

## **Survey of Women's Anti-aging Skin Care Perceptions and Habits Fact Sheet**

A recent survey of women age 25-49 found that more than 75% of women had not seen a skin care physician in the last two years, but an almost equal percentage noted that it was important to have healthy, younger-looking skin. The survey results reveal that many myths and misperceptions exist regarding anti-aging skin care and that women do not know where to turn for accurate information.

### **Survey Findings Highlights**

(Actual figures stated or provided in parentheses.)

Skin care is a concern:

- More than 73% (73.1%) of women noted it was important to have healthy, younger-looking skin
- Just less than half (47.2%) of women noted it was *very* important to them to have healthy, younger-looking skin

Women don't know where to turn for accurate information:

- More than 75% (75.4%) of women had not seen a skin care physician in the last two years
- Less than 5% (4.7%) of women purchased their last skin care product at the recommendation of a skin care physician
- Nearly 70% (68.7%) of women respondents did not know that claims made by skin care products sold in drug stores and department stores are not regulated, evaluated or verified by a governmental agency like the U.S. Food and Drug Administration

Women need and want guidance and decision-making tools:

- Almost 64% (63.9%) of the women responded they would choose a skin care regimen that followed physician guidelines
- While 85% of women look for a product's SPF (sun protection factor) when purchasing a sunscreen, only 20.6% of women are aware there is an EPF (environmental protection factor) that rates topical antioxidants. More than 68% (68.2%) report it would be helpful to know a product's EPF when purchasing a topical antioxidant

### **Regional Differences**

- Women in the South were more likely to indicate that it was *very* important to them to have healthy, younger-looking skin (North East – 48.2%; North Central – 34.9%; South – 55.3%; West – 43.8%)
- Women in the South were also more likely to have seen a skin care specialist in the last two years (North East – 26.5%; North Central – 14.6%; South – 31.2%; West – 20.8%)
- Women in the North East were more likely to look for a product's SPF when purchasing a sunscreen (North East – 91.1%; North Central – 85%; South – 83.3%; West – 82.4%), and were also more likely to know that antioxidants are rated by an EPF, or environmental protection factor (North East – 38.6%; North Central – 13.2%; South – 19.7%; West – 12.9%)

### **Ethnic Differences**

- A majority (87.8%) of African American women said it was important or *very* important to have healthy, younger-looking skin – significantly higher than for Caucasians
- Of those women, just less than 74% (73.8%) said it was *very* important to them to have healthy, younger-looking skin
- African American women are slightly more likely to have seen a skin care specialist in the last two years (29.4% vs. 23.4% for Caucasians)
- Almost 40% (38.9%) of African American women believe that there is a governmental body that reviews claims made by skin care products sold in drug stores and department stores

**About the Survey**

The nationwide survey polled 370 women between the ages of 25 and 49 to determine their anti-aging skin care perceptions and habits. The survey was fielded using the International Communications Research (ICR) telephone omnibus survey of adults age 18 and over. ICR, headquartered in Media, Pennsylvania, is one of the nation's leading market and opinion research firms. The survey had a margin of error of + or – 5.09% at a 95% level of confidence and was funded by Allergan.

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