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The Aesthetics
Evolution

*What
Consumers
Really
Want*

Images are not of actual patients.

Allergan Aesthetics
an AbbVie company

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Foreword

It wasn't all that long ago that aesthetic treatments—of all kinds—were mired in mystery and shrouded in secrecy. A “don't ask, don't tell” mentality prevailed among consumers, who were reluctant to discuss or admit to injectables, surgeries, and more. But these attitudes have completely shifted in recent years. The stigma has been shed, replaced by a normalization and collective embrace of all things aesthetics, with consumers feeling boldly empowered.

Contributing to this newfound transparency is an ever-growing patient population that's now wildly democratized across all demographics: race, gender, socioeconomic status, and even age. A growing number of younger adult patients showcase a more forward-thinking approach to aesthetics, one that's proactive rather than reactive, allowing them to take control over their own aging journey from the very beginning.

The aesthetic goals of older patients mirror the emphasis on longevity that dominates the broader wellness space. This focus isn't “anti-aging,” but rather ensuring that your appearance reflects overall health, vitality, and sense of youthfulness. The old adage “look good, feel good” holds more weight than ever, as the undeniable link between outward appearance and inner self is at the forefront of these patients' aesthetic motivations.

But how exactly are consumers achieving these goals? Through deep relationships with trusted providers. The digital age—social media in particular—has made for a much savvier audience with high expectations when it comes to both transparency and the undetectable, natural results they crave. And while they often find their provider via the Internet, comprehensive consultations are the steadfast foundation of a lasting relationship.

Gone are the days of singular, transactional treatments. When the conversation is rooted in connection, confidence, and a deep understanding of underlying motivations, consumer and provider embark on a future-oriented journey towards a shared end goal. Full-face assessment, multiple modalities, and long-term game plans are at the heart of this symbiotic relationship, with patients ready to invest both financially and emotionally.

We hope this report helps you better understand what aesthetic consumers *really* want, as they think beyond immediate results and focus on pivotal partnerships with providers who offer education, support, and holistic treatment strategies. Because beauty lies in so much more than a single appointment.



Melanie Rud,
beauty journalist

The Experts



Catherine Chang, MD

Board-Certified Plastic and Reconstructive Surgeon,
and Founder of Privé Beverly Hills, CA

“Patients just want to look like themselves,
but enhanced and better.”



Shawna Chrisman, NP

Board-Certified Nurse Practitioner and Founder
of Destination Aesthetics Medical Spa, CA

“We want the best experience for everyone and
try to give as much education and confidence
so they trust us as much as possible.”



Val Monroe

Former Beauty Director of O, The Oprah Magazine and
Author of How Not to F*ck Up Your Face Substack

“People who feel healthy want to see that reflected
in how they look, which sometimes requires
adjustments in their appearance.”



Steven Dayan, MD

Board-Certified Facial Plastic Surgeon and
Founder and Director of DeNova Research, IL

“I can make someone look beautiful,
but if they don’t feel beautiful, I fail.”



Evan Rieder, MD

Board-Certified Dermatologist, Board-Certified Psychiatrist
and Founder of 36 North Moore Dermatology, NY

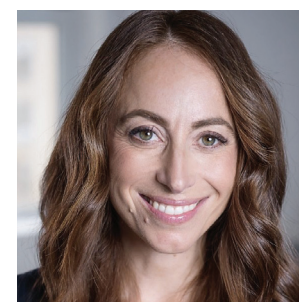
“My goal is for patients to get what they want,
whether that’s medical or aesthetic, and have
them be happy in that process.”



Anthony Rossi, MD

Board-Certified Dermatologist at Memorial Sloan Kettering
Cancer Center and Founder of Dr Rossi Derm MD, NY

“It takes a lot more activation energy to get men in.
But once they’re in and they can see good results,
then they’re hooked. They keep coming back.”



Marianna Strongin, PsyD

Licensed Clinical Psychologist and Founder of
Strong in Therapy, NY

“The skin is our most visible organ. It’s a kind
of canvas for how the world perceives us.”

Numbers that Matter

Aesthetic treatments are now accepted as such a common part of American culture that patients mention it as casually as running an errand.¹

The total number of patients having filler or neurotoxins in 2025 grew to

8.87 million.²

A rising number of consumers are seeking out the benefits of injectable treatments.

90%

of neurotoxin patients perceive the benefits of treatment as worth the price.⁴

Experienced neurotoxin patients value the benefits of aesthetics as worth it, expecting to maintain their spend over the next year.

73%

of consumers aged 20–35 say they know many people who receive professional aesthetic treatments.³

Aesthetics are now socially normalized among younger adults through peer exposure.

HA injectables ranked number two among minimally invasive aesthetic procedures in 2024.⁵

65%

of HA injectable filler patients also receive neurotoxins.²

Patients are thinking holistically, moving beyond single treatments toward multi-modal plans.

42%

of patients with multiple full-face consultations report increased filler usage in the past year, compared to just 2% of those with a single consultation.⁶

Patients who have multiple full-face consultations tend to have longer-term treatment plans with their providers.

Younger adult consumers say satisfaction with their appearance impacts their mental (62%) and physical (53%) well-being.³

Younger generations are framing aesthetics as a proactive investment in their overall health.

