

The new standard in anti-wrinkle treatments

What patients and healthcare professionals expect

Galderma has conducted a landmark global survey of more than 400 patients and healthcare professionals (HCPs) across the U.S., UK, Brazil, and China, to explore how expectations for anti-wrinkle aesthetic treatments are evolving.¹

Anti-wrinkle injectables remain the most established non-surgical cosmetic procedure.²

Historically, innovation has been limited, but the market is now transforming. Patients are more informed than ever, and **85% plan to maintain or increase their use of anti-wrinkle treatments**, with intent even higher in China (97%) and the UK (87%).¹

As the market evolves, Galderma's survey reveals a clear prioritization of **performance, long-term results, and innovative formats in anti-wrinkle treatments.**¹

Key findings at a glance

WHAT HEALTHCARE PROFESSIONALS WANT

PERFORMANCE IS NON-NEGOTIABLE

When asked which features most influence purchase decisions:

73%

ranked long-lasting results (≥6 months) in their top three¹

64%

ranked highly active and pure formulations in their top three¹

60%

ranked fast onset of action (as early as Day 1) in their top three¹

SWITCHING TRIGGERS

71%

cited long-lasting results as a top reason to switch to a new anti-wrinkle treatment¹

64%

cited highly active and pure formulations¹

56%

cited fast onset of action¹

PILLARS OF CONFIDENCE FOR HEALTHCARE PROFESSIONALS

When selecting an anti-wrinkle treatment:

80%

of HCPs ranked natural looking results as one of their most valued factors¹

90%

ranked reliable clinical outcomes in their top three¹

81%

ranked robust clinical studies in their top three¹

Ease-of-use and efficiency also matter: formats that simplify use are gaining traction¹



"Today's patients are more informed and have higher expectations than ever before. As a healthcare professional, I see first-hand how innovation in anti-wrinkle aesthetic treatments – especially those offering faster onset and greater convenience – can make a real difference in patient satisfaction and outcomes. These survey results highlight just how important it is for our field to keep evolving to meet the needs of a broader, more diverse patient population."

DR. SACHIN SHRIDHARANI
Plastic surgeon and founder of Luxurgery
New York City, U.S.

Key findings at a glance

WHAT PATIENTS VALUE

78%

of patients put long-lasting results for at least six months within their top three features they'd be willing to pay more for¹

>70%

of patients only receive treatment once or twice a year which matches real-life treatment patterns^{1,2}

Patients gave early visible results as early as one day after treatment a score of **>8/10** when ranking important benefits of anti-wrinkle treatments¹

When asked about benefits they notice post-treatment, patients most often cited:¹

Confidence
Better appearance
Overall well-being

Natural-looking results also remain critical for patients:

86%

ranked them among their top three benefits, alongside reliable outcomes and long-lasting effects¹

Patient expectations are rising, and the aesthetics market must keep pace. Today's treatments need to deliver more than results, they must offer convenience, personalization, and reliability.

By advancing efficacy and ease of use, the industry can raise standards and empower individuals to feel confident and express their true selves.

As the anti-wrinkle injectable market expands, Galderma is positioned at the forefront of innovation, shaping the future of aesthetics with science, precision, and purpose.

REFERENCES

- Galderma. Data on File. Anti-wrinkle treatment Aesthetic Future Survey
- Costeloe A, Nguyen A, and Maas C. Neuromodulators for Skin. *Facial Plastic Surgery Clinics*. 2023;31:511-519. doi:10.1016/j.fsc.2023.06.002