



Medical Weight Loss & Aesthetics: Navigating a New Era of Patient Needs

Allergan Aesthetics explores the transformative world of medical weight loss that is rewriting the rules for patient care and redefining the future of aesthetics.

From 2023 to 2024, MWL patients surged dramatically – increasing by **137%**¹

69% of HCPs selected neurotoxins as the main nonsurgical modality in patients who are interested in facial aesthetics following GLP-1 related weight-loss.¹

One-third of physicians report that increased MWL treatment use has led to a rise in demand for dermal filler treatments.²

30% of GLP-1 users are using fillers and about **1/2** started treatment after starting GLP-1s.²

40% of patients receiving MWL are considering a professionally administered aesthetic treatment.²

67% of patients say MWL has shifted their goal toward improving appearance.³

60% of consumers receiving GLP-1 medications obtain them from providers who also offer aesthetic treatments, up from **49%** in late 2024.⁴



Stafford R. Broumand, MD
Board-Certified Plastic Surgeon
New York, NY

“The goal is for us as aesthetic professionals to not chase a trend but to evolve our techniques to match the shift toward wellness and longevity.”



Brittany Croasdell
Board-Certified Nurse Practitioner
Chicago, IL

“Patients embarking on weight loss journeys are often vulnerable, both physically and emotionally. Our role is not to sell solutions, but to educate, set expectations, and protect patients from overcorrection.”



Joely Kaufman, MD
Board-Certified Dermatologist
Miami, FL

“I’ve seen firsthand how weight loss can significantly impact the face. This data reflects what we’re seeing in practice—patients who are excited about their weight loss success are seeking personalized, medically appropriate solutions.”