92%

of women seeking solutions for signs of aging have already used or received an aesthetic treatment, or combination of aesthetic treatments, including skincare, injectables, and other solutions.⁷

Consumers are already sophisticated managers of their own self-care journeys, engaged in a holistic ecosystem.

01

All-In on Aesthetics

From GLP-1 users and those in menopause to people seeking longer lifespans, today's appropriate aesthetics patients may bridge a uniquely modern spectrum with a proactive outlook.

“People are all in,
and people want
to be proactive.”

Evan Rieder, MD

Allergan Aesthetics
an AbbVie company



Models. Not actual patients.

“I absolutely see patients prioritizing aesthetics in their budgets, and it speaks volumes. In my experience, people are becoming much more intentional about investing in themselves. They understand that the return on aesthetic treatments isn’t just about appearance—it’s also about feeling confident, showing up more self-assured, and strengthening mental well-being.

So when they choose aesthetics over other lifestyle expenses, it reflects a shift in mindset: they value the confidence and holistic well-being that comes with it.”

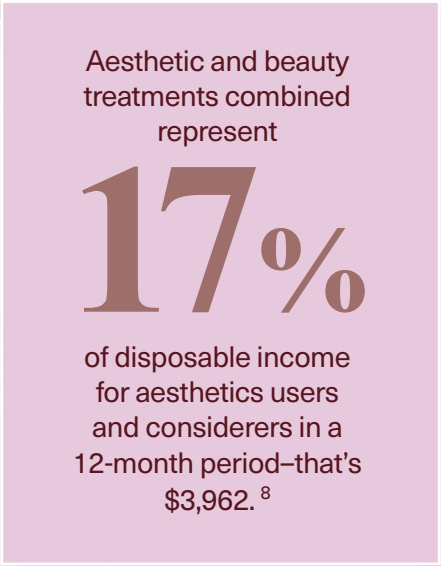
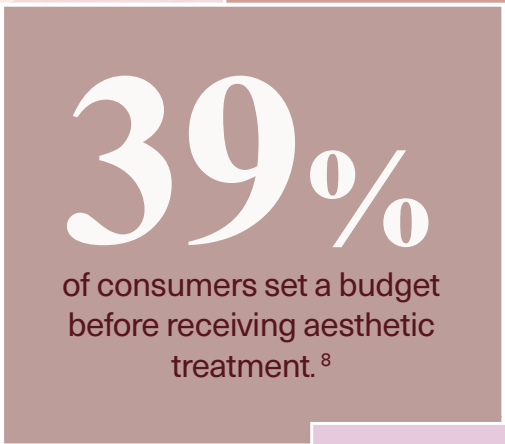


Shawna Chrisman, NP

“Most often, patients are coming from Pilates or the gym to get their treatments. My LA patients have a high focus on being cognizant of how they take care of themselves.”



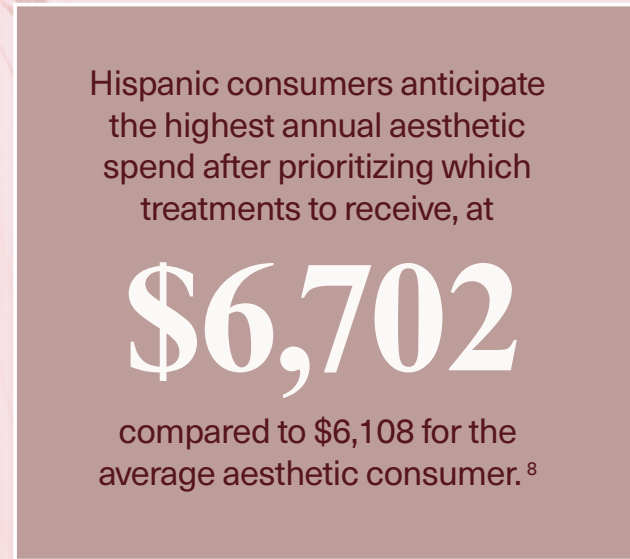
Catherine Chang, MD



“I have an elderly patient. She comes in very aesthetically poised, always dressed in beautiful clothes; her hair, her makeup done. For me, she represents what’s possible.”



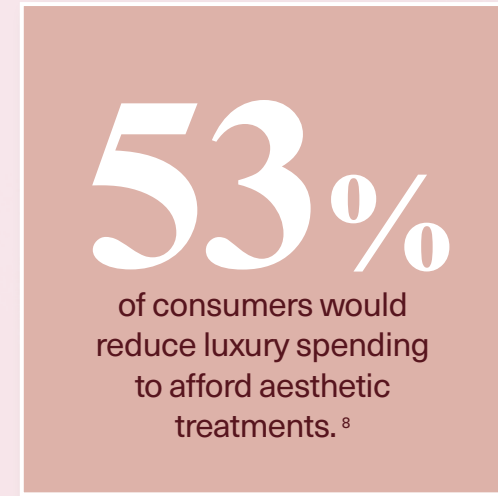
Anthony Rossi, MD



“Everybody’s a consumer of aesthetics: all races, all genders, all ages. It’s democratization.”



Evan Rieder, MD



“I have an older patient come in with their adult daughter. I realized you never stop caring about how you look.”



Steven Dayan, MD

Embracing Modern Milestones

Whether navigating the dating world again after midlife divorce, having more open conversations around menopause, or managing the physical changes associated with GLP-1 weight loss, patients are looking to aesthetics to align their appearance when they embark on these new journeys.

