Why Millennials and Aesthetic Subscriptions are the Perfect Match
For every U.S. consumer currently spending money on aesthetic treatments, 10 more are thinking about it.

And Generation Y, better known as the millennial generation, is the perfect market to help you achieve that growth.
In 2016, there were approximately 80 million millennials in the United States, making them the largest (and most talked about) generation. And, according to a Deloitte research study, they are quickly becoming the most dominant group in the premium consumer market.

The stats for the aesthetics industry are no different. Data shows the millennial generation is one of the fastest-growing consumer groups entering the aesthetics space.

Therefore, understanding what motivates millennial spending habits will help you to grow your business through aesthetic subscriptions.
What is HintMD?

HintMD’s aesthetic subscription platform integrates into any practice and allows you to increase patient loyalty and retention with very little effort. HintMD enables your patients to become members by offering personalized, easy-to-follow treatment plans, paid for in affordable monthly installments.

HintMD makes beauty goals easy to achieve and even easier to maintain at a price that makes sense.

Millennials are perfect candidates for HintMD ...and they know it!

Millennials are a step ahead, realizing that by undergoing aesthetic treatments earlier in life, they are able to help prevent visible signs of aging, rather than attempting to turn back time in their 40s, 50s and 60s.

It’s time to start targeting your practice’s membership plans to these influential young adults, who are frequently signing up for prejuvenation procedures.

Pre·ju·vin·a·tion: (n.) preventative rejuvenation

Millennials have already proven to be adopters of subscription models for their aesthetic treatments. And they’re the perfect age to start a medical-grade skin plan or enhance an existing routine with minimally invasive treatments.
Take it from the Doctor

“Millennials are one of the best crowds for getting on a treatment plan and staying on it... As a rule, they are not only up for trying new things, but they are in that sweet spot of life where they don’t necessarily need to repair their skin but know they should start preventing damage and protecting it.”

– Dr. Steven Swengel, Refined Dermatology in Los Gatos, CA
Statistics show, unsurprisingly, that injectables are the most popular aesthetic treatments with subscribers in their 20s and 30s, with neuromodulators at the top and hyaluronic acid fillers from the Juvéderm and Restylane families coming in second.

“My advice to many of the millennials I see is to add a little ‘hit’ of something minimally-invasive like an injectable. This introduces them to the aesthetics world and nudges their skin in the right direction for years to come,” Dr. Swengel explains.
Recent market research suggests that millennials feel a huge amount of pressure regarding their appearance – 88 percent would like to improve their appearance. However, many of them look down on blatant vanity and are far more preoccupied with accomplishing overall well-being – i.e. eating healthy, staying fit and looking good.

So, how should you market your aesthetic subscriptions to this core customer group?

Memberships and aesthetic subscriptions are a way for your patients to reach and maintain all-around physical and mental wellness. Promote yours that way, and you’ll be on your way to a winning formula — with millennials and beyond.
While significantly more millennials are ‘willing’ to spend on their appearance and are far more educated than previous age groups, they face much bigger economic challenges.

“Millennials are the first in the modern era to have higher levels of student loan debt, poverty and unemployment, and lower levels of wealth and personal income than their two immediate predecessor generations had at the same stage of their life cycles.”

– Pew Research Center
A desire for wellness and good looks, combined with a lack of disposable income, makes the millennial customer the perfect candidate for an aesthetic subscription. Through HintMD, millennials can manage their budgets AND achieve their beauty goals with easy and confidence.

Take Sophie, 32 for example, a millennial member at Shahin Fazilat M.D., FACS in Mountain View, CA. She recently got married, but during the countdown to her big day, she was concerned about the cost of looking perfect. Signing up for an aesthetic subscription plan through HintMD eased her concerns.

“Having already spent a ton on my flowers and venue, my budget for skin care, Botox and filler was close to nothing... After signing up for a beauty plan at Dr. Shahin Fazilat’s office, however, I looked perfect on my wedding day AND managed to avoid the large, upfront cost of over $1,200.”

-Sophie, 32

With HintMD, you can make beauty maintenance attainable for the people who want it most.