



TEOXANE

Gen Z Comes of Age in Aesthetics

A 2026 Report on Skin Quality

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Gen Z Comes of Age in Aesthetics

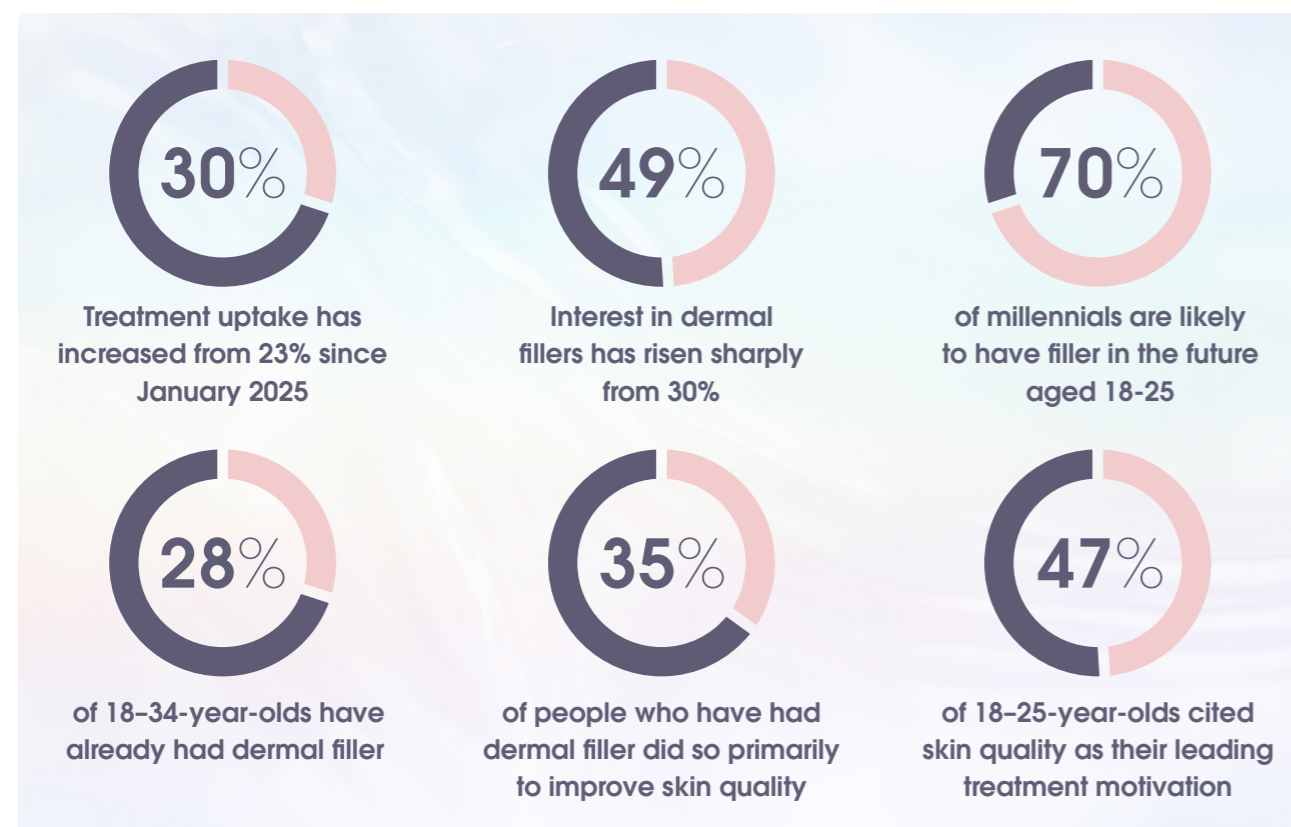
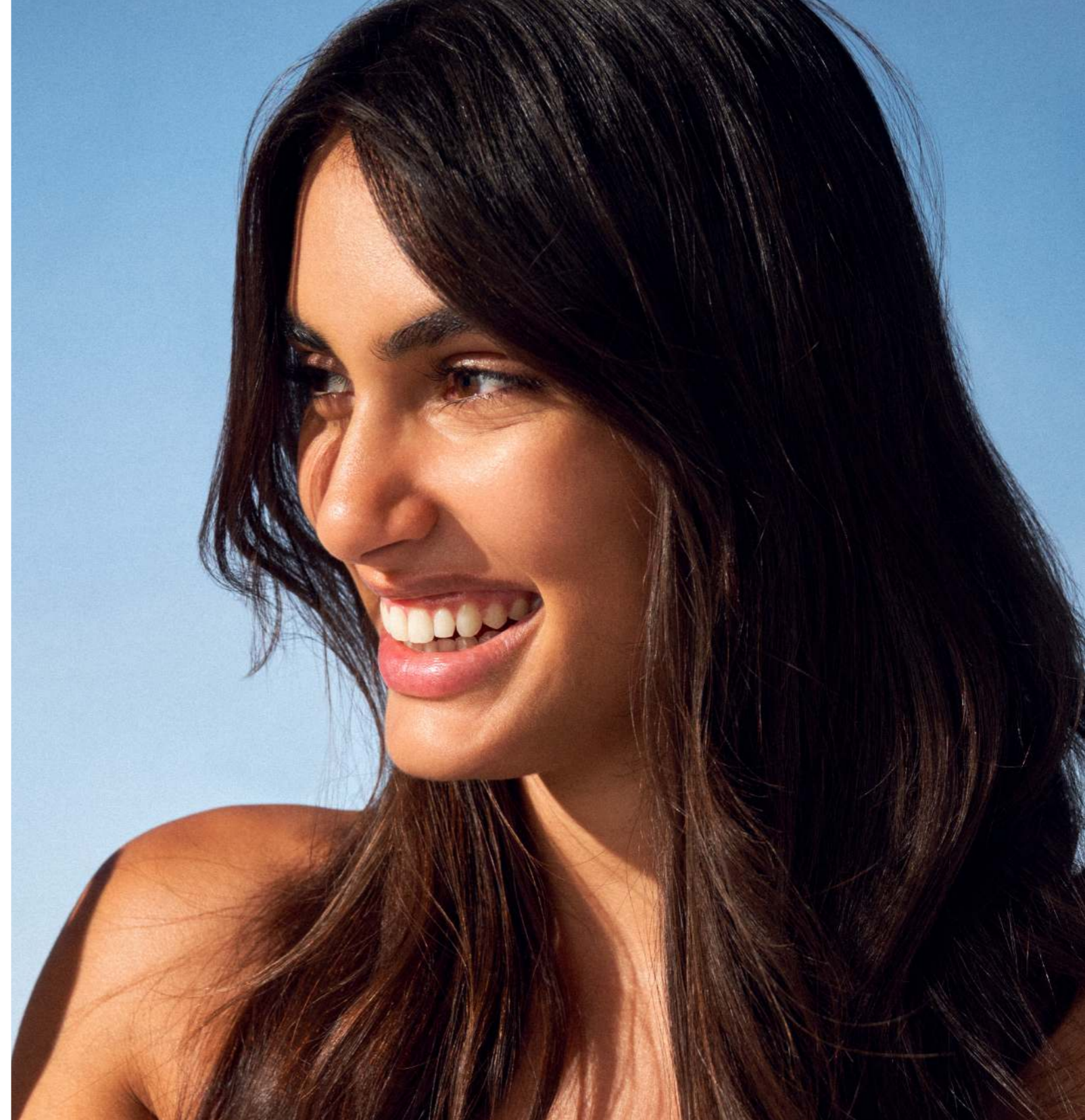
The following data from August 2025 (released 2026), has been commissioned by leading hyaluronic acid injectable brand, Teoxane, conducted by Norstat on 2,500 UK participants.

