

Appendix Figure 1. Sample screen from Emotix[®] test. Participants were presented with a photograph and word. They were asked to click on the face if they felt the word 'fits' the face or the waste-bin if not. Quantitative and qualitative data could be gathered from speed of response and frequency of response. Faces shown were representative of each region (i.e. Northern Europe, Southern Europe, Latin America)



Trustworthy

Appendix Figure 2. Sample faces with and without facial redness. Participants were asked questions about the people they viewed on the screen, solely based on their visual impressions. These included questions about their job prospects and relationships. They each saw a man and woman, one of whom had facial redness. **a** Half the sample was asked about an image of a woman with facial redness and a man without facial redness. **b** The other half was asked about an image of a man with facial redness and a woman without facial redness. Latin American Woman ©iStock.com/lila-es; Latin American Man ©iStock.com/Charles Gatewood. The models used did not suffer from facial erythema but the images were digitally altered to portray the typical facial redness associated with rosacea



Appendix - Questionnaire

DEMOGRAPHICS

S1 Are you...?

1. Male
2. Female

S2a How old were you at your last birthday?

S2b Which of these age ranges do you fall into?

1. Under 25
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or above
7. Prefer not to say

S3-UK In which region do you live?

- | | | |
|---------------------------|-----------------------|-----------------------|
| 1. North East England | 5. East of England | 9. South East England |
| 2. North West England | 6. West Midlands | 10. Wales |
| 3. Yorkshire & the Humber | 7. South West England | 11. Scotland |
| 4. East Midlands | 8. Greater London | 12. Northern Ireland |

S3-FRA

- | | | |
|----------------------|------------------------|--------------------------------|
| 1. Aquitaine | 9. Lorraine | 17. Rhone-Alpes |
| 2. Midi-Pyrénées | 10. Haute-Normandie | 18. Languedoc-Roussillon |
| 3. Auvergne | 11. Nord-Pas-de-Calais | 19. Provence-Alpes-Côte d'Azur |
| 4. Bourgogne | 12. Picardie | 20. Ile-de-France |
| 5. Centre | 13. Basse-Normandie | 21. Pays de la Loire |
| 6. Limousin | 14. Bretagne | 22. Poitou-Charentes |
| 7. Alsace | 15. Corse | |
| 8. Champagne-Ardenne | 16. Franche-Comte | |

S3-DEU

- | | | |
|---------------------------|-------------------------|-----------------------|
| 1. Berlin | 7. Schleswig-Holstein | 13. Rheinland-Pfalz |
| 2. Brandenburg | 8. Hamburg | 14. Baden-Württemberg |
| 3. Mecklenburg-Vorpommern | 9. Bremen | 15. Bayern |
| 4. Sachsen | 10. Niedersachsen | 16. Saarland |
| 5. Sachsen-Anhalt | 11. Nordrhein-Westfalen | |
| 6. Thüringen | 12. Hessen | |

S3-ITA

- | | | |
|---------------|-----------|-------------------------------|
| 1. North West | 3. Centre | 5. Islands (Sardinia, Sicily) |
| 2. North East | 4. South | |

S3-MEX

- | | | |
|--|---|---|
| 1. D.F. and Metropolitan Area | 6. North East (Coahuila, Nuevo León y Tamaulipas) | 10. South East (Tabasco, Campeche, Yucatán, Quintana Roo) |
| 2. Guadalajara | 7. West (Nayarit, Colima, Michoacán) | 11. South West (Guerrero, Oaxaca, Chiapas) |
| 3. Monterrey | 8. East (Hidalgo, Tlaxcala, Puebla, Veracruz) | |
| 4. Tijuana | 9. Centre (Zacatecas, SLP, Ags, Gto., Qro, Morelos) | |
| 5. North West (Baja California, Sonora, Chihuahua, Sinaloa, Durango) | | |

S3-SWE

- | | | |
|------------------------|----------------------------|------------------|
| 1. Stockholm | 4. Middle Norrland | 7. West Sweden |
| 2. East Middle Sweden | 5. Upper Norrland | 8. South Sweden. |
| 3. North Middle Sweden | 6. Småland and the islands | |

S3-DNK

- | | |
|--|-------------------------------|
| 1. Region Hovedstaden (Capital region) | 4. Region Sjælland (Zealand) |
| 2. Region Midtjylland (Central) | 5. Region Nordjylland (North) |
| 3. Region Syddanmark (Southern) | |

S3-IRL

- | | |
|--------------------|----------------------|
| 1. Border Region | 6. South-East Region |
| 2. West Region | 7. South-West Region |
| 3. Midlands Region | 8. Mid-West Region |
| 4. Mid-East Region | |
| 5. Dublin Region | |

MAIN SURVEY - EMOTIX

Introduction

In this section, we're going to ask you for your first impressions of people. You're only going to see their face and we'd like you to make a few assessments about them.

