



Understanding Value Sensitive Users



Not every patient is looking for the lowest price. For many, the real question is whether the results justify the investment.

So... how does value influence aesthetic choices?



*Source:
FMR Global Health Consumer
Insights Study (n=1,000+, Global
Markets)*



season 1 episode 5





Core mindset

This segment evaluates treatments through a value-for-money lens. Their concerns focus on cost versus value, durability of results, and the need for repeated treatments.

They are slightly more represented among:

- 35–44 year olds **(28%)**
- Lower-income consumers

They are also strongly prevention-oriented:

- Prevention of aging signs is a major trigger **(32%)**



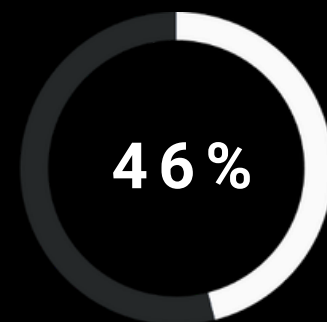


Trust and information sources

Value Sensitive consumers are comparatively less practitioner-dependent than other segments. While they still use practitioner consultations (46%), they are notably more independent in their decision-making process.

ONLINE RESEARCH & REVIEWS

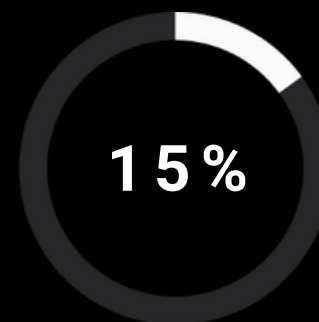
15% rely primarily on online research and peer reviews to validate treatment decisions higher than other segments.



Use Practitioner Consultations

PRACTITIONER INDEPENDENCE

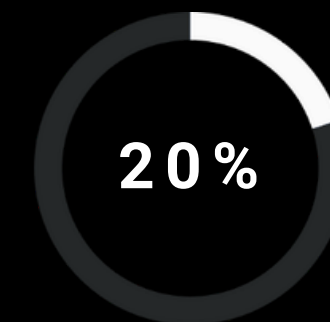
20% state that the practitioner would not influence their final decision a markedly self-directed stance.



