

**Supplementary 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 White Female Participants

ALL WHITE FEMALE PARTICIPANTS (N=759)		GENERATION Z/YOUNG MILLENNIAL (≤30 y; n=110)		OLDER MILLENNIAL (31–41 y; n=254)		GENERATION X (42–57 y; n=241)		58+ (58–85 y; n=154)	
Face									
Frown lines, lines between eyebrows	54%	Dry or dull skin/Lack of glow	52%	Forehead lines (FHL)	52%	Frown lines, lines between eyebrows	65%	Frown lines, lines between eyebrows	62%
Forehead lines (FHL)	48%	Large pore size	51%	Frown lines, lines between eyebrows	47%	Crow's feet lines	60%	Sagging skin ^a Perioral lines ^a	60%
Dry or dull skin/lack of glow	47%	Dark circles under the eyes	48%	Dry or dull skin/Lack of glow	46%	Forehead lines	55%	Uneven skin color/hyperpigmentation ^a Marionette lines ^a	55%
Crow's feet lines (CFL)	46%	Rough skin/uneven skin texture	44%	Crow's feet ^a Dark circles under the eyes ^a	43%	Uneven skin color/hyperpigmentation	49%		
Uneven skin color/hyperpigmentation	44%	Thin lips/lips not as full as I would like	42%			Dry or dull skin/lack of glow	46%		
Body									
SBF: stomach	54%	SBF: stomach	48%	Cellulite : thighs/legs	43%	SBF: stomach	64%	SBF: stomach	66%
SBF: flanks	49%	SBF: arms ^a Unwanted hair on body ^a	46%	SBF: stomach	41%	SBF: flanks	59%	Crepey skin	60%
Cellulite: thighs/legs	46%	Cellulite : thighs/legs	45%	Buttock not as toned or lifted as	40%	Buttock not as toned or	53%	Sagging skin	59%

Buttock not as toned or lifted as I would like	44%	SBF: flanks	43%	I would like SBF: flanks ^a Dry skin/lack of hydration ^a	39%	lifted as I would like Cellulite: thighs/legs ^a SBF: thighs	52%	Aging hands	58%
Lack of muscle tone and muscle definition	43%							SBF: flanks	53%

Percentages represent the proportion of participants who had and were bothered by each facial or body characteristic. The top 5 concerns are shown for each age group.

SBF, stubborn body fat.

^aRanked equally in each respective category.

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

ALL WHITE FEMALE PARTICIPANTS (N=759)		GENERATION Z/YOUNG MILLENNIAL (≤30 y; n=110)		OLDER MILLENNIAL (31–41 y; n=254)		GENERATION X (42–57 y; n=241)		58+ (58–85 y; n=154)	
Face									
Sagging skin	64 %	Sagging skin	54 %	Sagging skin	60 %	Sagging skin	64 %	Sagging skin	76 %
	58 %	Under-eye bags or sagginess	50 %		54 %		59 %		68 %
Jowls				Jowls		Jowls		Jowls	
Under-eye bags or sagginess	55 %		48 %	Under-eye bags or sagginess	53 %	Under-eye bags or sagginess	56 %	Under-eye bags or sagginess	59 %
Frown lines, lines between eyebrows	52 %	Hair loss/thinning hair	47 %	Hair loss/thinning hair	52 %	Frown lines, lines between eyebrows	54 %	Frown lines, lines between eyebrows	57 %
Hair loss/thinning hair	51 %	Frown lines, lines between eyebrows	44 %	Frown lines, lines between eyebrows	50 %	Hair loss/thinning hair	50 %	Hair loss/thinning hair	56 %
Body									
SBF: stomach	66 %	SBF: stomach	59 %	SBF: stomach	60 %	SBF: stomach	70 %	SBF: stomach	77 %
	55 %		48 %		51 %		57 %		62 %
SBF: flanks	%	SBF: flanks	%	SBF: flanks	%	SBF: flanks	%	SBF: flanks	%
SBF: bra or back area	48 %	SBF: bra or back area	41 %	SBF: bra or back area	46 %	SBF: bra or back area	50 %	Sagging skin	56 %
SBF: thighs ^a				SBF: thighs ^a					
Sagging skin ^a	46 %	SBF: arms ^a	40 %	Sagging skin ^a	45 %		49 %	SBF: bra or back area	53 %
		thighs ^a	%		%	SBF: thighs	45 %		51 %
						SBF: arms	%	SBF: arms	%

Percentages represent MaxDiff scoring of the bothersomeness of each facial or body characteristic. The top 5 concerns are shown for each age group. MaxDiff, Maximum Difference; SBF, stubborn body fat.

^aRanked equally in each respective category.