



**The American Society for Aesthetic Plastic Surgery**

**Cosmetic Surgery**

**National Data Bank**

**2003  
Statistics**

**The Authoritative Source  
for Current U.S. Statistics  
on Cosmetic Surgery**

**Multi-specialty Data**

**Expanded Data for 2003:  
7-year Comparisons  
38 Cosmetic Procedures**

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THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY, INC.

### ASAPS SPOKESPERSON NETWORK

- Experts on all types of cosmetic procedures, both surgical and nonsurgical, are available for interviews and information
- ASAPS spokespersons are geographically diverse

### MEDIA CENTER AT [www.surgery.org](http://www.surgery.org)

- Downloadable statistics and full-color graphs
- ASAPS Procedure Quick Facts (downloadable "procedures at a glance")
- Frequent postings of new information, news releases and position statements
- Automatic email notification of new postings available on request (contact [media@surgery.org](mailto:media@surgery.org))

### OTHER RESOURCES FOR THE MEDIA

- Before-and-after patient slides
- Video B-roll and news packages
- Consumer tips
- Invited media attendance at ASAPS scientific meetings
- Media briefings and special events

Contact ASAPS Communications at 212.921.0500,  
or email [media@surgery.org](mailto:media@surgery.org) for prompt assistance.

## About ASAPS Statistics: The Cosmetic Surgery National Data Bank



The Cosmetic Surgery National Data Bank, sponsored by the American Society for Aesthetic Plastic Surgery (ASAPS), is the most comprehensive collection of data available on the number of surgical and nonsurgical cosmetic procedures performed in the United States.

ASAPS is the only organization providing 7-year multi-specialty data on the 38 top cosmetic procedures.

To collect the 2003 data, more than 14,000 surveys were sent to board-certified physicians and surgeons in the following specialties: Plastic Surgery, Otolaryngology, and Dermatology. Survey results were used to project national totals for the approximately 23,000 U.S. medical specialists most likely to perform several or more cosmetic procedures. The survey has a standard error of +/- 3.92 percent at a 95 percent level of confidence.

### About ASAPS

The American Society for Aesthetic Plastic Surgery (ASAPS) was founded in 1967, when cosmetic surgery was only beginning to be recognized as an important subspecialty of plastic surgery. Since then, education and research in cosmetic surgery have been the focus of ASAPS' mission, enabling its members to pioneer major advances in the field.

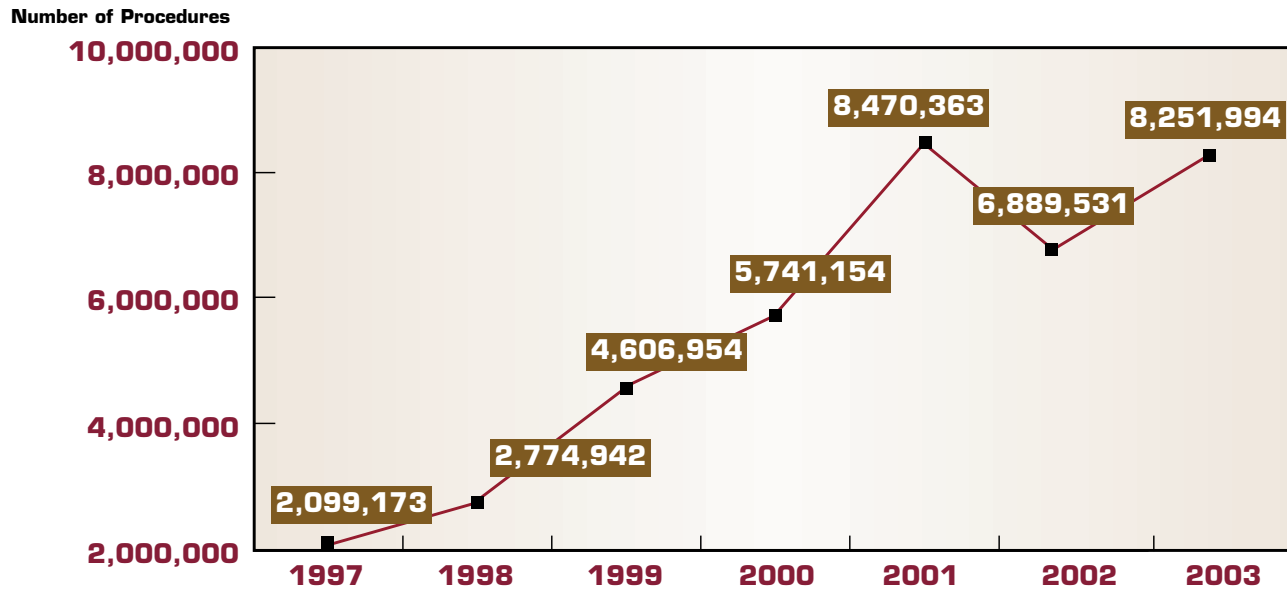
ASAPS' membership in the United States is restricted to American Board of Plastic Surgery certified surgeons who meet additional requirements for clinical experience and continuing education in cosmetic surgery. However, ASAPS recognizes the contributions of physicians and surgeons in multiple specialties when compiling its national statistics on cosmetic surgery. ASAPS appreciates the support of these specialists in providing accurate data on the number of cosmetic procedures they perform each year.

**PLEASE CREDIT  
THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY  
WHEN CITING STATISTICAL DATA.**



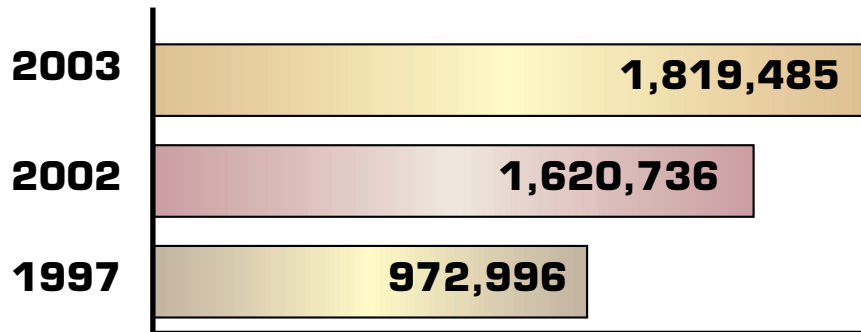
# COSMETIC SURGERY TRENDS

## Surgical and Nonsurgical Cosmetic Procedures: Totals



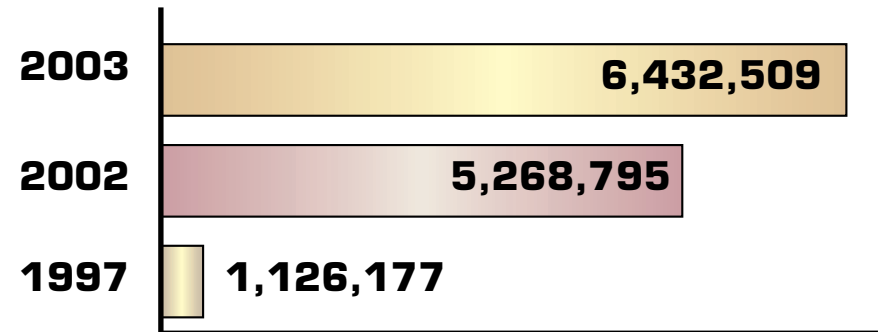
Source: American Society for Aesthetic Plastic Surgery

### Surgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

### Nonsurgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

## Quick Facts: Highlights of the ASAPS 2003 Statistics on Cosmetic Surgery

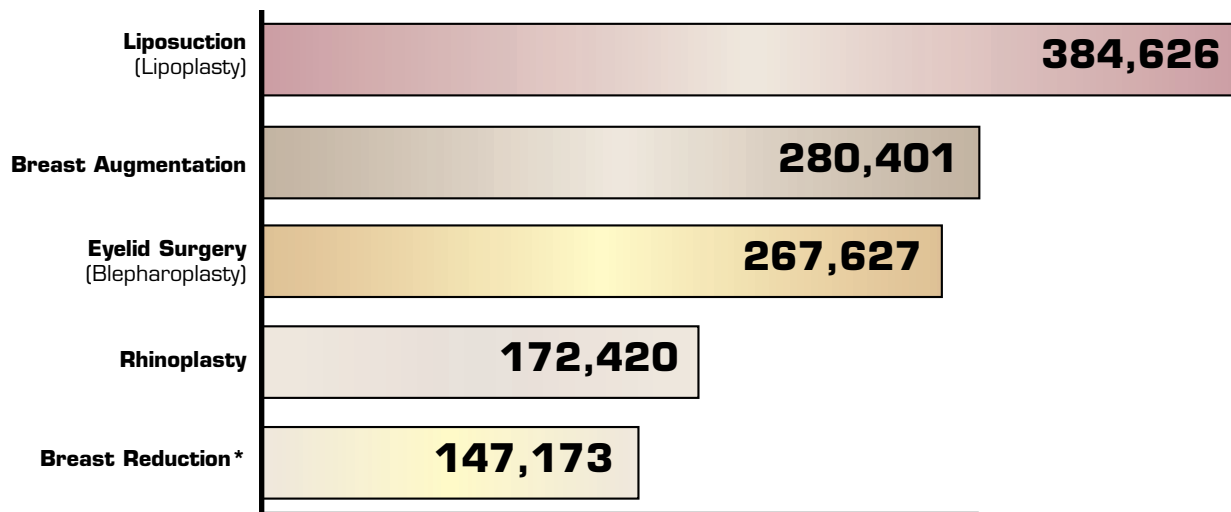


- There were nearly 8.3 million surgical and nonsurgical cosmetic procedures performed in 2003, according to the most comprehensive survey to date of U.S. physicians and surgeons by the American Society for Aesthetic Plastic Surgery (ASAPS). Surgical procedures represented 22 percent of the total, and nonsurgical procedures were 78 percent of the total.
- From 2002-2003, there was a 20 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 12 percent, and nonsurgical procedures increased by 22 percent.
- Since 1997, there has been a 293 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 87 percent, and nonsurgical procedures increased by 471 percent.
- The top five surgical cosmetic procedures in 2003 were: liposuction (384,626, up 3 percent from 2002); breast augmentation (280,401, up 12 percent); eyelid surgery (267,627, up 17 percent); rhinoplasty (172,420, up 10 percent); and breast reduction (147,173, up 17 percent).
- The top five nonsurgical cosmetic procedures in 2003 were: Botox injection (2,272,080, up 37 percent from 2002); laser hair removal (923,200, up 25 percent); microdermabrasion (858,312, down 17 percent); chemical peel (722,248, up 46 percent); and collagen injection (620,476, down 21 percent).
- Women had nearly 7.2 million cosmetic procedures, 87 percent of the total. The number of cosmetic procedures for women increased 16 percent from 2002.
- The top five surgical procedures for women were: liposuction, breast augmentation, eyelid surgery, breast reduction and rhinoplasty.
- Men had nearly 1.1 million cosmetic procedures, 13 percent of the total (up from 12 percent of the total in 2002). The number of cosmetic procedures for men increased 31 percent from 2002.
- The top five surgical procedures for men were: liposuction, rhinoplasty, eyelid surgery, breast reduction to treat enlarged male breasts, and hair transplantation.
- People age 35-50 had the most procedures -- 3.7 million and 45 percent of the total. People age 19-34 had 24 percent of procedures; age 51-64 had 23 percent; age 65-and-over had 5 percent; and age 18-and-younger had less than 3 percent.
- The most common procedures for age 18-and-under were: chemical peel, laser hair removal, microdermabrasion, rhinoplasty, and otoplasty (ear reshaping).
- Racial and ethnic minorities had 20 percent of all cosmetic procedures, an increase of 1 percent from 2002: Hispanics, 8 percent; African-Americans, 6 percent; Asians, 4 percent; and other non-Caucasians, 2 percent.
- Where cosmetic surgeries were performed: office facility, 52 percent (up 7 percent from 2002); hospital 25 percent; and free-standing surgicenter, 23 percent.

Figures may not add exactly to totals and percentages may not equal 100% due to rounding.



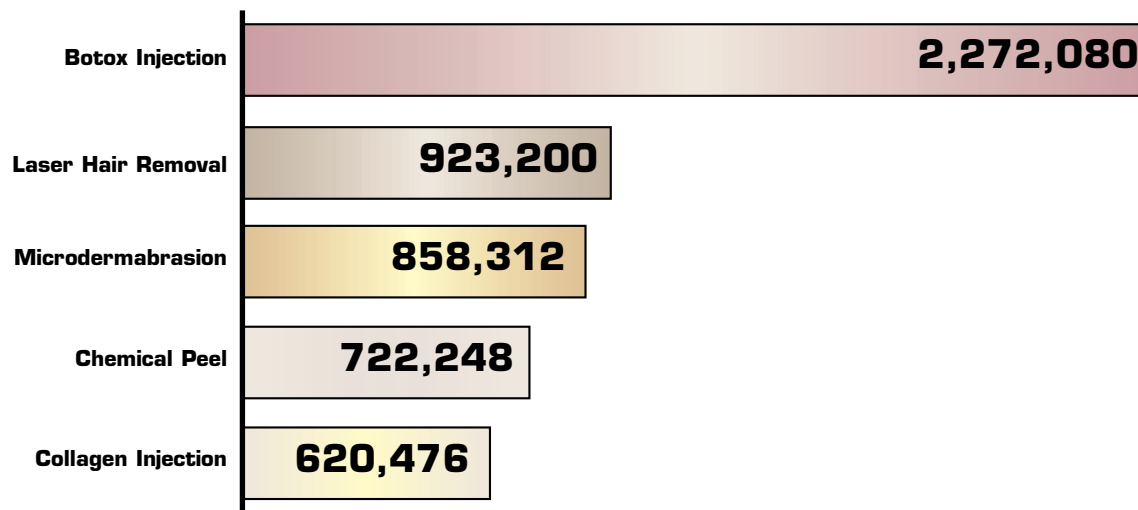
## TOP 5 *SURGICAL* COSMETIC PROCEDURES IN 2003



\*May be covered by insurance in some cases.

Source: American Society for Aesthetic Plastic Surgery

## TOP 5 *NONSURGICAL* COSMETIC PROCEDURES IN 2003



Source: American Society for Aesthetic Plastic Surgery



# 2003 National Totals for Cosmetic Procedures

	Procedure	Overall Rank	Rank within Category (Surgical/ Nonsurgical)	Number of Procedures	Percent of Total
<b>Surgical Procedures</b>	Abdominoplasty (tummy tuck)	15	7	117,693	1.4%
	Blepharoplasty (cosmetic eyelid surgery)	9	3	267,627 <sup>a</sup>	3.2%
	Breast augmentation	8	2	280,401 <sup>a</sup>	3.4%
	Breast lift	18	8	76,943	0.9%
	Breast nipple enlargement (cosmetic only)	38	25	529	0.0%
	Breast nipple reduction (not with breast reduction)	35	22	1,591	0.0%
	Breast reduction (women)*	12	5	147,173 <sup>a</sup>	1.8%
	Buttock augmentation	32	19	3,885	0.0%
	Buttock lift	33	20	3,565	0.0%
	Calf augmentation	37	24	1,170	0.0%
	Cheek implants	31	18	8,287	0.1%
	Chin augmentation	21	10	27,999	0.3%
	Facelift	14	6	125,581	1.5%
	Forehead lift	19	9	76,696	0.9%
	Gynecomastia, treatment of (male breast reduction)	26	13	22,049	0.3%
	Hair transplantation	27	14	16,638	0.2%
	Lip augmentation (other than injectable materials)	25	12	23,164	0.3%
	Lipoplasty (liposuction)**	7	1	384,626 <sup>a</sup>	4.7%
	Lower body lift	28	15	10,964	0.1%
	Otoplasty (cosmetic ear surgery)	23	11	27,814	0.3%
Pectoral (male chest) augmentation	34	21	1,734	0.0%	
Rhinoplasty (nose reshaping)	10	4	172,420 <sup>a</sup>	2.1%	
Thigh lift	30	17	8,806	0.1%	
Umblicoplasty (not with abdominoplasty)	36	23	1,534	0.0%	
Upper arm lift	29	16	10,595	0.1%	
<b>Totals - Surgical Procedures</b>			<b>1,819,485</b>	<b>22.0%</b>	
<b>Nonsurgical Procedures</b>	Botox injection	1	1	2,272,080 <sup>a</sup>	27.5%
	Cellulite treatment (mechanical roller massage therapy)	22	12	27,919	0.3%
	Chemical peel	4	4	722,248 <sup>a</sup>	8.8%
	Dermabrasion (not including microdermabrasion)	24	13	27,584	0.3%
	Laser hair removal	2	2	923,200 <sup>a</sup>	11.2%
	Laser skin resurfacing	13	8	127,470	1.5%
	Laser treatment of leg veins	11	7	170,358	2.1%
	Microdermabrasion	3	3	858,312 <sup>a</sup>	10.4%
	Sclerotherapy	6	6	444,416	5.4%
	Soft tissue fillers: 1) Autologous fat	17	10	90,321	1.1%
	2) Calcium hydroxylapatite (Radiesse)	20	11	31,913	0.4%
	3) Collagen***	5	5	620,476 <sup>a</sup>	7.5%
4) Hyaluronic acid (Hylaform, Restylane)	16	9	116,211	1.4%	
<b>Totals - Nonsurgical Procedures</b>			<b>6,432,509</b>	<b>78.0%</b>	
<b>TOTALS</b>			<b>8,251,994</b>	<b>100.0%</b>	

