

SUPPLEMENTAL TABLES

Supplemental Table 1. Frequency of facial aesthetic concerns among the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)	Frequency	Total Females Weighted by Generation (n=3273)	Frequency
Frown lines	44%	Uneven skin color / Hyperpigmentation	42%
Dry or Dull skin / Lack of glow	43%	Dry or Dull skin / Lack of glow	41%
Uneven skin color / Hyperpigmentation	42%	Dark circles under the eyes	41%
Dark circles under the eyes	41%	Hair loss / thinning hair	37%
Lines on your forehead	40%	Frown lines	36%
		Unwanted hair on face	36%
		Under eye bags or sagginess	36%

Values represent the proportion of participants who had and were bothered by each facial characteristic.

In cases where multiple characteristics share the same score, more than 5 characteristics may be classified within each category.

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data.

Supplemental Table 2. Frequency of facial aesthetic concerns among female participants across generations.

Frequency of Aesthetic Facial Concerns	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Uneven skin color / Hyperpigmentation</u>	39%	<u>35%</u>	<u>43%</u>	<u>47%</u>
<u>Dry or Dull skin / Lack of glow</u>	<u>50%</u>	<u>35%</u>	<u>39%</u>	42%
<u>Dark circles under the eyes</u>	<u>47%</u>	<u>38%</u>	<u>38%</u>	42%
<u>Hair loss/thinning hair</u>	30%	<u>34%</u>	<u>35%</u>	<u>45%</u>
<u>Frown lines, lines between eyebrows</u>	30%	30%	<u>39%</u>	42%
Unwanted hair on face	40%	32%	32%	41%
<u>Under eye bags or sagginess</u>	37%	28%	32%	<u>45%</u>
<u>Stubborn fat underneath the chin</u>	<u>42%</u>	30%	32%	35%
Thin or thinning eyelashes	31%	24%	31%	43%
Appearance of eyebrows	31%	27%	27%	41%
<u>Large pore size</u>	<u>44%</u>	33%	30%	24%
<u>Lines on forehead</u>	28%	29%	<u>35%</u>	30%
<u>Sagging skin</u>	14%	20%	29%	<u>48%</u>
Rough skin / uneven skin texture	40%	30%	27%	23%
Crow's feet	20%	25%	34%	30%
<u>Jowls</u>	17%	18%	26%	<u>44%</u>
Perioral lines	21%	23%	24%	39%
Drooping eyelids	21%	20%	26%	37%
<u>Acne scarring on face</u>	<u>44%</u>	<u>35%</u>	24%	15%
Marionette lines	20%	18%	24%	37%
Nasolabial folds	24%	22%	25%	30%
Hollowing / sunken areas under the eyes	25%	26%	24%	26%
Loss or lack of volume in cheeks	21%	21%	24%	28%
Crepey skin/fine lines in neck	12%	18%	23%	34%
Thin lips / Lips not as full as you would like	30%	23%	20%	21%
Horizontal neck lines	19%	21%	21%	25%
Nose shape / size	34%	23%	18%	16%
Skin redness	28%	23%	17%	13%
Oily skin	36%	25%	16%	8%
Thinning / Thin Skin	14%	17%	17%	24%
Weak or undefined jaw	25%	19%	15%	14%
Face is not symmetrical	27%	19%	12%	10%
Crepey skin/fine lines in rest of face	12%	16%	16%	18%
Vertical cord-like bands on neck	13%	15%	14%	18%
Hypopigmentation	19%	16%	14%	11%
Crepey skin/fine lines in cheeks	12%	16%	12%	14%
Weak / less pronounced chin	18%	18%	12%	9%

Telangiectasias	17%	15%	12%	12%
Loss of volume in temple	13%	16%	14%	11%
Wide / square jawline	17%	13%	7%	5%
Forehead shape (e.g., too flat)	14%	14%	7%	5%

Values represent the proportion of participants who had and were bothered by each facial characteristic.

Bold and underlined terms and values indicate the 5 most frequently bothersome characteristics for each respective group.

Supplemental Table 3. Facial characteristics ranked most bothersome (ie, MaxDiff score) by the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)	Ranked Bothersome	Total Females Weighted by Generation (n=3273)	Ranked Bothersome
Sagging skin	52%	Sagging skin	61%
Under eye bags or sagginess	49%	Under eye bags or sagginess	56%
Jowls	47%	Jowls	56%
Hair loss / thinning hair	47%	Hair loss / thinning hair	55%
Dark circles under the eyes	44%	Dark circles under the eyes	49%
		Stubborn fat beneath the chin	49%

Values represent MaxDiff scores

In cases where multiple characteristics share the same score, more than 5 characteristics may be classified within each category.