We will present you an image of a face and at the same time a word will be shown. Your task is to judge how well the word 'fits' the face. If you think the word 'fits' click the face image. If you are unsure or do not think it fits with the face at all, click on the waste-bin image. After clicking, the same face or an entirely different one will be presented.

A new word will also appear (sometimes the same word may be repeated). Please just follow the rule: If the word 'fits' the face, click-on the image of the face, if not, click on the bin.

Before we begin, please click start to try a short trial designed to get used to the system.

Start = Get Ready

1. Attractive
2. Cold
3. Spirited
4. Nice

Thank you for completing the trial. You are now ready to complete the main stage.

Main Stage

As before, just follow the rule: If the word 'fits' the face, click-on the image of the face, if not, click-on the bin!

There are about 20 words to allocate, some of which might be repeated. So the number of trials will be between 20-30. This section will take about 2 minutes to complete.

Please work as quickly as possible. It is your instant impressions that are important. This is NOT a test and there are no right or wrong answers.

Start = Get Ready

1. Stressed
2. Relaxed
3. Tired
4. Well-rested
5. Sick
6. Well
7. Outgoing
8. Shy
9. Intelligent
10. Confident
11. Happy
12. Sad
13. Fun
14. Boring
15. Trustworthy
16. Successful
17. Healthy
18. Unhealthy
19. Reliable
20. Unreliable
21. Lonely
22. Insecure

MAIN QUESTIONNAIRE – FACE REVIEW

You will now be presented with a series of faces that we'd like you to make a few assessments about.

Please provide your honest and immediate reaction to each question and image.

Q1. What's the first thing you noticed about this person's face?

Please select one answer only

1. Colour of eyes
2. Colour of hair
3. Shape of mouth
4. Shape of nose
5. Appearance of skin
6. Eye brows

Q2. Based on their photograph, how likely do you think it is that you would be friends with this person?

Please select one answer only

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not at all likely

Q3a. If you had to guess what type of job this person has, what would you guess?

1. Unemployed or not working due to long-term sickness
2. Casual worker
3. Skilled manual worker
4. Unskilled manual worker
5. Supervisory or junior managerial/professional
6. Intermediate managerial/professional
7. Higher managerial/professional

Q3b. How likely is it that you would hire this person for a job?

Please select one answer only

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not at all likely

Q4. How likely or unlikely do you think it is that this person is married or dating someone?

Please select one answer only

1. Very likely
2. Somewhat likely
3. Not very likely
4. Not at all likely

Q5. Which, if any, of the following do you think this person most needs to change?

Please select one answer only

1. Diet
2. Alcohol consumption
3. Sleep
4. Skincare
5. Personal hygiene
6. Work-life balance
7. None of these

MAIN QUESTIONNAIRE – FIRST IMPRESSIONS AND SKIN ISSUES

Q6. To what extent do you agree or disagree with the following statement....

'More often than not, I feel that I am not judged fairly or accurately by the first impression other people make of me'

Please select one answer only

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

Q7a. Which of the following, if any, would you do to improve people's first impressions of you?

Please select all that apply

1. Change my hair
2. Improve the appearance of my skin
3. Improve my wardrobe (new clothes)
4. Have greater confidence
5. None of these

Q7b. And which ONE do you think would have the biggest impact on improving people's first impressions of you?

Please select one answer only

1. Change my hair
2. Improve the appearance of my skin
3. Improve my wardrobe (new clothes)
4. Have greater confidence

Q8. For the rest of your life, which of the following would you rather...?

Have great skin	OR	Have a full head of hair
Be financially well-off	OR	Have great skin
Have a full head of hair	OR	Be financially well-off

Q9. Which of the following, if any, would you give up for ONE year in order to have amazing skin for the rest of your life?

