

Differential Facial Aesthetic Treatment Considerations for Skin of Color Populations: African American, Asian and Hispanic

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Background

- By 2050, more than half of the total population in the United States is forecasted to be of African American, Asian or Hispanic descent
- In order to optimize treatment expectations and outcomes, it is important to understand the unique anatomical needs, aesthetic goals and cultural considerations for these growing patient populations
- A research study was performed to gain insights into the areas of aesthetic concern, relative prioritization of treatment areas, and any barriers to receiving injectables amongst these populations

Study Population and Design

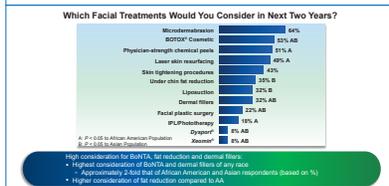
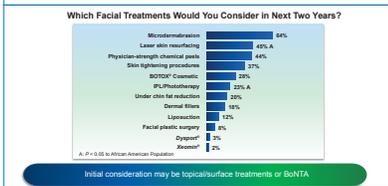
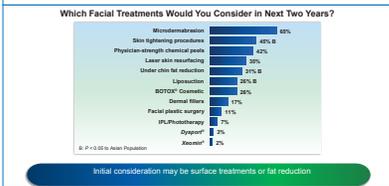
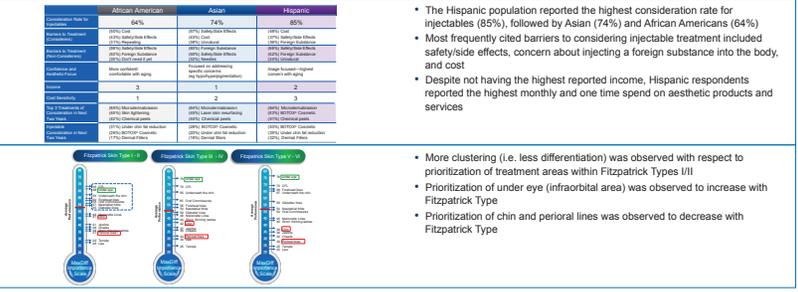
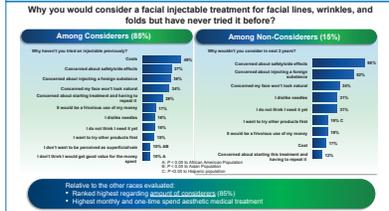
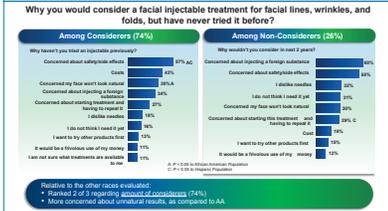
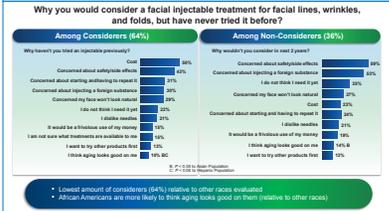
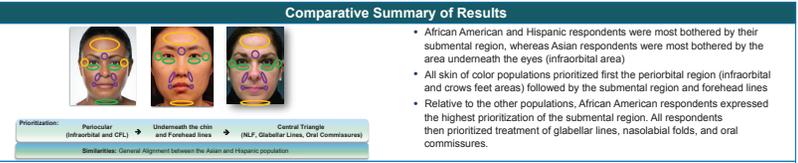
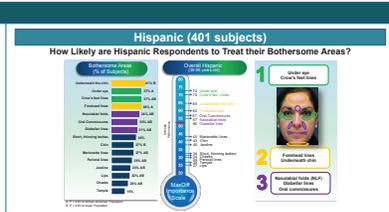
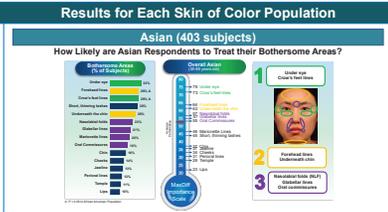
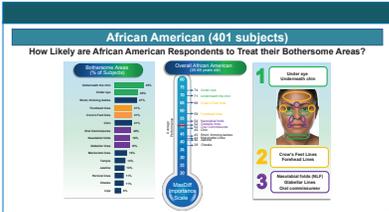
- Females living in the United States, aged 30 to 65 years (N = 1205)
 - African-American (N = 401)
 - Asian (N = 403)
 - Hispanic (N = 401)
- Household income ≥ \$50,000
- Must have at least some discretionary income
- Must never have had a facial injectable (such as BOTOX® Cosmetic or a dermal filler for wrinkles)
- Aware of BOTOX® Cosmetic
- Considering medical facial treatment within the next 2 years
- Must be **aesthetically oriented**—defined as rating 4, 5 or 6 on 6-point scale in agreement with **ANY** of the following statements:
 - I care about improving my facial appearance
 - I want my face to look good for my age
 - I am bothered by lines, wrinkles, and signs of aging on my face
 - I am willing to spend money on my facial appearance
 - I currently follow a daily skin care regimen
 - I would consider a facial treatment that makes me look less tired
 - I would consider a facial treatment that addresses my skin wrinkles and lines
 - I would consider a facial treatment that addresses my skin hyperpigmentation or hypopigmentation (dark/light spots)

Study Methodology

- Questions focused on identifying 1) bothersome facial areas, 2) consideration levels for facial aesthetic treatments, and 3) any barriers to receiving injectables.
- A Maximum Difference scaling method was used to identify which of the 15 facial areas would be prioritized for treatment:

Illustrative data:

Area	Priority Score
1. Forehead wrinkles	1
2. Crow's feet wrinkles	2
3. Lines around the mouth	3
4. Lines around the eyes	4
5. Nasolabial folds	5
6. Glabellar lines	6
7. Periorbital wrinkles	7
8. Cheek wrinkles	8
9. Chin wrinkles	9
10. Neck wrinkles	10
11. Neck lines	11
12. Neck creases	12
13. Neck bands	13
14. Neck creases	14
15. Neck creases	15



Conclusions

- Understanding the unique aesthetic considerations of a diversifying patient population is imperative
- Differences in injectable consideration rates and bothersome areas were apparent across the patient populations evaluated, but there was general consensus regarding the facial areas most likely to be prioritized for treatment
- An understanding of the differential aging patterns, cultural considerations and aesthetic goals for each patient population may help optimize treatment expectations and outcomes

Full Clinical Dermatology Conference, Las Vegas, October 12-15, 2017

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