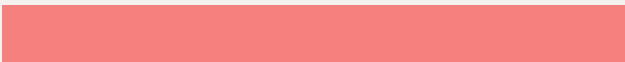


2018

# realself.

## ***U.K. Aesthetics Interest Survey***

*New study commissioned by RealSelf reveals  
40% of U.K. adults are considering a surgical or  
nonsurgical cosmetic treatment in the next  
12 months.*



# Top Considerations

Cosmetic dentistry (43%) and laser hair removal (29%) are the top treatments among adults in the U.K. who are considering nonsurgical procedures, while tummy tuck (31%) and facelift (28%) are the most popular surgical treatments under consideration. Cosmetic dentistry tops the list for nonsurgical treatments in both the U.K. and the U.S., but interest is significantly higher in the U.K. compared to the U.S. (36%).

Adults in the U.K. also show greater interest in facelifts (28%) compared to those in the U.S. (16%). American adults are twice as likely (29%) to be considering nonsurgical fat reduction treatments than U.K. adults (14%).

## TOP 5 NONSURGICAL TREATMENTS UNDER CONSIDERATION IN THE UK

RANK	TREATMENT	PERCENTAGE
1	Cosmetic dentistry (e.g., Invisalign, whitening, veneers)	43%
2	Laser hair removal	29%
3	Facial skin treatments (e.g., dermaplaning, microneedling)	28%
4	Facial/Lip Fillers	24%
5	Botox/Toxins	18%

Source: RealSelf **realself.**

## TOP 5 SURGICAL TREATMENTS UNDER CONSIDERATION IN THE UK

RANK	TREATMENT	PERCENTAGE
1	Tummy Tuck	31%
2	Facelift	28%
3	Liposuction	28%
4	Chin or Neck lift	23%
5	Breast augmentation	21%

Source: RealSelf **realself.**

# Confidence Is the Number One Motivator

Motivations for cosmetic treatments are very similar across both the U.S. and the U.K. Among adults in the U.K. who have had cosmetic treatments or are considering them in the next 12 months, the top motivation was/is to improve self-esteem and confidence (43%). Other motivations are to look as good as one feels (35%) and to help with weight loss or fat removal (26%).

MAIN MOTIVATIONS FOR HAVING/CONSIDERING COSMETIC TREATMENTS		
REASON	UK %	US %
To improve my self-esteem/confidence	43%	43%
To look as good as I feel	35%	34%
Help with weight loss/fat removal	26%	32%
Combat aging	22%	20%
To look younger	22%	23%
Convenience and to save time/effort	15%	13%
Get my body back after having children	11%	11%

Source: RealSelf realslf.

# Influential Life Events: Career Changes, Milestone Birthdays

Life events also influence U.K. adults to pursue cosmetic work with three in five (60%) of those who have had a cosmetic treatment or are considering one in the next 12 months reporting a life event influenced their decision. This is significantly greater among men (70%) than women (51%). The desire to appear youthful at work and/or starting a new job was the top cited event, with nearly one in four respondents (23%), followed by a milestone birthday (18%), upcoming vacation (14%), and starting dating or a new relationship (13%).

Men are nearly twice as likely (19%) as women (10%) to say an upcoming vacation influenced their decision to pursue cosmetic work. Men are also nearly three times more likely (14%) than women (5%) to say getting divorced or ending a relationship influenced their decision.

UK: EVENTS THAT INFLUENCE THE DECISION TO HAVE/CONSIDER COSMETIC TREATMENTS			
REASON	UK OVERALL	UK WOMEN	UK MEN
Wanting to appear youthful at work/looking for or starting a new job	23%	19%	28%
Milestone birthday (e.g., turning 40 or 50)	18%	16%	21%
An upcoming vacation	14%	10%	19%
Starting dating/a new relationship	13%	10%	17%
Getting divorced/ending a relationship	9%	5%	14%
My own wedding/someone else's wedding	9%	7%	12%
Other	3%	4%	3%
None—no event influenced my decision	40%	49%	30%

Source: RealSelf realslf.

# Biggest Concerns: Fear of Complications and Cost

Among U.K. adults who would ever consider a cosmetic treatment, the most cited concerns are fear of complications/bad results (53%) followed by paying for the procedure (48%). By comparison, the top concerns among U.S. adults are paying for their procedure (52%) and fear of complications/bad results (48%).

BIGGEST CONCERNS WHEN CONSIDERING COSMETIC TREATMENTS		
CONCERN	UK %	US %
Fear of complications/bad results	53%	48%
Paying for the procedure	48%	52%
Concerned about long term effects	33%	32%
Finding the right provider	30%	31%
Don't want to look like I've had work done	29%	25%
Recovery/downtime	27%	30%
Confused/unsure about right treatment options	16%	15%
Stigma associated with people who choose to have cosmetic procedures	13%	10%
Other	1%	1%
I don't/wouldn't have any concerns	8%	8%

Source: RealSelf realslf.

# Body Areas Most Cited for Change: Teeth and Midsection

More than three in four adults in the UK (76%) report at least one area of their body they would you like to change, compared to 80 percent of U.S. adults. Respondents from both countries cite teeth and midsection as the top body areas they want to change, but in different order. In the U.K., teeth (35%) and midsection (34%) top the list whilst in the U.S., changes to the midsection (47%) leads followed by teeth (33%).

In both countries, women are significantly more likely than men to want to change their body in some way. In the U.K., more than 4 in 5 women (83%) want to change at least one area compared to 69 percent of U.K. men. In the U.S., more women (85%) and men (74%) want to change their body in some way.

BODY AREAS MOST CITED FOR CHANGE		
AREA	UK %	US %
Teeth	35%	33%
Midsection (abdomen or back)	34%	47%
Legs and thighs	23%	25%
Hair	23%	26%
Skin (e.g., texture, tone, wrinkles)	20%	24%
Chest/Breasts	19%	19%
Arms	15%	20%
Nose	15%	11%
Buttocks	13%	20%
Face	13%	15%

Source: RealSelf realself.

## 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 1,030 U.K. 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 RealSelf.