Whilst millennials continue to anchor the aesthetics market, with treatment uptake increasing from **23%** to **30%** since January 2025, Gen Z is rapidly cementing its role as one of the most engaged and influential audiences in aesthetics. They're not just the next generation of patients; they're redefining how we perceive injectable treatments.

Since January 2025, interest in dermal fillers among this group has risen sharply from **30%** to **49%**, with **70%** of those likely to have filler in the future aged 18-25. Notably, **28%** of 18-34-year-olds have already had dermal filler, making

them the leading age demographic to have undergone treatment to date.

Gen Z are redefining the use of dermal fillers, bringing a fresh perspective to how treatments are perceived and sought. They are active, informed and increasingly prioritising skin quality alongside appearance. Over a third (**35%**) of people who have had dermal filler did so primarily to improve skin quality - including radiance, texture and overall skin condition. This is particularly pronounced among younger patients, with **47%** of 18-25-year-olds citing skin quality as their leading treatment motivation.



While many Gen Z patients remain in a research and consideration phase, intent is clear. Most people who see filler as a long-term investment (**44%**) are under 34, and over half of those who hold this view (**52%**) fall within the 18-34 age bracket. For injectors, this signals the importance of early relationship-building, not to accelerate treatment at a young age, but to educate, reassure, and future-proof loyalty with

a generation that sees aesthetics as part of lifelong skin health management.

For injectors, this further reinforces the need to engage and educate this younger audience – not necessarily to encourage 18-year-olds to be having dermal filler treatment, but to guide and support their possible wants for treatment in the future.

A word from our experts



 **Dr Kaly Jaff**
The Secret, Glasgow

It's human nature that intrigue wants to explore what aesthetics could look like

Why are Gen Z looking to have dermal filler treatments – is it more preventative or purely aesthetic appearance now?

