

NEWBEAUTY™

New Stats Reveal What GLP-1 Users Want to Fix After Weight Loss

Tatiana Bido | December 24, 2024



mapo / Getty Images

GLP-1 medications are reshaping the way people think about weight loss. The recent BeautyEngine data from the Q4 2024 *State of Aesthetics* survey highlighted the impact of weight loss on aesthetics, too. After losing significant weight, many users focus on nonsurgical treatments to address changes in their appearance and restore confidence. Here's what the latest numbers reveal about what's next for GLP-1 users.

Meeting Milestones

Significant weight loss often sparks new aesthetic priorities. According to recent data, nearly 30 percent of GLP-1 users reported shedding 20 to 40 pounds, while an impressive 28 percent lost 40 to 60 pounds. These medications have become a game-changer for those who have struggled with weight loss, helping individuals not only improve their health but also redefine their appearance. "These medications are opening up new possibilities for patients," says Dublin, CA plastic surgeon [Steven Williams, MD](#).

Many users soon learn that these changes often lead to other concerns beyond the number on the scale. Over 62 percent of users identified sagging skin as their biggest issue, while 46 percent wanted to focus on improving muscle tone.

The Push for Tightening and Sculpting

Treatments that target skin laxity and body contouring are becoming more popular as GLP-1 users look to complete their transformations. Nearly 47 percent of respondents plan to pursue in-office treatments, with neurotoxin injections and fillers leading the way. For loose skin and reduced muscle tone, combination treatments involving energy-based skin tightening devices and nonsurgical sculpting are delivering impressive results.

Austin, TX plastic surgeon Johnny Franco, MD says the industry as a whole is paying attention. “Allergan Aesthetics is following the impact of GLP-1 medications on appearance-focused behaviors, as our research is showing that many people who engage in medical weight loss are often more interested in aesthetics afterwards,” he says. “GLP-1 medications transformed the weight loss landscape, but they often come with changes in skin elasticity and facial volume that patients might not anticipate. Aesthetic treatments can help address these concerns.”

Tackling Hair Loss After Weight Loss

While weight loss can bring many positives, it has also led to unexpected challenges for some—like hair thinning or loss. About 30 percent of GLP-1 users reported experiencing hair changes and treatments to restore hair quality are in high demand. PRP (platelet-rich plasma) therapies, topical treatments and supplements are all popular options. Nearly 55 percent of users prefer topical solutions, while 33 percent are considering PRP therapy.

New York dermatologist Amy Spizuoco, MD shares, “I do PRP in my office and there are so many advancements now that enhance the results. I’ve also started exploring exosomes for select patients, which could lead to even better outcomes. It’s exciting to see how much we can do to improve hair quality alongside weight loss.”

So, what’s next for GLP-1 users? For many, the medications are just the start of their transformation. “As more people maintain their weight loss journeys, they’re turning to treatments to look and feel even better,” adds Dr. Spizuoco.

<https://www.newbeauty.com/glp-1-users-post-weight-loss-stats/>