Allergan Aesthetics
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HA Handbook

Positive and negative trends impact patient conversations across the dermal filler category. This guide provides smart responses in order to address filler sentiment and correct misleading, outside influences about Injectable Hyaluronic Acid (HA) Fillers.

Naturally *You*

WITH INJECTABLE HYALURONIC ACID FILLER

Model. Not an actual patient.

What we know about filler sentiment

BREAKING DOWN CONSUMER BARRIERS

Cost, fear of unnatural outcomes, and lack of education hold consumers back from trying filler for the first time[1]

- Cost is a common barrier, but the main concern for patients is looking unnatural, making them see dermal fillers as not "worth it"[1]
- Most consumers don't fully understand the benefits and product attributes of dermal fillers. For example, many are unsure how long Injectable HA Fillers last, making them less likely to consider treatment[1]

Consideration and decision-making are occurring outside the office

- Social media drives the negative swirl of fear and misinformation
  - **70% of converted patients decided they want filler when they were outside of an aesthetic practice[1,*]**
  - And 54% of considerers turn to social media for research, but the sentiment around filler isn't always positive[1,†]

Consumers *still want the results* Injectable HA Fillers provide. Research shows they aim to look "healthy," "natural," and "hydrated"[1]

*Based on a 2025 US survey of 94 consumers.[1]
†Based on a 2025 US survey of 277 consumers.[1]

Models. Not actual patients.

You are the voice they trust most—inside and outside the practice

Research tells us that the issue in the dermal filler category is not demand, but disconnection. However, research also indicates that your voice is the one that patients trust most to clarify their concerns.

Considerers consult their provider's social account above all others

48% of naïve filler considerers have not been treated in an aesthetic practice, and every negative story on social media pushes another curious patient away.[2]

52% of naïve filler considerers are already in an aesthetic practice, giving providers a large opportunity to educate.[2]

In the following sections we will cover key points of patient education and daily, in-practice opportunities to address patient concerns.

Let's talk Hyaluronic Acid (HA) in your patients' terms

Research shows that consumer hesitation toward dermal fillers comes from a lack of knowledge about what Injectable HA Fillers do, how they work, and what role providers or products play in the outcome.[1] Let's cover some consumer friendly points of education that can help ease patient's concerns.

Hyaluronic Acid (HA) defined

- HA is a substance naturally found in the body, most commonly in the skin, that helps the skin retain its natural moisture and softness[3,4]

HA: A naturally derived option

- Injectable HA Fillers are designed to mimic the HA naturally produced in the body. In Injectables, modified HA acts as a key ingredient to enhance and help restore the face's natural volume and appearance[5]
- Injectable HA Fillers are a modified form of HA that can be injected to enhance natural features, smooth facial lines and wrinkles, or restore volume loss[5,6]

The science behind HA

- Injectable HA Fillers are tailored to each individual patient's needs. There are different types of formulations, gel properties, and characteristics that are designed for different areas of the face[6]
- Injectable HA Fillers are designed based on where and how they will be used—for example, a softer, more flexible product near your eyes and a firm, supportive product for your cheeks[6]

Model. Not an actual patient.

Help patients understand why you choose HA

As HA in the body decreases with age, the more that wrinkles, sagging, and facial volume loss become problems. Injectable HA Filler can *temporarily reverse aging* with lifting, volumizing, and smoothing effects—and natural-looking results[6,7]

- Injectable HA Fillers are the most commonly used type of dermal filler today because they're both *tailored* (different types for different areas of the face) and *temporary* (dissolve slowly over time)[7-9]
- Injectable HA Fillers can rejuvenate and refresh your patient's look without surgery and with minimal downtime[10]
- Treatment with Injectable HA Filler can be dissolved if a rare side effect occurs[11]
- Use before-and-after photos to show patients the natural-looking results that are possible[6]

Now let's discuss consumer friendly responses to top patient concerns and sentiments.

Addressing *top concerns* in patient's terms

It's important to be familiar with appropriate responses to top patient concerns and questions about Injectable HA Fillers. This section offers guidance on how to confidently and clearly address these common topics to support informed, comfortable decision-making.

Sentiment Category	Patient Concern	Provider Response
Natural-looking Results	**"Will filler give me natural-looking results? I don't want to look puffy, overfilled, or overdone."**	"Injectable HA Fillers can absolutely give you natural-looking results. Injectable HA Fillers are derived from HA, a substance naturally found in the skin, and can enhance or rejuvenate your appearance when properly placed. As a skilled and trained injector, I'll start by assessing your unique anatomy so I can identify the appropriate area for product placement, helping achieve the natural-looking outcomes you're looking for."[5,6]
Natural-looking Results	**"I don't want big, unnatural 'duck lips.'"**	"I completely understand that concern and I would never want to make you look unnatural. Unfortunately, unnatural results are the ones we tend to notice, especially on social media. My goal is for people to think you look refreshed without being able to tell you received treatment. That's why we do a comprehensive assessment, so we can plan for outcomes that are natural to your unique look."

