

SUPPLEMENTAL TABLES

Table S1. Frequency of facial skin quality concerns among female participants from different racial backgrounds.

	Total Female (n=3273)	Black (n=796)	East / SE Asian (n = 353)	Indian / Central or SW Asian (n = 299)	Middle Eastern (n=51)	Hispanic / Latina (n = 748)	White (n=759)	Other / Multi Racial (n = 267)
<u>Dry or Dull skin / Lack of glow</u>	<u>43%</u>	<u>37%</u>	<u>51%</u>	<u>17%</u>	<u>41%</u>	<u>37%</u>	<u>47%</u>	<u>45%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>42%</u>	<u>43%</u>	<u>58%</u>	<u>17%</u>	<u>39%</u>	<u>33%</u>	<u>44%</u>	<u>45%</u>
<u>Large pore size</u>	<u>35%</u>	26%	<u>49%</u>	11%	<u>45%</u>	<u>27%</u>	<u>38%</u>	<u>45%</u>
Sagging skin	32%	22%	28%	8%	18%	25%	37%	32%
Rough skin / Uneven skin texture	31%	29%	40%	12%	35%	<u>27%</u>	32%	36%
<u>Acne scarring on face</u>	28%	<u>33%</u>	43%	<u>16%</u>	25%	25%	27%	38%
Crepey skin / Fine lines in neck	27%	15%	21%	5%	16%	20%	34%	22%
Skin redness	27%	10%	26%	6%	25%	21%	33%	20%
Thinning / Thin skin	23%	10%	20%	7%	10%	16%	30%	19%
Crepey skin / Fine lines in rest of face	20%	10%	16%	4%	14%	15%	25%	17%
Oily skin	20%	24%	26%	9%	20%	22%	18%	27%
Telangiectasias	19%	8%	12%	2%	16%	16%	23%	13%
Crepey skin / Fine lines in cheeks	18%	9%	13%	4%	14%	14%	23%	14%
Hypopigmentation	18%	13%	19%	7%	8%	13%	21%	16%

Percentages represent the proportion of participants who had and were bothered by each facial skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group. SE, Southeast; SW, Southwest.

Table S2. Frequency of facial skin quality concerns among female participants from different generations.

	Total Female (n=3273)	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Uneven skin color / Hyperpigmentation</u>	<u>42%</u>	39%	<u>35%</u>	<u>43%</u>	<u>47%</u>
<u>Dry or dull skin / Lack of glow</u>	<u>41%</u>	<u>50%</u>	<u>35%</u>	<u>39%</u>	<u>42%</u>
<u>Large pore size</u>	<u>31%</u>	<u>44%</u>	33%	<u>30%</u>	24%
<u>Sagging skin</u>	30%	14%	20%	29%	<u>48%</u>
Rough skin / Uneven skin texture	29%	40%	30%	27%	23%
<u>Acne scarring on face</u>	27%	<u>44%</u>	<u>35%</u>	24%	15%
Crepey skin / Fine lines in neck	23%	12%	18%	23%	34%
Skin redness	19%	28%	23%	17%	13%
Oily skin	19%	36%	25%	16%	8%
Thinning / Thin skin	19%	14%	17%	17%	24%
Crepey skin / Fine lines in rest of face	16%	12%	16%	16%	18%
Hypopigmentation	14%	19%	16%	14%	11%
Crepey skin / Fine lines in cheeks	14%	12%	16%	12%	14%
Telangiectasias	13%	17%	15%	12%	12%

Percentages represent the proportion of participants who had and were bothered by each facial skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group.

Table S3. Facial skin quality characteristics ranked most bothersome (ie, MaxDiff score) by female participants from different racial backgrounds.