The top 5 surgical procedures are indicated in bold superscript numbers in the column headed Number of Procedures, while the top 5 nonsurgical procedures are indicated by bold superscript letters. The rankings of procedures overall (surgical and nonsurgical categories combined) are indicated in the column Overall Rank, while the rankings of procedures by category (surgical vs. nonsurgical) are labeled as such.

\*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

\*\*20.5% of these procedures were ultrasound-assisted lipoplasty (UAL).

\*\*\*28.8% of these procedures used human-derived collagen products.

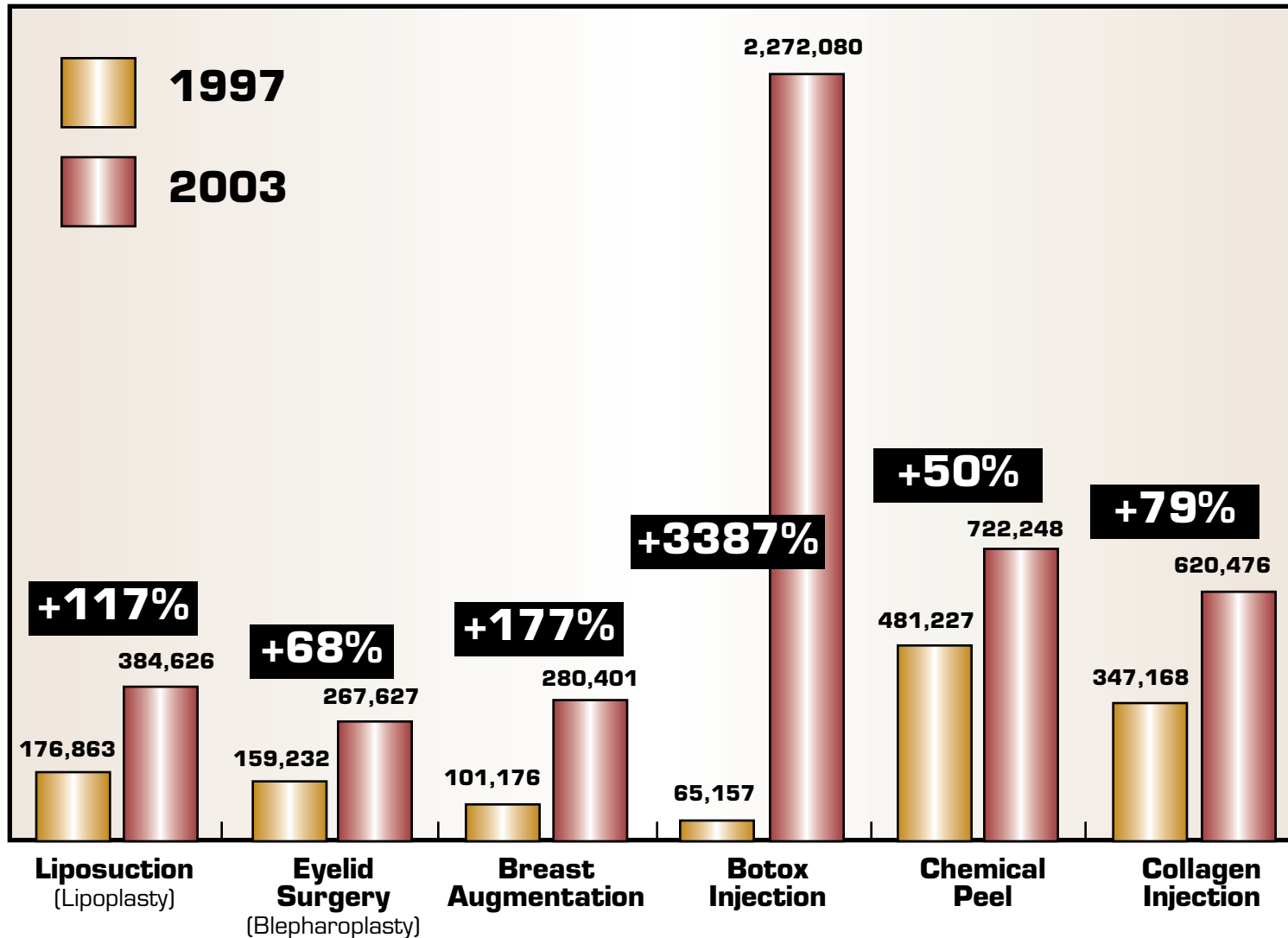
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• Figures for procedures include but are not limited to those performed by ASAPS members in the U.S. ASAPS members are plastic surgeons certified by the American Board of Plastic Surgery who specialize in cosmetic surgery of the face and the entire body.

• Component figures may not add exactly to totals and percentages may not equal 100% due to rounding. In no cases are the sums of component figures off by more than .02% from the national total number of procedures.



# SURGICAL AND NONSURGICAL COSMETIC PROCEDURES 7-YEAR COMPARISON: 1997-2003



Source: American Society for Aesthetic Plastic Surgery





# Percent of Change in Select Procedures: 1997-2003

Note that large percentage changes are common in cases where the total number of procedures is small.