Sentiment Category	Patient Concern	Provider Response
Dissolvability	**"I'm worried that if something goes wrong, I'm just stuck that way."**	"Injectable HA Fillers naturally dissolve over time as your body breaks down the HA in the injectable. If a rare adverse reaction occurs, we can use an enzyme called hyaluronidase to dissolve the product. This makes Injectable HA Fillers both durable and dissolvable, for long-lasting results that can be refreshed over time. Results generally last between 6 months to 2 years, depending on the product and area injected."[9,10,12-15]
Filler Migration	**"I'm concerned that my filler will migrate."**	"Filler migration—when filler moves from the original injection site—can occur, but is rare and manageable. This risk can be minimized through proper technique, careful product selection, and a thorough facial assessment. If migration occurs with an Injectable HA Filler, it can be corrected with hyaluronidase, an enzyme that dissolves HA."[9,11,12,16,17]

Model. Not an actual patient.

Sentiment Category	Patient Concern	Provider Response
Duration	**"I've heard filler is forever."**	"Injectable HA Fillers are designed to be long-lasting yet temporary. You may see results for 6 months to 2 years, depending on the product used and area treated, but Injectable HA Fillers will naturally dissolve over time. Results can be refreshed as needed. We will assess at each visit and tailor your treatment plan depending on your aesthetic goal."[9,12-15]
Cost	**"I'm unsure about the cost of this treatment."**	"Injectable HA Fillers offer lasting results with minimal time and effort. Most treatments take under an hour, and the results can last a year or more. It could be a high-value, short-term investment."[10,13-15]
Safety	**"Are fillers really safe? How do I know?"**	"With over 20 years of use in the US and 5.33 million treatments in 2024 alone, Injectable HA Fillers are the most used dermal fillers in aesthetics. In fact, all Injectable Hyaluronic Acid Fillers that are FDA approved within the US have been studied and shown to be safe and effective for use. Most side effects associated with Injectable HA Fillers are mild to moderate and temporary, such as bruising and swelling, and resolve on their own."[14,18-20]

Consultation strategies to cultivate positive sentiment

You have the opportunity to create positive sentiment at every stage of the patient experience. Early, often, and at every appointment or interaction, addressing sentiments and patient concerns can be a crucial tool for your practice.

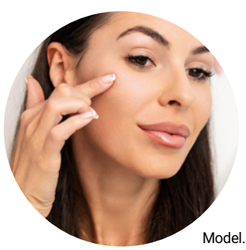
This section offers strategies specific to filler sentiment beyond the First Impression Framework, helping you and your staff encourage positive sentiment with confidence and clarity.

Optimize pre-consultation with your medical assistant or front desk staff

- Train staff to listen without judgment if a patient expresses hesitation, such as “I don’t want filler”
- Encourage staff to relay any patient concerns to the provider as valuable insight for the consultation
- Everyone in the practice should help credential the injector, such as, "Thank you for calling, you're in good hands with. . ."
- Use the patient’s concern as an opportunity to pivot the conversation toward their unique appearance and aesthetic goals rather than starting with treatment modality
- Encourage your patients to bring in photos of themselves that they like—this can help guide your conversation and align on natural-looking goals. It might also help them feel more at ease and realize that the treatment goal is to look like a younger version of themselves, in line with natural-looking outcomes

Start with your credentials and share your expertise

- Begin consultations with a strong credentialing statement to establish your expertise and set a foundation of trust
- Have an open, evidence-based approach to guide a two-way conversation. Focus on explaining the basics of how aging works before jumping into treatment options
- Listen to what your patients want, such as natural- or healthy-looking results, and incorporate that language into the consultation
- Explain the physiological basis of symptoms—such as volume loss—and how they can be addressed, while positioning HA injectables as a clinically backed modality for restoration
- Show your work—use your before-and-after photo library of appropriate patients to highlight natural-looking results that closely align to a patient's desired outcome



Model. Not an actual patient.

Consider these best practices in your consultations

- Use a comprehensive assessment technique to provide more personalized consultations and to recommend the appropriate products and treatment volumes
- For those patients who say “filler is not for me," pointing to your own results can help normalize treatment and highlight how natural and undetectable injectables can look
- Use patient photos to explore changes over time and frame treatment as a way to subtly help restore, not alter, their natural appearance
- Show before-and-after photos of patients with similar facial features or aesthetic goals to illustrate realistic, natural-looking outcomes

Speak to the value

Patients are satisfied with Injectable HA Fillers

- Research shows that most people are satisfied with their Injectable HA Filler treatment—in one study, 9 in 10 (N = 500) women stated their look was improved, much improved, or very much improved[21,22]
- 97% of consumers indicate that they were satisfied or very satisfied with their last Injectable HA Filler treatment

Offer bundled pricing and flexible payment options

- Create value-driven packages that combine multiple syringes into a single treatment plan with transparent pricing
- Provide flexible payment options that allow patients to spread out costs over a series of appointments (eg, monthly installments or per-treatment milestones)

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Learn More

Together, *let's share* positive Injectable HA Filler insights

Talk to your Allergan Aesthetics representative for more tools and resources to support your patient conversations.

