

Supplemental Table 1. Facial or body treatments included in the survey for MaxDiff scoring by degree of interest

Survey	
Item	Skincare Treatment/Skin Care Resurfacing
1	Facials at a spa or doctor's office
2	Physician-strength chemical peels
3	Hydradermabrasion
4	Wet dermabrasion
5	Microdermabrasion
6	Dermaplaning
7	Photorejuvenation/intense pulsed light (IPL)
8	Laser skin resurfacing (nonablative: does NOT harm skin)
9	Ablative laser skin resurfacing (removes outer layer of skin)
10	Microneedling
11	PRP (platelet-rich plasma) treatment
12	Lymphatic drainage massage
13	Blue/Red light treatment
14	Laser hair removal
15	Laser tattoo removal

Injectable Treatment Administered by a Professional

- 16 Wrinkle-relaxing facial injections
- 17 Dermal filler injections
- 18 Injection under chin to remove fat

Body Contouring Treatment Administered by a Professional

- 19 Cellulite reduction treatment (NOT including a topical or surgery)
- 20 Nonsurgical fat reduction
- 21 Muscle stimulation
- 22 Nonsurgical skin tightening
- 23 Eyelash growth treatments
- 24 Professional-grade skin care purchased from a doctor's office or medspa

Facial Cosmetic Surgeries

- 25 Face lift
- 26 Forehead lift
- 27 Ear surgery/otoplasty
- 28 Eyelid surgery/blepharoplasty
- 29 Nose reshaping/rhinoplasty
- 30 Chin augmentation with an implant
- 31 Neck lift
- 32 Other type of facial cosmetic surgery

Breast-Related Surgeries

- 33 Breast lift without implants
- 34 Breast augmentation with fat only (no implants)

- 35 Breast reduction
- 36 Breast augmentation revision (eg, to replace an implant or fix a problem)
- 37 Fat transfer to the breast
- 38 Other type of breast cosmetic surgery

Liposuction (eg, surgical fat reduction)

- 39 Liposuction on the body
- 40 Liposuction on the face

Body Surgeries (eg, surgical fat reduction)

- 41 Tummy tuck/abdominoplasty
 - 42 Brazilian butt lift/fat transfer to the butt
 - 43 Butt augmentation with an implant
 - 44 Calf augmentation
 - 45 Thigh lift
 - 46 Upper arm lift
 - 47 Hair transplant
 - 48 Vaginal rejuvenation/labiaplasty
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Supplementary Table 2. Frequently Bothersome Aesthetic Characteristics Among Asian Female Participants

ALL ASIAN FEMALE PARTICIPANTS (N=652)		GENERATION Z/YOUNG MILLENNIAL (≤30 y; n=87)		OLDER MILLENNIAL (31–41 y; n=273)		GENERATION X (42–57 y; n=239)		58+ (58–85 y; n=53)	
Face									
Uneven skin color/hyperpigmentation	39 %	Dry or dull skin/lack of glow	54 %	Hair loss/thinning hair ^a Uneven skin color/hyperpigmentation ^a	36 %	Uneven skin color/hyperpigmentation	40 %	Under-eye bags or sagginess	60 %
Dry or dull skin/lack of glow	35 %	Acne scarring ^a Large pore size ^a	51 %	Acne scarring ^a Dark circles under the eyes ^a Large pore size ^a	34 %	Dry or dull skin/lack of glow ^a Hair loss/thinning hair ^a	30 %	Uneven skin color/hyperpigmentation Hair loss/thinning hair	55 % 47 %
Hair loss/thinning hair	34 %								
Dark circles under the eyes ^a Large pore size ^a	32 %	Rough skin/uneven skin texture Stubborn fat under the chin	46 % 44 %			Frown lines, lines between the eyebrows	29 %	Sagging skin	45 %
						Forehead lines	26 %	Frown lines, lines between the eyebrows	42 %
Body									
SBF: stomach	45 %	SBF: stomach	52 %	SBF: stomach	45 %	SBF: stomach	41 %	SBF: stomach	64 %
SBF: flanks	36 %	Unwanted hair	51 %	SBF flanks	34 %	SBF: flanks	32 %	Crepey skin	45 %
SBF: arms	30 %	SBF: flanks	47 %	Dry or dull skin/lack of glow	32 %	SBF: bra or back area	29 %	SBF: flanks ^a Aging hands ^a	40 %
Dry skin/lack of hydration	29 %	Dry skin/lack of hydration	40 %						
SBF: thighs ^b Lack of muscle tone and muscle definition ^b	28 %	SBF: arms	39 %	SBF: arms ^a SBF: thighs ^a Stretch marks ^a	30 %	SBF: arms ^a Lack of muscle tone and muscle definition ^a	26 %	Lack of muscle tone and muscle definition ^a SBF: arms ^a	36 %