	Total Female (n=3273)	Black (n=796)	East / SE Asian (n = 353)	Indian / Central or SW Asian (n = 299)	Middle Eastern (n=51)	Hispanic / Latina (n = 748)	White (n=759)	Other / Multi Racial (n = 267)
<u>Sagging skin</u>	<u>52%</u>	<u>56%</u>	<u>64%</u>	<u>51%</u>	<u>57%</u>	<u>57%</u>	<u>64%</u>	<u>57%</u>
<u>Acne scarring on face</u>	<u>41%</u>	<u>54%</u>	<u>48%</u>	<u>49%</u>	<u>45%</u>	<u>41%</u>	<u>38%</u>	<u>47%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>39%</u>	<u>49%</u>	<u>51%</u>	<u>46%</u>	<u>31%</u>	<u>42%</u>	<u>41%</u>	<u>47%</u>
Dry or dull skin / Lack of glow	29%	36%	34%	41%	22%	33%	30%	32%
Rough skin / Uneven skin texture	28%	38%	32%	43%	28%	31%	25%	32%
Crepey skin / Fine lines in neck	24%	21%	32%	31%	26%	34%	36%	23%
Large pore size	21%	23%	26%	29%	28%	25%	18%	29%
Crepey skin / Fine lines in rest of face	20%	21%	35%	26%	26%	29%	36%	26%
Oily skin	20%	24%	20%	26%	10%	23%	17%	23%
Skin redness	17%	15%	19%	22%	2%	22%	21%	20%
Telangiectasias	16%	18%	14%					
Sagging skin	52%	56%	64%	51%	57%	57%	64%	57%
Acne scarring on face	41%	54%	48%	49%	45%	41%	38%	47%
Uneven skin color / Hyperpigmentation	39%	49%	51%	46%	31%	42%	41%	47%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 facial skin quality characteristics ranked most bothersome by each respective group.

Table S4. Facial skin quality characteristics ranked most bothersome (ie, MaxDiff score) by female participants from different generations.

	Total Female (n=3273)	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Sagging skin</u>	<u>61%</u>	<u>49%</u>	<u>42%</u>	<u>67%</u>	<u>77%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>44%</u>	<u>43%</u>	<u>40%</u>	<u>47%</u>	<u>45%</u>
<u>Acne scarring on face</u>	<u>44%</u>	<u>53%</u>	<u>42%</u>	<u>47%</u>	<u>37%</u>
Dry or dull skin / Lack of glow	31%	39%	31%	33%	26%
Crepey skin / Fine lines in neck	30%	25%	23%	36%	33%
Rough skin / Uneven skin texture	29%	38%	33%	32%	18%
Crepey skin / Fine lines in rest of face	28%	20%	18%	36%	31%
Large pore size	21%	31%	22%	25%	13%
Oily skin	19%	31%	25%	18%	8%
Telangiectasias	17%	22%	21%	18%	11%
Skin redness	17%	23%	22%	17%	8%
Crepey skin / Fine lines in cheeks	16%	16%	14%	19%	14%
Hypopigmentation	14%	18%	14%	16%	9%
Thinning / Thin skin	10%	10%	12%	12%	6%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 facial skin quality characteristics ranked most bothersome by each respective group.

Table S5. Frequency of facial skin quality concerns among male participants from different racial backgrounds.

	Total Male (n=697)	Black (n=127)	Hispanic / Latino (n=162)	White (n=324)	Other / Multi Racial (n=267)
<u>Oily skin</u>	<u>38%</u>	<u>33%</u>	<u>40%</u>	<u>39%</u>	<u>37%</u>
<u>Dry or dull skin / Lack of glow</u>	<u>36%</u>	<u>38%</u>	38%	<u>38%</u>	<u>20%</u>
<u>Sagging skin</u>	<u>35%</u>	28%	<u>40%</u>	<u>40%</u>	19%
<u>Acne scarring on face</u>	34%	<u>31%</u>	<u>40%</u>	31%	<u>20%</u>
<u>Uneven skin color / Hyperpigmentation</u>	33%	30%	<u>41%</u>	33%	<u>21%</u>
<u>Rough skin / uneven skin texture</u>	31%	28%	<u>42%</u>	30%	18%
Large pore size	31%	29%	35%	32%	19%
Crepey skin / Fine lines in neck	29%	25%	27%	37%	7%
Skin redness	28%	28%	31%	32%	7%
Thinning / Thin skin	28%	20%	33%	32%	13%
Crepey skin / Fine lines in rest of face	27%	28%	33%	28%	13%
Crepey skin / Fine lines in cheeks	27%	18%	31%	32%	8%
Telangiectasias	25%	19%	32%	29%	10%
Hypopigmentation	25%	24%	24%	32%	6%

Percentages represent the proportion of participants who had and were bothered by each facial skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group.

