



Trust Before Treatment

Heavy users

season 1 episode 7



Not every interested consumer is ready to book a treatment.

For many, trust is built long before they ever become a patient.

So... what turns interest into confidence?



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



Heavy users: the committed, practitioner-led “maintenance optimizers”

Heavy users are the most embedded in aesthetics. They are defined by high session frequency, 7+ sessions per year, and structured planning. This is clearly reflected in their profile:

73.8%

Have a plan defined with a practitioner

26.2%

Have a self-managed plan

Unlike other segments, heavy users do not make treatment decisions case-by-case. Every heavy user follows either a practitioner-defined or self-managed long-term treatment plan.

Heavy users:

the committed

They also show the strongest future conversion

78.7%

Are likely to have a treatment in the
next **12 months**

out of which

54.1%

Are “extremely likely”

The highest of all segments

Heavy users:

practitioner-led “maintenance optimizers”

They are strongly influenced by expert advice

Primary information source:

55.7%

Doctor/practitioner consultation

well above moderate users at 39.7%, light users at 28.9%, and intenders at 37.1%

36.1%

Other

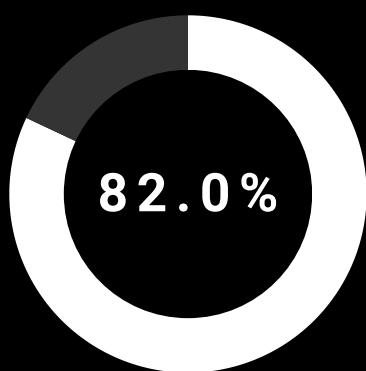
Followed by friends & family

32.8%

Google/search

In trust terms, they remain practitioner-led: 44.3% trust the practitioner most

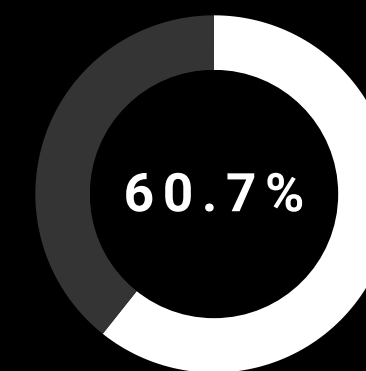
Brand matters most to heavy users



Rate brand as important
(6-7 out of 7)

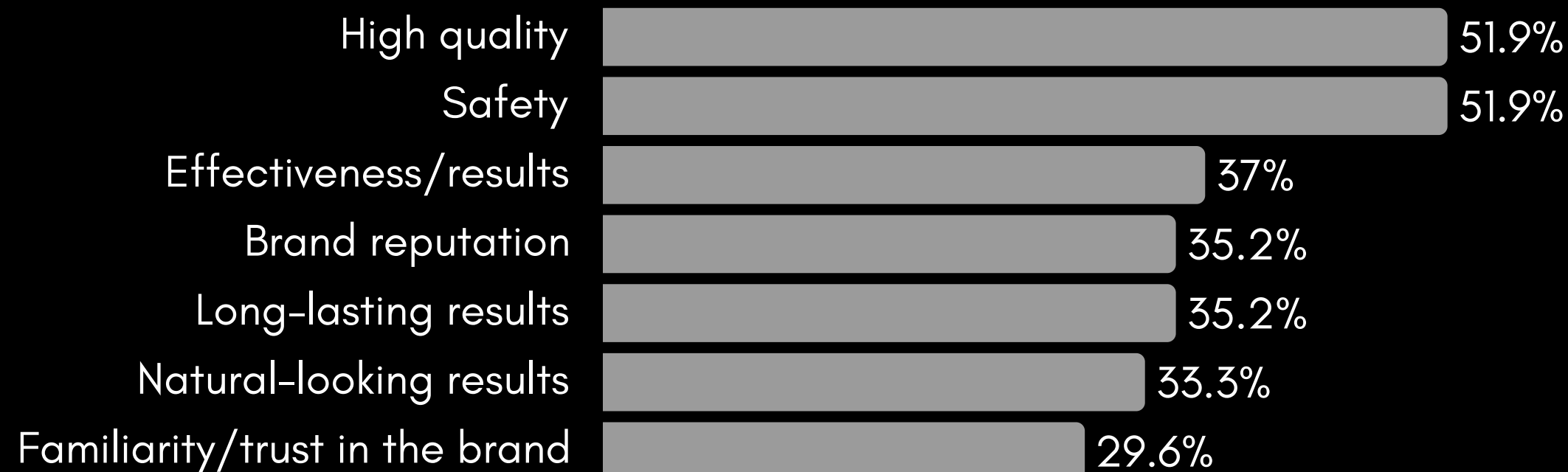
Well above other user groups

Moderate users: 54.6%
Light users: 34.9%



Say brand is extremely important
(7 out of 7)

Their mindset is also the most “clinical” and long-term. They score highest on:





Heavy users are not casual beauty consumers. They behave like **sophisticated** treatment planners. They **trust practitioners**, care deeply about safety and quality, and are highly **brand-sensitive** once they are in the treatment ecosystem.

Next

season 1 episode 8

Discover why the largest group of aesthetic patients follows structured treatment journeys and keeps coming back.



Mainstream structured users

Moderate users

What makes Moderate Users the core of the aesthetics market?