“The older demographic comes because they’re facing a more challenging workforce and feel that an edge up in their aesthetic will give them an edge up professionally.”



Shawna Chrisman, NP

“To meet someone in this modern digital world, you have to put your best profile forward on a dating app. Basically, you become a marketing ad for yourself.”



Anthony Rossi, MD

Among appropriate aesthetics consumers receiving GLP-1s,

60%

obtain them from healthcare providers offering aesthetic treatments, up from 49% in Q3 2024.⁴

Women aged

36-50

report that divorce or returning to dating apps triggers aesthetic investment as they rebuild confidence for a new chapter.⁹

99%

of perimenopausal women report experiencing at least one skin issue, most commonly dryness, facial wrinkles, or loss of firmness, since entering perimenopause.⁷

“A lot of patients going through menopause feel like their face doesn’t look like them, their skin quality and texture is different. When we’re able to help with that, they feel happiness, relief, and positivity, and that they can focus on things other than their appearance.”



Catherine Chang, MD

“A demographic that’s really exploding, that we’ve never seen in the history of medicine, is GLP patients. Not only is it changing our culture, our society, our economy, it’s also going to turn aesthetics upside-down over the next five years.”

Steven Dayan, MD



“There’s this bro culture that’s very science-based. Some patients I didn’t think would respond to any sort of aesthetic interventions have been much more on board from that demographic.”



Evan Rieder, MD

Proactively Yours

A proactive, preventative mindset is the defining characteristic of the modern aesthetics patient.

Rather than waiting for problems to appear, they're taking the initiative, researching and seeking treatments to shape their own aging journey from an early stage. This forward-thinking approach means aesthetics becomes a long-term investment in their future selves.

Among those who have received aesthetics treatments, about

3/4

of patients said they "expect to look good as I grow older" and "expect to feel good as I grow older."³

People in their

20^s and 30^s

want to try to slow down the aging process, and value receiving treatment now to improve their appearance in the future.¹⁰

"If we're going to remain healthier for longer, the quest for aesthetic interventions might be prolonged on either end."



Val Monroe,
beauty journalist

"I think perspectives on aging are changing, because people are trying to embrace that, while the aging process is inevitable, they want to do things proactively to maximize their longevity and their functionality."

Evan Rieder, MD



"We're seeing a more educated patient. With skin quality concerns, even for people in their 30s, they want to know what they can do now to prevent crepiness in their 40s and 50s."



Catherine Chang, MD

"People are really focused on their energy levels, their vitality, and their ability to do the hard things. I see a real shift in people investing in that as they age."

Marianna Strongin, PsyD



Watch Your Language

The language of aesthetics is shifting as patients move beyond superficial goals and step away from 'anti-aging.' Their new lexicon reveals a desire for impactful results that reflect health, vitality, and confidence. By adapting the words they use to describe themselves, their perspectives, and the outcomes they want to achieve, aesthetics consumers are positively reframing aging itself.

Frequently used terms to Describe Aging on Social Media (Instagram)



“Patients are steering away from saying, ‘I want to look more beautiful’ or ‘I want to look sexier,’ and those superficial, non-descriptive terms that are not as meaningful to their quality of life. ‘Rested,’ ‘healthy,’ ‘youthful’—I think you’re seeing more of those terms.”



Steven Dayan, MD

“I hear terms like ‘pro-aging’ or ‘prejuvenation’ in the zeitgeist from beauty writers, but I haven’t heard my patients talk about it that way. They just want to look like themselves and look a little better.”

Evan Rieder, MD



“I don’t really feel that patients are saying ‘anti-aging’ anymore. I’d say it’s more health and wellness focused.”



Shawna Chrisman, NP

The Bottom Line:

With a proactive approach and positive outlook toward aging, today’s aesthetics consumer is evolving in line with modern cultural shifts.

As the words used to describe desired outcomes change too, aesthetics are now viewed as a long-term investment.