Please select all that apply

1. Alcohol
2. Television
3. Personal use of the internet (i.e. not work-related)
4. Dating
5. Exercise
6. Sex
7. My favourite dishes/foods
8. I wouldn't give up anything for a year in order to have great skin for the rest of my life

MAIN QUESTIONNAIRE – FACIAL REDNESS SUFFERERS ONLY

Q10. Do you have facial redness or experience slightly-to-longer lasting redness - typically brought about by things like spicy foods; alcohol; temperature changes; stress; and/or nervousness in public situations, e.g. public speaking?

1. Yes
2. No

Q11. When experiencing facial redness, is it also accompanied by any of the following?

Please select all that apply

1. Facial soreness and stinging
2. Facial hotness or warmth
3. Facial dryness
3. None of the above

Q12. How often do you tend to have episodes of facial redness or flushing?

Please select one answer only

1. Once every three months
2. Once a month
3. Once a week
4. Twice a week
5. Three times a week or more

Q13. Have you received a diagnosis for your facial redness or flushing from a healthcare professional?

Please select one answer only

1. Yes – a healthcare professional told me it was associated with rosacea
2. Yes – a healthcare professional told me it was an allergic reaction
3. Yes – a healthcare professional told me it was a skin condition (not rosacea)
4. No - I haven't been diagnosed
5. No – I haven't been to my doctor

Q14. With regards to your facial redness, to what extent do you agree or disagree with the following:

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
It makes me anxious					
I worry about it					
It embarrasses me					
I just ignore it and get on with life					
It changes people's perceptions of me					

Q15. Which, if any, of the following words describe how having facial redness makes you feel?

Please select all that apply

1. Angry
2. Happy
3. Frustrated
4. Proud
5. Relaxed
6. Calm
7. Unique
8. Ugly
9. Different
10. Despairing
11. Isolated
12. Insecure
13. Embarrassed
14. Healthy
15. Depressed
16. Stressed
17. Anxious
18. Ashamed
19. Unaffected
20. Indifferent
21. None of these

16. Which of the following best describes your facial redness?

Please select one answer only

1. Under control with medications and / or lifestyle
2. Difficult to control and unpredictable

Q17a. Which of the following, if any, have you EVER tried in order to manage your facial redness?

Please select all that apply

1. Used concealer or other makeup to cover it
2. Used over-the-counter pharmacy products for anti-redness
3. Tried beauty or spa treatments
4. Avoiding alcohol
5. Taken prescription medicines for rosacea / facial redness
6. Made lifestyle changes such as avoiding certain foods or staying out of the sun
7. Covered it with clothing, such as a scarf or hat
8. Laser treatment
9. Tried to comb or style hair over it
10. Used home-made remedies

11. Prescription free pharmaceutical for rosacea from the pharmacy
12. None of the above

SWEDEN ONLY

Q17b. How motivated are you to get rid of your facial redness?

Please select one answer only

1. Highly motivated
2. Somewhat motivated
3. Not very motivated
4. Not motivated at all

Q18a. Which, if any, of the following are you CURRENTLY doing to try and manage your facial redness?

Please select all that apply

1. Using concealer or other makeup to cover it
2. Using over-the-counter pharmacy products for anti-redness
3. Using beauty or spa treatments
4. Avoiding alcohol
5. Taking prescription medicines for rosacea / facial redness
6. Making lifestyle changes such as avoiding certain foods or staying out of the sun
7. Covering it with clothing, such as a scarf or hat
8. Laser treatment
9. Combing or styling hair over it
10. Using home-made remedies
11. Prescription free pharmaceutical for rosacea from the pharmacy SWEDEN ONLY
12. None of the above

Q18b. How do lifestyle changes such as avoiding certain foods, alcohol or staying out of the sun make you feel?

Please select all that apply

1. Very frustrated
2. Frustrated
3. Somewhat frustrated
4. Not very frustrated
5. Not frustrated at all

Q18c. Please rank the following possible sources of information in the order in which you use them to find solutions for your facial redness

1 would be the first place you look

1. Pharmacy
2. Doctor
3. Dermatologist
4. Cosmetic range in supermarket/shops
5. Magazines
6. Internet
7. Friends/family recommendations

Option: Do not use the source

Q19. Which one of the following describes when you tend to be MOST aware of your facial redness?