Table S6. Frequency of facial skin quality concerns among male participants from different generations.

	Total Male (n=697)	Gen Z / Young Millennial (n=128)	Older Millennial (n=387)	Gen X / 58+ (n=182)
<u>Oily skin</u>	<u>37%</u>	<u>45%</u>	<u>38%</u>	<u>34%</u>
<u>Sagging skin</u>	<u>35%</u>	<u>38%</u>	35%	<u>33%</u>
<u>Dry or dull skin / Lack of glow</u>	<u>33%</u>	<u>38%</u>	<u>39%</u>	<u>29%</u>
<u>Uneven skin color / Hyperpigmentation</u>	30%	35%	<u>36%</u>	25%
<u>Acne scarring on face</u>	29%	<u>38%</u>	33%	24%
Large pore size	29%	33%	33%	25%
Rough skin / Uneven skin texture	28%	36%	32%	24%
Thinning / Thin skin	26%	33%	30%	22%
Crepey skin / Fine lines in neck	25%	30%	32%	21%
Skin redness	25%	26%	32%	21%
Crepey skin / Fine lines in rest of face	24%	33%	30%	18%
Crepey skin / Fine lines in cheeks	23%	30%	30%	18%
Hypopigmentation	23%	29%	27%	19%
Telangiectasias	23%	30%	27%	18%

Percentages represent the proportion of participants who had and were bothered by each facial skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group.

Table S7. Facial skin quality characteristics ranked most bothersome (ie, MaxDiff score) by male participants from different racial backgrounds.

	Total Male (n=697)	Black (n=127)	Hispanic / Latino (n=162)	White (n=324)	Other / Multi Racial (n=267)
<u>Sagging skin</u>	<u>49%</u>	<u>45%</u>	<u>47%</u>	<u>41%</u>	<u>52%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>46%</u>	<u>54%</u>	37%	<u>39%</u>	38%
<u>Acne scarring on face</u>	<u>45%</u>	<u>50%</u>	<u>43%</u>	<u>43%</u>	<u>48%</u>
<u>Rough skin / Uneven skin texture</u>	41%	44%	30%	36%	<u>39%</u>
<u>Telangiectasias</u>	37%	30%	<u>38%</u>	35%	19%
Dry or dull skin / Lack of glow	36%	39%	28%	36%	18%
Crepey skin / Fine lines in neck	33%	29%	22%	33%	19%
Oily skin	32%	32%	33%	29%	29%
Crepey skin / Fine lines in rest of face	31%	24%	28%	27%	13%
Large pore size	30%	31%	20%	29%	23%
Skin redness	30%	28%	27%	28%	21%
Crepey skin / Fine lines in cheeks	26%	24%	19%	23%	14%
Hypopigmentation	25%	21%	23%	22%	18%
Thinning / Thin skin	22%	19%	25%	22%	10%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 facial skin quality characteristics ranked most bothersome by each respective group.

Table S8. Facial skin quality characteristics ranked most bothersome (ie, MaxDiff score) by male participants from different generations.

	Total Male (n=697)	Gen Z / Young Millennial (n=128)	Older Millennial (n=387)	Gen X / 58+ (n=182)
<u>Sagging skin</u>	<u>49%</u>	42%	<u>39%</u>	<u>54%</u>
<u>Acne scarring on face</u>	<u>44%</u>	<u>43%</u>	<u>44%</u>	<u>43%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>41%</u>	<u>46%</u>	<u>40%</u>	<u>39%</u>
<u>Rough skin / Uneven skin texture</u>	34%	<u>45%</u>	36%	30%
Oily skin	29%	28%	32%	27%
Dry or dull skin / Lack of glow	28%	35%	33%	24%
Telangiectasias	28%	33%	35%	24%
Crepey skin / Fine lines in neck	26%	30%	28%	24%
Skin redness	23%	31%	27%	19%
Large pore size	22%	27%	29%	17%
Crepey skin / Fine lines in rest of face	21%	23%	26%	17%
Hypopigmentation	18%	26%	22%	13%
Crepey skin / Fine lines in cheeks	17%	30%	21%	12%
Thinning / Thin skin	16%	20%	24%	11%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 facial skin quality characteristics ranked most bothersome by each respective group.