02

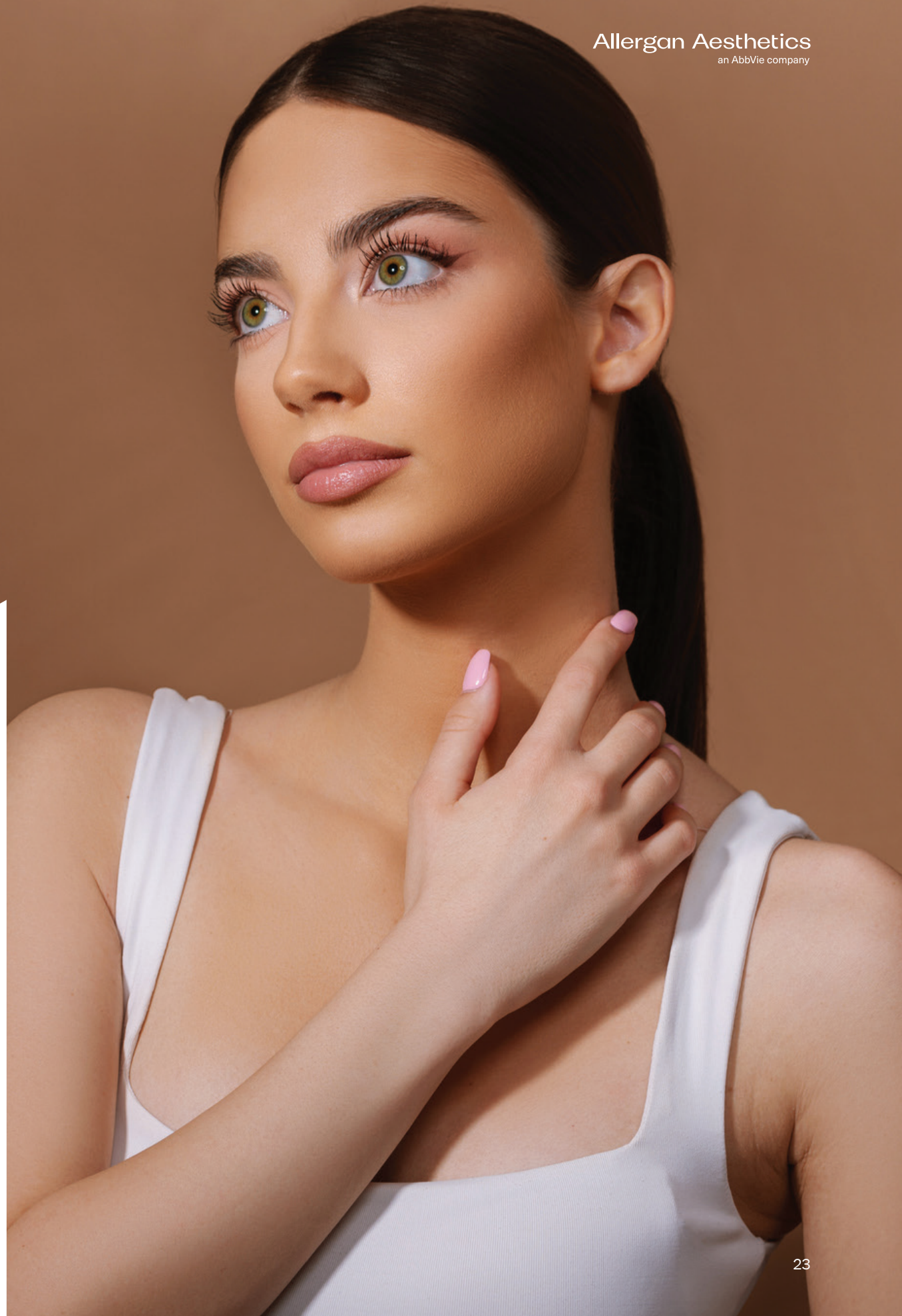
Natural Attraction

Attitudes around aging and attraction are evolving, as the perceived emotional benefits of aesthetics and individualized results are being championed.

“I think beauty becomes less about pleasing others as we get older, and more about aligning with our own self-image and confidence.”

Marianna Strongin, PsyD

Allergan Aesthetics
an AbbVie company



75%

of HCPs report that patients want to look natural.¹¹

In the US
fear
of an
unnatural outcome

is the second biggest barrier to receiving HA filler.¹²

“I think today’s patient—and this is globally—will say, ‘I want to look natural.’”



Steven Dayan, MD

“Basically, we just want to look better but we don’t want people to know how, or whether it’s due to advancements in technology or small treatment effects over a long period of time.”



Val Monroe,
beauty journalist

Consumers perceive aesthetic treatments are key to self-care, helping delay the signs of aging while also improving current appearance.¹¹

“I think it went so far with injectables and we hit a max. People overfilled, and became frozen, and didn’t look natural. Now we’re seeing the pendulum swing back to more of a natural aesthetic.”



Anthony Rossi, MD

“I’m known for very natural results. Patients who gravitate toward me aren’t coming with pictures of other people that they want to look like. They’re really saying, ‘Help me restore my face to what it looked like even five, 10 years ago.’”

Catherine Chang, MD



Mirror Your Mindset

For many aesthetics consumers, proactivity is a long-term strategy that will shape their aging journey from the start. For older generations, the priority is helping their outer selves match their inner vitality, aided by aesthetics that offer smart corrections and meaningful maintenance. This generational split in attitude and approach is reshaping how, when, and why patients seek aesthetics treatments.

Enhancement vs Correction

13%

of aesthetics consumers seek enhancement only, focusing on definition, control, and results that reflect their aesthetic vision—and this group skews younger (age 18–40).¹³

55%

of filler considerers seek correction only, focusing on preserving what they feel is “them” rather than pursue dramatic change. This group skews older than 40.¹³

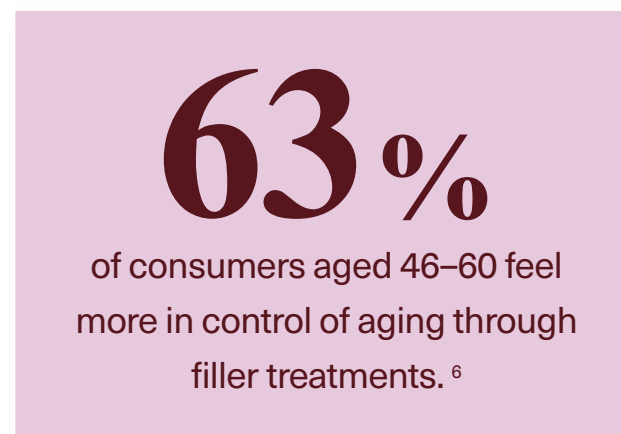
“Millennials were the first generation to become nearly as educated about aesthetic treatments as their providers. They often arrive having done extensive research and with a treatment plan already in mind. They focus heavily on biostimulation and maintenance because many have not yet experienced the full effects of aging. They are also interested in treatments they discover online.”



