BeautyJar

MEDICAL AESTHETICS DIRECTORY

INDUSTRY REPORT · 2027 OUTLOOK

The New *Aesthetics Patient*

Older, more informed, and ready to invest in the right provider.

INTRODUCTION

Who's in the *chair* today?

For years, the typical aesthetics patient was easy to describe. That picture no longer holds.

Today's patients span every decade of adult life. The fastest growth is among people in their late fifties, sixties and beyond. More men are booking. Women are seeking care through perimenopause and menopause. Weight-loss medications have brought a wave of new patients with new goals. And younger patients are starting earlier, with prevention in mind.

What these patients share matters just as much: they research carefully, they want natural results, and they are ready to invest in a provider they trust. This report looks at who they are and what each of them is looking for.

> *There is no longer one aesthetics patient. There are many, and each one is choosing carefully.*

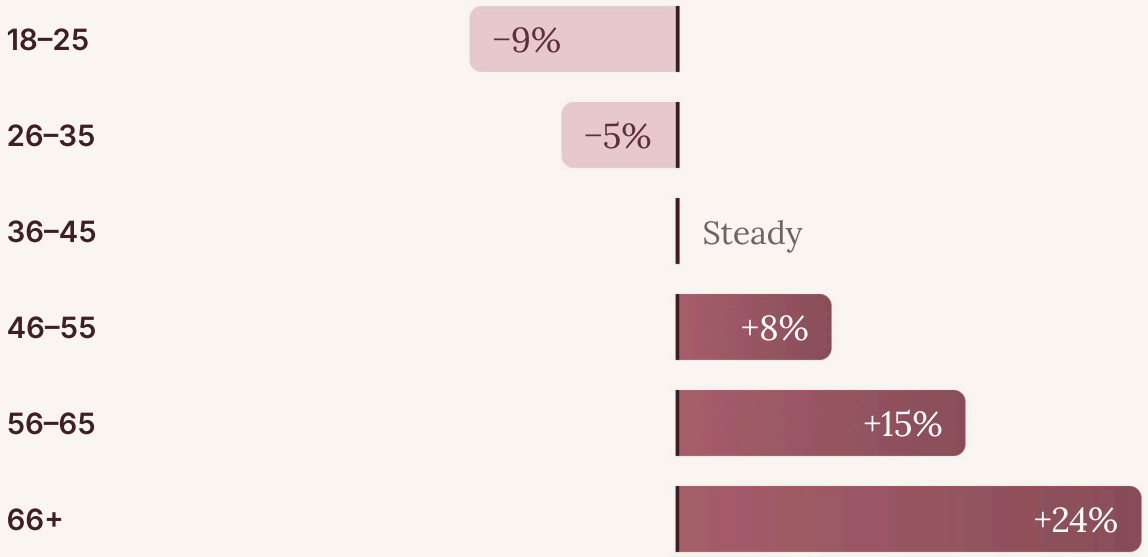
01 · AGE

Growth is *getting older*

In 2025, cosmetic procedure volume rose fastest among the oldest patients and fell among the youngest.

Adults aged 36 to 55 remain the core of the market, accounting for 49% of roughly 1.5 million cosmetic procedures. But the momentum is in midlife and beyond, where patients are investing to stay active, confident and themselves.[1]

CHANGE IN COSMETIC PROCEDURES, 2025 VS. 2024



American Society of Plastic Surgeons, 2025 Procedural Statistics[1]

Boomers and Gen X: *loyal, established, discerning*

Gen X and Boomer patients make up the majority of neurotoxin patients. They tend to know what they want, value expertise, and build long relationships with providers they trust.

U.S. NEUROTOXIN PATIENTS BY GENERATION, 12 MONTHS ENDING AUGUST 2025



59%

of neurotoxin patients are Gen X or older.

Guidepoint Qsight[2]

#1

Eyelid surgery is now the most common procedure among patients 66 and older.

ASPS 2025[1]

26%

of qualifying Boomer visits include a skincare purchase, versus 22% for Gen Z.

Guidepoint Qsight[3]

A new chapter, *openly discussed*

Hormonal change is now part of the aesthetics conversation. Women are seeking care through perimenopause and menopause, often to feel as energetic as they look, and to stay confident at work.

45%

of facial plastic surgeons report more women citing menopause or perimenopause as a reason for treatment, up from 28% a year earlier.

AAFPRS 2025 Annual Survey[4]

66%

report a rise in eyelid procedures from patients who want to look less tired.

AAFPRS 2025 Annual Survey[4]

50%

say patients seek cosmetic treatments to remain competitive in the workforce.

AAFPRS 2025 Annual Survey[4]

04 · MEN

Men are *booking*

The stigma is fading. Men are seeking neuromodulators, hair restoration and subtle refinement, and the gender gap is narrowing across many treatments.

Many men are new to aesthetics. They look for providers who understand male anatomy and goals, and who make a first visit feel straightforward.

1.6M

cosmetic procedures for U.S. men in 2024, up 4% year over year.