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data

Supplemental Table 4. Facial characteristics ranked most bothersome (ie, MaxDiff score) by female participants across generations.

Aesthetic Facial Concerns: Degree of Bothersomeness (MaxDiff Score)	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Sagging skin</u>	<u>49%</u>	<u>42%</u>	<u>67%</u>	<u>77%</u>
<u>Jowls</u>	46%	39%	<u>59%</u>	<u>72%</u>
<u>Under eye bags or sagginess</u>	<u>49%</u>	<u>43%</u>	<u>61%</u>	<u>64%</u>
<u>Hair loss/thinning hair</u>	<u>50%</u>	<u>43%</u>	<u>59%</u>	<u>61%</u>
<u>Stubborn fat underneath the chin</u>	<u>55%</u>	37%	<u>53%</u>	<u>52%</u>
<u>Dark circles under the eyes</u>	47%	<u>43%</u>	<u>53%</u>	50%
Hollowing / sunken areas under the eyes	40%	38%	50%	47%
Uneven skin color / Hyperpigmentation	43%	40%	47%	45%
<u>Acne scarring on face</u>	<u>53%</u>	<u>42%</u>	47%	37%
<u>Drooping eyelids</u>	31%	29%	50%	<u>52%</u>
Frown lines, lines between eyebrows	32%	34%	51%	47%
Marionette lines	28%	27%	41%	45%
Unwanted hair on face	40%	30%	34%	37%
Perioral lines	29%	27%	38%	40%
Crow's feet	26%	28%	38%	32%
Dry or Dull skin / Lack of glow	39%	31%	33%	26%
Lines on forehead	26%	31%	41%	25%
Crepey skin/fine lines in neck	25%	23%	36%	33%
Rough skin / uneven skin texture	38%	33%	32%	18%
Crepey skin/fine lines in rest of face	20%	18%	36%	31%
Horizontal neck lines	21%	19%	31%	27%
Nasolabial folds	22%	22%	31%	22%
Appearance of eyebrows	23%	23%	22%	20%
Large pore size	31%	22%	25%	13%
Loss or lack of volume in cheeks	21%	21%	24%	18%
Nose shape / size	28%	24%	21%	11%
Thin or thinning eyelashes	17%	19%	21%	18%
Oily skin	31%	25%	18%	8%
Face is not symmetrical	26%	23%	19%	10%
Vertical cord-like bands on neck	18%	12%	20%	19%
Thin lips / Lips not as full as you would like	20%	21%	17%	14%
Telangiectasias	22%	21%	18%	11%
Skin redness	23%	22%	17%	8%
Crepey skin/fine lines in cheeks	16%	14%	19%	14%
Hypopigmentation	18%	14%	16%	9%
Weak / less pronounced chin	19%	15%	13%	6%
Weak or undefined jaw	20%	13%	13%	5%

Loss of volume in temple	11%	15%	12%	3%
Thinning / Thin Skin	10%	12%	12%	6%
Forehead shape (e.g., too flat)	12%	12%	9%	1%
Wide / square jawline	12%	9%	7%	1%

Values represent MaxDiff scores

Bold and underlined terms and values indicate the 5 characteristics ranked as most bothersome for each respective group.

Supplemental Table 5. Top aesthetical facial concerns of the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)		Total Females Weighted by Generation (n=3273)	
Dark circles under the eyes	18	Dark circles under the eyes	20
Under eye bags or sagginess	18	Under eye bags or sagginess	20
Sagging skin	17	Hair loss / thinning hair	20
Hair loss / thinning hair	16	Sagging skin	18
Uneven skin color / Hyperpigmentation	16	Uneven skin color / Hyperpigmentation	18
Frown lines	16		

Values calculated as (Frequency × MaxDiff score) × 100 and rounded to the nearest integer
In cases where multiple characteristics share the same score, more than 5 characteristics may be classified within each category.

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data

Supplemental Table 6. Frequency of body aesthetic concerns among the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)	Frequency	Total Females Weighted by Generation (n=3273)	Frequency
SBF – Stomach	55%	SBF – Stomach	58%
SBF – Sides	46%	SBF – Sides	49%
SBF – Bra or back area	39%	SBF – Bra or back area	41%
SBF – Arms	39%	SBF – Arms	41%
Buttock not as toned or lifted as I would like	39%	Lack of muscle tone or muscle definition	41%

SBF, stubborn body fat

Values represent the proportion of participants who had and were bothered by each body characteristic.

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data.

Supplemental Table 7. Frequency of aesthetic body concerns among female participants across generations.