Evan Rieder, MD

“People are living longer, but what has dramatically changed in recent years is the actual phenotype of people. When we were younger, our grandparents were the same age as our parents are now—and our parents now are much more youthful, not just in their mindset and approach to life, but also from a physicality point of view, as well as a fashion point of view.”

Stephanie Manson Brown, MD, Vice President, R&D, and Head of Clinical Development and Scientific Innovation and Skincare, Allergan Aesthetics



“Gen Xers are seeking more ways just to slow down the process. So it’s, ‘I don’t want to look 20, I just want to look and maintain my age.’ I always reinforce that we’re not trying to be Benjamin Button, we’re just trying to have time stand a little more still.”



Shawna Chrisman, NP

“Eighty percent of my patients are doing longevity treatments. That definitely factors into their decision-making with what they’re doing—earlier intervention and not waiting too long.”

Catherine Chang, MD



Comfortable in Your Skin

Self-esteem, confidence, best self. Choose your own terminology, but the emotional benefit of aesthetics for many patients is the primary goal and ultimate measure of a successful outcome. The boost that comes from feeling like the best version of yourself is often considered not only a side effect of an aesthetic treatment, but also a return to your authentic self.

According to qualitative research among consumers aged 20-35 aesthetic interest centers on

emotional well-being, social perception, and peer normalization

rather than visible aging.³

Across all ages

58%

of consumers rank increased self-confidence or self-esteem as the top emotional benefit of aesthetic treatments.³

Among younger consumers (aged 20–35) who receive aesthetics,

80%

agree feeling younger improves mental health.³

79%

agree that it improves physical appearance.³

“My success is not based on how we make people look; it’s based on how we make people feel.”

Steven Dayan, MD



“I think my readers know that when they think they look good, they feel better. It’s a very visceral thing.”



Val Monroe,
beauty journalist

“That’s the biggest driver of patients coming in, the ‘look good, feel good’ type of philosophy. They may not know it, but I would say about 95% of my patients’ ‘why’ is emotional.”



Shawna Chrisman, NP

“Everybody’s always wanting to figure out what the motivations are for getting cosmetic procedures.

It’s always that people are just seeking to look better. Treatments help them feel like the most authentic version of themselves.”



Evan Rieder, MD

Personal as Priority

Forget one-size-fits-all: the homogenous look is over. Today's aesthetic consumer wants personalized treatments that enhance their unique features, rather than erasing them. This more tailored process toward each individual patient is also leading to more comprehensive care.

Patients now report
an average of

7.8

aesthetic focus
areas, moving beyond
single-treatment goals.⁸

"I think that's why people come to me, because I don't make people look the same. The techniques are the same, but it's the nuance on how you actually deal with the aesthetic that's personalized and individual."



Anthony Rossi, MD

"As our world becomes more diverse, the dynamics change. The beauty of the individual is helping maintain their own individuality and customizing their treatment to physically fit their aesthetic."

Shawna Chrisman, NP



"As long as I've been practicing medicine, I've been in New York City, where I would say the aesthetic is one of looking like yourself and looking normal, and not looking like you've had work done."

Evan Rieder, MD



"Natural can mean different things to different people. Patients really just want to look like themselves, but enhanced and better."

Catherine Chang, MD



The Bottom Line:

Today's aesthetics patients want a careful balance of natural results with a personalized treatment approach.

Proactively doing what they can to take control of their appearance is a key part of feeling like their best selves.

03

Consultation is Connection

In-depth consultations are the heart of introducing new patients to aesthetics, while personalized care creates a path for their journey ahead.

“When people come to me, we get an inventory of what their hopes and desires are, and we build from there. We create a journey together.”

Anthony Rossi, MD

Allergan Aesthetics
an AbbVie company



On average
consumers received

4.4

treatments in 2024.⁸

Approximately

1/2

of all HA dermal filler visits
also include a neurotoxin
treatment.¹⁴

39%

of biostimulatory filler
visits also include
a toxin procedure.¹⁴

“I think about what the patient experience looks like even before they walk in the door, from the first time they contact the clinic.”



Evan Rieder, MD

“Patients expect and deserve a 10-star experience. Five-star is no longer enough. What they will leave reviews for, and stay loyal to your practice for, is a 10-star experience.”



Shawna Chrisman, NP

Listening intently to a patient’s underlying emotional drivers, transparently managing their expectations, and collaboratively defining what success looks like for them—the consultation is the cornerstone of their aesthetic journey.

So much more than simple clinical assessment, a successful consultation is a deep, empathetic, two-way dialogue. This is when the foundations of trust are laid, long-term partnerships are forged, and HCPs transition from aesthetic providers to trusted guides.

“I always ask the patient to look at photos with me to show me what they’re seeing, so that I know if they’re seeing the same thing I’m seeing. I think that really helps to set expectations.”



Catherine Chang, MD

“The real magic happens when you’re first meeting the patient. I always try to see where they are in life. Why now? What are they looking to achieve in the immediate, in the year, in the five-year plan? So I really ask them about themselves and get to know them.”



Anthony Rossi, MD

“If you listen enough to what is going on in your patient’s life, you’ll start to hear what’s concerning them: There’s something there that you have to see.”



