

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

| <b>Survey</b> |                                                               |
|---------------|---------------------------------------------------------------|
| <b>Item</b>   | <b>Skincare Treatment/Skin Care Resurfacing</b>               |
| 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 Male Participants**

| ALL MALE PARTICIPANTS (N=697)                       |     | GENERATION Z/ YOUNG MILLENNIAL (≤30 y; n=128)          |     | OLDER MILLENNIAL (31–41 y; n=387)                |     | GENERATION X/58+ (42–58+ y; n=182)                  |     |
|-----------------------------------------------------|-----|--------------------------------------------------------|-----|--------------------------------------------------|-----|-----------------------------------------------------|-----|
| Face                                                |     |                                                        |     |                                                  |     |                                                     |     |
| Hair loss/thinning hair                             | 42% | Oily skin                                              | 45% | Dark circles under the eyes                      | 44% | Hair loss/thinning hair                             | 45% |
| Under-eye bags or sagginess                         | 40% | Nose shape/size                                        | 44% | Dry or dull skin/lack of glow                    | 39% | Under-eye bags or sagginess                         | 40% |
| Dark circles under the eyes                         | 39% | Under-eye bags or sagginess                            | 43% | Hair loss/thinning hair <sup>a</sup>             | 38% | Dark circles under the eyes                         | 38% |
| Oily skin                                           | 37% | Stubborn fat underneath the chin (SMF)                 | 41% | Oily skin <sup>a</sup>                           |     | Oily skin <sup>a</sup>                              |     |
| Stubborn fat underneath the chin (SMF) <sup>a</sup> | 35% | Acne scarring on face <sup>a</sup>                     | 38% | Under-eye bags or sagginess <sup>a</sup>         | 37% | Stubborn fat underneath the chin (SMF) <sup>a</sup> | 34% |
| Sagging skin <sup>a</sup>                           |     | Dry or dull skin/lack of glow <sup>a</sup>             |     | Frown lines, lines between eyebrows <sup>a</sup> |     |                                                     |     |
| Body                                                |     |                                                        |     |                                                  |     |                                                     |     |
| SBF: stomach                                        | 44% | SBF: stomach                                           | 40% | SBF: stomach                                     | 38% | SBF: stomach                                        | 47% |
| SBF: flanks                                         | 41% | Sagging skin <sup>a</sup>                              | 37% | Unwanted hair <sup>a</sup>                       | 37% | SBF: flanks                                         | 46% |
| Lack of muscle tone and muscle definition           | 39% | Stretch marks <sup>a</sup>                             |     | SBF: flanks <sup>a</sup>                         |     | Lack of muscle tone and muscle definition           | 40% |
| Sagging skin                                        | 33% | Lack of muscle tone and muscle definition <sup>a</sup> | 36% | Rough/uneven skin texture <sup>a</sup>           | 36% | Sagging skin                                        | 31% |
| Unwanted hair                                       | 32% | Rough/uneven skin texture <sup>a</sup>                 |     | Dry skin/lack of hydration <sup>a</sup>          |     | Unwanted hair <sup>a</sup>                          | 29% |
|                                                     |     |                                                        |     |                                                  |     | Dry skin/lack of hydration <sup>a</sup>             |     |

Percentages represent the proportion of participants who had and were bothered by each facial characteristic. The top 5 concerns are shown for each age group, where the number of concerns listed may exceed 5 depending on the frequency distribution within each category. For percentages among all male participants, the contributions of each age group were weighted based on 2022 US census data. SBF, stubborn body fat; SMF, submental fat.

<sup>a</sup>Ranked equally in each respective category.

**Supplementary Table 3. Most Bothersome Aesthetic Characteristics Among Male Participants**

| ALL MALE PARTICIPANTS (N=697)                                  |     | GENERATION Z/ YOUNG MILLENNIAL (≤30 y; n=128)                                      |     | OLDER MILLENNIAL (31–41 y; n=387)                                                |     | GENERATION X/58+ (42–58+ y; n=182)                         |     |
|----------------------------------------------------------------|-----|------------------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------|-----|------------------------------------------------------------|-----|
| Face                                                           |     |                                                                                    |     |                                                                                  |     |                                                            |     |
| Sagging skin                                                   | 49% | Dark circles under the eyes                                                        | 51% | Acne scarring                                                                    | 44% | Sagging skin                                               | 54% |
| Dark circles under the eyes                                    | 47% | Uneven skin color/hyperpigmentation                                                | 46% | Uneven skin color/hyperpigmentation                                              | 40% | Under-eye bags or sagginess                                | 52% |
| Under-eye bags or sagginess                                    | 46% | Rough skin/uneven skin texture                                                     | 45% | Sagging skin <sup>a</sup><br>Dark circles under the eyes <sup>a</sup>            | 39% | Dark circles under the eyes                                | 48% |
| Jowls <sup>a</sup><br>Acne scarring <sup>a</sup>               | 44% | Acne scarring                                                                      | 43% | Under-eye bags or sagginess <sup>a</sup><br>Hair loss/thinning hair <sup>a</sup> | 38% | Hair loss/thinning hair <sup>a</sup><br>Jowls <sup>a</sup> | 47% |
|                                                                |     | Sagging skin                                                                       | 42% | Under-eye bags or sagginess <sup>a</sup><br>Hair loss/thinning hair <sup>a</sup> | 38% |                                                            |     |
| Body                                                           |     |                                                                                    |     |                                                                                  |     |                                                            |     |
| SBF: stomach                                                   | 54% | SBF: bra or back area                                                              | 52% | SBF: bra or back area                                                            | 50% | SBF: stomach                                               | 58% |
| SBF: flanks                                                    | 46% | SBF: stomach                                                                       | 48% | SBF: stomach                                                                     | 47% | SBF: flanks                                                | 51% |
| Lack of muscle tone and muscle definition                      | 45% | Lack of muscle tone and muscle definition <sup>a</sup><br>SBF: thighs <sup>a</sup> | 46% | SBF: thighs                                                                      | 46% | Lack of muscle tone and muscle definition                  | 45% |
| SBF: bra or back area <sup>a</sup><br>SBF: thighs <sup>a</sup> | 42% | Crepey skin                                                                        | 38% | Sagging skin                                                                     | 44% | SBF: thighs                                                | 38% |
|                                                                |     |                                                                                    |     | Lack of muscle tone and muscle definition                                        | 42% | SBF: bra or back area                                      | 36% |

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 listed may exceed 5 depending on the frequency distribution within each category. For percentages among all male participants, the contributions of each age

group were weighted based on 2022 US census data. MaxDiff, Maximum Difference;  
SBF, stubborn body fat.

<sup>a</sup>Ranked equally in each respective category.