



Experience or Comfort Seekers



Not every patient is focused on results alone. For many, the treatment experience is just as important as the outcome.

So... how do comfort and reassurance influence aesthetic choices?



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

season 1 episode 6





Core mindset

This segment is focused on minimising discomfort, pain, and downtime. They skew younger-middle age, with the highest representation among **35–44 year olds (41%)**, and are more emotionally and prevention-driven than other segments.

33%

**PREVENTION
FOCUSED**

More likely to
focus on
prevention
before visible
signs worsen

26%

**TRIGGERED BY
AGEING**

Enter the
category when
ageing signs first
become
noticeable

24%

PRACTITIONER-LED

Influenced by
doctor or
practitioner
recommendations





Trust and Information Sources

This segment demonstrates a mixed trust model combining professional authority with lighter, accessible digital channels.

More Likely To Use

- TikTok for information **(17%)**
- Online research and reviews **(16%)**

Less Likely To Use

- Online ratings/reviews as a clinic switching trigger **(6%)**



This suggests that while they consume online content, they may prioritize emotional reassurance and ease of experience over detailed evaluation.

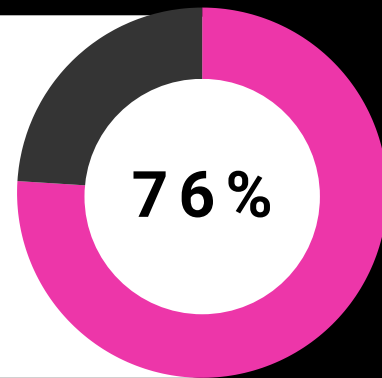


Treatment behavior and conversion

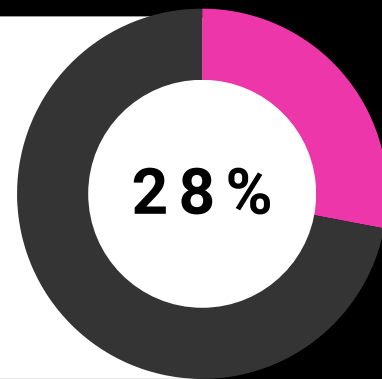
This segment appears the most structured and practitioner-managed overall.

They are **most likely** to:

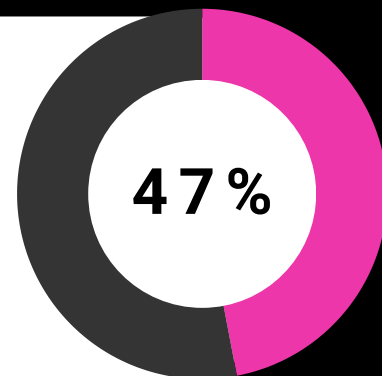
Follow a practitioner-defined treatment plan



Attend doctor-led dermatology clinics

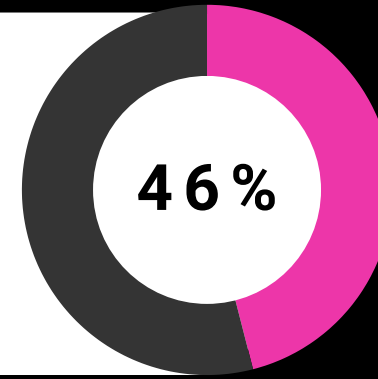


Have 2-3 annual sessions



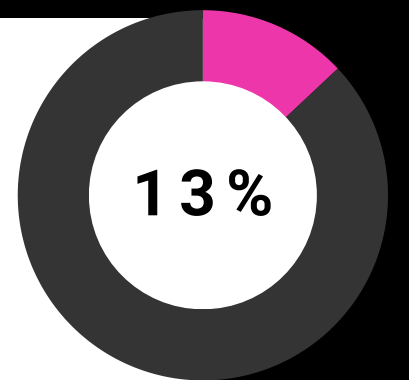
They are **more likely** to:

Use skincare only after treatments

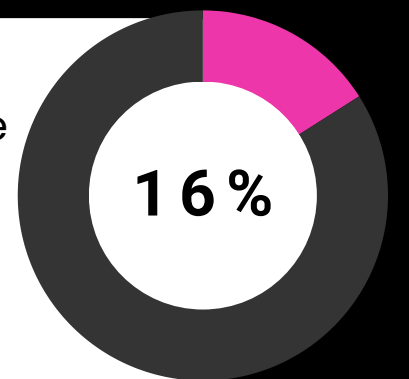


They are **less likely** to:

Combine injectables + device treatments



Use extensive multi-treatment plans



This suggests they prefer lower-intensity, manageable treatment journeys.

Brand importance

Brand importance is comparatively weaker in this segment.

They are the least likely to rate brand as **“extremely important” (27%)**.

When brands matter, it is more due to:

Familiarity/trust in the brand  29%

They are less likely to value brands because of:



Switching triggers

This segment is strongly driven by expertise and innovation.

They are more likely to switch clinics for:



Unlike other groups, online ratings/reviews are a relatively weak switching driver

They also show higher openness to occasional major treatments (26%) compared with regular maintenance approaches.



Next

season 1 episode 7

From confidence-seeking prospects to committed treatment planners, discover how trust shapes the aesthetic journey.



Trust Before Treatment

What separates Aesthetic Intenders from Experienced Users?