

MOM GENES

WHY WHAT TO EXPECT MATTERS

A leading research company asked moms and daughters about their genetic predisposition for beauty and facial aging. You'll be surprised by what they said.

73% of daughters think they are more likely to age like mom.

90%
MOMS

"There's more pressure to look younger, longer nowadays."

88%
DAUGHTERS

67%
MOMS

"I frequently worry about my face showing signs of aging."

67%
DAUGHTERS

77%
Even more if I'm aging just like mom.

DAUGHTERS
25-40

THE LIFE PRESSURES AND JOYS THAT AGE ME THE MOST:

FINANCES
\$
27%

KIDS
25%

WORK
18%

MOMS 50+

35%
MOMS

"Yes, I would consider having an injectable treatment for facial lines and wrinkles."

47%
DAUGHTERS

66%
MOMS

"Sure, I'd tell a friend or acquaintance if I had an in office procedure."

74%
DAUGHTERS

66%
MOMS

"I'd be more interested in treatments with natural looking results."

77%
DAUGHTERS

62%

Once a year or less. That's how often moms and daughters talk about facial aging.

THE BEST ADVICE MY MOM GAVE ME ABOUT SKINCARE IS:

HYDRATE
24%

USE SPF
19%

SLEEP
11%

44%
OF MOMS THAT LOOK THE AGE THEY FEEL.

82%

"I hope facial aging is easier for my daughter than it was for me."

75%
OF MOMS WOULD LIKE TO LOOK 10 OR MORE YEARS YOUNGER.

"I would support my daughter getting a facial treatment from a specialist."

81%

GALDERMA
MOM GENES™

METHODOLOGICAL NOTES:

The Mother-Daughter Facial Aging Study was sponsored by Galderma Laboratories and conducted by Wakefield Research (www.wakefieldresearch.com) among 1,002 U.S. women: 502 women ages 50+ with daughters ages 25 - 40 and 500 women ages 25-40 between October 30th and November 5th, 2015, using an email invitation and online survey. Quotas have been set to ensure reliable and accurate representation of U.S. women ages 25-40 and U.S. women ages 50+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measureable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary for each audience, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

All trademarks are the property of their respective owners. © 2015 Galderma Laboratories, L.P. MP-MIX-00135 12/15