Rely on Online Reviews

RATIONAL & COMPARATIVE

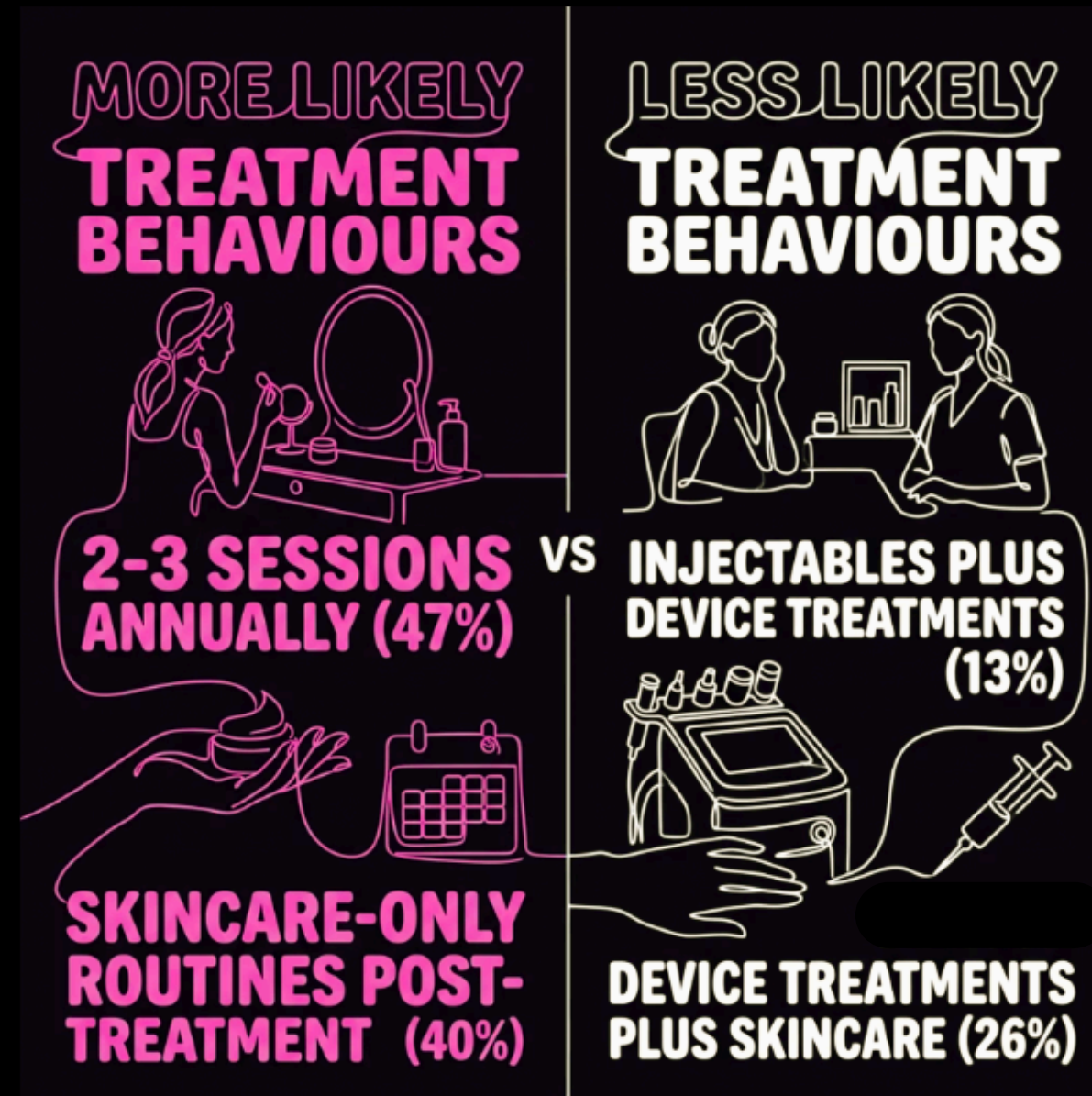
This segment validates decisions through perceived ROI and comparative reviews rather than professional authority alone.



Uninfluenced by Practitioner

Treatment behavior and conversion

This group is treatment-engaged but comparatively more selective in treatment mix.



This reflects a more conservative spending mindset, with lower appetite for intensive combination treatments and a tendency to view aesthetic care as episodic rather than integrated into a long-term treatment journey.

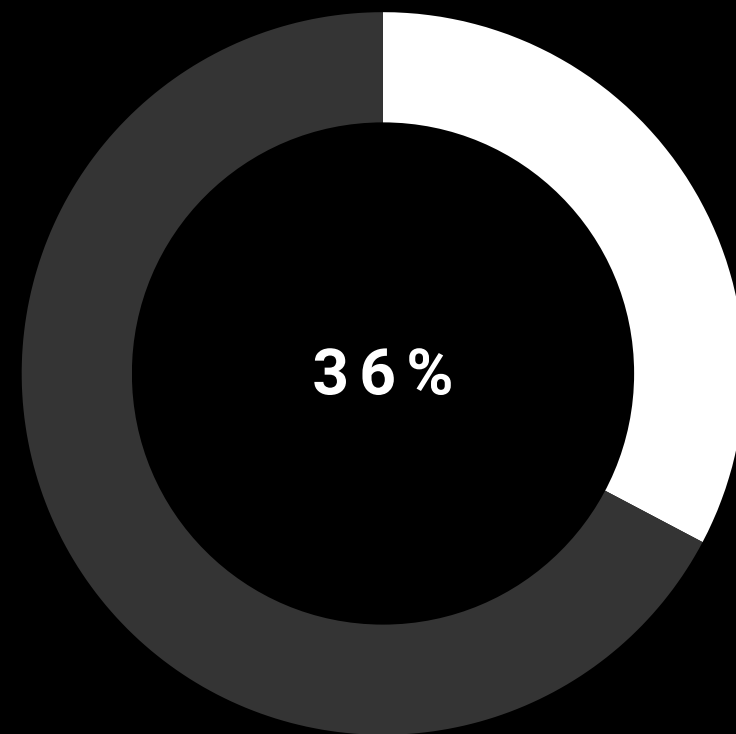


Brand Importance

Brand matters, but primarily as proof of durability and return on investment.

The strongest brand association is:

36% LONG-LASTING RESULTS

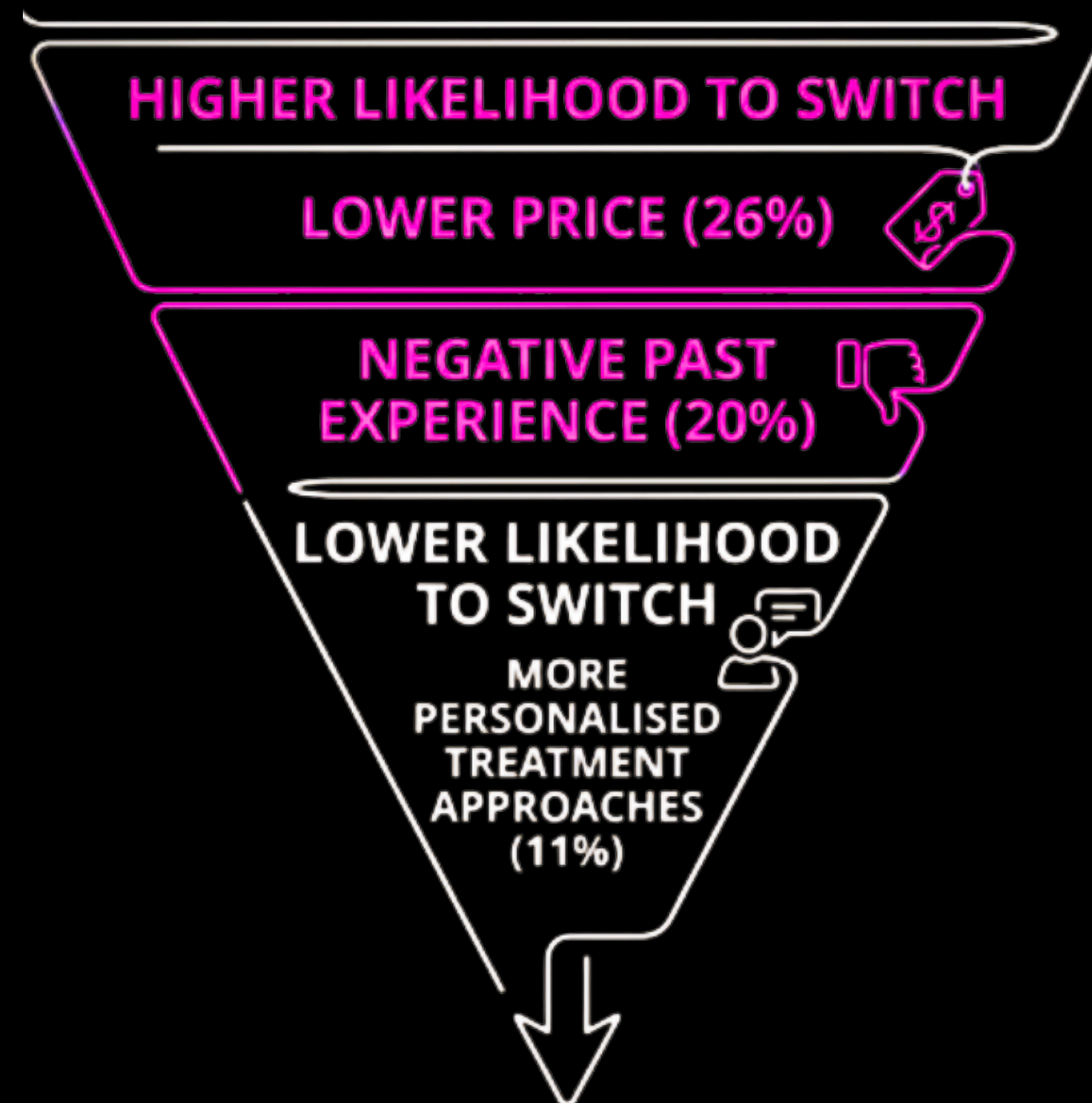


Compared with Fear-driven consumers, brand credibility is less tied to practitioner recommendation or effectiveness claims and more tied to perceived longevity



Switching triggers

Price remains the strongest switching lever.

