



CUTERA®



AviClear®

*The Acne
Impact Report*

Research and findings
on the everyday toll of
acne among sufferers

A SURVEY STUDY¹

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ABOUT THE SURVEY STUDY

For the Cutera Acne Survey, Cutera partnered with PR and Digital Marketing Agency EvolveMKD and survey vendor FocalData to digitally survey 500 acne sufferers in the U.S. across all genders and ages (18-45), weighting younger sufferers higher. The survey ran in the field from March 25, 2024, to March 29, 2024.

The original Missed Moments survey, conducted in May 2022, followed the same digital methodology and sampling approach. This survey was also completed in partnership with EvolveMKD and survey vendor AYTM.

FOREWORD

For acne sufferers the reality of “living in the moment” can be challenging

Research from the Cutera Acne Survey¹ demonstrates that acne has more than a physical effect on those who suffer - the emotional toll of acne can often be far more severe.

GETTING CAUGHT UP

Last year, Cutera, a global leader of dermatology and aesthetics devices, conducted a survey to better understand the impact that acne has on individuals who suffer from it. The study revealed acne impacts multiple parts on one's life, from physical to mental well-being, and it even influences the actions acne sufferers take.

PHYSICAL

APPEARANCE
PAINFUL BREAKOUTS
SCARS

MENTAL

LACK OF CONFIDENCE
FEAR
NEGATIVE PERCEPTION OF SELF

ACTIONS

MISSING MOMENTS
ISOLATION
PHOTO AVOIDANCE

Our research shows acne sufferers live their life in a constant fear of a breakout, resulting in their everyday choices revolving around that fear.

We wanted to explore that emotional toll further. We digitally surveyed 500 acne sufferers in the U.S.¹, with a key focus on those who suffer from moderate to severe acne.





Model. Not actual patient.

OUR MOMENT OF CLARITY

For acne sufferers,
skin clarity and **mental clarity**
go hand in hand.

Acne sufferers are often
hyper-focused on their skin
issues - triggering constant
constant worry, anxiety, and
embarrassment.

Of the acne sufferers surveyed:

43%

(nearly half!) worry they will
NEVER have clear skin.

3 in 10

feel that others only see
them for their acne.

90%

say acne insecurities impact
their day-to-day lives.

1 in 3

say they dream of the person they
would become if they had clear skin.



According to the survey study, acne sufferers truly believe that clear skin would give them the power and freedom to **live in the moment**.

The Current Standard of Care and the Potential for Improvement

Many acne sufferers believe that achieving clear skin would transform their lives. This dream is not just about clear skin; it's about regaining confidence and the freedom to engage in life without the fear of judgement, however, the current approach to treatment can be complex, variable, and could have serious side effects.

81%

who have tried prescription treatments say they wish they knew more about the in-office treatments, like lasers, that are available to them.

The #1 treatment

considered after prescription topical/orals is laser/light therapy, like AviClear - more than twice as popular as alternative treatment options.



6 in 10

say the struggle of trying to treat acne can be worse than the acne itself.

only 51%

are satisfied with their current treatment.



Those suffering from acne are are eager and **willing to take the next step with laser treatments**, like AviClear.

The Daily Burden of Acne Adds Up Over Time

For many, dealing with acne is not just a matter of managing breakouts; it's a pervasive, long-term battle. The ongoing struggle with insecurities significantly impacts their daily experiences, often causing them to miss out on moments that others take for granted.

90%

say acne insecurities play a role in their day-to-day lives, often avoiding social situations and public outings due to breakouts.

1 in 4

say that their acne is always on the back of their mind in social settings.



Model. Not actual patient.

Constantly worrying about acne can be overwhelming, making it difficult to connect, fully participate, and live in the moment.

3 in 10

feel that others only see them for their acne.

1 in 4

will avoid social interactions because of their acne.

Imagine dealing with these daily struggles for years on end. Acne sufferers often endure these challenges without resolution for much of their lives.

