



Trust Before Treatment

**Light /
occasional users**

season 1 episode 9



Not every patient is ready to commit.

For many, aesthetic treatments remain an occasional choice rather than a regular routine.

So... what keeps Light Users from becoming loyal patients?



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



Light / occasional users: the cautious, lower-commitment trialists

Light users are the least committed segment. They typically have only one treatment per year, make decisions on a case-by-case basis, and are closer to trialists than long-term aesthetic patients.

Lower treatment commitment

100%

Had 1 session in the last 12 months

31%

Decide case by case
(vs. 0% Heavy & Moderate)

Lower future intent

31%

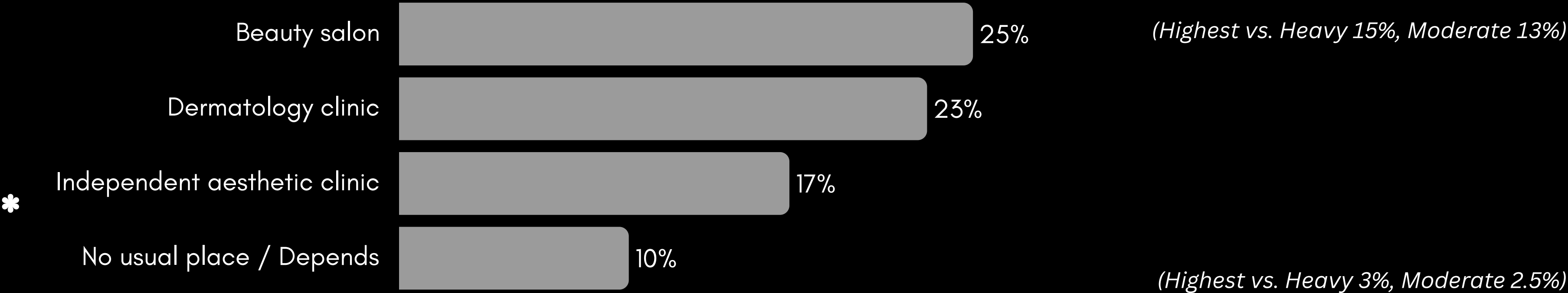
Likely to have treatment in the next 12 months

15%

Extremely likely to have treatment

Lower-intensity treatment settings

Their usual treatment location



Light Users are more likely to choose lower-intensity treatment settings and are less likely to have a consistent treatment location, reflecting a more occasional and less structured approach to aesthetics.

Less practitioner-led, more personally influenced

Light users rely less on professional guidance and trusted clinical sources, with decisions shaped by a broader mix of personal influences.

Lower professional engagement

29%

Use doctor/practitioner consultations
(vs. 56% Heavy Users | 40% Moderate Users)

17%

Use clinic websites
(Online reviews: 11%)

More dispersed trust

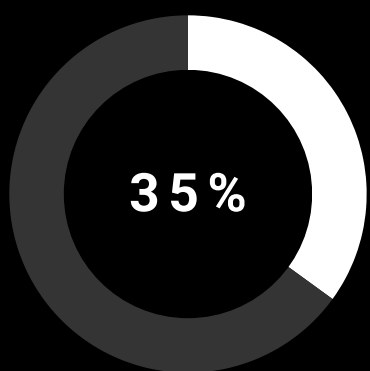
36%

Trust practitioners most

24%

Trust friends & family most
(vs. 12% Heavy | 12% Moderate)

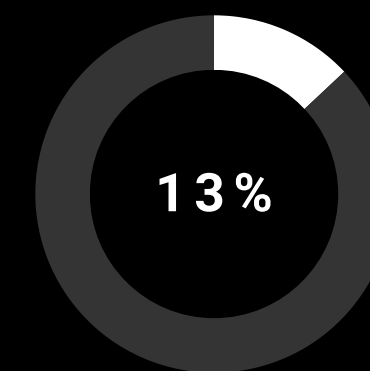
Brand importance is clearly weaker



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

Much lower than Heavy Users

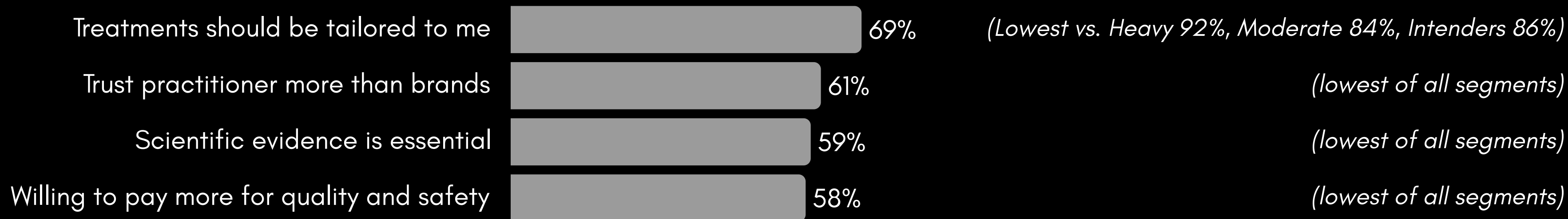
Heavy users: 82%
Moderate users: 55%



Say brand is extremely important
(7 out of 7)



Their attitudes also show weaker category commitment:





Light users are **occasional treatment seekers**, less **practitioner-led**, more **influenced by friends and family**, and less **brand-driven**. They are still exploring the category and respond best to **simple, accessible messaging** rather than complex treatment-planning conversations.

Next

season 1 episode 10

Discover why high-intent consumers are interested in aesthetic treatments, what holds them back from booking, and how trust, education, and reassurance turn intention into action.



The confidence-seeking future patients

What turns Intenders into confident aesthetic patients?