	2003	2002	1997	Percent Change 2002 vs 2003	Percent Change 1997 vs 2003	Percent Change 2002 vs 2003 (Female)	Percent Change 2002 vs 2003 (Male)	Percent Change 1997 vs 2003 (Female)	Percent Change 1997 vs 2003 (Male)	
<b>Surgical Procedures</b>	Abdominoplasty (tummy tuck)	117,693	83,043	34,002	+42%	+246%	+41%	+50%	+244%	+325%
	Blepharoplasty (cosmetic eyelid surgery)	267,627	229,092	159,232	+17%	+68%	+12%	+40%	+60%	+116%
	Breast augmentation	280,401	249,641	101,176	+12%	+177%	+12%	DNA	+177%	DNA
	Breast lift	76,943	62,458	19,882	+23%	+287%	+23%	DNA	+287%	DNA
	Breast nipple enlargement (cosmetic only)	529	540	NA	-2%	NA	+5%	-100%	NA	NA
	Breast nipple reduction (not with breast reduction)	1,591	2,545	NA	-37%	NA	-33%	-63%	NA	NA
	Breast reduction (women)*	147,173	125,614	47,874	+17%	+207%	+17%	DNA	+207%	DNA
	Buttock augmentation	3,885	614	NA	+533%	NA	+485%	+703%	NA	NA
	Buttock lift	3,565	2,100	1,549	+70%	+130%	+81%	-41%	+130%	+233%
	Calf augmentation	1,170	149	NA	+684%	NA	+229%	+1618%	NA	NA
	Cheek implants	8,287	9,170	11,040	-10%	-25%	-2%	-36%	-19%	-45%
	Chin augmentation	27,999	23,635	27,373	+18%	+2%	+8%	+70%	+4%	-3%
	Facelift	125,581	124,514	99,196	+1%	+27%	-1%	+23%	+26%	+30%
	Forehead lift	76,696	65,284	55,090	+17%	+39%	+12%	+71%	+35%	+75%
	Gynecomastia, treatment of (male breast reduction)	22,049	16,551	11,168	+33%	+97%	DNA	+33%	DNA	+97%
	Hair transplantation	16,638	18,120	61,023	-8%	-73%	+102%	-14%	-83%	-71%
	Lip augmentation (other than injectable materials)	23,164	26,163	NA	-11%	NA	-11%	-31%	NA	NA
	Lipoplasty (liposuction)	384,626	372,831	176,863	+3%	+117%	+2%	+9%	+117%	+118%
	Lower body lift	10,964	4,831	2,125	+127%	+416%	+108%	+302%	+365%	+1020%
	Otoplasty (cosmetic ear surgery)	27,814	33,614	22,939	-17%	+21%	-8%	-26%	+18%	+26%
	Pectoral (male chest) augmentation	1,734	671	NA	+158%	NA	DNA	+158%	DNA	NA
	Rhinoplasty (nose reshaping)	172,420	156,973	137,053	+10%	+26%	+1%	+37%	+29%	+20%
	Thigh lift	8,806	4,211	2,895	+109%	+204%	+113%	+34%	+201%	+430%
	Umbilicoplasty (not with abdominoplasty)	1,534	2,082	NA	-26%	NA	+5%	-84%	NA	NA
	Upper arm lift	10,595	6,290	2,516	+68%	+321%	+68%	+188%	+316%	+2461%
	<b>Totals - Surgical Procedures</b>	<b>1,819,485</b>	<b>1,620,736</b>	<b>972,996</b>	<b>+12%</b>	<b>+87%</b>	<b>+11%</b>	<b>+22%</b>	<b>+101%</b>	<b>+33%</b>
<b>Nonsurgical Procedures</b>	Botox injection	2,272,080	1,658,667	65,157	+37%	+3387%	+38%	+32%	+3177%	+5762%
	Cellulite treatment (mechanical roller massage therapy)	27,919	47,246	NA	-41%	NA	-43%	+140%	NA	NA
	Chemical peel	722,248	495,415	481,227	+46%	+50%	+41%	+96%	+41%	+193%
	Dermabrasion (not including microdermabrasion)	27,584	19,239	40,214	+43%	-31%	+41%	+55%	-27%	-47%
	Laser hair removal	923,200	736,458	NA	+25%	NA	+18%	+54%	NA	NA
	Laser skin resurfacing	127,470	72,458	154,153	+76%	-17%	+71%	+162%	-13%	-45%
	Laser treatment of leg veins	170,358	52,882	NA	+222%	NA	+212%	+1090%	NA	NA
	Microdermabrasion	858,312	1,032,417	NA	-17%	NA	-17%	-13%	NA	NA
	Sclerotherapy	444,416	296,173	NA	+50%	NA	+48%	+157%	NA	NA
	Soft tissue fillers: 1) Autologous fat	90,321	74,720	38,259	+21%	+136%	+23%	-2%	+141%	+86%
	2) Calcium hydroxylapatite (Radiance)	31,913	NA	NA	NA	NA	NA	NA	NA	NA
	3) Collagen	620,476	783,120	347,168	-21%	+79%	-22%	-4%	+76%	+108%
	4) Hyaluronic acid (Hylaform, Restylane)	116,211	NA	NA	NA	NA	NA	NA	NA	NA
	<b>Totals - Nonsurgical Procedures</b>	<b>6,432,509</b>	<b>5,268,795</b>	<b>1,126,177</b>	<b>+22%</b>	<b>+471%</b>	<b>+17%</b>	<b>+34%</b>	<b>+430%</b>	<b>+779%</b>
	<b>TOTALS ALL PROCEDURES</b>	<b>8,251,994</b>	<b>6,889,531</b>	<b>2,099,173</b>	<b>+20%</b>	<b>+293%</b>	<b>+16%</b>	<b>+31%</b>	<b>+289%</b>	<b>+269%</b>
<b>TOTALS FOR PROCEDURES REPORTED IN BOTH 2002 AND 2003</b>	<b>8,103,869</b>	<b>6,889,531</b>		<b>+18%</b>		<b>+16%</b>	<b>+31%</b>			
<b>TOTALS FOR PROCEDURES REPORTED IN BOTH 1997 AND 2003</b>	<b>5,646,057</b>		<b>2,099,173</b>		<b>+169%</b>			<b>+172%</b>	<b>+152%</b>	

Note that large percentage changes are common in cases where the total number of procedures is small.

\*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

DNA=Does not apply

NA=Not available (was not asked in prior survey)

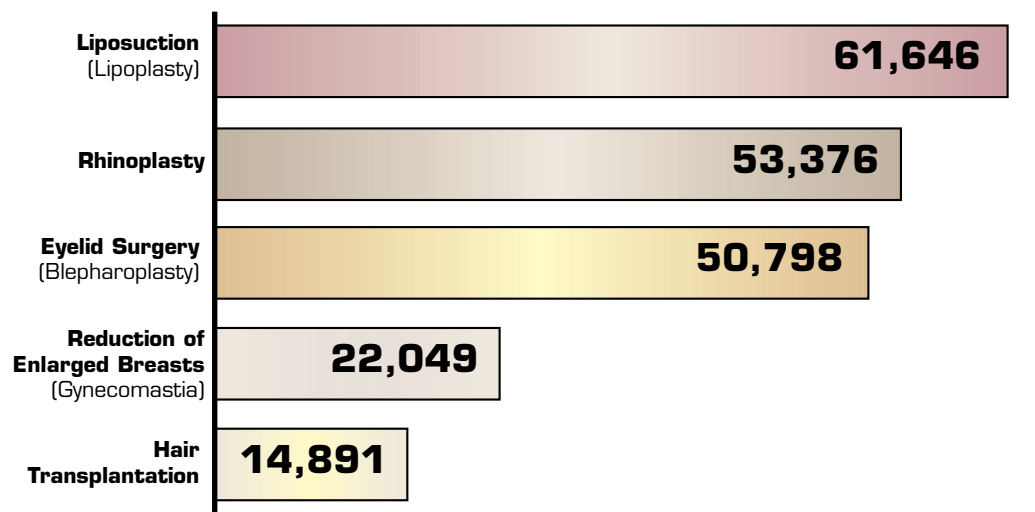
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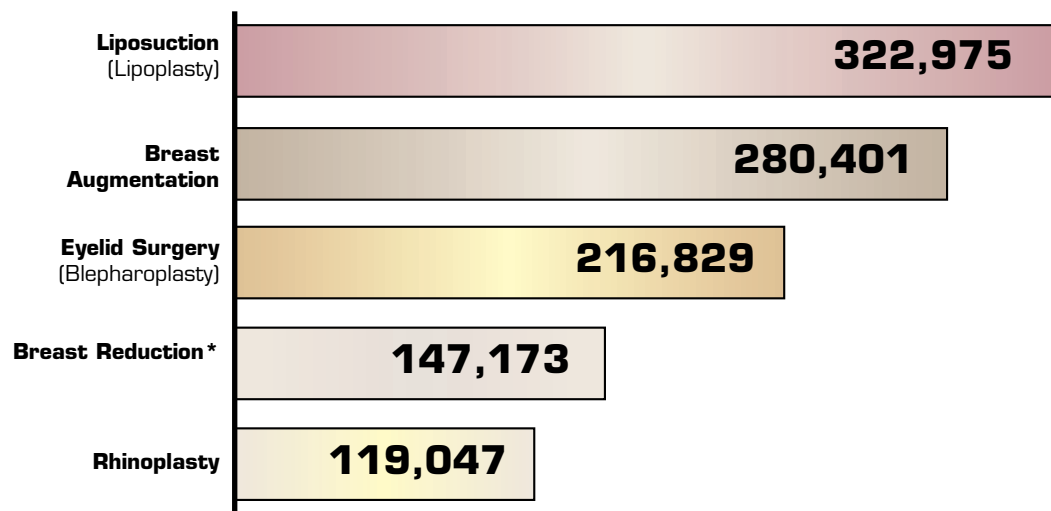


## TOP 5 COSMETIC SURGERIES FOR MALES IN 2003



Source: American Society for Aesthetic Plastic Surgery

## TOP 5 COSMETIC SURGERIES FOR FEMALES IN 2003



\*May be covered by insurance in some cases.