2/3

have suffered from acne for six years or more.

1/3

have suffered longer than 10 years.

4 in 10

have given up trying to find the right acne treatment for them.

The Acne Treatment Journey Reveals Many Uncomfortable Truths



The acne treatment journey can feel all-consuming. The struggle to find a resolution can push acne sufferers to make major skin sacrifices.

Acne sufferers tend to hyperfocus on their breakouts, engaging in impulsive behaviors that cause more harm than good. Many struggle to resist the urge to pick at their skin despite knowing the harmful effects. They often resort to “quick fixes,” prioritizing instant “results” over long-term improvements.

47% know that picking at acne is bad, but do it anyway.

32% often use quick fixes for acne that cause more harm than good.



Fear of worsening breakouts keep them from using beneficial skincare products – especially sunscreen - trapping them in a cycle of avoidance and anxiety at the expense of their long-term skin health.

nearly
Half

say acne is more important than their other skincare issues.

2 in 5

are so focused on treating acne and aren't using other beneficial topicals.

1 in 4

refuse to use sunscreen for fear of worsening breakouts.

1 in 5

avoid their other skincare products for fear of worsening breakouts.



Dermatologists are the Fulcrum of Acne Treatment Decision Making



The treatment journey can be frustrating, with many patients feeling overwhelmed or dissatisfied with their current options. Patients often feel their treatment plans lack alternatives beyond medical or topical options, or feel uninformed about their choices, especially at the beginning of their treatment journey.

only
Half

say they feel fully educated about the acne treatment options that are right for them.

less than
Half

say they had full awareness of the treatment options available when they first started treating their acne.

1 in 4

who are dissatisfied with treatment say they felt overwhelmed by the number of available options.



Model. Not actual patient.

Dermatologists play a critical role in educating and guiding patients towards treatments that can help treat their acne. Many place high value in the advice provided by their doctor and rely on their recommendations when considering new treatment options.

Nearly
8 in 10

say they will closely follow the recommendations provided by their doctor for acne treatments.

3 in 4

trust dermatologists for skincare recommendations.

AviClear: An Opportunity To Live in the Moment

For Dermatologists, helping patients find a resolution to their long-term struggle with acne is key to building patient relationships and trust to improve overall skin health.

The #1 reason patients are dissatisfied with the prescription orals and topicals is that they didn't deliver the results they were promised.

1 in 3 moderate-to-severe acne sufferers are interested in trying out laser treatments.

81% of those who have gone the prescription route say they wish they knew more about in-office treatments like laser available to them.



Model. Not actual patient.

The "AviClear laser" has been one of the **top growing skincare trends** in the US, seeing a +454% growth in 2023³.

Laser/Light therapies, like AviClear, are the **#1 treatment considered** – twice as popular than alternative treatment options.

Half of those who have heard of AviClear are **interested in trying it.**



AviClear is the *natural next step* for patients who are looking for a new standard of care that will allow them to *live in the moment.*



AviClear[®] Learn more at [AviClear.com](https://www.AviClear.com)

REFERENCES:

1. For the Cutera Acne Survey, Cutera partnered with PR and Digital Marketing Agency EvolveMKD and survey vendor FocalData to digitally survey 500 acne sufferers in the U.S. across all genders and ages (18-45), weighting younger sufferers higher. The survey ran in field from March 25, 2024, to March 29, 2024.
 2. According to Spate Clean Beauty Trends Report (2023) via Google Search data, average monthly search volume increase comparing the past 12 months ending September 2023 vs the 12 months prior (US Rising Clusters)
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Cutera is a leading provider of aesthetic and dermatology solutions for practitioners worldwide. For over 25 years, Cutera strives to improve lives through medical aesthetic technologies that are driven by science and powered through partnerships. For more information, call 1-888-4-CUTERA or visit [Cutera.com](https://www.Cutera.com).