

Introducing
Decoding the Future of Aesthetic
Individuality

Explore the complex and multi-faceted concept of this emerging theme.

MODEL, NOT ACTUAL PATIENT

Understanding and embracing individuality

81% of US respondents agree they see a **more varied version of what is considered beautiful in the media today.**

73% of US respondents agree that **individuality drives the definition of beauty.**

90% of US respondents agree it is **important to have an individualized approach to their consultation.**

Embracing individuality can be an enormously rewarding experience as a powerful surge in confidence can come from **presenting our authentic, best selves to the world.**

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To me, individuality is the way we think, the way we speak, the way we dress, what we eat, the music we listen to, what we choose to do with our free time, what professions we choose to pursue in our lives, what passions, what partners. It's a conglomeration of multiple different data points that comprise a person, that make that person them and not somebody else.”



Dr Mona Gohara
Dermatologist
United States

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Global Insights formulated and validated through



robust and **extensive** research
across consumer and business media



academic studies



social listening

1:1

interviews
with

8*

of the world's leading **surgeons, dermatologists, and experts** in psychology, beauty, marketing, consumer behavior, and futures¹

To better understand the complexities and importance of individuality within, please **click here** to sign up to receive the report.

Access Decoding the Future of
Aesthetic Individuality



Footnotes:

*Jonquille Chantrey, Aesthetic Surgeon, United Kingdom. Dr Mona Gohara, Dermatologist, United States. Dr Luiz Gustavo, Plastic Surgeon, Injectables Specialist, Brazil. Dr Kiyoko Kato, Surgeon and Cosmetologist, Japan. Dr Alex Box, Identity Designer and Beauty Futurist, United Kingdom. Rae Morris, Makeup Artist, Australia. Dr Marco Antonio Correa Varella, Experimental Psychologist, Brazil. Geraldine Wharry, Fashion Futurist, Advisor and Founder of the Trend Atelier, United Kingdom.

1. Allergan Aesthetics. Data on File. Decoding the Future of Aesthetic Individuality. January 2023