Frequency of Aesthetic Body Concerns	Gen Z / Young Millennial (n = 490)	Older Millennial (n = 1181)	Gen X (n = 1093)	58+ (n = 509)
<u>Stubborn body fat around the stomach</u>	<u>51%</u>	<u>46%</u>	<u>57%</u>	<u>73%</u>
<u>Stubborn body fat on the sides</u>	<u>47%</u>	<u>38%</u>	<u>50%</u>	<u>56%</u>
<u>Stubborn body fat in the arms</u>	<u>42%</u>	32%	<u>40%</u>	<u>47%</u>
<u>Lack of muscle tone and muscle definition</u>	40%	32%	<u>40%</u>	<u>49%</u>
<u>Stubborn body fat in the bra or back area</u>	<u>42%</u>	<u>34%</u>	<u>42%</u>	44%
<u>Buttock not as toned or lifted as I would like</u>	<u>47%</u>	<u>34%</u>	<u>40%</u>	39%
<u>Cellulite – thighs / legs</u>	39%	32%	<u>40%</u>	44%
<u>Stubborn body fat in the thighs</u>	37%	<u>34%</u>	<u>40%</u>	44%
Dry skin/Lack of hydration	38%	31%	34%	42%
Cellulite – buttock	34%	30%	33%	30%
Uneven skin color / Hyperpigmentation	31%	26%	29%	36%
Breasts/chest sag OR Enlarged	28%	27%	33%	33%
<u>Sagging skin</u>	16%	22%	29%	<u>47%</u>
<u>Unwanted hair on body</u>	<u>48%</u>	33%	27%	18%
Stretch marks	37%	33%	31%	20%
Aging hands	14%	20%	28%	42%
Crepey skin	12%	18%	23%	42%
Rough skin / uneven skin texture	30%	25%	23%	24%
Stubborn body fat underneath the buttocks	27%	24%	27%	22%
Spider veins	20%	21%	23%	31%
Buttock is smaller than I desire	33%	22%	17%	11%
Thinning / Thin Skin	12%	18%	17%	25%
Perceived hip-to-waist ratio is too small	20%	18%	16%	17%
Acne scarring on body	30%	24%	15%	7%
Breasts/chest that are smaller than I desire	27%	23%	12%	8%
Breasts/chest are asymmetrical	21%	17%	14%	11%
Vertical lines on the chest / décolleté	13%	16%	16%	13%
Buttock is larger than I desire	15%	17%	12%	15%
Breasts/chest that are larger than I desire	17%	17%	13%	11%
Hypopigmentation	14%	16%	10%	11%
Calves are smaller than I desire	13%	14%	10%	6%

Values represent the proportion of participants who had and were bothered by each body characteristic.

Bold and underlined terms and values indicate the 5 most frequently bothersome characteristics for each respective group.

Supplemental Table 8. Body characteristics ranked most bothersome (ie, MaxDiff score) by female participants across generations

Aesthetic Facial Concerns: Degree of Bothersomeness (MaxDiff Score)	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Stubborn body fat around the stomach</u>	<u>61%</u>	<u>56%</u>	<u>68%</u>	<u>83%</u>
<u>Stubborn body fat on the sides</u>	<u>55%</u>	<u>46%</u>	<u>58%</u>	<u>61%</u>
<u>Stubborn body fat in the bra or back area</u>	<u>47%</u>	<u>43%</u>	<u>46%</u>	<u>48%</u>
<u>Stubborn body fat in the arms</u>	<u>45%</u>	<u>37%</u>	<u>42%</u>	<u>48%</u>
<u>Stubborn body fat in the thighs</u>	<u>39%</u>	<u>39%</u>	<u>45%</u>	43%
<u>Sagging skin</u>	31%	35%	37%	<u>48%</u>
Cellulite – thighs / legs	37%	36%	40%	39%
Breasts/chest sag OR Enlarged	38%	32%	34%	31%
Lack of muscle tone and muscle definition	27%	24%	29%	37%
Aging hands	18%	22%	20%	31%
Uneven skin color / Hyperpigmentation	26%	23%	20%	25%
Buttock not as toned or lifted as I would like	28%	25%	21%	16%
Cellulite – buttock	23%	23%	25%	14%
Crepey skin	19%	19%	15%	25%
Unwanted hair on body	27%	25%	17%	12%
Stretch marks	22%	27%	19%	10%
Spider veins	20%	21%	15%	15%
Hypopigmentation	18%	19%	16%	14%
Acne scarring on body	24%	19%	14%	8%
Buttock is smaller than I desire	20%	19%	10%	4%
Dry skin/Lack of hydration	14%	17%	10%	6%
Breasts/chest that are smaller than I desire	18%	16%	9%	4%
Breasts/chest are asymmetrical	17%	17%	9%	3%
Rough skin / uneven skin texture	14%	17%	8%	3%
Perceived hip-to-waist ratio is too small	14%	13%	9%	4%
Stubborn body fat underneath the buttocks	11%	12%	9%	4%
Breasts/chest that are larger than I desire	12%	12%	7%	3%
Vertical lines on the chest / décolleté	8%	12%	6%	3%
Thinning / Thin Skin	7%	9%	5%	4%
Buttock is larger than I desire	5%	9%	5%	4%
Calves are smaller than I desire	6%	8%	3%	1%