Source: American Society for Aesthetic Plastic Surgery



# 2003 Gender Distribution for Cosmetic Procedures

Procedure	FEMALE (Number of Procedures)	Percent of Total	Overall Rank	Rank within category (Surgical/ Nonsurgical)	MALE (Number of Procedures)	Percent of Total	Overall Rank	Rank within category (Surgical/ Nonsurgical)
<b>Surgical Procedures</b>								
Abdominoplasty (tummy tuck)	112,713	95.8%	14	6	4,975	4.2%	20	10
Blepharoplasty (cosmetic eyelid surgery)	216,829	81.0%	9	3	50,798	19.0%	8	3
Breast augmentation	280,401	100.0%	8	2	DNA	DNA	DNA	DNA
Breast lift	76,943	100.0%	18	8	DNA	DNA	DNA	DNA
Breast nipple enlargement (cosmetic only)	529	100.0%	35	22	0	0.0%	35	22
Breast nipple reduction (not with breast reduction)	1,467	92.2%	33	20	127	8.0%	32	19
Breast reduction (women)*	147,173	100.0%	11	4	DNA	DNA	DNA	DNA
Buttock augmentation	2,804	72.2%	31	18	1,081	27.8%	27	14
Buttock lift	3,450	96.8%	30	17	115	3.2%	33	20
Calf augmentation	331	28.3%	36	23	837	71.5%	28	15
Cheek implants	6,926	83.6%	29	16	1,361	16.4%	26	13
Chin augmentation	21,118	75.4%	24	11	6,881	24.6%	19	9
Facelift	112,025	89.2%	15	7	13,558	10.8%	11	6
Forehead lift	65,412	85.3%	19	9	11,290	14.7%	15	8
Gynecomastia, treatment of (male breast reduction)	DNA	DNA	DNA	DNA	22,049	100.0%	9	4
Hair transplantation	1,748	10.5%	32	19	14,891	89.5%	10	5
Lip augmentation (other than injectable materials)	22,722	98.1%	23	10	445	1.9%	29	16
Lipoplasty (liposuction)	322,975	84.0%	7	1	61,646	16.0%	5	1
Lower body lift	9,107	83.1%	27	14	1,861	17.0%	23	11
Otoplasty (cosmetic ear surgery)	15,298	55.0%	25	12	12,515	45.0%	13	7
Pectoral (male chest) augmentation	DNA	DNA	DNA	DNA	1,734	100.0%	24	12
Rhinoplasty (nose reshaping)	119,047	69.0%	12	5	53,376	31.0%	6	2
Thigh lift	8,563	97.2%	28	15	243	2.8%	30	17
Umbilicoplasty (not with abdominoplasty)	1,426	92.9%	34	21	112	7.3%	34	21
Upper arm lift	10,361	97.8%	26	13	235	2.2%	31	18
<b>Totals - Surgical Procedures</b>	<b>1,559,367</b>	<b>21.7%</b>			<b>260,129</b>	<b>24.2%</b>		
<b>Nonsurgical Procedures</b>								
Botox injection	1,963,012	86.4%	1	1	309,063	13.6%	1	1
Cellulite treatment (mechanical roller massage therapy)	26,558	95.1%	21	12	1,365	4.9%	25	13
Chemical peel	640,081	88.6%	4	4	82,174	11.4%	4	4
Dermabrasion (not including microdermabrasion)	22,775	82.6%	22	13	4,812	17.4%	21	11
Laser hair removal	695,210	75.3%	3	3	227,990	24.7%	2	2
Laser skin resurfacing	116,467	91.4%	13	8	11,010	8.6%	16	8
Laser treatment of leg veins	163,149	95.8%	10	7	7,208	4.2%	17	9
Microdermabrasion	774,261	90.2%	2	2	84,049	9.8%	3	3
Sclerotherapy	431,257	97.0%	6	6	13,168	3.0%	12	6
Soft tissue fillers: 1) Autologous fat	83,295	92.2%	17	10	7,017	7.8%	18	10
2) Calcium hydroxylapatite (Radiance)	29,013	90.9%	20	11	2,894	9.1%	22	12
3) Collagen	568,797	91.7%	5	5	51,674	8.3%	7	5
4) Hyaluronic acid (Hylaform, Restylane)	104,678	90.1%	16	9	11,534	9.9%	14	7
<b>Totals - Nonsurgical Procedures</b>	<b>5,618,551</b>	<b>78.3%</b>			<b>813,958</b>	<b>75.8%</b>		
<b>TOTALS</b>	<b>7,177,918</b>	<b>87.0%</b>			<b>1,074,087</b>	<b>13.0%</b>		

The rankings of procedures overall (surgical and nonsurgical categories combined) are indicated in the column Overall Rank. The rankings of procedures within their surgical and nonsurgical categories are indicated in the column Rank within Category.

\*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

DNA=Does not apply

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- Figures for procedures include but are not limited to those performed by ASAPS members in the U.S. ASAPS members are plastic surgeons certified by the American Board of Plastic Surgery who specialize in cosmetic surgery of the face and the entire body.
- Component figures may not add exactly to totals and percentages may not equal 100% due to rounding. In no cases are the sums of component figures off by more than .02% from the national total number of procedures.