Table S9. Frequency of body skin quality concerns among female participants from different racial backgrounds.

	Total Female (n=3273)	Black (n=796)	East / SE Asian (n=353)	Indian / Central or SW Asian (n=299)	Middle Eastern (n=51)	Hispanic / Latina (n = 748)	White (n=759)	Other / Multi Racial (n=267)
<u>Cellulite – thighs / legs</u>	<u>37%</u>	<u>38%</u>	<u>34%</u>	<u>14%</u>	<u>43%</u>	<u>36%</u>	<u>46%</u>	<u>44%</u>
<u>Dry skin / Lack of hydration</u>	<u>35%</u>	<u>35%</u>	<u>42%</u>	<u>14%</u>	27%	<u>30%</u>	<u>42%</u>	<u>40%</u>
<u>Cellulite – buttock</u>	<u>32%</u>	30%	31%	10%	<u>47%</u>	<u>33%</u>	<u>38%</u>	38%
<u>Stretch marks</u>	31%	<u>36%</u>	33%	<u>13%</u>	<u>29%</u>	<u>30%</u>	28%	<u>44%</u>
<u>Uneven skin color / Hyperpigmentation</u>	29%	33%	<u>34%</u>	11%	27%	24%	34%	34%
<u>Sagging skin</u>	27%	25%	21%	9%	16%	28%	<u>38%</u>	31%
Rough skin / Uneven skin texture	25%	28%	29%	11%	22%	21%	28%	32%
Spider veins	23%	18%	20%	9%	14%	24%	35%	24%
<u>Crepey skin</u>	23%	14%	24%	7%	16%	21%	<u>38%</u>	25%
Acne scarring on body	19%	24%	20%	9%	16%	17%	17%	25%
Thinning / Thin skin	18%	13%	16%	7%	14%	17%	30%	18%
Hypopigmentation	13%	13%	13%	7%	8%	12%	17%	14%

Percentages represent the proportion of participants who had and were bothered by each body skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group. SE, Southeast; SW, Southwest.

Table S10. Frequency of body skin quality concerns among female participants from different generations.

	Total Female (n=3273)	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Cellulite – thighs / legs</u>	<u>39%</u>	<u>39%</u>	<u>32%</u>	<u>40%</u>	<u>44%</u>
<u>Dry skin / Lack of hydration</u>	<u>36%</u>	<u>38%</u>	31%	<u>34%</u>	<u>42%</u>
<u>Cellulite – buttock</u>	<u>32%</u>	34%	30%	<u>33%</u>	30%
Uneven skin color / Hyperpigmentation	31%	31%	26%	29%	36%
<u>Sagging skin</u>	31%	16%	22%	29%	<u>47%</u>
<u>Stretch marks</u>	29%	<u>37%</u>	<u>33%</u>	31%	20%
<u>Crepey skin</u>	26%	12%	18%	23%	<u>42%</u>
Rough skin / Uneven skin texture	25%	30%	25%	23%	24%
Spider veins	24%	20%	21%	23%	31%
Thinning / Thin skin	19%	12%	18%	17%	25%
Acne scarring on body	17%	30%	24%	15%	7%
Hypopigmentation	12%	14%	16%	10%	11%

Percentages represent the proportion of participants who had and were bothered by each body skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group.

Table S11. Body skin quality characteristics ranked most bothersome (ie, MaxDiff score) by female participants from different racial backgrounds.