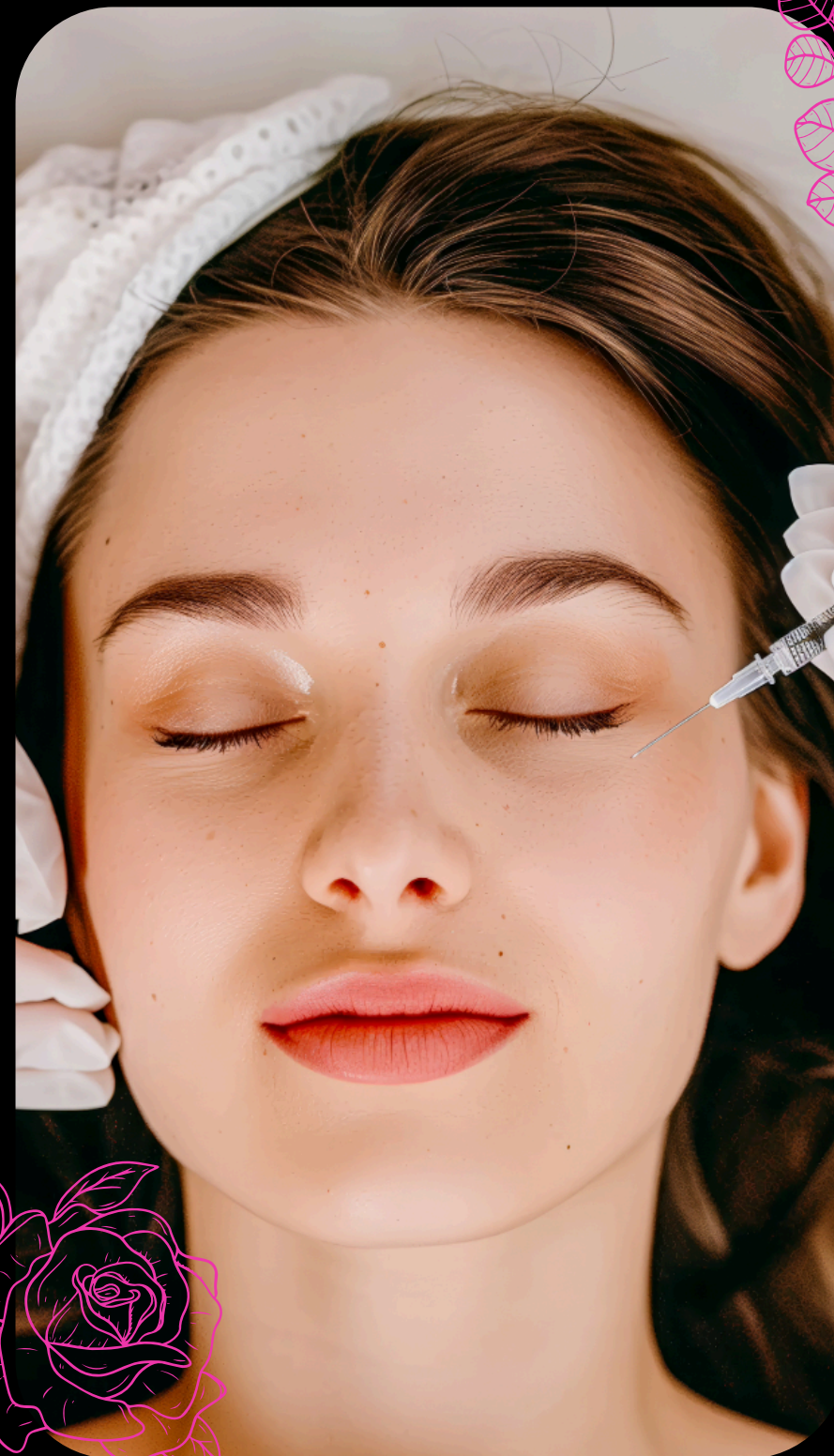


This indicates a more transactional relationship with clinics compared with the more reassurance-oriented segments.

Next

season 1 episode 6

Exploring how comfort, reassurance, practitioner guidance, and treatment experience shape aesthetic decisions.



Comfort isn't just about pain.

For many patients, the decision is not about avoiding treatment, but about feeling confident throughout the journey.