THE SKINNY ON SKIN
GLP-1s & the New Beauty Body

Weight loss used to be a before-and-after story. Today it is a during story. GLP-1 medications have put dramatic weight loss within reach of millions of people, and the number on the scale is only part of what changes. Loose skin, facial hollowing, hair shedding, and dull, dehydrated skin often show up in the mirror. She feels healthier and more confident, but she's also shopping for help with what the weight loss left behind. Based on an October 2026 survey of 2,993 U.S. female beauty buyers, this Beauty by the Numbers maps the new GLP-1 beauty consumer: the skin, hair and body changes she is living with, the firming skincare, hair care and beauty supplements she is buying, and the white space brands have yet to claim.

92% of women who lost weight noticed at least one change in their skin, hair, nails or body

Riding the Weight-Loss Wave

The GLP-1 era is not a niche trend. More than half of U.S. women surveyed have lost noticeable weight in the past five years, and half of them did it with help from a GLP-1. Most of the rest say they're open to trying it.

Her Weight-Loss Snapshot

- **64%** lost 10% or more of their body weight
- **51%** of those have used a GLP-1 drug to lose weight (36% currently, 13% previously)
- **45%** of GLP-1 users have been on the medication for a year or longer
- **36%** lost 20% or more of their body weight



56% have had noticeable weight loss in the past 5 years

The Next Wave Is Already Lining Up

- **79%** of women who haven't lost weight want or expect to start a weight-loss journey soon
- **31%** expect to use a GLP-1 medication
- **25%** plan to use over-the-counter supplements

Why She's Doing It

- **93%** say looking healthy matters more than looking thin
- **88%** to improve her health
- **86%** to feel better about herself
- **62%** to extend her longevity
- **59%** to improve her mental well-being

Lighter Body, Mixed Emotions

Weight loss delivers on its promise, and then some surprises arrive.

The Gains	The Pains
74% feel more comfortable in her clothes	**51%** fear regaining the weight
70% feel healthier	**34%** are self-conscious about excess skin
61% feel more confident	**29%** struggle with body image despite weight loss
52% are happier overall	**22%** feel she looks older due to fat loss in her face

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She did not lose weight to look depleted. She did it to look and feel well. Brands that position post-weight-loss beauty as wellness and self-care, not vanity or damage control, speak to the 86% who simply want to feel better about themselves.

The Mirror Report: What Weight Loss Left Behind

The number on the scale went down; her list of beauty concerns went up.



Since Losing Weight, She's Seeing...

1. **51%** loose or sagging skin on her body
2. **46%** hair shedding or thinning
3. **38%** more visible fine lines and wrinkles
4. **34%** sagging skin on her face, jawline or neck
5. **34%** drier, dehydrated skin
6. **33%** loss of facial volume (hollow cheeks or temples)
7. **33%** dull or tired-looking skin
8. **26%** dark under-eye circles or hollows
9. **24%** weak or brittle nails

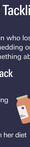
The Changes That Bother Her Most

1. Loose or sagging body skin
2. Hair shedding or thinning
3. Fine lines and wrinkles
4. Dry, dehydrated skin
5. Sagging skin on the face, jawline and neck



Her Loose-Skin Hot Spots

- **65%** stomach/abdomen
- **57%** upper arms
- **48%** face
- **44%** thighs
- **36%** neck



Face Value: Firming Is the New Glow

The so-called "GLP-1 face" has rewritten her skincare priorities. Firming and tightening now top her wish list, ahead of hydration and anti-aging.

Skincare Benefits She Wants Now

- **67%** firming/tightening
- **57%** hydration
- **40%** smoothing fine lines and wrinkles
- **40%** collagen support
- **36%** restoring a plump, full look
- **34%** improving elasticity

Facial Products She'd Try

- **83%** firming serum
- **71%** neck and jawline cream
- **70%** LED light therapy device
- **69%** volumizing/plumping moisturizer
- **69%** eye cream for hollows and dark circles
- **60%** peptide patches

Her face changed fast, and she wants it to bounce back just as fast. Firming serums and neck-and-jawline treatments backed by time-bound, visible-results claims ("in 4 weeks") are the clearest path to her shopping basket. Volume and elasticity are the language of this moment: glow is a bonus.

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Skincare Claims That Count

1. **Visibly firms skin in 4 weeks (57%)**
2. **Results you can see in the mirror (48%)**
3. **Plumps the appearance of skin (42%)**
4. **Improves elasticity (40%)**
5. **Lifts and tightens the jawline (39%)**

Body of Work: Firming from the Neck Down

Loose body skin tops her list of changes and the one that bothers her most, and she is willing to try almost anything to fix it.

