



Beauty and aesthetics

through the eyes of the Millennial

In the last decade, the aesthetics industry has undergone a substantial makeover – where what was once taboo, is now the norm. This mindset change is largely due to the Millennial generation, and their openness and willingness to invest in their appearance from an early age.

DR ANUSHKA REDDY

In a world ruled by appearance, non-invasive treatments such as dermal fillers and botulinum toxin injections appeal to consumers from an earlier age.

In fact, according to the American Society for Aesthetic Plastic Surgery, botulinum toxin is the most popular nonsurgical choice. And while Baby Boomers and Gen Xers still continue to be the biggest groups undergoing aesthetic procedures, within just five years, the use of botulinum toxin among people aged 19 to 34 years has increased by 87%.

The make-up of a Millennial Confident in themselves and most things in life, Millennials are not afraid to try aesthetic and cosmetic

treatments. They see these procedures as a way to enhance their lifestyle and appearance, rather than waiting until later to address them.

This especially rings true when one considers the results from a recent survey (led by the US-based aesthetic news website Zalea), which suggests that 40% of Millennials have either undergone a cosmetic procedure, or are considering one in the next year. Zalea co-founder Louis Scafuri adds, “This younger generation appears to express a stronger acceptance and willingness to consider cosmetic procedures than the older generations. It also indicates that these kinds of procedures are



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becoming considerably more socially acceptable. Moreover, Millennials are super savvy and have distinct expectations (particularly around non-invasive procedures), which means that providers of technology and procedures should all take notice.”

The young and the beautiful

In general, Millennials not only tend to take better care of themselves – but are also more willing to change what they perceive as flaws at a faster rate compared to that of Baby Boomers and Gen Xers. Plus, they spend so much time on social media that it's no surprise they are being swayed by key influencers and celebrities who talk openly about which treatments they're having done. The other reasons for undergoing non-surgical aesthetic procedures include wanting to preserve their youth, feeling better about themselves, and wanting to always look fresh.

A proactive approach

Additionally, a new trend emerging in this Generation Y is the use of non-invasive procedures for preventative ageing, rather than correcting the

ageing process. Millennials are willing to invest in their appearance and the products they use – which is why they tend to research a fair amount in their bid to find the right physician to address their needs.

The Millennial beauty approach

Given that this demographic consists of the largest group of female patients in their early 20s, they don't require any major work – so therefore opt for non-invasive procedures such as facial injectables (which prevents any possible damage to their skin in the future, while leaving their appearance refreshed and rejuvenated).

This is why more and more Millennials are requesting botulinum toxin injections to prevent wrinkle formation – as opposed to correcting the wrinkles once they appear. Research shows that the average age of a new botulinum user is now about 25 years old.

Meanwhile, fillers are a great tool for fighting off the ageing process and enhancing your appearance. Millennials choose dermal fillers to plump and fill areas of the face, such as lips and under the eyes (as this is where you see the most loss of volume). Plus, we

can't deny the influence Kylie Jenner has had over her popularity on her lip enhancement treatment.

Skin deep

As part of their preventative skincare regimen, Millennials regularly opt for chemical peels and facials to keep their skin healthy and revitalised. Chemical peels can not only deliver certain skin benefits, like reversing melasma and breakouts – but can also remove old surface cells while improving fine lines, acne and discoloration for all skin types and tones. They additionally assist in correcting age spots, freckles and sun damage – with some peels even freshening the skin through exfoliation.

The favourite facials

The two most popular facials among Millennials are the oxygen facial and vampire facial.

The oxygen facial rehydrates and plumps up skin in less than an hour, which can be achieved by administering the Intraceuticals Topical Hyperbaric Oxygen System. This method uses therapeutic oxygen under pressure to infuse a special serum of modified hyaluronic acid, essential vitamins, botanicals, antioxidants and amino peptides to the skin. Once hydration is balanced, the skin looks and feels healthier and more vital.

Equally effective is the vampire facial, which uses microneedling to administer platelet-rich plasma (PRP) to stimulate collagen. After a vampire facial, you can expect a more radiant complexion and improved appearance of wrinkles and scars, while the area underneath the eyes are also rejuvenated and your facial features are all plumped up.

Final thought

Millennials visit my clinic looking for a brighter and more refreshed version of themselves. They don't want to completely change their appearance; they want a prettier, more refreshed version of themselves. Helping them preserve their beauty and achieving a natural look is the number one priority. They expect no less. **A2**



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