

Introducing the Future of Aesthetics Global Trends Report

AESTHETICS

Discover the **10 trends** that will help define the future of aesthetics...



DIVERSE INDIVIDUALITY



THE NEW
MASCULINE



GENDER-INCLUSIVE BEAUTY



EMPHERMAL EXPRESSION



ELEVATED EXPERIENCES



NEW-BODY FRONTIERS



AESTH-ETHICS



THE DIGITAL LENS



BEAUTY & THE METAVERSE



THE END OF AGEING



People of all ethnicities are seeking out aesthetic treatments, and want to see themselves reflected and represented₁



Diversity in Canada, and the diversity of patients, extends beyond race and ethnicity, spanning language, gender, sexual orientation and more. At Allergan Aesthetics we both advocate for, and continuously learn from, the diversity of the people who rely on us.



Attitudes toward rejecting gender binaries are moving fast, especially among the younger generations₁



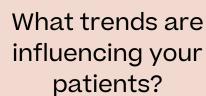
We look forward to working with and learning from you our trusted partners as we navigate the changes in this space. There is much we can do together to ensure every consumer has the opportunity to connect to their best self.



The COVID-19 pandemic has brought a 'Zoom Boom', with people scrutinizing their own faces more than ever before₁



Skincare is trending while makeup has seen a downturn in popularity. This was felt heavily at the beginning of the pandemic, but skincare continues to dominate today₂. Consumers aren't just looking to cover up, they want products and treatments that work.





Explore insights from fifteen global industry experts based in thirteen diverse countries around the world.



Examine the evolution of the trends identified in the report and the impact they may have on your practice.

Your practice. Our purpose.

Have more questions about new Canadian consumer trends and what they mean for your practice?

Reach out to your Allergan Aesthetics Representative today!

References: