

# Women's views on anti-ageing products and procedures

*The Anti-Ageing Health & Beauty Show surveyed British women to reveal their top beauty concerns and share their opinions on cosmetic treatments and products...*

# 92%

of women want to speak directly to an experts before trying or purchasing new treatments/products

## 40+ celebrities that have aged best



39%



33%

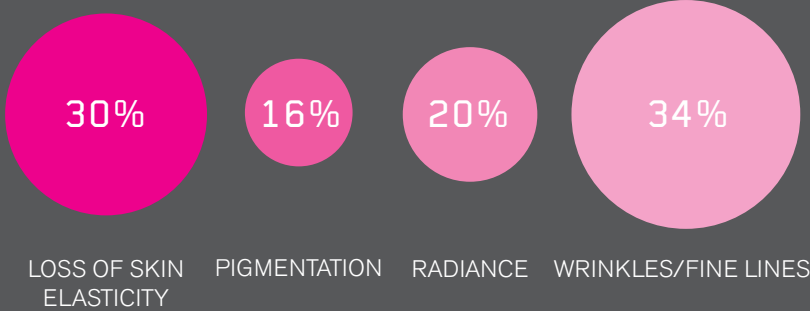


23%

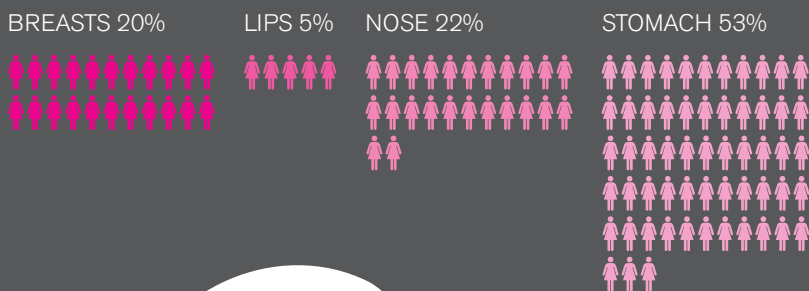


5%

## Anti-Ageing Concerns



## The physical feature women would most like to change



# 73%

do not know the difference between peptides and actives

# 58%

cannot live without moisturiser

# 72%

of women agree that we are ageing better thanks to advancements in cosmetic medicine and surgery

# 93%

would like to see a treatment demonstration or photographic evidence of its results prior to booking a procedure

# £10,000+

the amount half the women surveyed would spend to get the face and body of her dreams - if money were no object