

ASAPS Statistics Report

Slight Rise in Cosmetic Procedures

By Bob Kronemyer, Associate Editor

Since 1997, when the *American Society for Aesthetic Plastic Surgery* (ASAPS) first began collecting multispecialty procedural statistics, the overall number of cosmetic procedures has increased by 457%. Individually, surgical procedures have increased by 114% and non-surgical procedures by 754% over the last decade.

However, according to statistics released in February 2008 by ASAPS, the total number of cosmetic procedures performed across the U.S. in 2007 only experienced a 2% increase compared to 2006. It may be a small increase, but that 2% represented nearly 11.7 million cosmetic surgical and non-surgical procedures and totaled about \$13.2 billion. Overall, surgical procedures increased by 8%, whereas non-surgical procedures increased by only 1%.

BOTOX® injections, from Allergan (Irvine, Calif.), were the most frequently performed non-surgical procedures (2,775,176), followed by hyaluronic acid (1,448,716) including Hylaform (Allergan), Juvéderm (Allergan) and

Restylane from Medicis (Scottsdale, Ariz.); laser hair removal (1,412,657); microdermabrasion (829,658) and intense pulsed light (647,707).

All top five surgical cosmetic procedures showed significantly lower numbers: liposuction (456,828); breast augmentation (399,440); eyelid surgery (240,763); abdominoplasty (185,335) and breast reduction (153,087).

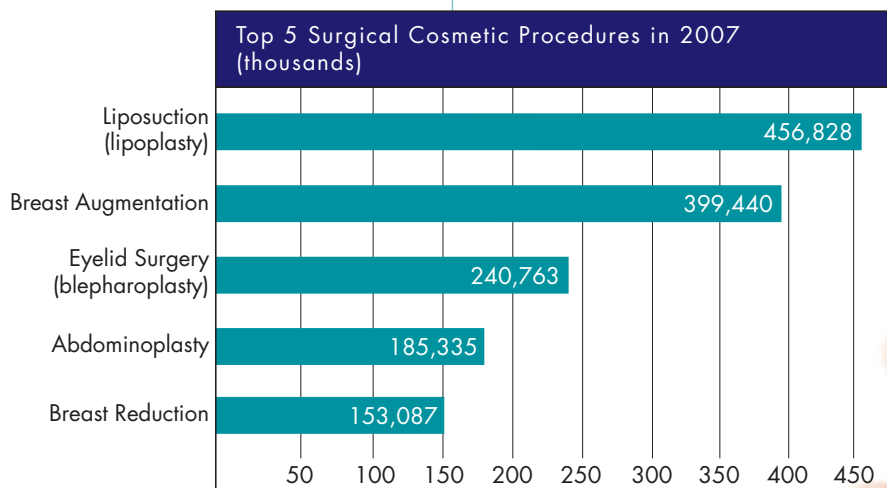
The total number of procedures (surgical and non-surgical) performed on women in 2007 was over 10.6 million, an increase of just 1% from 2006.

On the other hand, the number of surgical and non-surgical procedures performed on men increased by 17%, now representing 9% of total procedures. BOTOX injections, laser hair

removal and microdermabrasion were the three leading procedures for men.

Among women, who comprised 91% of cosmetic procedures in 2007, the five most popular procedures in descending order were BOTOX injections, hyaluronic acid, laser hair removal, microdermabrasion and IPL. The total number of procedures (surgical and non-surgical) performed on women in 2007 was over 10.6 million, an increase of just 1% from 2006. Surgical procedures for women increased by 9%, but non-surgical procedures for women showed a slight decline – less than 1%.

There was also a slight decline in the amount of aesthetic procedures performed on traditional racial and



Source: American Society for Aesthetic Plastic Surgery

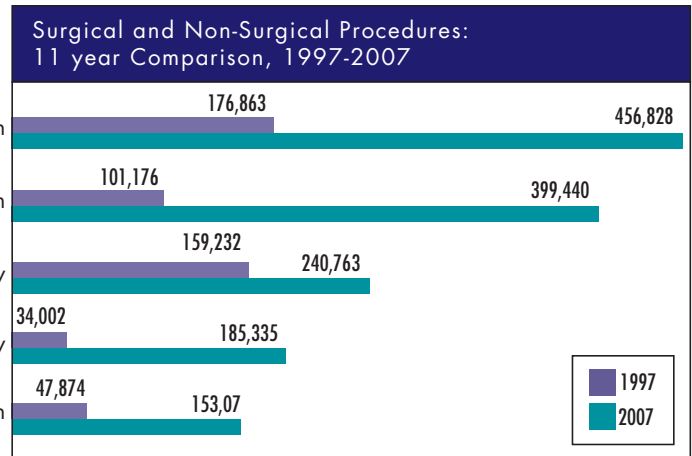


ethnic minorities in 2007 (21%) compared to 2006 (22%). Hispanics represented 9%, African-Americans 6% and Asians 5%.

Generally, patients between the ages of 35 and 50 underwent the most procedures: 5.4 million (46% of total), with liposuction being the top surgical procedure and BOTOX being the top non-surgical procedure, respectively. This was followed by people between the ages of 51 and 64 (25% of total), with eyelid surgery and BOTOX being the most popular. Consumers between the ages of 19 and 34 made up about 21% of the total, favoring breast augmentation and laser hair removal. Patients 65 years of age and over (6% of total) preferred eyelid surgery and BOTOX, while those 18 and under (2% of total) found otoplasty (ear reshaping) and laser hair removal most appealing.

Men and women between the ages of 18 and 24 had the highest approval rating for cosmetic surgery. Among 1,000 teens and young adults, 69% said they were in favor of cosmetic surgery.

Most cosmetic surgeries were performed in-office (54%) versus a free-standing surgi-center or hospital. And of the physicians surveyed, 70% stated they do not offer spa type services (e.g., wraps, facials, massages) in

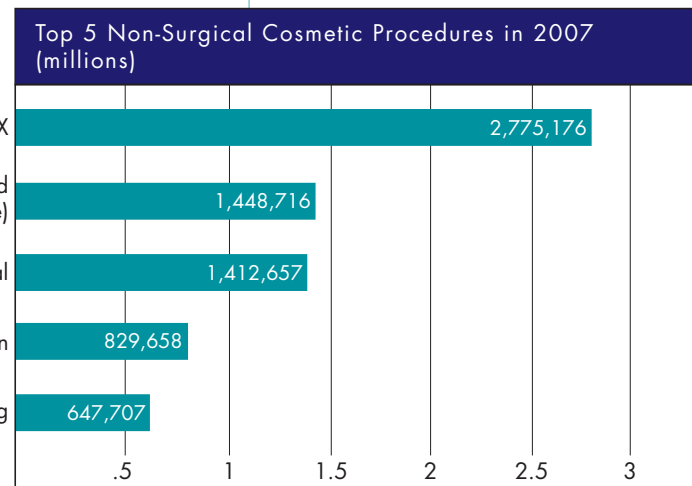


Source: American Society for Aesthetic Plastic Surgery

conjunction with their medical practices and 86% reported they are not associated with medical spas that perform non-surgical procedures such as injections and laser treatments.

surgery, which is a 7% increase from 2006. The lowest approval rating was among men and women 65 years and older, with only a 41% approval rate. ■

In a separate study commissioned by ASAPS, men and women between the ages of 18 and 24 had the highest approval rating for cosmetic surgery. Among 1,000 teens and young adults, 69% said they were in favor of cosmetic



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