# 2003 Age Distribution for Cosmetic Procedures

Procedure	18 and Under (Number of Procedures)	Percent of Procedural Total	19-34 (Number of Procedures)	Percent of Procedural Total	35-50 (Number of Procedures)	Percent of Procedural Total	51-64 (Number of Procedures)	Percent of Procedural Total	65+ (Number of Procedures)	Percent of Procedural Total
<b>Surgical Procedures</b>										
Abdominoplasty (tummy tuck)	158	0.1%	24,143	20.5%	72,679	61.8%	19,339	16.4%	1,372	1.2%
Blepharoplasty (cosmetic eyelid surgery)	918	0.3%	24,266	9.1%	103,614	38.7%	104,835	39.2%	33,990 <sup>4</sup>	12.7%
Breast augmentation	11,326	4.0%	150,208 <sup>5</sup>	53.6%	104,297	37.2%	13,561	4.8%	1,010	0.4%
Breast lift	415	0.5%	18,623	24.2%	44,915	58.4%	11,802	15.3%	1,189	1.5%
Breast nipple enlargement (cosmetic only)	0	0.0%	462	87.4%	49	9.3%	17	3.3%	0	0.0%
Breast nipple reduction (not with breast reduction)	0	0.0%	708	44.5%	834	52.4%	50	3.2%	0	0.0%
Breast reduction (women)	5,060	3.4%	52,293	35.5%	61,975	42.1%	23,730	16.1%	4,118	2.8%
Buttock augmentation	0	0.0%	1,461	37.6%	2,063	53.1%	318	8.2%	39	1.0%
Buttock lift	0	0.0%	1,122	31.5%	1,849	51.9%	540	15.2%	50	1.4%
Calf augmentation	0	0.0%	684	58.5%	471	40.2%	13	1.1%	0	0.0%
Cheek implants	0	0.0%	1,867	22.5%	3,979	48.0%	1,934	23.3%	507	6.1%
Chin augmentation	493	1.8%	11,617	41.5%	10,750	38.4%	4,428	15.8%	714	2.6%
Facelift	0	0.0%	580	0.5%	38,124	30.4%	69,551	55.4%	17,333	13.8%
Forehead lift	191	0.2%	2,488	3.2%	27,592	36.0%	37,684	49.1%	8,742	11.4%
Gynecomastia, treatment of (male breast reduction)	3,800	17.2%	11,189	50.7%	5,626	25.5%	1,117	5.1%	311	1.4%
Hair transplantation	376	2.3%	2,039	12.3%	10,519	63.2%	3,007	18.1%	701	4.2%
Lip augmentation (other than injectable materials)	166	0.7%	7,176	31.0%	10,195	44.0%	4,498	19.4%	1,134	4.9%
Lipoplasty (liposuction)	3,757	1.0%	149,564	38.9%	179,650	46.7%	48,082	12.5%	3,570	0.9%
Lower body lift	0	0.0%	3,706	33.8%	6,256	57.1%	852	7.8%	154	1.4%
Otoplasty (cosmetic ear surgery)	16,259 <sup>5</sup>	58.5%	6,869	24.7%	3,482	12.5%	881	3.2%	322	1.2%
Pectoral (male chest) augmentation	3	0.2%	563	32.5%	1,047	60.4%	122	7.0%	0	0.0%
Rhinoplasty (nose reshaping)	23,013 <sup>4</sup>	13.3%	83,762	48.6%	49,054	28.5%	14,413	8.4%	2,177	1.3%
Thigh lift	0	0.0%	2,713	30.8%	4,665	53.0%	1,359	15.4%	67	0.8%
Umbilicoplasty (not with abdominoplasty)	131	8.6%	625	40.8%	732	47.7%	37	2.4%	11	0.7%
Upper arm lift	75	0.7%	2,264	21.4%	5,392	50.9%	2,438	23.0%	430	4.1%
<b>Totals - Surgical Procedures</b>	<b>66,142</b>	<b>3.6%</b>	<b>560,991</b>	<b>30.8%</b>	<b>749,809</b>	<b>41.2%</b>	<b>364,610</b>	<b>20.0%</b>	<b>77,940</b>	<b>4.3%</b>
<b>Nonsurgical Procedures</b>										
Botox injection	5,669	0.2%	321,270 <sup>2</sup>	14.1%	1,238,891 <sup>1</sup>	54.5%	601,417 <sup>1</sup>	26.5%	104,820 <sup>1</sup>	4.6%
Cellulite treatment (mechanical roller massage therapy)	0	0.0%	10,347	37.1%	14,864	53.2%	2,656	9.5%	52	0.2%
Chemical peel	51,997 <sup>1</sup>	7.2%	179,847 <sup>4</sup>	24.9%	284,814 <sup>4</sup>	39.4%	168,206 <sup>5</sup>	23.3%	37,378 <sup>3</sup>	5.2%
Dermabrasion (not including microdermabrasion)	1,029	3.7%	5,588	20.3%	10,546	38.2%	7,949	28.8%	2,477	9.0%
Laser hair removal	49,428 <sup>2</sup>	5.4%	332,166 <sup>1</sup>	36.0%	340,021 <sup>3</sup>	36.8%	169,373 <sup>4</sup>	18.3%	32,211 <sup>5</sup>	3.5%
Laser skin resurfacing	1,182	0.9%	10,177	8.0%	73,326	57.5%	32,727	25.7%	10,057	7.9%
Laser treatment of leg veins	633	0.4%	28,105	16.5%	86,061	50.5%	48,732	28.6%	6,825	4.0%
Microdermabrasion	39,972 <sup>3</sup>	4.7%	266,502 <sup>3</sup>	31.0%	347,960 <sup>2</sup>	40.5%	173,098 <sup>3</sup>	20.2%	30,788	3.6%
Sclerotherapy	4,344	1.0%	85,410	19.2%	211,920	47.7%	122,012	27.5%	20,737	4.7%
Soft tissue fillers: 1) Autologous fat	431	0.5%	19,806	21.9%	41,152	45.6%	23,418	25.9%	5,514	6.1%
2) Calcium hydroxylapatite (Radiesse)	54	0.2%	5,060	15.9%	13,702	42.9%	9,937	31.1%	3,163	9.9%
3) Collagen	2,713	0.4%	118,184	19.0%	270,393 <sup>5</sup>	43.6%	180,174 <sup>2</sup>	29.0%	49,028 <sup>2</sup>	7.9%
4) Hyaluronic acid (Hylaform, Restylane)	0	0.0%	23,214	20.0%	60,873	52.4%	24,523	21.1%	7,612	6.6%
<b>Totals - Nonsurgical Procedures</b>	<b>157,452</b>	<b>2.4%</b>	<b>1,405,676</b>	<b>21.9%</b>	<b>2,994,522</b>	<b>46.6%</b>	<b>1,564,222</b>	<b>24.3%</b>	<b>310,661</b>	<b>4.8%</b>
<b>TOTALS</b>	<b>223,594</b>	<b>2.7%</b>	<b>1,966,667</b>	<b>23.8%</b>	<b>3,744,331</b>	<b>45.4%</b>	<b>1,928,832</b>	<b>23.4%</b>	<b>388,601</b>	<b>4.7%</b>

The top 5 procedures in each age category are indicated in red and with superscript numbers. Surgical and nonsurgical cosmetic procedures are not differentiated in this listing.

\*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

• Final figures are projected to reflect nationwide statistics and are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard error of +/- 3.92% at a 95% level of confidence.

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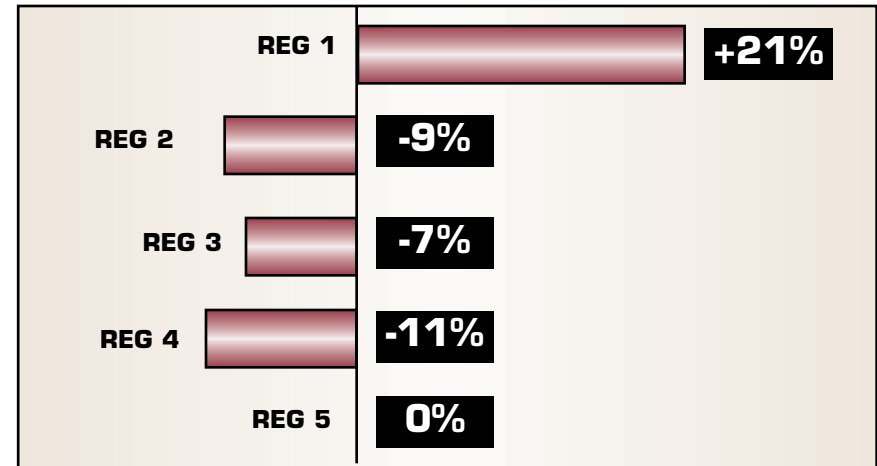
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# 2003 National Average for Physician/Surgeon Fees\*\*\* Per Procedure



	Procedure	National Average*	Total Expenditures
<b>Surgical Procedures</b>	Abdominoplasty (tummy tuck)	\$4,827	\$568,109,023
	Blepharoplasty (cosmetic eyelid surgery)	\$2,599	\$695,607,279
	Breast augmentation	\$3,360	\$942,015,163
	Breast lift	\$3,965	\$305,052,304
	Breast nipple enlargement (cosmetic only)	\$1,792	\$947,330
	Breast nipple reduction (not with breast reduction)	\$1,516	\$2,414,743
	Breast reduction (women)*	\$5,351	\$787,439,833
	Buttock augmentation	\$3,681	\$14,293,523
	Buttock lift	\$4,793	\$17,081,903
	Calf augmentation	\$3,075	\$3,597,443
	Cheek implants	\$2,643	\$21,911,756
	Chin augmentation	\$1,957	\$54,800,342
	Facelift	\$5,966	\$749,194,946
	Forehead lift	\$3,065	\$235,043,778
	Gynecomastia, treatment of (male breast reduction)	\$3,124	\$68,880,133
	Hair transplantation	\$3,084	\$51,306,382
	Lip augmentation (other than injectable materials)	\$1,633	\$37,817,607
	Lipoplasty (liposuction)**	\$2,578	\$991,380,149
	Lower body lift	\$7,874	\$86,362,657
	Otoplasty	\$2,762	\$76,813,540
	Pectoral (male chest) augmentation	\$3,992	\$6,927,804
	Rhinoplasty (nose reshaping)	\$3,869	\$667,133,513
	Thigh lift	\$4,308	\$37,927,025
	Umbilicoplasty (not with abdominoplasty)	\$1,688	\$2,594,324
Upper arm lift	\$3,299	\$34,946,097	
<b>Totals - Surgical Procedures</b>			<b>\$6,459,598,598</b>
<b>Nonsurgical Procedures</b>	Botox injection	\$384	\$871,401,049
	Cellulite treatment (mechanical roller massage therapy)	\$449	\$12,525,989
	Chemical peel	\$800	\$578,118,755
	Dermabrasion (not including microdermabrasion)	\$1,405	\$38,749,031
	Laser hair removal	\$388	\$358,465,511
	Laser skin resurfacing	\$2,317	\$295,315,035
	Laser treatment of leg veins	\$389	\$66,269,251
	Microdermabrasion	\$161	\$137,972,778
	Sclerotherapy	\$272	\$120,758,645
	Soft tissue fillers: 1) Autologous fat	\$1,270	\$114,714,952
	2) Calcium hydroxylapatite (Radiesse)	\$1,169	\$37,303,640
3) Collagen***	\$381	\$236,349,102	
4) Hyaluronic acid (Hylaform, Restylane)	\$552	\$64,182,446	
<b>Totals - Nonsurgical Procedures</b>			<b>\$2,932,126,185</b>
<b>TOTALS - ALL PROCEDURES</b>			<b>\$9,391,724,783</b>

## Percentage Difference Between Regional Fees and National Average



\*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.