Body Care She'd Love to Try

- **86%** firming/tightening body lotion
- **79%** body serum with peptides or retinol
- **73%** at-home body firming device (radiofrequency, microcurrent)
- **70%** body exfoliant
- **66%** crepey skin treatment

Hair Today, Gone Tomorrow? Tackling GLP-1 Hair Loss

Nearly half (46%) of women who lost weight experienced hair shedding or thinning, and 92% did something about it.

How She's Fighting Back Against Shedding

- **63%** volumizing/thickening shampoo or conditioner
- **61%** hair supplements (biotin, collagen, etc.)
- **59%** increased protein in her diet
- **40%** hair growth serum
- **34%** scalp treatment or scalp massager
- **64%** probiotics/ gut health
- **63%** biotin
- **56%** electrolytes/ hydration
- **47%** creatine

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88% are interested in a beauty supplement formulated specifically for people taking GLP-1 medications (60% very interested).

Beauty From the Inside Out

She is eating less, so she is supplementing more. Ingestible beauty is a natural fit for the GLP-1 routine.

Supplements She Takes or Would Consider



Beyond the Bathroom Shelf: The Procedure Pipeline

37% have considered cosmetic surgery or procedures because of weight-loss changes. Among them:

- **46%** excision of excess skin
- **46%** plastic surgery (lifts)
- **44%** Botox/neurotoxins
- **36%** liposuction
- **34%** body contouring
- **31%** fillers

Shrinking Waistlines, Growing Beauty Budgets

Her Weight-Loss Beauty Haul

Her jeans got smaller; her beauty spend did not.

- **44%** spend more on beauty and personal care since losing weight
- **52%** spend about the same
- **4%** spend less

- **88%** have bought at least one product specifically to address weight-loss changes
- **55%** moisturizers for dry or damaged skin (including barrier repair)
- **47%** facial firming or volumizing creams
- **45%** hyaluronic acid serums
- **45%** body firming lotions
- **45%** protein products
- **43%** retinol or resurfacing treatments
- **36%** collagen supplements
- **36%** thickening or volumizing shampoo/conditioner
- **29%** new makeup to match her new look

GLP-1 Users: Paying More, Caring More

- **71%** are more interested in beauty since starting a GLP-1 (44% more than ever)
- **67%** of out-of-pocket payers have not cut back on beauty spending, and 14% spend more
- **59%** pay for their GLP-1 out of pocket

She has budget, motivation and an open shopping cart, but no loyalty yet. With so few very satisfied, the category is wide open for brands that prove performance on her changing skin. Body care is the biggest gap: nearly 1 in 5 (19%) are dissatisfied with what she's using now.

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The Satisfaction Gap

Fewer than 1 in 6 are very satisfied with the products she's tried for weight-loss changes.

- **15%** very satisfied with facial skincare
- **13%** very satisfied with body skincare
- **13%** very satisfied with hair care
- **12%** very satisfied with supplements
- **8%** very satisfied with at-home beauty devices

Made for Her, Not About the Medication

She wants brands to show up for her weight-loss journey, but how you say it matters as much as what you sell.

She's Ready to Buy

- **83%** are interested in a "prep kit" of skincare, hair care and supplements to start before or alongside a GLP-1 or weight-loss journey (64% very interested)
- **78%** would purchase beauty products designed for GLP-1 users (40% definitely)
- **64%** say beauty brands should create products for GLP-1 users
- **52%** say a "for GLP-1 users" product would make her more likely to buy

What She Believes

- **97%** would trust a beauty product more if it were consumer-tested for results
- **96%** say beauty brands should help people care for skin and hair during weight loss
- **84%** say GLP-1s are changing what people want from beauty products
- **65%** would pay more for products tested on a consumer panel of GLP-1 users
- **65%** say her beauty routine is now more about health than appearance
- **43%** are skeptical of beauty products with "GLP-1" in the name

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Lead with the benefit, prove it with the panel. She prefers labels that name her skin changes over labels that name her medication. Put "GLP-1" in your proof, not your product name: "consumer-tested by GLP-1 users" tests well, while a GLP-1 brand name invites the skepticism of 43%.

Label Language She Prefers

1. "For weight-loss-related skin changes" (23%)
2. "Firming & renewal" (17%)
3. "For changing bodies" (15%)
4. "Clinically tested on people taking weight-loss medication" (15%)
5. "Supports skin through transformation" (13%)

Ready for GLP-1 Claims Like These in 2026? You Need Them!

Contact The Benchmarking Company to learn about consumer in-home use testing (IHUT) on panels of GLP-1 users for marketing claims and risk mitigation.



Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.

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Beauty & Personal Care Consumer Research

Data based on The Benchmarking Company original October 2026 study of 2,300+ US female beauty buyers.