

## RESEARCH LETTER

## The Rise of TikTok Facial Filler Influencers: Implications for Demand and Practice

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### ABSTRACT

**Background:** This study seeks to analyze online engagement with established TikTok accounts sharing public information about facial fillers and compare these trends with reported industry demand for fillers in 2023.

**Methods:** Relevant TikTok accounts with a focus on facial fillers and aesthetics were identified, with account followers, video likes, and uploads in 2023 measured. Accounts included in our study had to be currently active and English-speaking, with particular attention to high follower accounts (e.g. greater than 20,000 followers).

**Results:** The TikTok accounts analyzed collectively had 1,659,300 online followers with a 11% increase in followers in 2023. Additionally, the total number of likes increased by 6,408,800 and total video content uploads increased by 1,362.

**Conclusion:** According to industry data, there was an 8% increase in filler procedures performed in 2023 suggesting that increased demand may coincide with heightened social media exposure. Due to growing concern over misinformation and a lack of accredited content, the sharing and support of qualified educational material should be emphasized.

### INTRODUCTION

The demand for dermal fillers has seen exponential growth in the market for minimally invasive cosmetic procedures.<sup>1</sup> Fillers have been approved by the FDA in adults ages 22 years or older for the use of minimizing wrinkles or skin folds, augmenting lips, cheeks, chins, and the back of hands, correcting signs of facial fat loss in patients with human immunodeficiency virus, and correcting contour deficiencies.<sup>2</sup> Publicly available information regarding dermal fillers has grown substantially across social media platforms with the rise of cosmetic influencers. The widely-used social media

platform, TikTok, has particularly high engagement in the Beauty and Skincare category.<sup>3</sup> Our study aims to analyze online engagement with established TikTok accounts sharing public information about facial fillers and compare these trends with reported industry demand for fillers in 2023.

### METHODS

Relevant hashtags including #filler, #facialfiller, #facialfillers, #lipfiller, #lipfillers, #cheekfiller, #cheekfillers, #fillerjourney, and #facialbalancing were used to search TikTok in September 2024. Subsequently, accounts with a main content focus on facial fillers and

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aesthetics were identified. Accounts included in our study had to be currently active and English-speaking, with particular attention to high follower accounts (e.g. greater than 20,000 followers). Using these criteria, 10 influencer accounts with sufficient data were identified, including registered nurses, estheticians, physician associates, nurse practitioners, and physicians. Employing the website <https://socialblade.com>, we measured account followers, video likes, and uploads in 2023 (**Table 1**).

## RESULTS

At the time of our query, the TikTok accounts analyzed collectively had 1,659,300 online followers. In 2023, these accounts experienced an 11% increase in online followers, gaining a total of 188,700 new followers. Notably, the total number of likes increased by 6,408,800 and total video content uploads increased by 1,362. These statistics were tracked between January 2023 and January 2024 for all accounts. According to the American Society of Plastic Surgeons 2023-2024 statistical report, a total of 6,219,152 filler procedures were performed, reflecting an 8% increase from the previous year

## DISCUSSION

One may deduce that the increase in demand for facial fillers coincides with heightened media exposure, through outlets such as TikTok. Amidst the rise of influencers in this space, there has been growing concern over misinformation and a lack of accredited content. According to De Baun et al., 7% of dermal filler TikTok videos analyzed in their cross-sectional analysis promoted non-FDA-approved uses of fillers.<sup>4</sup> Moreover, another study revealed only 5.2% of skincare-related

TikTok videos assessed were posted by board-certified physicians.<sup>5</sup> Given the increased user consumption of content relating to dermal fillers, the sharing and support of qualified educational material remains imperative. This letter highlights the potential correlation between the rise of TikTok filler influencers and industry demand to underscore the need for assurance of educational content. Further studies may aid in examining the quality of videos given social media remains ever-present in medical information dispersion.

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**Table 1:** TikTok Facial Filler Influencer Statistics in 2023

Date Analyzed	TikTok User	Follower Count on Date Analyzed	Followers Increase in 2023	Likes Increase in 2023	Uploads Increase in 2023
09/16/24	User 1	364,800	180,600	6,000,000	500
09/16/24	User 2	70,100	500	5,800	25
09/26/24	User 3	392,100	-5,400	200,000	220
09/26/24	User 4	48,100	-300	0	168
09/26/24	User 5	346,800	6,100	100,000	107
09/26/24	User 6	143,400	-2,900	0	61
09/26/24	User 7	61,600	10,700	83,500	123
09/26/24	User 8	103,700	400	19,100	22
09/26/24	User 9	106,400	-700	0	120
09/26/24	User 10	22,300	-300	400	16
TOTAL		1,659,300	188,700	6,408,800	1362