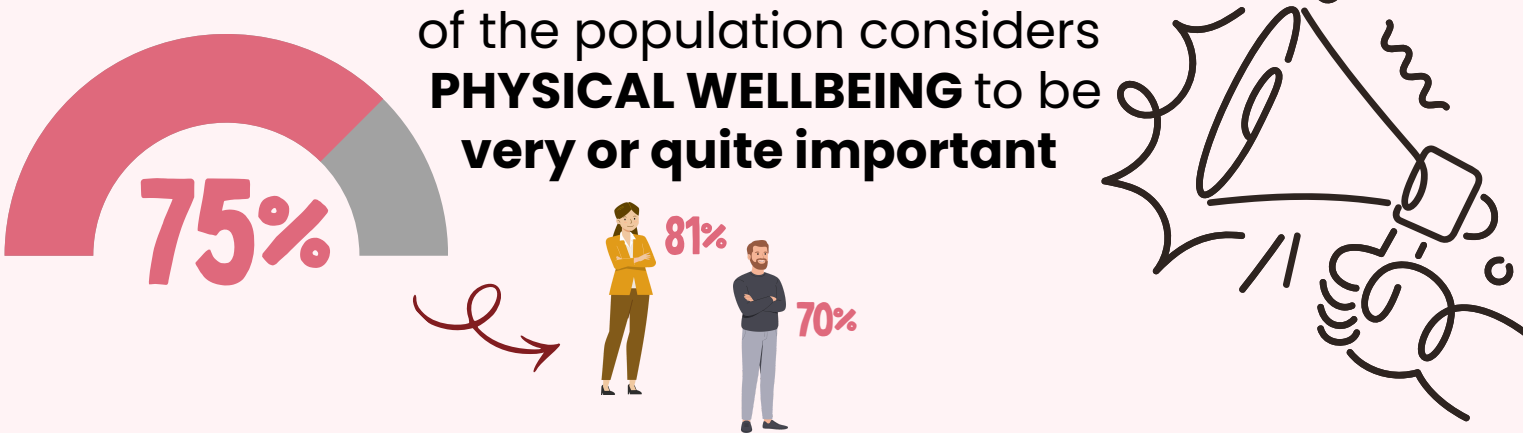


# SOCIETY IN THE MIRROR CARE OR OBSESION?

“ Looking good means feeling good”



50% say YES to skin care

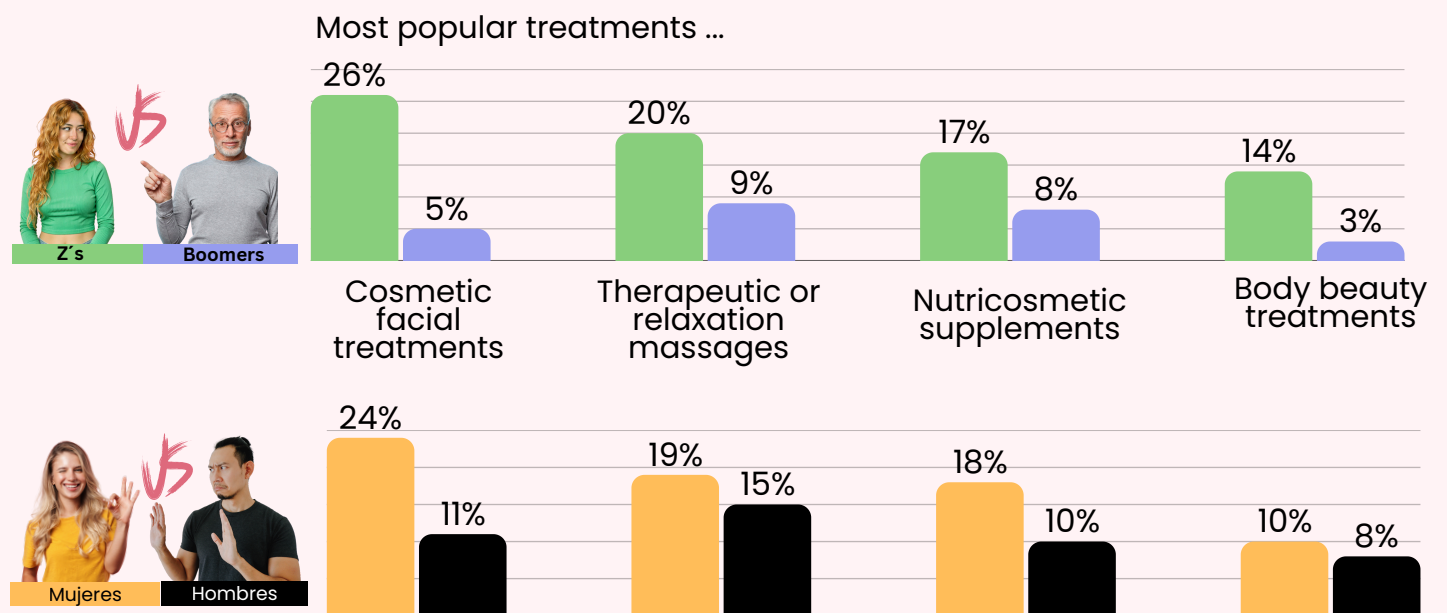
69% **WOMEN** 30% **MEN**



Z's 60%  
Millennials 51%  
X 49%  
Boomers 34%

## LOOKING FOR THE PERFECT IMAGE FOR SOCIAL MEDIA?

There has been a significant increase in the number of Gen Zers undergoing aesthetic treatments for the face and body. However, there has also been an increase in the number of young people choosing self-care treatments, such as relaxation and nutricosmetics.



The gender gap narrows when treatments focus on health or recovery.

The average age at which people undergo their first cosmetic procedure has dropped from **35** to **20**.

According to data from the Spanish Society of Aesthetic Medicine (SEME).



Para algunos, **VERSE BIEN** es una necesidad que **afecta directamente a su felicidad**.

% of importance of **feeling attractive** in relation to happiness

Z's	Millennials	X	Boomers
9%	5%	3%	4%

% of importance of **self-care** today, in terms of future well-being and contentment.

Z's	Millennials	X	Boomers
17%	13%	16%	19%

Appearance is becoming more important to young people's happiness. This could turn **SELF-CARE into an OBSESSION**.

