



# The Reality of Acne:

## *Missed moments & insecurities*

AviClear is the first and original energy-based laser treatment to permanently resolve the #1 dermatological skin condition affecting over 50 million people, acne.

For all who suffer from acne, moments where there is an expectation of being photographed, including quick memories with family/children, are most avoided.

*For more than 80% of moderate to severe acne sufferers, their acne impacts how they feel and act toward being in photos.*

Acne sufferers also avoid moments when first impressions are everything, like first dates or interviews, and social gatherings such as nights out with friends and family functions.



# 77%

Moderate to severe acne sufferers have *“missed moments”* due to acne.

# 79%

Moderate to severe acne sufferers admit *acne holds them back* from doing what they want.

# 1 in 4

Moderate to severe acne sufferers have *missed over 10* important moments due to acne.



I had a horrendous breakout the day before my *cousins wedding*...I chose to stay home due to the insecurities I felt.

I was supposed to go to our *yearly Friendsgiving* but had an outbreak so instead I sat at home depressed about it.

My friends set me up on a *date* with a guy I had a thing for...I backed out because of my appearance due to acne.



## Top Missed Moments

### *For moderate to severe acne sufferers*



Plans with friends or family



Dates



Daily activities



Celebrating birthdays or holidays



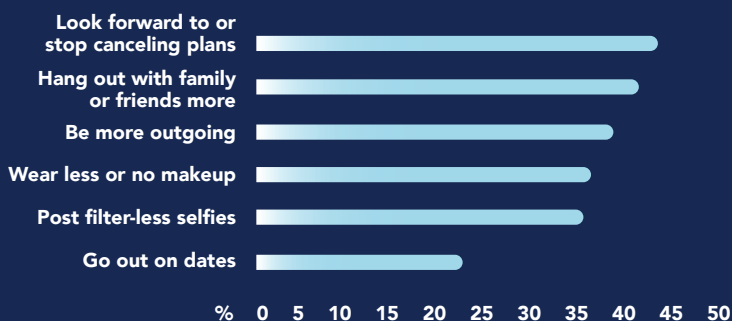
A wedding or related events

# 90%

Moderate to severe acne sufferers said having clear skin would change the way they live their life! *They would...*

# 2 in 3

Moderate to severe acne sufferers wish they could *relive moments* they missed due to acne!



*Having clear skin* would make moderate to severe acne sufferers feel...

- 59% more confident
- 55% less self-conscious
- 45% more attractive/beautiful
- 45% less anxious
- 44% overall happier