From my experience, I believe it's a mix of two major factors; intrigue and social pressure. There's so much information available now and we're constantly getting exposed to beauty standards on all social media platforms, billboards, radio etc etc. there's no escaping it. Subconsciously, that's always playing in modern day living. Add to that, that it's the most exposed we've ever been to our own reflection through phones, zoom calls, mirrors, glass. It's impossible to avoid. So you're subconsciously being told what the beauty standards are and equally having to literally reflect. It's human nature that intrigue wants to explore what aesthetics could look like. It's more accessible, more people are open about it and ultimately, the intrigue turns into action. I don't think it's as straight forward as "prevention or aesthetic". I think it's so much deeper than that and society has a big part to play.

What do you think is driving this earlier engagement with aesthetics?

The exposure to information, advertising, marketing added with self reflecting and social pressures. I think what was once completely unachievable to the younger generation or something that we looked at only celebrities having, is so easy to access now that earlier engagement is inevitable.

Do younger patients come in with a clearer understanding of what they don't want, as much as what they do?

Absolutely! AI is a wonderful and determinative tool that is wildly utilised before consultations which isn't always positive. I have patients

coming in with pictures of their face filtered and FaceTuned and demanding that as the final result and equally I have patients with lists of anxieties around complications that chat GPT has warned them off. It's can make the consultation process so much longer than it needs to be as you are myth busting and managing expectations on another level

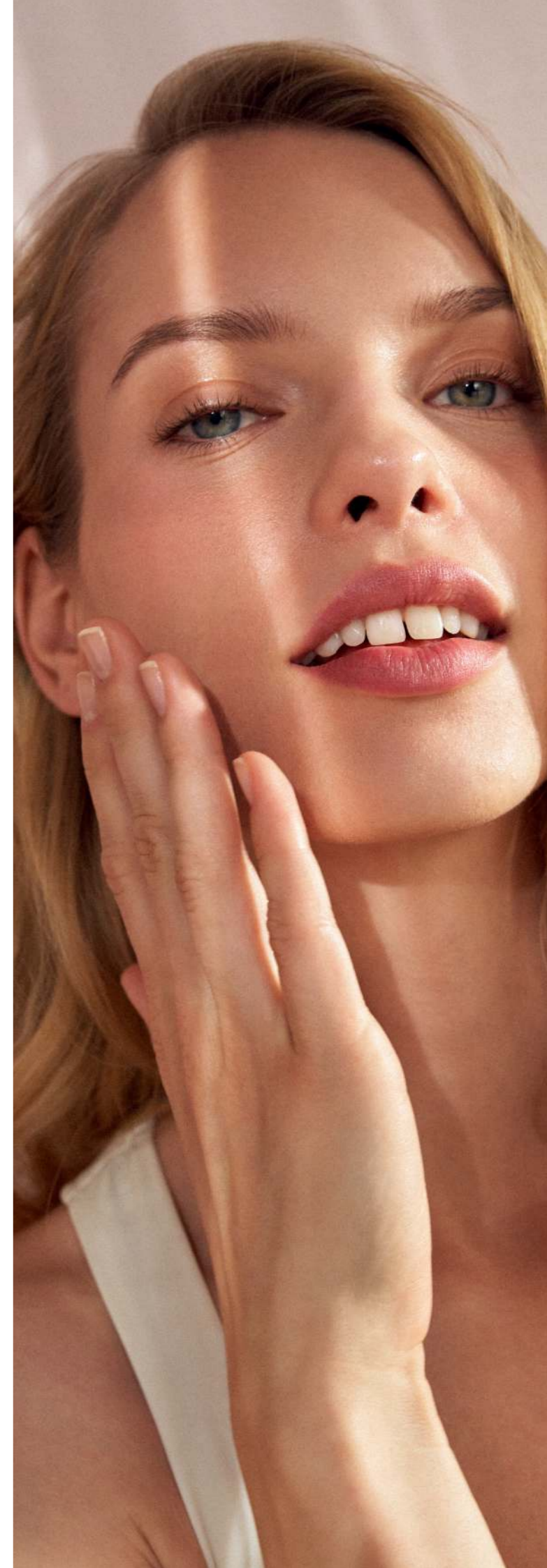
Why do you think skin quality has become such a priority for younger patients?

Because everyone wants good skin!!! It's not a preference or trend we can choose or deny. Everyone, all sexes, all ages want good skin. Skincare treatments typically are also more affordable so it's an easier and more realistic first step into the aesthetics world.

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How important is it to explain the role of hyaluronic acid in supporting skin quality rather than just volume?

It's vital to educate and inform our patient dynamic that HA doesn't always mean filler. I think the language in aesthetics is really starting to change as information is becoming easier to access. Before I would hear patients saying "my friend got Botox in her lips and they were huge" and that's changing slowly but I do still believe a large majority believe all HA equals volume. So it's so important that we educate so they're able to make informed decisions and also be able to see the wonders of non cross linked HA and perhaps have less anxieties about committing to skin boosters.





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