References: 1. Data on File, Allergan Aesthetics, March 20, 2025; Global HA Strategy and US NTX Market Review. 2. Data on File, Allergan Aesthetics, 2024; Facial Injectable Market Size (Mid-Year) - 2H 2023 to 1 H 2024. 3. Papakonstantinou E, Roth M, Karakiulakis G. Hyaluronic acid. A key molecule in skin aging. *Dermatoendocrinol*. 2012;4(3):253-258. 4. Brandt FS, Cazzaniga A. Hyaluronic acid gel fillers in the management of facial aging. *Aging*. 2008;3(1):153-159. 5. Monheit G, Coleman KM. Hyaluronic acid fillers. *Dermatol Ther*. 2006;19(3):141-150. 6. de la Guardia C, Virno A, Musumeci M, Bernardin A, Silberberg MB. Rheologic and physicochemical characteristics of hyaluronic acid fillers: overview and relationship to product performance. *Facial Plast Surg*. 2022;38(2):116-123. 7. Walker K, Basehore BM, Goyal A, et al. Hyaluronic acid. In: *StatPearls*. Updated Jul 3, 2023. Accessed August 11 2025. https://www.ncbi.nlm.nih.gov/books/NBK482440/. 8. Dermal fillers. Johns Hopkins Medicine. Accessed August 11, 2025. https://www. hopkinsmedicine.org/health/treatment-tests-and-therapies/dermal-fillers 9. Willson A. Risks and rewards: What to know about dissolving filler. American Society of Plastic Surgeons. Accessed August 11, 2025. https://www.plasticsurgery.org/news/articles/risks-and-rewards-what-to-know-about-dissolving-filler/. 10. Dermal fillers: what they are, types, benefits & side effects. Cleveland Clinic. Accessed August 11, 2025. https://my.clevelandclinic.org/health/treatments/22667-dermal-fillers. 11. King M, Convery C, Davies E. The use of hyaluronidase in aesthetic practice (v2.4). *J Clin Aesthet Dermatol.* 2018;11(6):E61-E68. 12. Jordan D, Stoica B. Filler migration: A number of mechanisms to consider. *Ophthal Plast Reconstr Surg*. 2015;31 (4):257-262. 13. Monheit G, Beer K, Hardas B, et al. Safety and effectiveness of the hyaluronic acid dermal filler VYC-17.5L for nasolabial folds: results of a randomized, controlled study. *Dermatol Surg*. 2018;44(5):670-678. 14. US Food and Drug Administration. FDA-approved dermal fillers. November 9, 2020. Accessed August 21, 2025. https://www.fda.gov/medical-devices/aesthetic-cosmetic-devices/fda-approved-dermal-fillers 15. Jones D, Murphy DK. Volumizing hyaluronic acid filler for midface volume deficit: 2-year results from a pivotal single-blind randomized controlled study. *Dermatol Surg*. 2013;39(11):1602-1612. 16. Wollina U, Goldman A. Filler migration after facial injection—A narrative review. *Cosmetics*. 2023;10(115):1-15.17. Hong GW, Hu H, Chang K, Park Y, Lee K, Chan L, Yi KH. Review of the adverse effects associated with dermal filler treatments: Part I nodules, granuloma, and migration. *Diagnostics*. 2024;14(640):1;14. 18. Restylane celebrates 25 years of natural-looking results with its signature line of hyaluronic acid fillers. Press Release. September 30, 2021. Accessed August 11, 2025. https://www.galderma.com/news/restylaner-celebrates-25-years-natural-looking-results-itssignature-line-hyaluronic-acid. 19. American Society of Plastic Surgeons 2023 Statistical Release. American Society of Plastic Surgeons. Accessed August 11, 2025. https://www.plasticsurgery.org/documents/news/statistics/2023/plastic-surgery-statistics-report-2023.pdf. 20. Kyriazidis I, Spyropoulou GA, Zambacos G, et al. Adverse events associated with hyaluronic acid filler injection for non-surgical facial aesthetics: A systematic review of high level of evidence studies. *Aesth Plast Surg*. 2024;48:719-741. 21. Faris M. The use of facial fillers in clinical practice: The level of patient satisfaction and an overview of common clinical complications. *Actas Dermo-Sifiliográficas*. 2024;115(5):458-465. 22. Data on File, Allergan Aesthetics, May 30, 2025; HA Filler Sentiment Data Repository Master Deck.

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