



Introducing the Future of Aesthetics Global Trends Report

THE FUTURE OF AESTHETICS

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



1

DIVERSE INDIVIDUALITY



2

THE NEW MASCULINE



3

GENDER-INCLUSIVE BEAUTY



4

EMPERMAL EXPRESSION



5

ELEVATED EXPERIENCES



6

NEW-BODY FRONTIERS



7

AESTH-ETHICS



8

THE DIGITAL LENS



9

BEAUTY & THE METAVERSE



10

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.

What trends are influencing your patients?



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:

- Allergan Aesthetics, The Future of Aesthetics global trends report. ALL-AGNA-220005 March 2022.;
- Choi, YH., Kim, S.E. & Lee, KH. Changes in consumers' awareness and interest in cosmetic products during the pandemic. *Fash Text* 9, 1 (2022). <https://doi.org/10.1186/s40691-021-00271-8>.