In 2013, 6,831 adults aged 25-64 gave their first impressions on people’s faces* to identify how those with facial redness associated with rosacea are perceived by others and how these perceptions differ vs. people not affected. A sub-group of 800 respondents with facial redness symptoms associated with rosacea were questioned further on the impact this condition has on their lives.1

**Power of First Impressions**

Research shows that within a single glance of a face, people automatically appraise facial characteristics and make an array of social assumptions²

70% of people without facial redness... 

...think they are judged unfairly in people’s first impressions

81% of people with facial redness associated with rosacea...

**How Does the Presence of Facial Redness Associated with Rosacea Impact People’s First Impressions of Sufferers?**

- **Likelihood to hire this person for a job**
  - 70% likely for people without facial redness
  - 85% likely for people with facial redness associated with rosacea

- **Has a managerial/professional job**
  - 61% likely for people without facial redness
  - 43% likely for people with facial redness associated with rosacea

- **Likelihood of being friends with this person**
  - 71% likely for people without facial redness
  - 58% likely for people with facial redness associated with rosacea

- **Socially**
  - **77% likely** for people with facial redness associated with rosacea

- **At Work**
  - People with facial redness associated with rosacea may be disadvantaged on first impressions at work, socially and in their relationships owing to the appearance of their skin

- **Likelihood this person is married or dating someone**
  - 87% likely for people with facial redness associated with rosacea

- **Subconscious responses (% strength of association)**
  - Confidence: 80%
  - Success: 60%
  - Healthy: 80%
  - Trustworthy: 70%
  - Intelligent: 60%
  - Reliable: 50%
  - Well relaxed: 40%
  - Not stressed: 40%
  - Relatable: 30%
  - Happy: 20%
  - Attractive: 20%
  - Impressive: 20%
  - Attractive: 20%
  - Confident: 20%

*Half the photographs featured faces with clear skin and the other half were digitally enhanced to represent the same faces with facial redness. The survey was conducted in the UK, Ireland, France, Germany, Italy, Sweden, Denmark and Mexico. Differences between samples are significant at the 95% confidence level.**Captured via online Emotix© Test based on the Implicit Association Test. Strength is represented in terms of how strongly participants intuitively associated these characteristics with the different face types.
How do people with facial redness associated with rosacea feel about their condition and how does it impact them?

Facial redness associated with rosacea has significant emotional, psychological and lifestyle impact on sufferers.

**At Work**
- 63% are affected at work
- Affected confidence with presenting/public speaking (32%)
- Embarrassed by what colleagues think (29%)
- Reduced confidence in interviews (27%)

**Emotionally**
- 77% are affected emotionally
- Lowered self-confidence and self-esteem (37%)
- Felt embarrassed by what people think (46%)
- Felt sad/depressed (22%)

**Socially**
- 67% are affected socially
- Felt uncomfortable meeting new people (36%)
- Stared at by people/ have been the subject of rude comments or jokes (32%)

**Relationships**
- 53% are affected in their relationships/dating behaviour
- Embarrassed by what family/friends think (23%)
- Embarrassed by what their partner thinks (21%)
- Felt less confident about relationship (19%)
- Felt uncomfortable dating (29%)

**ACT ON RED... A COMMON, YET FREQUENTLY OVERLOOKED CONDITION.**

Up to 12% of the population is affected by facial redness associated with rosacea. Yet approximately only 1 in 10 of these has received a formal diagnosis.

8 in 10 (78%) find their facial redness unpredictable and difficult to control.

Those diagnosed with rosacea are twice as likely to have their facial redness under control.

39% are affected emotionally.

20% are affected in their relationships/dating behaviour.


Act on Red is an awareness programme developed and funded by Galderma S.A.