

# We need to talk about aesthetics.

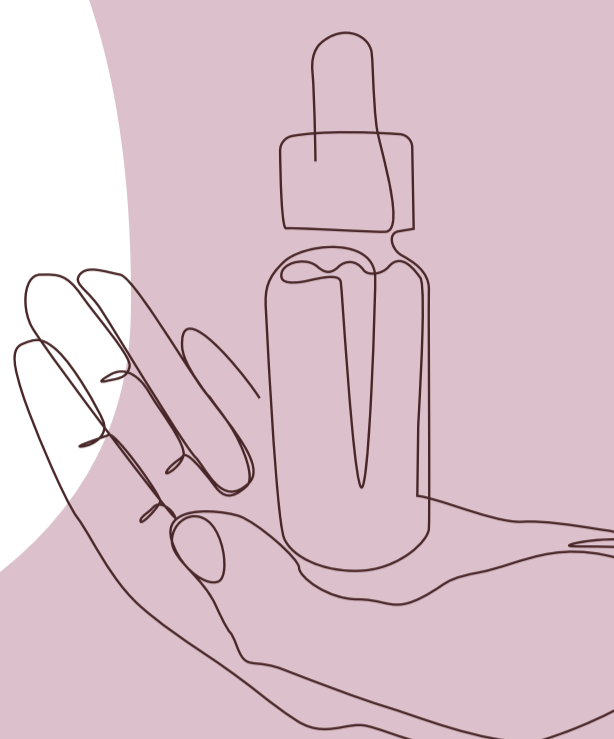
Aesthetic procedures are set to grow by 14.3% globally year on year until 2025,<sup>1</sup> as people look to be the best version of themselves...



When surveyed, **79% of people** indicated that non-surgical aesthetic treatments are something they would like to learn more about.<sup>2\*</sup>

## And perceptions change...

**92% of people** believe non-surgical aesthetic treatments for the face or body should be more openly talked about.<sup>2\*</sup>



## But are we speaking the same language?

While interest grows, knowledge around aesthetics varies...

When surveyed, more than three quarters of respondents believed they do not know enough about non-surgical aesthetic treatments to make an informed opinion about having one themselves.<sup>3\*\*</sup>



## Let's have the right conversations around aesthetics.

To help people in their research and ensure we're on the same page when we talk about aesthetic treatments, Allergan Aesthetics has created a helpful lexicon of common terms for current and future patients, which are used to talk about aesthetics and in consultations.

**It includes terms covering:**



### Face

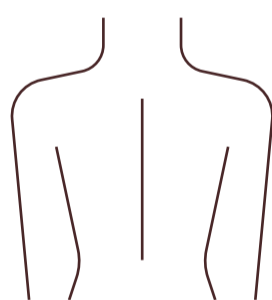
From jowls<sup>4</sup> to the cupid's bow,<sup>5</sup> there are a number of idioms we use to describe parts of the face that can be hard to decipher. Equally there are a host of techniques which are commonly associated with facial aesthetics and require explanation.

### Skin

Terms like radiance<sup>6</sup> and skin laxity<sup>7</sup> are used to describe the skin's appearance and structure, while there are several skin characteristics which are identified by clinicians with specific names.

### Body

We talk a lot about body contouring and toning in aesthetics. But what does this actually mean?



### Treatments & Ingredients

Understanding different treatments and ingredients, from antioxidants<sup>8</sup> to salicylic acid,<sup>9</sup> is vital to navigating aesthetic care.



## Download the Allergan Aesthetics<sup>†</sup> A-Z of Medical Aesthetics now

[www.allerganaesthetics.co.uk/about/ethics](http://www.allerganaesthetics.co.uk/about/ethics)

#### Mandatory requirements and disclaimer

You should always consult a healthcare professional to help you decide if treatment is right for you and provide you with a full list of side effects. Adverse events should be reported to Allergan Aesthetics, an AbbVie company. Juvéderm® & HAmonyCA™ (UK & Ireland) / CoolSculpting (UK & Ireland).

Adverse events should be reported.

UK reporting forms and information can be found at <https://yellowcard.mhra.gov.uk> or via the MHRA Yellow Card app, available at Google Play or Apple App stores. Adverse events should also be reported to AbbVie on ProductSurveillance\_EAME@allergan.com (Juvéderm® and HAmonyCa™) / [coolsculpting.intlsupport@allergan.com](mailto:coolsculpting.intlsupport@allergan.com) (Coolsculpting).

Irish HCPs are asked to report any suspected adverse reactions via HPRa Pharmacovigilance; website: [www.hpra.ie](http://www.hpra.ie). © 2024 AbbVie.

All rights reserved. All trademarks are the property of their respective owner.

#### Footnotes

\*Online interviews completed by over 12,000 'aesthetically aware' 25-64-year-old women and men across 15 countries between July 14th to August 4th 2021. Funded by Allergan Aesthetics, an AbbVie company. N=12,360.  
\*\*Online interviews completed by over 10,00 25-55 year-old women and men in 14 countries between August and September 2019. Funded by Allergan Aesthetics, an AbbVie company. N=10,681.  
†An AbbVie company.

#### References

1. The Global Aesthetic Market Study: XIX. Medical Insights Inc.2021.
2. Allergan Aesthetics. Consumer Beauty Insights Survey. September 2021. REF-83962.
3. Allergan Aesthetics. #OhYes!Did Global Survey, August/September 2019. Unpublished Data: RES-217089.
4. Swift A, et al. Aesthet Surg J. 2021;41(10):1107-19.
5. Healthline, Everything to Know About Your Cupid's Bow [Internet] 2020. Accessed May 2024.
6. Humphrey S, et al. Derm Surg. 2021;47 (7):974-81.
7. Royo de la Torre J et al. Multisource, Phase-controlled Radiofrequency for Treatment of Skin Laxity: Correlation Between Clinical and In-vivo Confocal Microscopy Results and Real-Time Thermal Changes. J Clin Aesthet Dermatol. 2011;4(1):28-35.
8. Medical News Today. Antioxidants\_ Health benefits and nutritional information [Internet]. Accessed May 2024.
9. Arif T. Clinical, Cosmetic and Investigational Dermatology. 2015;8:455-461.