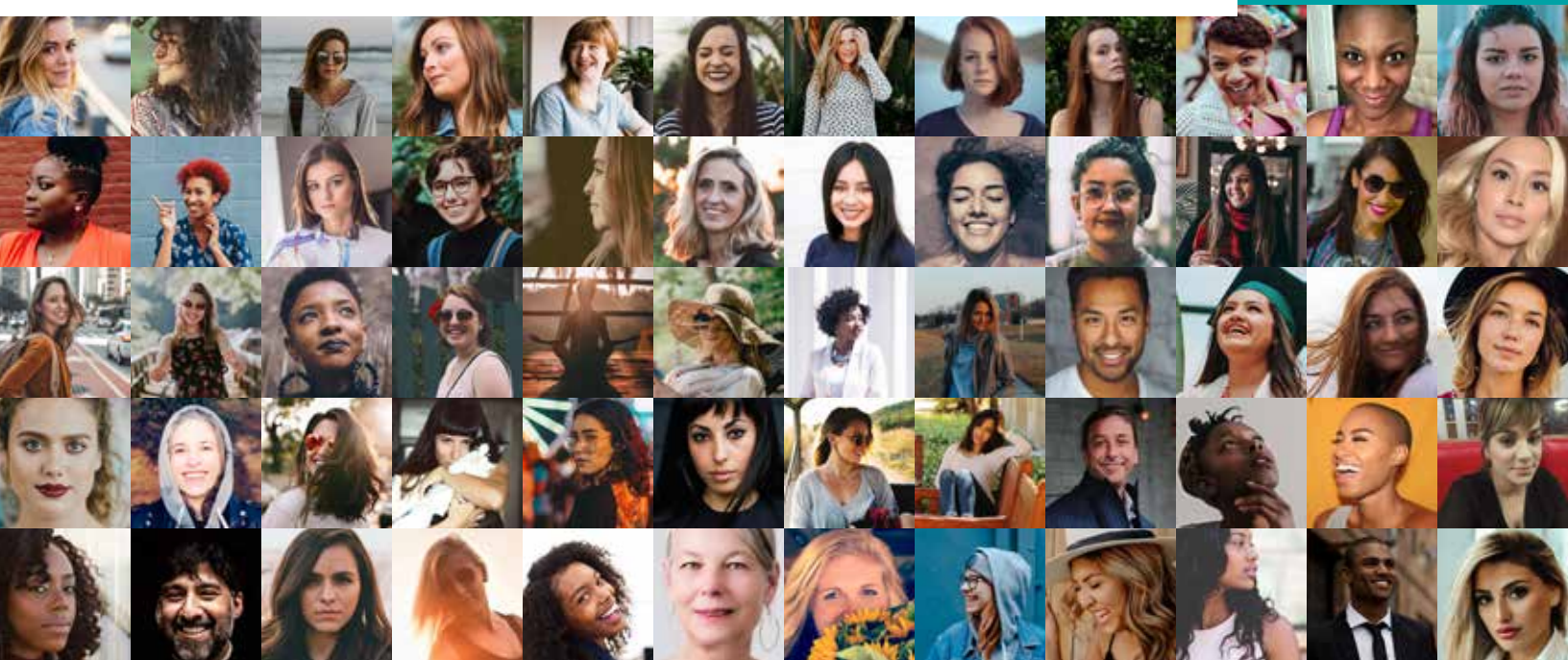


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RealSelf Aesthetics Interest Report

