.

AFTER EMFACE



BEFORE



AFTER 4TH TREATMENT,
COURTESY OF: JOEL L. COHEN, M.D.

AFTER EMFACE



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