\*\*20.5% of these procedures were ultrasound-assisted lipoplasty (UAL).

\*\*\*28.8% of these procedures used human-derived collagen products; cost may be higher.

\*\*\*\*Individual physician/surgeon fees within regions may vary depending on whether the practice is in an urban, suburban or rural area. Figures are for physician/surgeon fees only and do not include fees for the surgical facility, anesthesia, medical tests, prescriptions, surgical garments, or other miscellaneous costs related to surgery. Figures for procedures often performed on more than one site in the same session reflect typical fees for one site.

The regional breakdowns used in the above table are as follows:

- REG 1** - New England & Middle Atlantic (CT, ME, MA, NH, NJ, NY, PA, RI, VT)
- REG 2** - East North Central & West North Central (IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, WI)
- REG 3** - South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)
- REG 4** - East South Central & West South Central (AL, AR, KY, LA, MS, OK, TN, TX)
- REG 5** - Mountain & Pacific (AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY)

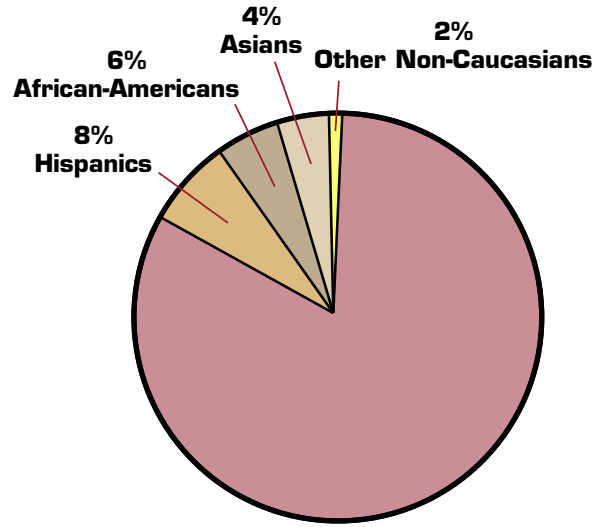
• The figures are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard error of +/- 3.92% at a 95% level of confidence.

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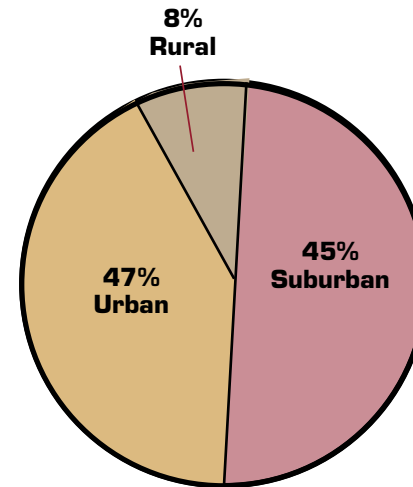
## GENERAL INFORMATION

**Percent of total procedures according to race/ethnicity**



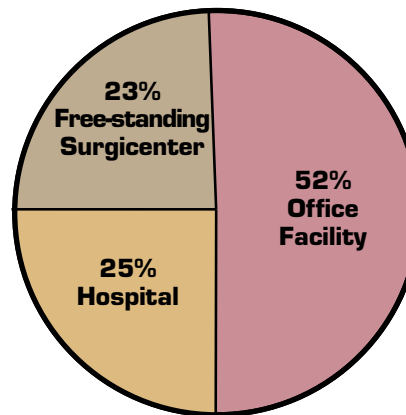
Source: American Society for Aesthetic Plastic Surgery

**Main office location of physicians who perform cosmetic procedures**



Source: American Society for Aesthetic Plastic Surgery

**Percent of total procedures according to type of facility**



Source: American Society for Aesthetic Plastic Surgery



## 2003 ASAPS Member Practice Profile

	Procedure	Average Procedures per ASAPS Member
Surgical Procedures	Abdominoplasty (tummy tuck)	20.3
	Blepharoplasty (cosmetic eyelid surgery)	40.4 <sup>3</sup>
	Breast augmentation	62.7 <sup>2</sup>
	Breast lift	17.0
	Breast nipple enlargement (cosmetic only)	0.1
	Breast nipple reduction (not with breast reduction)	0.6
	Breast reduction (women)*	25.4 <sup>4</sup>
	Buttock augmentation	0.3
	Buttock lift	0.7
	Calf augmentation	0.1
	Cheek implants	1.1
	Chin augmentation	3.5
	Facelift	24.4 <sup>5</sup>
	Forehead lift	13.3
	Gynecomastia, treatment of (male breast reduction)	3.5
	Hair transplantation	0.5
	Lip augmentation (other than injectable materials)	3.4
	Lipoplasty (Liposuction)	77.1 <sup>1</sup>
	Lower body lift	1.2
	Otoplasty (cosmetic ear surgery)	2.6
Pectoral (male chest) augmentation	0.1	
Rhinoplasty (nose reshaping)	13.2	
Thigh lift	1.5	
Umbilicoplasty (not with abdominoplasty)	0.2	
Upper arm lift	1.7	
	<b>Totals - Surgical Procedures</b>	<b>315.0</b>
Nonsurgical Procedures	Botox injection	157.7 <sup>A</sup>
	Cellulite treatment (mechanical roller massage therapy)	12.8
	Chemical peel	34.9 <sup>E</sup>
	Dermapabrasion (not including microdermapabrasion)	9.6
	Laser hair removal	45.7 <sup>D</sup>
	Laser skin resurfacing	14.5
	Laser treatment of leg veins	8.7
	Microdermapabrasion	72.1 <sup>B</sup>
	Sclerotherapy	13.0
	Soft tissue fillers: 1) Autologous fat	10.0
	2) Calcium hydroxylapatite (Radiesse)	3.9
	3) Collagen	50.0 <sup>C</sup>
	4) Hyaluronic acid (Hylaform, Restylane)	3.2
	<b>Totals - Nonsurgical Procedures</b>	<b>436.3</b>
	<b>TOTALS - ALL PROCEDURES</b>	<b>751.3</b>

The top five procedures in each category are indicated and are numbered 1 through 5 for surgical procedures and A through E for nonsurgical procedures.

- Members of the American Society for Aesthetic Plastic Surgery (ASAPS) are certified by the American Board of Plastic Surgery (in Canada, the Royal College of Physicians and Surgeons of Canada) and specialize in cosmetic surgery of the face and body. Only ASAPS members practicing in the U.S. are included in the 2003 national statistics (along with other U.S. plastic surgeons, otolaryngologists and dermatologists).

- ASAPS surgeons are elected to membership following documentation of their clinical experience in cosmetic plastic surgery, fulfillment of specified Continuing Medical Education (CME) requirements in cosmetic surgery, and review of their professional reputation.

- ASAPS members are required to operate only in accredited, state-licensed or Medicare-certified facilities.

- Among physicians from multiple specialties, ASAPS members performed the highest average number of surgical cosmetic procedures per doctor in 2003.

\*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

- The survey portion of this research has a standard error of +/- 3.92% at a 95% level of confidence.

