

Pan-facial Treatment Positively and Significantly Impacts Social Perception

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BACKGROUND

- HARMONY™ is the first clinical trial to examine the impact of a unique combination of multiple, non-invasive facial treatments using a range of validated measures
- Results from HARMONY™ extended beyond physical improvement by demonstrating increased subject satisfaction and psychosocial benefits
- Self-assessments and societal assessments are made based on the entire face and not just one feature. There is an increasing trend for a pan-facial approach to facial rejuvenation
- Despite this trend, no studies have evaluated the impact of pan-facial aesthetic treatment on social perception
- Objective:** To evaluate how the social perception of each HARMONY™ subject is impacted following pan-facial treatment

MATERIALS AND METHODS

Survey Methodology

- Baseline and primary endpoint (Month 4) images from HARMONY™ were pooled (84 subjects)
- Of the 93 HARMONY™ subjects who completed pan-facial treatment, 9 subjects were excluded from this analysis due to inconsistencies unrelated to treatment between the before and after images (e.g. presence of makeup, lipstick, or changes in hair color).
- An online task was developed to understand how a representative sample of the US population perceives the HARMONY™ subjects based on their facial appearance
- Combined total of 2000 male and female respondents across the US
- Task probed each respondent on key traits associated with impressions (e.g. attractive, successful, healthy, approachable)
- The study included two respondent groups:
 - Group 1 (n=1500):** viewed randomly selected **single photographs** of different HARMONY™ subjects (3 before, 3 after)
 - Group 2 (n=500):** viewed 6 unique **pairs** of matched before/after photographs in random order
- All respondents were also asked questions evaluating importance of facial appearance, attractiveness, and personal views of facial aesthetic treatments in society

Screening

Group 1: Single Image

The person in this image is...

(Please select one response per row.)

	Completely disagree	1	2	3	4	5	6	7	Completely agree
Kind	0	0	0	0	0	0	0	0	0
Healthy	0	0	0	0	0	0	0	0	0
Someone who has social anxiety	0	0	0	0	0	0	0	0	0
Approachable	0	0	0	0	0	0	0	0	0
Attractive	0	0	0	0	0	0	0	0	0
Someone with good social skills	0	0	0	0	0	0	0	0	0
Trustworthy	0	0	0	0	0	0	0	0	0
Intelligent	0	0	0	0	0	0	0	0	0
Friendly	0	0	0	0	0	0	0	0	0
Likeable	0	0	0	0	0	0	0	0	0
Successful	0	0	0	0	0	0	0	0	0
Completely disagree	1	2	3	4	5	6	7	Completely agree	8

Group 2: Paired Images

Which of the two images do you think looks more'...

Kind	0	0
Someone who has social anxiety	0	0
Approachable	0	0
Attractive	0	0
Healthy	0	0
Intelligent	0	0
Successful	0	0
Likeable	0	0
Someone with good social skills	0	0
Friendly	0	0
Trustworthy	0	0

Responder Demographics

2000 Respondents	
Age (Mean)	41.1
Male	49%
Female	51%
Heterosexual	87%
Student / Retired	13%
Not employed	11%
Hispanic	17%
White	66%
Black/AA	13%

*Additional questions asked about the subject's age, success at attracting others, education level, income level, and hireability

RESULTS

Group 1: Single Image

- Subjects were perceived as significantly more socially adept, successful at attracting others, attractive, friendly, successful, healthy, approachable, and younger

Trait	Mean change (Before to After) *statistically significant difference (p<0.05)
Someone who has social anxiety	-0.29*
Success at attracting others	0.22*
Attractive	0.15*
Someone with good social skills	0.13*
Friendly	0.12*
Successful	0.12*
Healthy	0.10*
Approachable	0.09*
Age	-1.21 yrs*
Likeable	0.02
Intelligent	-0.02
Trustworthy	-0.02
Kind	-0.01

Group 2: Paired Images

- Subjects were more likely to be perceived as having a higher occupational status
- Subjects were perceived as earning more
- Subjects were more likely to be perceived as college educated

Perceived Occupational Level

Occupational Level	Before (B)	After (A)
Senior level managerial, admin, or professional	17%	17%
Junior managerial, admin, or professional	16%	16%
Clinical worker	16%	16%
Skilled manual or service worker	13%	13%
Semi-skilled manual or service worker	12%	12%
Manual or service worker	10%	10%
Other	9%	9%
Retired	9%	9%
Unemployed	9%	9%

Perceived Income Level

Income Level	Before (B)	After (A)
\$10,000 or more	14%	11%
\$75,000 - \$99,999	23%	23%
\$50,000 - \$74,999	21%	21%
\$25,000 - \$49,999	21%	21%
Less Than \$25,000	21%	21%

Group 1 & 2: Respondent Beliefs About Attractiveness

- Respondents preferred the after treatment photo for all positive traits
- Respondents believe that attractiveness is important and facial aesthetic treatments are socially acceptable

Trait	% of subjects who considered MORE (trait) following pan-facial treatment
Attractive	89%
Someone with good social skills	89%
Intelligent	76%
Successful	75%
Kind	74%
Healthy	74%
Trustworthy	73%
Friendly	69%
Approachable	69%
Likeable	69%
Someone who has social anxiety	29%

Legend: Positive Attributes (Green), Negative Attributes (Red)

CONCLUSIONS

- Pan-facial treatment positively and significantly impacted how HARMONY™ subjects were perceived by society
- Subjects were perceived as being more socially adept, successful at attracting others, attractive, friendly, successful, healthy, approachable, educated, financially successful, hireable and younger
- Respondents believe that attractiveness is important and facial aesthetic treatments are socially acceptable

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