Steven Dayan, MD

The Digital Advantage

In aesthetics, social media is not just an indispensable tool, it's also the new community forum. This is where exploration begins, connections are made, and education happens.

69%

of HCPs see social media channels as an important source of information for patients considering HA injectables.¹⁵

“You can’t dismiss the value and reach of social media. I guess people are putting ‘Who’s the best plastic surgeon in Chicago?’ [into ChatGPT] and thankfully my name’s coming up. That tells me that’s where we’re going.”



Steven Dayan, MD

83%

of men report that social media influences their decision to get aesthetics treatments.²

Social media and online videos are key channels of information for consumers

over 2/3

of consumers use them as a trusted source to find out about dermal fillers.¹⁵

“I’m pretty educational with my posts; I think it’s good for patients to use as information.

A lot of people now use social as a way to get a sense of their provider and personality.”



Catherine Chang, MD

“We use social media for multiple things. It is to attract new patients. It is to re-engage existing patients.

It is to cross-convert existing and new patients into something new. It’s to educate patients.”

Shawna Chrisman, NP



Curating the Outcome

The modern consultation culminates in creating a highly customized treatment plan—a strategic roadmap specifically created for each patient. This shift underscores that patients and providers alike now view aesthetic care as an ongoing process of enhancement, reviewed and updated along the way. Each tailored treatment plan outlines a multi-modal approach designed to achieve and adapt goals, setting out the path ahead.

Patients who have multiple full-face consultations are more likely to pursue comprehensive facial treatment:

65%

of these patients treat three or more facial areas, compared to just 23% after a single visit.⁶

Among providers offering injectable alternatives, topical

skincare
(around 7–19%)

and lasers
(around 7–12%)

are the most prevalent modalities.¹⁶

“In my practice, a lot of times people come on their first visit to ask what they should be doing: ‘Give me a roadmap or a plan.’ People are coming in less about one procedure and more about a plan.”



Anthony Rossi, MD

“The most important thing a lot of people don’t understand about the patient journey is that it is a journey. We’re not talking about one-and-done things.”



Evan Rieder, MD

“We always talk about an overarching plan over time—what we’re going to do today, what we’ll do in a year from now, three years, five years. I really educate patients that this is a long-term process.”

Catherine Chang, MD



The Bottom Line:

The consultation has become a deep conversation, as aesthetics consumers want in-person connections with HCPs after being educated online.

Customized plans, informed by questions, photographs, and expertise, lay the foundations for the collaborative aesthetics journey ahead.

04

Trust the Plan

Establishing trust, not offering treatments that feel transactional, is key to building long-term relationships. Today that approach is reaching beyond aesthetics to encompass a wider holistic approach to aging.

“My patients want to invest in the journey, and that’s what I want to invest in too. It’s fun to make someone a quick fix, but seeing the five-year glow up is amazing. It’s awesome.”

Anthony Rossi, MD

Allergan Aesthetics
an AbbVie company



A trusted injector

is highly impactful in addressing most barriers including fear of looking unnatural, safety concerns and uncertainty of what/how much to get.

Qualitative research shows that trusted providers overcome hesitation to commit long-term through

honest guidance,

transparent pricing, and structured maintenance planning.¹⁷

“If you can retain a patient coming in several times a year for two years consistently, then we’re looking at long-term value, a long-term patient.”



Shawna Chrisman, NP

“I’ve had three or four patients just in the past two days who’ve been with me for over 20 years.”



Steven Dayan, MD

“The majority of my patients are referral-based, typically from seeing friends or family members who looks really great. That helps reduce the fear of looking unnatural and not like themselves.”



Catherine Chang, MD

“The goal is that you see people throughout the arc of their entire life. There are reasons that people come in and out of your practice, but that’s the goal—we like taking care of people.”

Evan Rieder, MD



The Currency of Loyalty

In a crowded market filled with social media noise, many patients are seeking HCPs who offer transparency, clinical integrity, and genuine empathy.

This trust is built by taking the time to listen and educate, by creating a pressure-free environment, and by having the confidence to say no to a treatment when it's not in the patient's best interest.

“For me, people have been loyally coming in because there are a lot of things that I won't do, and I am able to articulate the reasons for that.”

Evan Rieder, MD



“The consultation is like any relationship: patients have to trust you. I'm not pressuring them to do anything on their first day of consultation. There's no impetus to do anything. They are really doing it for themselves, and that is where I think trust comes in.”

Anthony Rossi, MD



Loyal neurotoxin users receive

three or more

treatments a year and budget for injectables as a routine commitment rather than discretionary spend.¹⁷

About three in five consumers rely on provider expertise for treatment decisions, and

59%

of in-office engaged consumers do not choose treatments based on deals.¹³

In a global study,

“Trust in my practitioner's action and ability”

ranked the number one reason for returning to a previous cosmetic injector, above cost and convenience.¹⁸

“With a new patient, trust has to be established through education, information, and talking through each step of the process.”



Catherine Chang, MD

“A lot of times patients say, ‘No one’s ever explained it to me like this before,’ or ‘Now I understand’.”

Shawna Chrisman, NP



“My goal is for all my patients to also see the aesthetician for medical grade facials, because it’s better for their outcomes and keeps them close to the practice, which is what I want.”