# ASAPS Procedure Quick Facts



Surgical Procedures	Procedure	Best Candidate	Physician/ Surgeon Fees*	Length of Procedure	Number of Treatments	Results**	Back to Work
	Abdominoplasty (tummy tuck)	Protruding abdomen; excess fat and skin; weak abdominal muscles	\$4,827	2 - 5 hours	One	Permanent	1-3 weeks
	Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,599	1 - 3 hours	One	Long-lasting	Within 10 days
	Breast augmentation	Small, disproportionate breasts	\$3,360	1 - 2 hours	One	Permanent Possible implant replacement	1-2 weeks
	Breast lift	Sagging, poorly shaped breasts	\$3,965	1 1/2 - 3 1/2 hours	One	Long-lasting	1-2 weeks
	Breast nipple enlargement (cosmetic only)	Flat or inverted nipple	\$1,792	30 minutes - 1 1/2 hours	One	Permanent	1-3 days
	Breast nipple reduction (not with breast reduction)	Prominent or sagging nipples	\$1,516	30 - 90 minutes	One	Permanent	1-3 days
	Breast reduction (women)	Large, heavy, pendulous, or disproportionate breasts	\$5,351	2 - 4 hours	One	Permanent	1-2 weeks
	Buttock augmentation	Lacks buttock development	\$3,681	2 - 3 hours	One	Permanent	2-3 weeks
	Buttock lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,793	2 hours	One	Long-lasting	10-14 days
	Calf augmentation	Lacks calf development	\$3,075	30 minutes	One	Permanent	2 weeks
	Cheek implants	Poor facial contour	\$2,643	2 hours	One	Permanent	1-2 weeks
	Chin augmentation	Receding chin	\$1,957	1 hour	One	Permanent	1-2 weeks
	Facelift	Loose skin, deep lines, wrinkles, jowls	\$5,966	2 - 3 hours	One	Long-lasting	Within 2 weeks
	Forehead lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,065	1 - 2 hours	One	Long-lasting	Within 10 days
	Gynecomastia, treatment of (male breast reduction)	Men with enlarged breasts	\$3,124	2 hours	One	Permanent	1 week
	Hair transplantation	Hair loss with the availability of healthy hair in donor areas	\$3,084	Several hours	Multiple sessions over 1-2 years	Permanent	Several days
	Lip augmentation (other than injectable materials)	Thin lips	\$1,633	1 hour	One	Permanent	Within 1 week
	Lipoplasty (liposuction)	Normal weight with isolated fatty areas	\$2,578	45 minutes - 2 hours	One	Permanent	1-2 weeks
	Lower body lift	Skin laxity without significant fat deposits	\$7,874	Up to 8 hours	One	Long-lasting	Up to 4 weeks
Otoplasty (cosmetic ear surgery)	Protruding or disproportionate ears	\$2,762	2 - 3 hours	One	Permanent	5 days	
Pectoral (male chest) augmentation	Desire for more pectoral definition	\$3,992	One hour	One	Permanent	1-2 weeks	

\*National average; surgeon fees are based on ASAPS 2003 statistics. Fees vary considerably by geographic region and population density. Facility fees, anesthesia and other surgical costs not included.

\*\*With any procedure, a revision or touch-up may sometimes be necessary. \*\*\*Human-derived products may cost more.



# ASAPS Procedure Quick Facts



	Procedure	Best Candidate	Physician/ Surgeon Fees*	Length of Procedure	Number of Treatments	Results**	Back to Work
<b>Surgical Procedures</b>	Rhinoplasty (nose reshaping)	Nose too large, wide, or tip needs reshaping	\$3,869	1 - 2 hours	One	Permanent	7-10 days
	Thigh lift	Loose, excess skin	\$4,308	2 hours	One	Long-lasting	2-4 weeks
	Umblicoplasty (not with abdominoplasty)	Belly button lacks definition	\$1,688	1 - 1 1/2 hours	One	Permanent	1-3 days
	Upper arm lift	Excess skin and fat on underside of arm	\$3,299	2 hours	One	Long-lasting	1-2 weeks
<b>Nonsurgical Procedures</b>	Botox Injection	Forehead, frown lines, crow's-feet and vertical neck bands	\$384	30 minutes	Repeat treatments 4-6 months	Temporary	No downtime
	Cellulite treatment (mechanical roller massage therapy)	Dimpled thighs and buttocks	\$449	30 - 45 minutes	Ongoing	Temporary	No downtime
	Chemical peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$800	30 minutes -3 hours Depends on type of peel	One or multiple Depends on type of peel	Long-lasting	Depends on type of peel
	Dermabrasion (not including microdermabrasion)	Acne, wrinkles around mouth, sun-damaged skin	\$1,405	A few minutes	Multiple sessions	Long-lasting	7-10 days
	Laser hair removal	Unwanted hair on face or body	\$388	1 - 2 hours Depends on area	Multiple sessions	Ongoing	No downtime
	Laser skin resurfacing	Fair, healthy, non-oily skin	\$2,317	Few minutes - 1 1/2 hours	One or multiple depending on depth of imperfection	Long-lasting	7-10 days
	Laser treatment of leg veins	Very small spider veins	\$389	30 minutes -1 hour	Multiple sessions	Permanent	No downtime
	Microdermabrasion	Fine lines, crow's-feet, age spots, acne scars	\$161	30 minutes -1 hour	Multiple sessions 2-3 week intervals	Temporary	No downtime
	Sclerotherapy	Spider veins	\$272	30 minutes -1 hour	3-4 treatments Injections	Permanent	No downtime
	Soft Tissue Fillers: 1) Autologous Fat	Nasolabial folds, lips, frown lines, and facial recontouring	\$1,270	1 hour depending on the sites	Highly variable, repeat treatments	Temporary	Minor 1-4 days, Extensive 7-14 days
	2) Calcium hydroxylapatite (Radiance)	Nasolabial folds, frown lines, crow's feet, and lips	\$1,169	Less than 1 hour	Repeat treatments 2 years or longer	Temporary	No downtime
	3) Collagen	Frown lines, crow's feet, nasolabial folds	***\$381	Less than 1 hour	Repeat treatments 3-6 months	Temporary	No downtime
	4)Hyaluronic acid (Hylaform, Restylane)	Nasolabial folds, forehead wrinkles, smile lines, and lips	\$552	Less than 1 hour	Repeat treatments 4 months-1 year	Temporary	No downtime

\*National average; surgeon fees are based on ASAPS 2003 statistics. Fees vary considerably by geographic region and population density. Facility fees, anesthesia and other surgical costs not included.

\*\*With any procedure, a revision or touch-up may sometimes be necessary. \*\*\*Human-derived products may cost more.



## Quick Facts: Consumer Attitudes Survey

(Data from February 2004 Consumer Survey of 1000 American Households)

### **Americans' general approval of cosmetic surgery**

- 51% of women say they approve of cosmetic surgery
- 42% of men say they approve of cosmetic surgery

### **Would consider cosmetic surgery for self, now or in the future**

- 34% of women
- 14% of men

### **Would not be embarrassed about having cosmetic surgery**

- 80% of women say that, if they had cosmetic surgery in the future, they would not be embarrassed if people outside their immediate family and close friends knew about it
- 74% of men would not be embarrassed

### **Would consider cosmetic surgery for self, now or in the future, by age (includes both men and women)**

- 20% of Americans age 65 or older
- 19% of 55-to-64 year olds
- 32% of 45-to-54 year olds
- 25% of 35-to-44 year olds
- 27% of 25-to-34 year olds
- 17% of 18-to-24 year olds

### **Would consider cosmetic surgery for self, now or in the future, by marital status (includes both men and women)**

- 22% of married Americans
- 27% of unmarried Americans

### **Would consider cosmetic surgery for self, now or in the future, by race/ethnicity (includes both men and women)**

- 25% of white Americans
- 22% of non-white Americans

Figures may not add exactly to totals and percentages may not equal 100% due to rounding.



THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY, INC.

## **ABOUT THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY (ASAPS)**

- **Founded in 1967**
- **Primary mission: education and research in cosmetic plastic surgery**
- **2100 members, mostly in the U.S. and Canada**
- **International members in 31 countries**
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- **Sponsor of accredited cosmetic surgery Continuing Medical Education (CME) for qualified plastic surgeons since 1974**
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- **Peer-reviewed publication: *Aesthetic Surgery Journal*, the world's most widely read clinical journal of cosmetic surgery**



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