Based on a new survey conducted online
by The Harris Poll on behalf of RealSelf

Includes actionable tips for providers



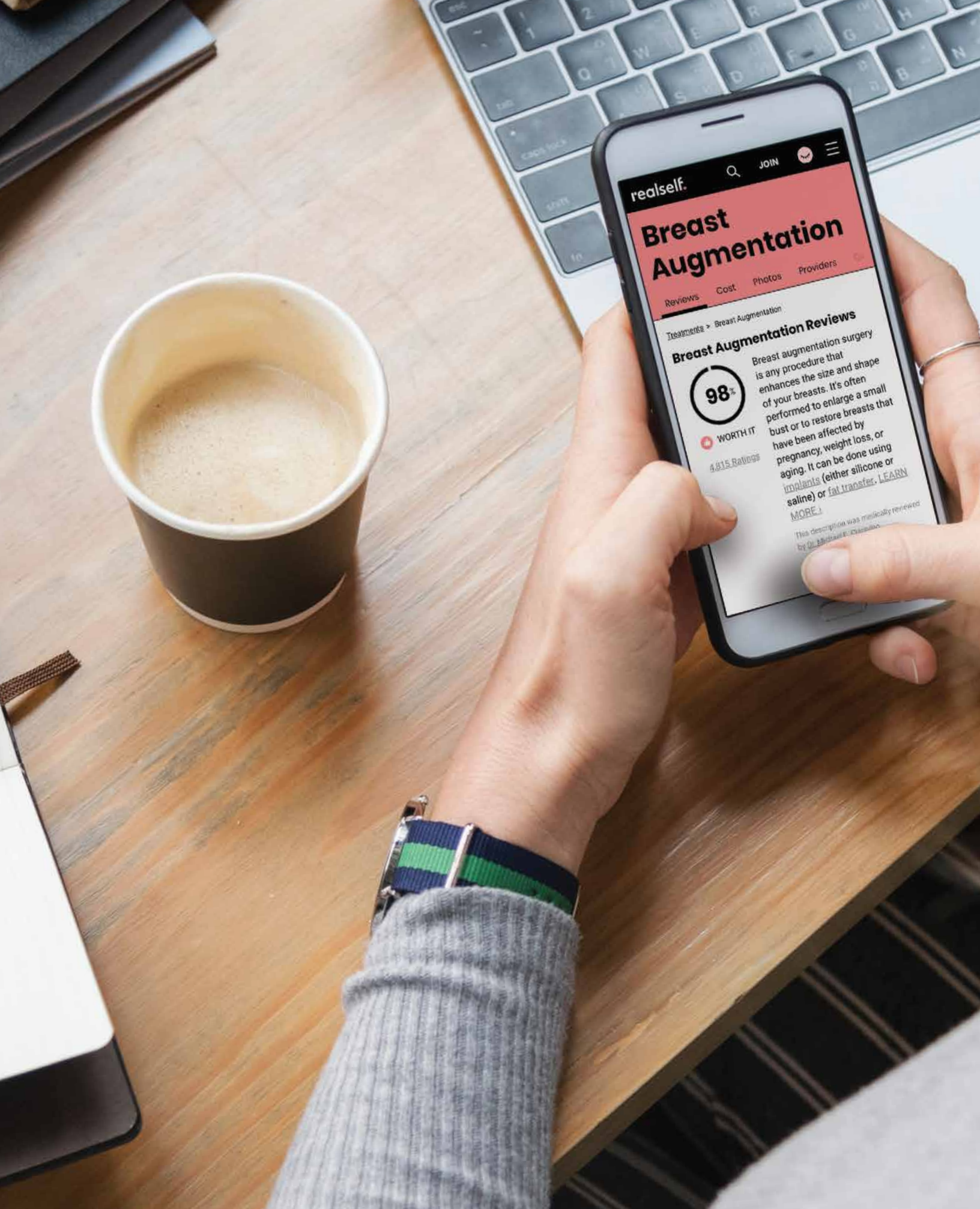
About Your RealSelf Aesthetics Interest Report



Based on new survey results, here's your inside look at what gets aesthetic consumers to pick up the phone, and why some potential patients hesitate.

Some of these insights might validate your own observations with your practice, while others might surprise you. Either way, you can use the included tips from RealSelf insiders to help build stronger customer relationships.