Percentages represent the proportion of participants who had and were most frequently bothered by each facial or body characteristic. The top 5 concerns are shown for each age group, where the number of concerns/frequencies listed may exceed or fall below five depending on the frequency distribution within each category. SBF, stubborn body fat.

^aRanked equally in each respective category.

Supplementary Table 3. Most Bothersome Aesthetic Characteristics Among Asian Female Participants

ALL ASIAN FEMALE PARTICIPANTS (N=652)		GENERATION Z/YOUNG MILLENNIAL (≤30 y; n=87)		OLDER MILLENNIAL (31–41 y; n=273)		GENERATION X (42–57 y; n=239)		58+ (58–85 y; n=53)	
Face									
Sagging skin	58%	Under-eye bags or saggi ^a Sagging skin ^a	45%	Hair loss/thinning hair ^a Sagging skin ^a	56%	Sagging skin	65%	Sagging skin	61%
Under-eye bags or saggi ^a	57%			Under-eye bags or saggi ^a	55%			Under-eye bags or saggi ^a	59%
Hair loss/thinning hair	56%	Hair loss/thinning hair	44%	Stubborn fat underneath the chin (SMF)	52%	Under-eye bags or saggi ^a	63%	Jowls	54%
Stubborn fat underneath the chin (SMF) ^a		Acne scarring on face ^a				Hair loss/thinning hair	61%	Hair loss/thinning hair	53%
Jowls ^a	51%	Stubborn fat underneath the chin (SMF) ^a	43%	Dark circles under the eyes	51%	Jowls	57%	Dark circles under the eyes ^a	
Dark circles under the eyes ^a						Stubborn fat underneath the chin (SMF) ^a	55%	Stubborn fat underneath the chin (SMF) ^a	47%
						Dark circles under the eyes ^a			
Body									
SBF: stomach	61%	SBF: stomach	56%	SBF: stomach	61%	SBF: stomach	70%	SBF: stomach	72%
SBF: flanks	51%	SBF: flanks	44%	SBF: flanks	52%	SBF: flanks	61%	SBF: flanks	59%
SBF: bra or back area	45%	SBF: bra or back area	35%	SBF: bra or back area	42%	SBF: bra or back area	49%	SBF: bra or back area	46%
SBF: thighs	42%	SBF: arms	28%			SBF: arms	45%	SBF: arms	44%
				SBF: arms	38%				
SBF: arms ^a									
Cellulite: thighs/legs ^a	40%	SBF: thighs	26%	SBF: thighs ^a Cellulite: thighs/legs ^a	35%	SBF: thighs	43%%	Sagging skin	42%

Percentages represent MaxDiff scoring of the bothersomeness of each facial characteristic. The top 5 concerns are shown for each age group, where the number of concerns/frequencies listed may exceed or fall below five depending on the frequency distribution within each category. MaxDiff, Maximum Difference; SBF, stubborn body fat; SMF, submental fat.

^aRanked equally in each respective category.