Please select one answer only

1. When I'm about to meet new people
2. Professional situations such as job interview or meetings
3. Romantic situations such as dates
4. Events where I have to speak in front of a group (e.g. weddings, family events)
5. When I have my picture taken
6. Other
7. I am never particularly aware of it

Q20. Which one of the following, if any, best describes when you are MOST embarrassed by a flare-up of facial redness?

Please select one answer only

1. While on a date
2. During a business meeting or presentation
3. During a special occasion, such as a wedding ceremony
4. During a job interview
5. Other
6. I have never had an embarrassing facial redness flare-up

Q21. How, if at all, has your facial redness impacted you emotionally?

Please select all that apply

1. The appearance of my skin makes me feel sad/depressed
2. The appearance of my skin has lowered my self-confidence and self-esteem
3. I have felt embarrassed by what people think
4. It hasn't affected me

Q22. How, if at all, has your facial redness impacted you at work?

Please select all that apply

1. It has affected my confidence when presenting / public speaking
2. It has reduced my confidence in interviews
3. I feel it has held me back from a promotion
4. I have taken sick days because of it
5. It has caused me to avoid speaking up in meetings
6. I have cancelled/postponed meetings because of it
7. I have been embarrassed by what my colleagues think
8. It hasn't affected me at work

Q23. How has your facial redness impacted on your social commitments?

Please select all that apply

1. It has stopped me going out with my friends
2. I have felt uncomfortable meeting new people
3. I have refused food or drink I would otherwise enjoy for fear of triggering a flare-up
4. People have stared at me
5. People have made rude comments or jokes about it
6. I have been embarrassed by what family/friends think
7. It hasn't affected me socially

Q24. How has your facial redness affected your relationships or dating behaviour?

Please select all that apply

1. I have felt uncomfortable dating
2. I have felt less confident about my relationship
3. I have been embarrassed by what my spouse/girlfriend/boyfriend/partner/date thinks
4. It hasn't affected my relationships/dating behaviour

Q25. Which, if any, of the following would you be willing to do to get rid of your facial redness forever?

Please select all that apply

1. Give up chocolate
2. Work weekends
3. Give up my annual leave
4. Give up exercising
5. Give up personal use of the internet
6. Give up television
7. Move to a home half the size of your current home
8. None of these

Q26. Which, if any, of the following have you experienced from other people in relation to your facial redness?

Please select all that apply

1. People have suggested I drink too much
2. People have suggested I need to change my skincare routine
3. People have suggested I have acne
4. I have not noticed any particular reaction by other people to my condition

Q27. How much would you be prepared to pay to remove your facial redness for life?

Please select one answer only

1. I would not be prepared to pay
2. €10
3. €100
4. €500
5. €1,000
6. €2,000
7. €5,000
8. €10,000
9. More, I would pay €_____

Q28. In the space below, in your own words please provide in as much detail as possible a notable example of an occasion when your facial redness has affected you?

CLASSIFICATION

Finally, we would like to ask a few questions to help classify your answers

1. Which of the following best describes your marital status?

1. Single

2. Married / co-habiting
3. Separated / divorced
4. Widowed

C2 What is the highest level of academic qualification you have achieved?

Note choices adapted to fit local equivalents by country

1. Secondary education - without formal examination qualifications
2. Secondary education – GCSEs / O-Levels or equivalent
3. Secondary education – A-Levels / AS-Levels / High School Diploma or equivalent
4. Uncompleted further education College or University
5. Graduate of any further education College or University
6. Masters
7. Doctorate
8. Post Doctorate

C3. How satisfied or dissatisfied are you with the following:

Please answer using the scale shown below

Your overall appearance

1. Not at all satisfied
2. Somewhat satisfied
3. Fairly satisfied
4. Completely satisfied

Your body shape

1. Not at all satisfied
2. Somewhat satisfied
3. Fairly satisfied
4. Completely satisfied

The appearance of your skin

1. Not at all satisfied
2. Somewhat satisfied
3. Fairly satisfied
4. Completely satisfied

C4. Do you currently, or have you ever, suffered from any of the following conditions

Please select all that apply

1. Psoriasis
2. Eczema
3. Acne
4. Dry skin
5. Skin irritation
6. Other skin condition
7. None of these