Values represent MaxDiff scores

Bold and underlined terms and values indicate the 5 characteristics ranked as most bothersome for each respective group.

Supplemental Table 9. Facial characteristics most likely to be professionally treated within the next year by the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)	Frequency	Total Females Weighted by Generation (n=3273)	Frequency
Frown lines	46%	Uneven skin color / Hyperpigmentation	31%
Lines on your forehead	44%	Dry or Dull skin / Lack of glow	31%
Crow's feet	42%	Frown lines	31%
Dry or Dull skin / Lack of glow	37%	Unwanted hair on face	29%
Uneven skin color / Hyperpigmentation	35%	Lines on your forehead	29%

Values represent the proportion of participants who indicated they “Probably will” or “Definitely will” seek treatment for each facial characteristic within the next year

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data

Supplemental Table 10. Facial characteristics most likely to be professionally treated within the next year by female participants across generations.

Aesthetic Facial Concerns: Likelihood to Receive Treatment	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Uneven skin color / Hyperpigmentation</u>	37%	<u>35%</u>	<u>29%</u>	<u>28%</u>
<u>Dry or Dull skin/Lack of glow</u>	<u>43%</u>	<u>37%</u>	<u>29%</u>	<u>22%</u>
<u>Frown lines, lines between eyebrows</u>	31%	<u>36%</u>	<u>35%</u>	<u>24%</u>
<u>Unwanted hair on face</u>	<u>41%</u>	<u>35%</u>	22%	<u>25%</u>
<u>Lines on forehead</u>	29%	<u>36%</u>	<u>32%</u>	20%
<u>Crow's feet</u>	27%	33%	<u>31%</u>	<u>22%</u>
<u>Dark circles under the eyes</u>	37%	<u>35%</u>	<u>23%</u>	20%
<u>Hair loss/thinning hair</u>	30%	33%	<u>23%</u>	<u>24%</u>
<u>Appearance of eyebrows</u>	36%	32%	22%	<u>22%</u>
<u>Large pore size</u>	<u>41%</u>	33%	20%	13%
Under eye bags or saggiess	30%	30%	20%	20%
Thin or thinning eyelashes	29%	30%	20%	20%
<u>Acne scarring on face</u>	<u>44%</u>	<u>35%</u>	18%	9%
<u>Rough skin / uneven skin texture</u>	<u>38%</u>	32%	20%	11%
Thin lips / Lips not as full as you would like	34%	29%	18%	14%
Stubborn fat underneath the chin	33%	28%	18%	14%
Nasolabial folds	24%	26%	20%	16%
Sagging skin	21%	24%	19%	19%
Perioral lines	22%	25%	18%	18%
Oily skin	37%	30%	16%	5%
Marionette lines	20%	22%	16%	18%
Drooping eyelids	23%	25%	17%	13%
Hollowing / sunken areas under the eyes	23%	27%	17%	11%
Jowls	18%	22%	15%	18%
Loss or lack of volume in cheeks	25%	24%	15%	12%
Skin redness	29%	26%	14%	7%
Crepey skin/fine lines in neck	18%	23%	15%	13%
Horizontal neck lines	22%	24%	13%	9%
Nose shape / size	28%	26%	10%	4%
Hypopigmentation	23%	23%	11%	5%
Thinning / Thin Skin	19%	23%	10%	8%
Crepey skin/fine lines in rest of face	18%	21%	12%	8%
Weak or undefined jaw	23%	23%	10%	5%
Crepey skin/fine lines in cheeks	19%	23%	10%	7%
Face is not symmetrical	27%	23%	8%	3%
Telangiectasias	21%	21%	10%	6%
Vertical cord-like bands on neck	18%	21%	10%	5%

Weak / less pronounced chin	21%	23%	8%	3%
Loss of volume in temple	17%	21%	10%	4%
Forehead shape (e.g., too flat)	19%	22%	8%	3%
Wide / square jawline	20%	19%	7%	3%

Values represent the proportion of participants who indicated they “Probably will” or “Definitely will” seek treatment for each facial characteristic within the next year

Bold and underlined terms and values indicate the 5 characteristics with the greatest treatment likelihood for each respective group.

