

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
-

Supplementary Table 2. Frequently bothersome aesthetic characteristics among Hispanic/Latina female participants

ALL HISPANIC/LATINA FEMALE PARTICIPANTS (N=748)		GENERATION Z/YOUNG MILLENNIAL (≤30 y; n=125)		OLDER MILLENNIAL (31–41 y; n=247)		GENERATION X (42–57 y; n=299)		58+ (58–85 y; n=77)	
Face									
Dry or dull skin/lack of glow	37%	Dry or dull skin/lack of glow	50%	Dark circles under the eyes	32%	Dry or dull skin/lack of glow	36%	Jowls	57%
Submental fat	36%	Submental fat	50%	Acne scarring	32%	Frown lines, lines between eyebrows	35%	Sagging skin	52%
Dark circles under the eyes	35%	Dark circles under the eyes	43%	Frown lines, lines between eyebrows	32%	Forehead lines	34%	Frown lines, lines between eyebrows	47%
Frown lines, lines between eyebrows	34%	Hair loss/thinning hair	39%	Submental fat	31%	Uneven skin tone	34%	Uneven skin tone	45%
Uneven skin tone	33%	Large pore size	39%	Dry or dull skin/lack of glow	30%	Dark circles under the eyes	34%	Perioral lines	45%
Body									
SBF: stomach	50%	SBF: stomach	58%	SBF: stomach	44%	SBF: stomach	47%	SBF: stomach	74%
SBF: flanks	44%	SBF: flanks	51%	SBF: flanks	36%	SBF: flanks	43%	SBF: flanks	64%
SBF: bra or back area	40%	SBF: bra or back area	51%	SBF: bra or back area	36%	SBF: arms	37%	Sagging skin	56%
Buttock not as toned or lifted as I would like	39%	Buttock not as toned or lifted as I would like	51%	Buttock not as toned or lifted as I would like	35%	Cellulite: thighs/legs	37%	SBF: bra or back area	53%
SBF: arms	39%	Unwanted hair	51%	Cellulite: buttocks	32%	SBF: bra or back area ^a Lack of muscle tone and muscle definition ^a	36%	Lack of muscle tone and muscle definition ^a SBF: arms ^a	52%

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 5 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
Hispanic/Latina female participants

ALL BLACK HISPANIC/LATINA FEMALE PARTICIPANTS (N=748)		GENERATION Z/YOUNG MILLENNIAL (≤30 y; n=125)		OLDER MILLENNIAL (31–41 y; n=247)		GENERATION X (42–57 y; n=298)		58+ (58–85 y; n=78)	
Face									
Sagging skin	57%	Sagging skin	44%	Sagging skin	58%	Sagging skin	62%	Sagging skin	56%
Jowls	53%	Under-eye bags or sagginess	40%	Jowls	55%	Jowls	57%	Jowls	54%
Under-eye bags or sagginess	49%	Submental fat	40%	Under-eye bags or sagginess	50%	Under-eye bags or sagginess	53%	Under-eye bags or sagginess	46%
Submental fat	48%	Hair loss/thinning hair	40%	Submental fat	50%	Hair loss/thinning hair	52%	Submental fat	42%
Hair loss/thinning hair	48%	Jowls	39%	Hair loss/thinning hair	50%	Submental fat	51%	Hair loss/thinning hair	42%
Body									
SBF: stomach	61%	SBF: stomach	48%	SBF: stomach	62%	SBF: stomach	65%	SBF: stomach	64%
SBF: flanks	51%	SBF: flanks	39%	SBF: flanks	52%	SBF: flanks	55%	SBF: flanks	51%
SBF: bra or back area	45%	SBF: bra or back area	31%	SBF: bra or back area	47%	SBF: bra or back area	49%	SBF: bra or back area	45%
SBF: thighs	42%	Cellulite: thighs/legs	28%	SBF: thighs	44%	SBF: thighs	48%	SBF: thighs	37%
SBF: arms ^a Cellulite: thighs/legs ^a	40%	SBF: arms ^a SBF: thighs ^a	27%	SBF: arms	43%	Cellulite: thighs/legs	45%	SBF: arms	36%

Percentages represent MaxDiff scoring of the bothersomeness of each facial or body characteristic.

The top 5 concerns are shown for each age group, where the number of concerns/frequencies listed may exceed 5 depending on the frequency distribution within each category. MaxDiff, Maximum Difference; SBF, stubborn body fat.

^aRanked equally in each respective category.