

Learning What Advertising Resonates with Facial Renewal Patients

A Qualitative Research Report | July 2021

Introduction

Throughout development of the Facial Renewal brand, the Renuvion® marketing team worked with a study group, assessing and analyzing the perceptions and reactions of prospective patients to various forms of messaging. What we learned has shaped our creative strategy for the launch of Renuvion for Facial Renewal, and we feel that sharing these data and insight will be useful to you as you launch this in your practice.

Prior to conducting this group research, we held one-on-one interviews with candidate patients to obtain a basic understanding of why they're considering a facial rejuvenation procedure. The conversations reflected what's typically discussed during an initial consult – what's bothering them about their appearance, treatment options they've considered, and a request for evaluation and guidance from the physician. These interviews and the research that followed gave us new and meaningful insight into what the patient is actually thinking and feeling during those office visits, and we believe that what we've learned will assist the physician and other patient-facing staff in approaching the Facial Renewal consult with an empathy and understanding that will enhance connection between the office staff and the patient.

The Facial Renewal brand was built on our strong evidence-based understanding of the challenges and tradeoffs the patient grapples with when they're in the moment of considering Facial Renewal vs other facial rejuvenation procedures. This clarity has enabled us to position Facial Renewal effectively in a league of its own, where the patient can have the best of both worlds without "tradeoff" or compromise. With these roadblocks removed, the patient can confidently move forward to schedule the procedure.

Background

In June 2021, Apyx® Medical embarked on a proprietary research study among 22 women in the US, ages 55 to 75, who were concerned about their signs of facial aging, wanting to take control over their appearance, and likely to undergo a significant facial procedure in the next two years.

Women who met these criteria were recruited to participate in an online research study where they could privately reveal their thoughts and feelings about the process of aging, and what they care about most in considering a facial procedure. They were also asked to share their hopes and fears about the process.

The study revealed insights into the target audience for cosmetic facial treatments, as well as a unique niche where the Renuvion Facial Renewal procedure is in a category all its own.

Mindset and Attitude Towards Aging

The women in this study are not passive in their approach to the experience of aging: they take control. They choose to be vital, thriving, aging well – looking natural and youthful for their age.

"I can't control the waves, but I can control how I see them."

Study Participant

Choosing to be in control of the aging process requires mental, emotional and physical athleticism. Aging well is an exercise of attitude and of spirit; looking naturally youthful is an expression of confidence and authenticity, and ultimately of freedom. It takes courage to present ourselves youthfully as we age, and a cosmetic facial procedure can be a profound step in a person's active decision to thrive.

Drivers for Facial Procedures and Treatments

People are keenly aware that how they look impacts how they're treated in the world. The fear of no longer being seen as vibrant, intelligent or desirable based on one's facial appearance – "becoming invisible to society", as some in our study group phrased it – impacts self-confidence and is a key driver of investment in facial procedures.

- Between ages 55 and 65 the decline in one's facial appearance is perceived as "sudden", which drives them to want to get ahead of it quickly. A person might feel like they're at the precipice of permanently losing their youthful appearance.

"It feels like preserving my beauty is a race against time."

Study Participant

- Between ages 65 and 75 the effects of less-invasive treatments (neurotoxins, fillers, chemical peels, fractional lasers) are perceived as minor and subtle. A person may feel "powerless" and "hopeless" over the aging process and its impact on their looks and self-confidence.

"I am lined and without a sense of self. As I have aged, I feel I have no control. Nothing I do can conceal my lines, indentations and imperfections. Sometimes makeup can make it look worse. As I am getting ready for the day, I feel defeated before I even walk out the door."

Study Participant

The decision to have a facial procedure reaches a tipping-point when a person is confronted by the reality that their facial features don't match the extraordinary person they've become on the inside. When seeing old photos or videos or hearing comments from others about how "tired" they look, a person can feel alienated from their face.

"I can barely look at my face with all its aging spots and wrinkles and I would love to be able to love my face again."

Study Participant

Common facial skin complaints during an initial consult include the lines around the nose and mouth, brown and red spots, uneven pigmentation, jowls and looseness, bags under eyes, and overall "dullness".

The Opportunity for Facial Renewal

In this study group, the overall goal of any facial procedure was unanimous: "aging well", while looking "natural" and "youthful". The consensus regarding existing treatment options, though, was that in order to see substantial results, they would have to give up looking like themselves. This opinion held true for both noninvasive and invasive treatments: chemical peels and laser treatments are not always effective in providing meaningful results, and many patients see facelifts as unnatural and distorting "the way they look".

Participants in the Facial Renewal study group expressed extreme interest and excitement for the possibility of eliminating the tradeoff between "looking youthful" and "looking natural". The ability to achieve a significant result while still looking like themselves would be a breakthrough that would allay the concerns that had kept them from moving forward with a facial rejuvenation procedure.

"This brand appears to be catering to people who want a natural appearance through the reduction of some of the negative effects of aging without changing one's overall facial appearance. This is a brand of integrity and concern for the consumer."

Study Participant

Show Nature Who's Boss Leads the Creative Strategy

After exposure to six advertising concepts, the study group selected Show Nature Who's Boss as the most resonant, calling it a "clear, powerful and credible message".

This tagline taps into a known and accepted belief among women, that you have a choice over how you look as you age. The message is received as credible largely because of the perceived age of the model (late-50s), whom they see as "one of us."

This highlights that such a profound but natural transformation is in fact possible for women in their age group.

"I like the word 'boss' because it means I'm not helpless against the advance of facial aging."

Study Participant

This empowered message and bold, can-do tone overtook the "Look better, Feel better" concepts, which were seen as "safe", "generic", and reminiscent of every other health-and-beauty marketing tagline.

Choosing a Model

Study groups typically identify advertisements featuring models who appear to be in their age group as more effective at driving interest and consideration of a product or treatment; they find the model more relatable and credible because they know in a split-second that the product is meant for them. Conversely, if a model is much younger than the target audience, a brand and a message are likely to be quickly dismissed as overpromising and unrelatable.

Women want to see "real women" in their age group, looking attractive and natural. Signs of aging, then – silver hair, wrinkles around the eyes, age spots on hands – are expected in these models. An advertisement featuring a photoshopped woman with silver hair but devoid of any other signs of aging, will not be considered credible.

"A real woman, secure with her looks and not artificial. It says the brand is for real women, like me."

Study Participant

"She's not a kid, nor is she a grandma, but wow, what beautiful skin. I wish mine looked like that."

Study Participant

Welcome to The New Possible™

As perceived by this study group, the groundbreaking result of a Renuvion® Facial Renewal procedure is well-suited by the tagline *Welcome to The New Possible*. An advancement in technology has enabled a completely new treatment that didn't exist before, and for the cross-section of society represented in our sample, the message is very hopeful and very exciting.

The creative direction and messaging for Renuvion Facial Renewal was shaped around this transformative offer to women. To get the youthful result you want, you no longer have to alter yourself unnaturally: for the first time, the new you can still be you.

Conclusion

We hope that this report helps to illuminate the psychology of the patient considering a facial rejuvenation procedure, as well as the complex challenges which they may not be able to fully articulate during the consult. The fear of 'sacrificing one's unique outward self for a more-youthful look' was universally present in our research, and uncovering and addressing this fear during the consult will enhance engagement, connection and meaningful communication between you and your patients.

The Renuvion Facial Renewal brand was built on true research and real patient insight, and our hope is that this procedure will become a cornerstone for the person who takes control of facial aging on their own terms.