ASPS 2024[5]

593,854

neuromodulator injections for men in 2024.

ASPS 2024[5]

2×

as many hair restoration treatments performed by facial plastic surgeons in 2025 as in 2024.

AAFPRS 2025[4]

1 in 4

facial plastic surgeons say several procedures are now performed about equally in men and women.

AAFPRS 2025[4]

05 · AFTER WEIGHT LOSS

The *GLP-1* patient

Weight-loss medications have brought a new group of patients to aesthetics, many of them first-timers.

Rapid weight loss can change the face and body in ways patients didn't expect, especially lost volume. These patients often arrive with specific questions, and they want a provider who can explain their options clearly and build a plan over time.

82%

of ASPS member surgeons received consultation requests related to GLP-1 use in 2025.

ASPS 2025[1]

67%

of facial plastic surgeons report increased demand related to rapid weight loss.

AAFPRS 2025[4]

+39%

growth in facial fat grafting in 2025, reflecting strong demand for volume restoration.

ASPS 2025[1]

06 · STARTING EARLIER

The *preventive* generation

Younger patients are a smaller share of the market but a growing one. They tend to start with prevention and skin health, and many will be patients for decades.

4% → 10%

Gen Z's share of U.S. aesthetics patients, 2017 to 2024.

Guidepoint Qsight[6]

57%

of facial plastic surgeons report more patients under 30 requesting cosmetic procedures or injectables.

AAFPRS 2025[4]

12% → 20%

Neurotoxins' share of Gen Z's non-surgical aesthetics spending, 2021 to 2025.

Guidepoint Qsight[7]

07 · WHAT THEY SHARE

Different goals, *one way* of choosing

Whatever their age or reason, today's patients research before they book, and they want to look like themselves.

Facial plastic surgeons report that patients' main worry is looking unnatural or overdone, more than cost or downtime.[4] And board certification, physician referral and level of licensure rank as the strongest influences on which provider they choose.[8]

70%

of U.S. consumers surveyed are considering a cosmetic procedure.

ASDS 2025[8]

94%

say rate-and-review websites affect their choice of provider.

ASDS 2025[8]

74%

follow the social media of a provider they see or are considering.

ASDS 2025[8]

24%

cite cost as their main reason to hesitate, the most common concern.

ASDS 2025[8]

Meeting each patient *where they are*

The experienced patient

55 AND OLDER

Values expertise and continuity. Show your years of experience, your results with mature skin, and a long-term plan.

The midlife patient

PERIMENOPAUSE & MENOPAUSE

Wants to be understood, not sold to. Talk openly about hormonal change and how treatments fit a wider wellness picture.

The first-timer

MEN & GLP-1 PATIENTS

Needs clarity and reassurance. Explain options simply, show relevant results, and make the first visit easy.

The early starter

UNDER 35

Researches online and plans ahead. Lead with prevention, skin health and a visible, authentic presence.

Across every group: make your credentials easy to find, tell your story in your own words, and focus on natural results.

09 · WHERE BEAUTYJAR FITS

Helping every patient find *the right expert*

BeautyJar is a medical aesthetics directory of licensed providers, built for the way today's patients choose.

- Patients of every age can research qualified providers in one trusted place before they book.
- Every provider's license is confirmed with the issuing board and shown clearly.
- Providers tell their own story, in their own words: who they are, how they trained and who they love to treat.
- Each profile links directly to the provider's own booking, so the relationship stays theirs.

READ THE COMPANION REPORT: THE EXPERT ADVANTAGE

SOURCES

Notes & sources

1. American Society of Plastic Surgeons, 2025 Procedural Statistics Report: “Plastic Surgery at Every Age: How Goals Change Throughout Life,” and the American Med Spa Association’s summary of the report, September 3, 2026.
2. Guidepoint Qsight, Neurotoxin Report, December 2025 (U.S. neurotoxin patients by generation, 12 months ending August 2025).
3. Guidepoint Qsight, “Cross-Purchasing Analytics for Medical Aesthetics,” 2026.
4. American Academy of Facial Plastic and Reconstructive Surgery, 2025 Annual Survey, as reported by NewBeauty.
5. American Society of Plastic Surgeons, 2024 Procedural Statistics Report, and ASPS, “Brotox: Why More Men Than Ever Are Interested in a Fresh Face.”
6. Guidepoint Qsight, “Gen Z & the Preventive Aesthetics Era: A Generational Shift in Consumer Behavior.”
7. Guidepoint Qsight, “The Preventive Era Is Here: What 2025 Gen Z Aesthetics Data Shows.”
8. American Society for Dermatologic Surgery, 2025 Consumer Survey on Cosmetic Dermatologic Procedures (3,500+ U.S. consumers), press release, July 28, 2025.

Figures are reported as published by each source and may use different definitions and time periods. ASPS and AAFPRS figures reflect procedures and observations reported by their member surgeons. This report is for general information and is not medical, legal or financial advice. © 2026 BeautyJar.

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