Steven Dayan, MD



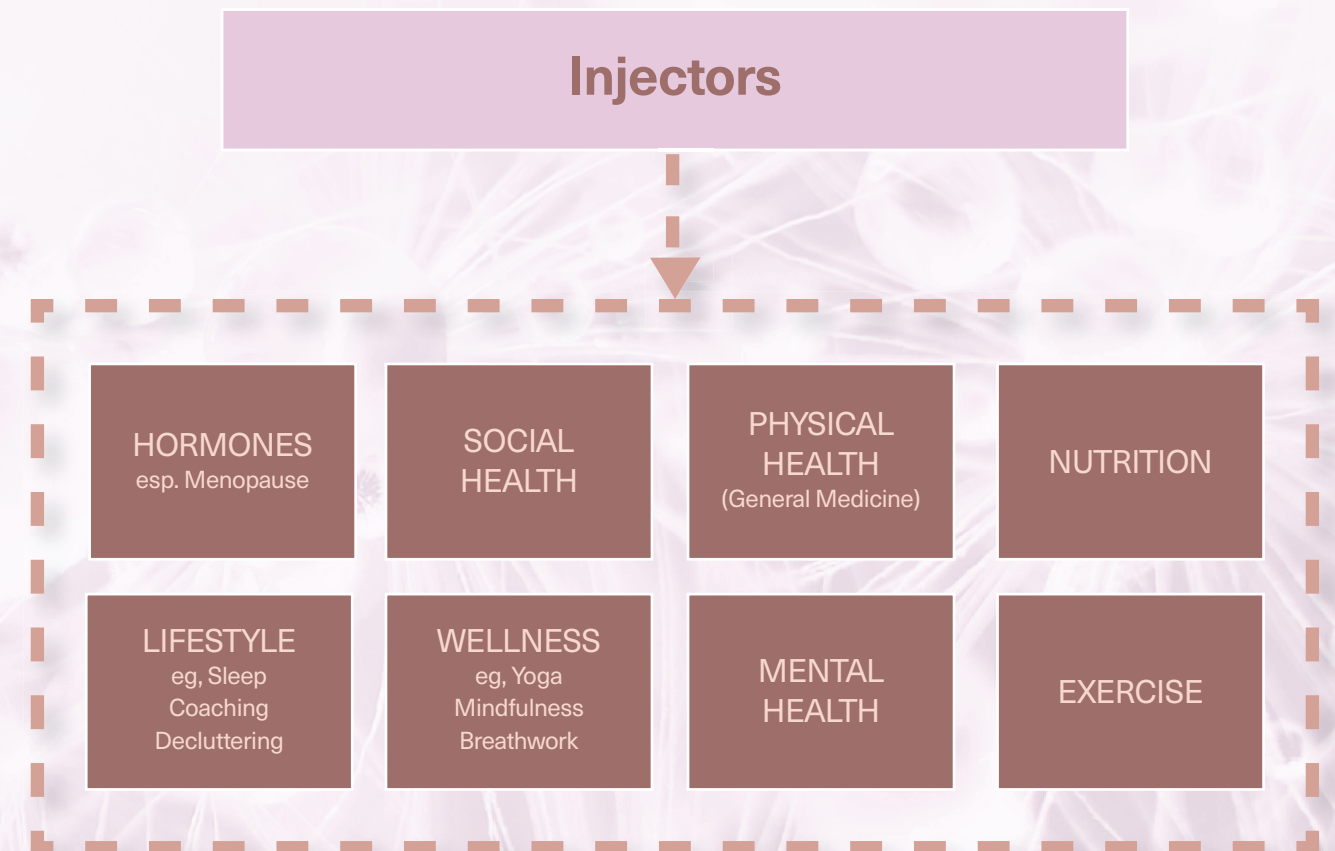
Your Injector: The Trusted Resource

Consumers increasingly seek to be guided by a trusted expert to build their network of specific “advisors” who can help them navigate the complex and often overwhelming world of wellness.

Many times, having a trusted aesthetics provider is the first place they start. While fully integrated all-in-one clinics remain rare for now—with HCPs instead referring from within their own trusted network of specialists—a change is taking shape that could see a ‘trusted hub’ model emerge in the future.

60%
of aesthetics consumers receiving GLP-1 medications obtain them from providers who also offer aesthetic treatments, up from 49% in late 2024. ⁴

The Injector as the Gateway to Holistic Health



“Patients feel I can be a resource for them and be this one-stop shop. When they come in, obviously we’re focused on their skin, their hair, their nails, all their dermatologic issues. They like the idea that I can check their skin for skin cancer, and also do their aesthetics.”

Anthony Rossi, MD



“Patients are definitely looking for holistic care—for 360 improvements in addition to longevity.”



Catherine Chang, MD

“That’s the future of what we’re doing: aesthetic medicine, holistic health medicine, and sexual health and wellness are all merging, and it’s happening faster than we can even imagine.”

Steven Dayan, MD



“I have a lot of relationships with dermatologists of different stripes, plastic surgeons, internal medicine doctors, and all the specialists. We can always find the right person for someone.”



Evan Rieder, MD

The Bottom Line:

Trust is crucial for building the long-term relationship that consumers want today rather than the quick fix.

In-person education and a plan that evolves with each patient are more important than cost, while the expert knowledge of HCPs is increasingly being sought beyond aesthetics.