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Breast Augmentation

Reviews Cost Photos Providers

Treatments > Breast Augmentation

Breast Augmentation Reviews



WORTH IT

4,815 Ratings

Breast augmentation surgery is any procedure that enhances the size and shape of your breasts. It's often performed to enlarge a small bust or to restore breasts that have been affected by pregnancy, weight loss, or aging. It can be done using implants (either silicone or saline) or fat transfer. [LEARN MORE](#)

This description was medically reviewed by Dr. Michael F. Cappadonia.

Your potential patients' motivations & concerns

“Younger adults are shifting the way society views cosmetic procedures—they are more open to the idea that cosmetic interventions represent their personal choices about their own bodies for their own confidence.” - **Dr. Lara Devgan, RealSelf Chief Medical Officer**

Here's what else you'll learn in this section of your report:

- Which age group is most considering a treatment
- How male consumers are going beyond “Botox”
- What motivates consumers to get a treatment
- Why both emotional and practical concerns matter

Data source for this section: Online poll of 2,052 U.S. adults, among whom 862 have had cosmetic treatments or are considering them in the next 12 months, conducted by The Harris Poll on behalf of RealSelf.

More problem areas than solutions?

According to new survey data, **80% of U.S. adults want to change** at least one body area. However, **only 37% are considering an aesthetic treatment** in the next 12 months.

Consumers are leaning towards medaesthetic treatments.

Across all survey respondents, the data indicates more interest in medaesthetic treatments compared to surgical procedures.

Medaesthetic treatments: 34%
Surgical procedures: 24%

“Increase promotion of your non-surgical treatments on social media and in newsletters. If potential patients are hesitant about surgical solutions, make sure to discuss non-surgical options during their consult too.”

PROVIDER TIP

Ashley Gross, Sr. Advocate, Key Accounts

The midsection takes the cake as the #1 problem area.

Overall, women are more likely to want to make adjustments, with **33% of women selecting five or more body areas to change vs just 19% for men.**

Problem areas	Overall	Women	Men
Midsection	47%	55%	38%
Teeth	33%	38%	28%
Hair	26%	27%	24%
Legs and thighs	25%	36%	13%
Skin	24%	31%	15%
Arms	20%	29%	11%
Buttocks	20%	29%	10%
Chest or breasts	19%	25%	14%
Face	15%	17%	12%
Neck	11%	15%	6%

“To help convert consumer interest into consumer attention, make sure you’re Spotlighting treatments that focus on these key problem areas. Uploading before & after photos of these body areas will also help you stand out on RealSelf.”

PROVIDER TIP

Krystal McCain, Sr. Advocate, Key Accounts

Age is just a number (in this case, +75%).

Adults under 45 years old are significantly more likely to say they're considering a cosmetic treatment in the next 12 months than those 45 and up. In fact, the likelihood of considering a treatment increases 75% (from 28% for those 45+ vs 49% under 45).

Age breakdown for considering a treatment in next year:

18-34:	51%
35-44:	46%
45-54:	35%
55-64:	29%
65+:	19%

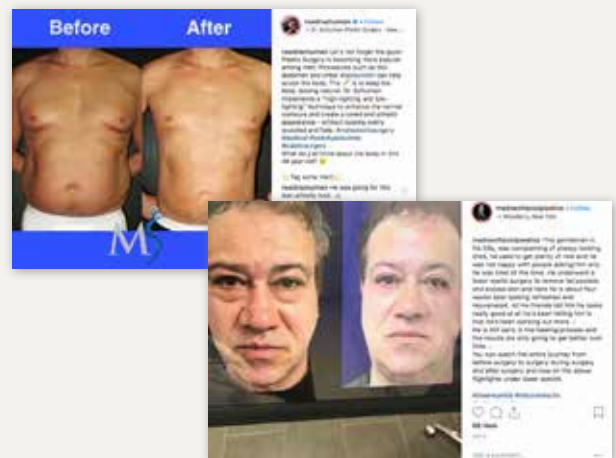
"Highlight relevant treatments in your marketing to appeal to particular age groups, such as mommy makeovers for 35-44, rhinoplasty for 25-34, and toxins and fillers for mid-20s."