Supplemental Table 11. Body characteristics most likely to be professionally treated within the next year by the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)	Frequency	Total Females Weighted by Generation (n=3273)	Frequency
Dry or Dull skin / Lack of glow	32%	SBF – Stomach	30%
SBF – Stomach	31%	Dry or Dull skin / Lack of glow	26%
Uneven skin color / Hyperpigmentation	29%	SBF – Sides	25%
Unwanted body hair	29%	Uneven skin color / Hyperpigmentation	24%
SBF – Sides	28%	Unwanted body hair	24%
SBF – Bra or back area	28%		

SBF, stubborn body fat

Values represent the proportion of participants who indicated they “Probably will” or “Definitely will” seek treatment for each body characteristic within the next year

In cases where multiple characteristics share the same score, more than 5 characteristics may be classified within each category

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data

Supplemental Table 12. Body characteristics most likely to be professionally treated within the next year by female participants across generations.

Aesthetic Body Concerns: Likelihood to Receive Treatment	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Dry skin/Lack of hydration</u>	<u>36%</u>	<u>34%</u>	<u>27%</u>	<u>25%</u>
<u>Stubborn body fat around the stomach</u>	<u>37%</u>	<u>32%</u>	<u>21%</u>	<u>19%</u>
<u>Unwanted body hair</u>	<u>32%</u>	<u>31%</u>	<u>24%</u>	<u>18%</u>
<u>Uneven skin color / Hyperpigmentation</u>	30%	29%	<u>21%</u>	<u>20%</u>
<u>Stubborn body fat on sides</u>	<u>45%</u>	<u>34%</u>	18%	10%
<u>Stubborn body fat in the bra or back area</u>	<u>32%</u>	29%	<u>21%</u>	15%
<u>Stubborn body fat in the thighs</u>	<u>32%</u>	27%	19%	<u>16%</u>
Stubborn body fat in the arms	30%	28%	19%	13%
Cellulite – thighs / legs	30%	27%	17%	14%
Buttock not as toned or lifted as I would like	30%	27%	18%	11%
<u>Spider veins</u>	<u>33%</u>	28%	17%	9%
<u>Cellulite – buttock</u>	20%	26%	16%	<u>16%</u>
<u>Lack of muscle tone and muscle definition</u>	31%	<u>30%</u>	16%	6%
Aging hands (loss of volume)	28%	27%	17%	8%
Sagging skin	23%	26%	14%	14%
Stretch marks	28%	27%	16%	8%
<u>Crepey skin</u>	21%	24%	14%	<u>16%</u>
Rough skin / uneven skin texture	26%	25%	15%	8%
<u>Breasts/chest sag</u>	<u>32%</u>	29%	12%	4%
Acne scarring on body	18%	23%	13%	13%
Thinning / Thin Skin	23%	23%	13%	6%
Hypopigmentation	18%	24%	11%	8%
Stubborn body fat underneath the buttocks	29%	23%	9%	4%
Vertical lines on the chest / décolleté	23%	23%	9%	7%
Breasts/chest that are smaller than I desire	24%	25%	8%	2%
Buttock is smaller than I desire	22%	21%	9%	5%
Breasts/chest that are larger than I desire	23%	22%	10%	2%
Breasts/chest are asymmetrical	16%	22%	10%	5%
Buttock is larger than I desire	20%	20%	8%	4%
Calves are smaller than I desire	19%	21%	8%	3%
Perceived hip-to-waist ratio is too small	18%	20%	7%	2%

Values represent the proportion of participants who indicated they “Probably will” or “Definitely will” seek treatment for each body characteristic within the next year

Bold and underlined terms and values indicate the 5 characteristics with the greatest treatment likelihood for each respective group.

Supplemental Table 13. The aesthetic treatments ranked most desirable by female the total population of female participants weighted by race/ethnicity and generational composition.

Total Females Weighted by Ethnicity/Race (n=3273)	Ranked Most Desirable	Total Females Weighted by Generation (n=3273)	Ranked Most Desirable
Facials at a spa or doctor's office	57%	Facials at a spa or doctor's office	60%
Neurotoxins	54%	Non-surgical fat reduction	54%
Non-surgical fat reduction	52%	Non-surgical skin tightening	48%
Non-surgical skin tightening	49%	Professional-grade skin care	46%
Dermal fillers	48%	Neurotoxins	46%

Values represent MaxDiff scores

The overall participant population was weighted by race/ethnicity and age/generation, respectively, using 2022 U.S. Census data