05

Delivering the Future

As aesthetics advance, partnerships play as pivotal a role as procedures, delivering optimal results for the proactive patients of today and tomorrow.

Allergan Aesthetics
an AbbVie company



“The main focus will be on treatments for those younger generations of adults who are actually just focused on aging well and aging healthily.”



Catherine Chang, MD

“Helping people understand what age-appropriate is for aesthetics is going to be very useful.”



Val Monroe,
beauty journalist

“What you’re going to start seeing is people talking about the psychosocial benefits of beauty, and that’s coming around the corner so fast. I think beauty is going to reside in maximizing the neuroaesthetics system.”

Steven Dayan, MD



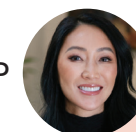
“My goal is for people to get what they want, whether that’s medical or aesthetic, and have them be happy in that process. If I’m not the right doctor or if it’s not the right procedure, then I’ll get them into the right person’s hands.”



Evan Rieder, MD

“In the past, people would come in asking for a specific treatment, whether it be filler or a facial. Now people are looking for full aesthetics, looking at full face assessments.”

Shawna Chrisman, NP



Research Methodology

This research was led by Allergan Aesthetics, an AbbVie company. All consumer and HCP market research cited within the report is credited in the references and was correct and up to date in March 2026.

Findings are based on the Allergan Aesthetics extensive archive of proprietary research with key studies detailed.

In addition, the report benefits from a series of in-depth interviews conducted in February and March 2026, and in March and April 2025 with five leading healthcare practitioners in the United States aesthetics industry who were paid to participate in this project.

Key Allergan Aesthetics studies leveraged are the following:

- Allergan Aesthetics 2025 Psychology of Aging Quantitative and Qualitative Research (n = 3157 consumers)
- Allergan Aesthetics 2025 Filler Consumer Awareness & Usage Quantitative Research (n = 250 past 2-year filler users)
- Allergan Aesthetics 2025 Perimenopause Skin Concern Quantitative Consumer Research (n = 100 perimenopausal females)
- Allergan Aesthetics 2024 Share of Wallet Assessment Quantitative Consumer Research (n = 798 female consumers)
- Allergan Aesthetics 2025 Generational Female Investment: Qualitative Consumer Research (n = 50 female consumers)
- Allergan Aesthetics 2024 What is Natural Qualitative HCP Research (n = 24 HCPs)
- Allergan Aesthetics 2025 Global HA Filler Future Quantitative Consumer and HCP Research (n = 5306 consumers /n = 550 HCPs)
- Allergan Aesthetics 2025 Facial Injectables Activation Consumer Journey Quantitative Research (n = 1965 consumers)
- Allergan Aesthetics 2025 Path to Loyalty Consumer Qualitative Research (n = 18 consumers)
- Allergan Aesthetics 2025 Facial Injectable Market Size Quantitative Consumer Research (n = 36,192 consumers)
- Allergan Aesthetics 2025 Consumer Aesthetic Continuous Tracker: Q3 2025 Quantitative Research*

**Data in this report is collected on a continuous basis via multiple ongoing surveys, with variable sample sizes per measure.*

References

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- ² Allergan Aesthetics 2025 Facial Injectables Market Size.
- ³ Allergan Aesthetics 2025 Psychology of Aging – Evaluation of Younger and Older Ages (20 – 80 Years): Quantitative Research for U.S.
- ⁴ Allergan Aesthetics 2025 Consumer Aesthetic Tracker: Q3 2025.
- ⁵ American Society of Plastic Surgeons. Procedural Statistics Release, 2024 <https://www.plasticsurgery.org/news/plastic-surgery-statistics>.
- ⁶ Allergan Aesthetics 2025 Filler Consumer A&U.
- ⁷ Allergan Aesthetics 2025 Perimenopause Skin Concern Quick Quant Report: Consumer Research.
- ⁸ Allergan Aesthetics 2024 Share of Wallet Assessment – Prioritization of Aesthetic Treatments: Quantitative Research with Consumers.
- ⁹ Allergan Aesthetics 2025 Generational Female Investment: Consumer Qualitative Research.
- ¹⁰ Allergan Aesthetics 2024 Psychology of Aging – Younger Consumers: International Qualitative Research Report.
- ¹¹ Allergan Aesthetics 2024 What is Natural – HCP Report: Qualitative Research.
- ¹² Allergan Aesthetics 2025 Global HA Filler Future Quant – HCP Report.
- ¹³ Allergan Aesthetics 2025 Activating Consumers Along The Facial Injectables Journey.
- ¹⁴ Aesthetic Medical Practitioner. Aesthetic patients are bundling treatments, 2025 <https://aestheticmedicalpractitioner.com.au/features/cosmetic-practice/aesthetic-patients-are-bundling-treatments/>.
- ¹⁵ Allergan Aesthetics 2025 Global HA Filler Future Study.
- ¹⁶ Allergan Aesthetics 2024 Alternative Facial Improvement Treatments to Neurotoxins & Dermal Fillers.
- ¹⁷ Allergan Aesthetics 2025 Path to Loyalty Consumer Qualitative Research.
- ¹⁸ Aesthetic Surgery Journal, Volume 4. The Importance of Functional Quality in Patient Satisfaction: Cosmetic Injectable Patient Experience Exploratory Study—Part 2, Cara B McDonald and Izolda Heydenrych, 2022 <https://doi.org/10.1093/asjof/ojac044>.