	Total Female (n=3273)	Black (n=796)	East / SE Asian (n=353)	Indian / Central or or SW Asian (n=299)	Middle Eastern (n=51)	Hispanic / Latina (n = 748)	White (n=759)	Other / Multi Racial (n=267)
<u>Cellulite – thighs / legs</u>	<u>39%</u>	<u>37%</u>	<u>36%</u>	<u>34%</u>	<u>59%</u>	<u>40%</u>	<u>43%</u>	<u>45%</u>
<u>Sagging skin</u>	<u>37%</u>	<u>34%</u>	<u>34%</u>	<u>31%</u>	<u>49%</u>	<u>37%</u>	<u>46%</u>	<u>39%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>23%</u>	<u>27%</u>	<u>25%</u>	<u>32%</u>	12%	21%	20%	<u>24%</u>
<u>Cellulite – buttock</u>	22%	19%	18%	22%	<u>47%</u>	<u>25%</u>	<u>24%</u>	<u>24%</u>
Stretch marks	21%	24%	21%	24%	16%	21%	17%	22%
Crepey skin	19%	16%	22%	23%	18%	18%	22%	23%
Spider veins	18%	17%	17%	20%	14%	17%	18%	20%
Hypopigmentation	17%	18%	15%	21%	13%	18%	15%	16%
Acne scarring on body	17%	20%	12%	27%	16%	18%	12%	15%
Dry skin / Lack of hydration	13%	12%	9%	25%	4%	13%	12%	12%
Rough skin / Uneven skin texture	11%	12%	6%	20%	2%	13%	10%	11%
Thinning / Thin skin	7%	5%	4%	13%	6%	7%	10%	7%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 body skin quality characteristics ranked most bothersome by each respective group.

Table S12. Body skin quality characteristics ranked most bothersome (ie, MaxDiff score) by female participants from different generations.

	Total Female (n=3273)	Gen Z/ Young Millennial (n=490)	Older Millennial (n=1181)	Gen X (n=1093)	58+ (n=509)
<u>Sagging skin</u>	<u>39%</u>	<u>31%</u>	<u>35%</u>	<u>37%</u>	<u>48%</u>
<u>Cellulite – thighs / legs</u>	<u>38%</u>	<u>37%</u>	<u>36%</u>	<u>40%</u>	<u>39%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>23%</u>	<u>26%</u>	23%	20%	<u>25%</u>
<u>Cellulite – buttock</u>	21%	23%	23%	<u>25%</u>	14%
<u>Crepey skin</u>	20%	19%	19%	15%	<u>25%</u>
<u>Stretch marks</u>	18%	22%	<u>27%</u>	19%	10%
Spider veins	17%	20%	21%	15%	15%
Hypopigmentation	16%	18%	19%	16%	14%
Acne scarring on body	15%	24%	19%	14%	8%
Dry skin / Lack of hydration	11%	14%	17%	10%	6%
Rough skin / Uneven skin texture	10%	14%	17%	8%	3%
Thinning / Thin skin	6%	7%	9%	5%	4%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 body skin quality characteristics ranked most bothersome by each respective group.

Table S13. Frequency of body skin quality concerns among male participants from different racial backgrounds.

	Total Male (n=697)	Black (n=127)	Hispanic / Latino (n=162)	White (n=324)	Other / Multi Racial (n=267)
<u>Sagging skin</u>	<u>34%</u>	30%	<u>38%</u>	<u>39%</u>	17%
<u>Dry skin / Lack of hydration</u>	<u>33%</u>	<u>32%</u>	32%	<u>38%</u>	<u>19%</u>
<u>Stretch marks</u>	<u>33%</u>	<u>38%</u>	35%	<u>34%</u>	<u>20%</u>
<u>Rough skin / Uneven skin texture</u>	<u>33%</u>	<u>33%</u>	<u>42%</u>	32%	18%
Uneven skin color / Hyperpigmentation	30%	31%	<u>37%</u>	31%	12%
Acne scarring on body	30%	26%	35%	33%	11%
<u>Thinning / Thin skin</u>	29%	27%	30%	<u>34%</u>	10%
Crepey skin	29%	31%	30%	31%	12%
Spider veins	28%	25%	33%	33%	6%
Cellulite – thighs / legs	28%	28%	31%	29%	18%
<u>Cellulite – buttock</u>	26%	21%	34%	26%	<u>19%</u>
Hypopigmentation	26%	20%	35%	29%	6%

Percentages represent the proportion of participants who had and were bothered by each body skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group.

