The Beauty Image Assessment Study: Perspectives of US Millennials, Generation X, and Baby Boomers on Aesthetic Treatments

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INTRODUCTION

Generation X, and Baby Boomers on Aesthetic Treatments

The Beauty Image Assessment Study: Perspectives of US Millennials, Generation Xers, and Baby Boomers on Aesthetic Treatments

Figure 1. Terms Used to Describe Female Beauty by Millennials

Table 1. Participant Demographics

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Figure 2. Terms Used to Describe Male Beauty by Millennials (A), Generation Xers (B), and Baby Boomers (C)

METHODS

Study Design

Global Beauty Image Assessment Survey

- A 25- to 30-minute survey was conducted online

Participants were asked about their desired appearance and attitudes toward aesthetic treatment options

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RESULTS

Figure 3. Attitudes About Aesthetics: Percentage of Participants Agreeing or Strongly Agreeing With Each of the Following Statements

- The majority of participants in each age group would consider nonsurgical intervention to prevent or reverse signs of aging (Figure 4)

Figure 4. Aesthetic Interventions: Percentage of Participants Agreeing or Strongly Agreeing With Each Statement

- The most cited barrier preventing participants across generations from seeking aesthetic treatment was financial (45%–50%)

Figure 5. Top 5 Barriers Preventing Millennials From Seeking Aesthetic Treatment Compared With Older Age Groups

- All age groups ranked facial lines or wrinkles as the highest concern among their top 3 aesthetic concerns (Figure 6)

Figure 6. Top 3Facial or Body Concerns (Ranked 1–3) by Generation

DISCLOSURES

Background

- Millennials represent a growing segment of the aesthetic market in the US

- As aesthetic procedures increase in popularity, physicians must understand patient-patient needs to improve outcomes

- Participants described genotypic differences in aesthetic perceptions, goals, concerns, and barriers to treatment are limited

Objective

- The aim is to assess aesthetic perceptions, goals, concerns, and barriers to treatment differ between millennials, generation Xers, and baby boomers in the US

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INTERESTINGLY, while millennials were more likely than baby boomers to report having very little discretionary income and least likely to report having enough discretionary income to meet all of their personal needs (Figure 7), they reported a greater need to invest in their appearance (61% vs 67%, respectively)

Figure 7. Discretionary Income by Generation

REFERENCES