Ed Smith, Data Scientist

PROVIDER TIP

Men moving beyond just "Botox."

Men (5%) are more than twice as likely as women (2%) to be considering breast reduction, with interest highest among males between the ages of 35-44 (13%). Men also show higher interest in eyelid surgery.



"Ignore traditional gender expectations and expand your online content to appeal to both men and women. That includes your social media posts and your RealSelf Q&As."

Elizabeth Martin, Director of Community

PROVIDER TIP

Confidence is the number one motivator.

Whether it's to improve self-esteem or to look as good as they feel inside, the **two most popular reasons for getting or considering a treatment are related directly to confidence.**

Main motivations among those who had aesthetic treatments or are considering them in the next 12 months:

- 43%** to improve self-esteem/confidence
- 34%** to look as good as they feel
- 32%** to help with body weight loss/fat removal
- 23%** to look younger
- 20%** to combat aging
- 13%** convenience and to save time/effort
- 11%** to regain body after having children

"Appeal to potential patients with aspirational messages (e.g., 'Ready to wow them at the holiday party?' vs 'Tired of those under eye bags?'). Framing things in a positive way shows you're a supportive provider worth trusting."

Mari Malcolm, Consumer Content Director

PROVIDER TIP

On-the-job appearance motivates consumers to get work done.

Careers greatly inspire aesthetic consumers, taking two of the top four spots. Life events, such as celebrating big birthdays and new relationships, round out the list of top motivators.

Events that influence the decision among those who had cosmetic treatments or are considering them in the next 12 months:

- 18%** wanting to appear youthful at work
- 15%** having a milestone birthday
- 14%** starting dating / a new relationship
- 13%** looking for or starting a new job
- 12%** going on vacation soon
- 9%** attending a wedding (own or someone else's)
- 8%** getting divorced or ending a relationship

"Show your potential patients you understand them by testing work-related messaging in your emails, social posts, and videos. For instance, 'Have a big meeting or job interview coming up? Put your best face forward by...'"

Mark Sandritter, Social Media Manager

PROVIDER TIP

Cost, complications, and other treatment concerns.

Among consumers who would ever consider a treatment, **92% admit to having at least one concern**. Biggest concerns when considering a treatment:

- 52%** Paying for the procedure
- 48%** Fear of complications / bad results
- 32%** Long term effects
- 31%** Finding the right provider
- 30%** Recovery/downtime
- 25%** Don't want to look like I've had work done
- 15%** Confused/unsure about right treatment options
- 10%** Stigma associated with people who get cosmetic procedures

"Train your staff to mention next steps and what the potential patient can expect when setting up a consultation over the phone. Consumers will feel at ease and more prepared to move forward, helping to form a great relationship before they even arrive."

Maureen Ezekwugo,
EVP of Customer Success

PROVIDER
TIP

Patient education need is highest among Millennials.

Among consumers who would ever consider cosmetic treatments, **those in the 18-34 age range are most likely to have concerns** related to **confusion about the right treatment option** for them.

Age breakdown for confusion about right treatment options:

18-34:	24%
35-44:	13%
45-54:	10%
55-64:	10%
65+:	10%

"Millennials especially expect fast, easy-to-digest help. When explaining a treatment option, focus on providing a few key points and one clear recommendation instead of a stack of pamphlets or a list of treatment options."

Kelcy Heringer, VP of B2B Partnerships

PROVIDER
TIP

We have the numbers — and now you do too.

Each month, nearly 10 million consumers visit RealSelf to research and contact leading providers like you.

That leads to consumers interacting with reviews, photos, and Q&As more than 80 million times per month. And our data scientists track and analyze it all.

RealSelf Aesthetics Interest Survey methodology

This survey was conducted online within the United States by The Harris Poll on behalf of RealSelf from July 10-12, 2018 among 2,052 U.S. adults ages 18 and older, among whom 862 have had cosmetic treatments or are considering them in the next 12 months. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact benefits@realself.com.

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