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

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Background
- In 2015, more than half of the total population in the United States is projected 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 national study was performed to gain insights into the areas of aesthetic concern, relative prioritization of treatment areas, and any barriers to receiving/scheduling amongst these populations.

Results for Each Skin of Color Population
- **African American (401 subjects)**
  - Of those surveyed, African American respondents showed the highest prioritization of the area underneath the eyes (infraorbital area).
- **Asian (401 subjects)**
  - Of those surveyed, Asian respondents showed the highest prioritization of the area underneath the eyes (infraorbital area).
- **Hispanic (401 subjects)**
  - Of those surveyed, Hispanic respondents showed the highest prioritization of the area underneath the eyes (infraorbital area).

Study Population and Design
- **Female** in the United States, aged 30 to 65 years (N = 1208)
  - **African-American** (N = 401)
  - **Asian** (N = 401)
  - **Hispanic** (N = 401)
- **Household income ≥ $50,000**
- **Must have at least one dermatological concern**
- **Must never have had a facial injectable treatment (such as BOTOX® Cosmetic or dermal fillers for wrinkles)**
- **Able to follow a daily skin care regimen**
- **Considered medical facial treatment within the next 2 years**

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

Conclusions
- Understanding the unique needs and considerations of skin of color populations is important.
- Differences inSelectable treatment 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 different aging patterns, cultural considerations and aesthetic goals for each patient population may help optimize treatment expectations and outcomes.

Relative to the other populations, African American respondents expressed:
- **Greater interest** in facial injectables (85%), followed by Asian (74%) and African Americans (64%).
- **Greater concerns** about side effects and recovery associated with facial aesthetic treatments.

Comparative Summary of Results
- **African American and Hispanic respondents were most bothered by their submental region, whereas Asian respondents were most bothered by the area underneath the eyes (infraorbital area).**
- **All skin of color populations prioritized the periorbital region (infraorbital and crow’s feet areas) followed by the submental region and forehead lines.**
- **Relative to the other populations, African American respondents expressed the highest prioritization of the submental area.**
- **African American respondents reported the highest consideration rate for injectables (85%), followed by Asian (74%) and African Americans (64%).**
- **Facial frequency (non-bananas) to consider injectable treatment included safety/ side effects, concern about impacting a foreign substance into the body, and cost.**
- **Despite not having the highest reported income, Hispanic respondents reported the highest monthly and one-time spend on aesthetic products and services.**

Why haven’t you tried an injectable previously?
- **Why you would consider a facial injectable treatment for facial lines, wrinkles, and age-related changes?**
- **Why haven’t you tried an injectable previously?**

Performance
- **Relative to injectable treatments for facial lines, wrinkles, and age-related changes.**
- **Must be evaluated in order to determine effectiveness.**
- **Performance must be consistent with patient expectations and outcomes.**

Initial consideration may not equate to follow-through.

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