Table S14. Frequency of body skin quality concerns among male participants from different generations.

	Total Male (n=697)	Gen Z / Young Millennial (n=128)	Older Millennial (n=387)	Gen X / 58+ (n=182)
<u>Sagging skin</u>	<u>33%</u>	<u>37%</u>	<u>35%</u>	<u>31%</u>
<u>Dry skin / Lack of hydration</u>	<u>31%</u>	31%	<u>36%</u>	<u>29%</u>
<u>Stretch marks</u>	<u>31%</u>	<u>37%</u>	<u>35%</u>	<u>27%</u>
<u>Rough skin / Uneven skin texture</u>	29%	<u>36%</u>	<u>36%</u>	24%
Crepey skin	27%	31%	29%	25%
Uneven skin color / Hyperpigmentation	27%	29%	34%	23%
Thinning / Thin skin	26%	35%	30%	21%
Acne scarring on body	26%	30%	34%	21%
Spider veins	24%	34%	31%	18%
Cellulite – thighs / legs	24%	24%	33%	20%
Cellulite – buttock	24%	29%	28%	20%
Hypopigmentation	23%	34%	28%	17%

Percentages represent the proportion of participants who had and were bothered by each body skin quality characteristic.

Bold and underlined terms and percentages indicate the 3 most frequently bothersome characteristics for each respective group.

Table S15. Body skin quality characteristics ranked most bothersome (ie, MaxDiff score) by male participants from different racial backgrounds.

	Total Male (n=697)	Black (n=127)	Hispanic / Latino (n=162)	White (n=324)	Other / Multi Racial (n=267)
<u>Sagging skin</u>	<u>38%</u>	<u>35%</u>	<u>42%</u>	<u>44%</u>	<u>30%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>34%</u>	<u>32%</u>	<u>36%</u>	32%	<u>38%</u>
<u>Rough skin / Uneven skin texture</u>	<u>32%</u>	27%	33%	<u>36%</u>	26%
<u>Crepey skin</u>	30%	26%	<u>37%</u>	<u>34%</u>	23%
<u>Cellulite – buttock</u>	30%	20%	<u>36%</u>	32%	29%
Cellulite – thighs / legs	29%	24%	35%	30%	29%
<u>Acne scarring on body</u>	28%	29%	30%	29%	<u>30%</u>
Hypopigmentation	24%	25%	25%	24%	21%
Dry skin / Lack of hydration	24%	24%	28%	27%	18%
<u>Stretch marks</u>	23%	<u>30%</u>	17%	23%	25%
Spider veins	21%	20%	23%	24%	18%
Thinning / Thin skin	15%	15%	17%	20%	5%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 body skin quality characteristics ranked most bothersome by each respective group.

Table S16. Body skin quality characteristics ranked most bothersome (ie, MaxDiff score) by male participants from different generations.

	Total Male (n=697)	Gen Z / Young Millennial (n=128)	Older Millennial (n=387)	Gen X / 58+ (n=182)
<u>Sagging skin</u>	<u>36%</u>	<u>37%</u>	<u>44%</u>	<u>32%</u>
<u>Uneven skin color / Hyperpigmentation</u>	<u>34%</u>	30%	<u>34%</u>	<u>34%</u>
<u>Cellulite – thighs / legs</u>	<u>30%</u>	35%	31%	27%
<u>Acne scarring on body</u>	29%	34%	30%	<u>28%</u>
<u>Cellulite – buttock</u>	29%	27%	32%	<u>28%</u>
<u>Crepey skin</u>	28%	<u>38%</u>	<u>34%</u>	21%
<u>Rough skin / Uneven skin texture</u>	27%	<u>36%</u>	<u>38%</u>	19%
Hypopigmentation	24%	26%	24%	23%
Dry skin / Lack of hydration	24%	34%	24%	20%
Spider veins	22%	27%	23%	19%
Stretch marks	21%	23%	25%	19%
Thinning / Thin skin	14%	24%	17%	10%

Values represent MaxDiff scores.

Bold and underlined terms and values indicate the 3 body skin quality characteristics ranked most bothersome by each respective group.