# 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
- 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 social perception
- Objective: To evaluate how the social perception of each HARMONY™ subject is impacted following pan-facial treatment

# 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<sup>TM</sup> 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,
- Group 1 (n=1500): viewed randomly selected <u>single photographs</u> 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

\$50,000-\$74,999

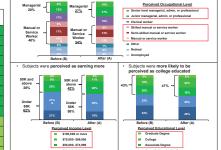
\$25,000-\$49,999 Less Than \$25,00

**MATERIALS AND METHODS** 

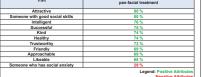
Responder Demographics Age (Mean) Female 51% Heterosevual 87% Student / Retired 13% 11% 17% White 66% Black/AA 13%

# RESULTS





Respondents preferred the after treatment photo for all positive traits X % of subjects were considered MORE (trait) following pan-facial treatment Trait



Respondents perceived after treatment photo as more successful at attracting others, hirable, educated, financially successful, and younger

Question	X % of subjects in which the after treatment photo was preferred
Who is more successful at attracting others?	77 %
Who would you hire?	73 %
Who is more financially successful?	74 %
Who has a higher level of education?	74 %
Who is older?	20% (After image: mean 4.85 years younger)

# Respondents believe that attractiveness is important and facial aesthetic treatments Only vain people get facial aesthetic treatments

# 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, hirable and younger
- Respondents believe that attractiveness is important and facial aesthetic treatments are socially acceptable

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