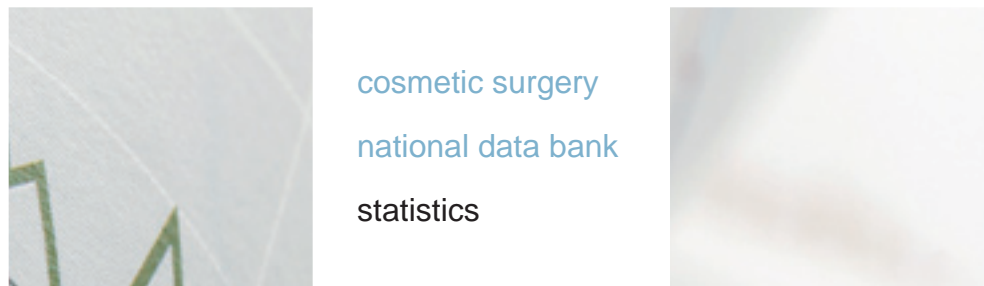




the american society for aesthetic plastic surgery



cosmetic surgery
national data bank
statistics



09



The Authoritative Source
for Current US Statistics
on Cosmetic Surgery

Expanded data for 2009:
Multi-year comparisons,
39 Cosmetic Procedures

Multi-specialty Data

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resources for the media

ASAPS Spokesperson Network

- Thought and opinion leaders in all types of cosmetic procedures, surgical and nonsurgical are available for interviews and information
- Spokespersons are available nationwide in urban and rural settings
- ASAPS leadership is available for information and interviews in all major cosmetic surgery markets
- All Aesthetic Society® spokespersons are working clinicians in direct patient care

The Media Center at www.surgery.org/press

- Downloadable statistics and full color graphs
- Aesthetic Society® “procedures at a glance”
- Complete library of press releases ranging from 1998 to the most recent releases are also indexed by subject
- Frequent posting of new information, position statements and news releases
- Automatic email notification of new postings available on request (please contact media@surgery.org)

Other Resources for the Media

- Before and after patient photos
- Video –B roll, news packages and video news releases
- Invited media attendance at ASAPS Scientific Meetings

Contact the Aesthetic Society® Communications Office at 212-921-0500 or e-mail media@surgery.org for prompt assistance. If you are a reporter on deadline and working after hours, please call our California Office at 800-364-2147.

about the aesthetic society



The American Society for Aesthetic Plastic Surgery (ASAPS) was founded in 1967 when cosmetic surgery was only beginning to be recognized as the important subspecialty it is today.

Founded on a mission of education, we are now widely recognized as the leader in cosmetic surgery research, education, and procedural advances.

United States membership to the Aesthetic Society® is restricted to American Board of Plastic Surgery certified physicians who meet a minimum number of surgical procedures performed and commit to a minimum number of continuing medical education hours. New members must be sponsored by a current Society member.

Of course, cosmetic procedures surgical and nonsurgical are performed by a variety of physicians. For that reason, we rely on physicians from many different specialties when we compile our annual statistics. We thank these clinicians for their contributions to our survey.

About the Aesthetic Society Statistics:

2009 marks the thirteenth consecutive year that multi-specialty data has been collected on these procedures. A paper-based questionnaire was mailed to 21,000 Board-Certified physicians (8,500 Dermatologists, 7,000 Otolaryngologists, and 5,500 Plastic Surgeons). A total of 928 completed and valid responses (410 Plastic Surgeons, 347 Dermatologists, and 171 Otolaryngologists) were received in time for tabulation.

Final figures have been projected to reflect nationwide statistics and are based exclusively on the Board-Certified Plastic Surgeons; Otolaryngologists; and Dermatologists. The findings have been aggregated and extrapolated to the known population of 23,600 physicians who are Board Certified in these specialties.

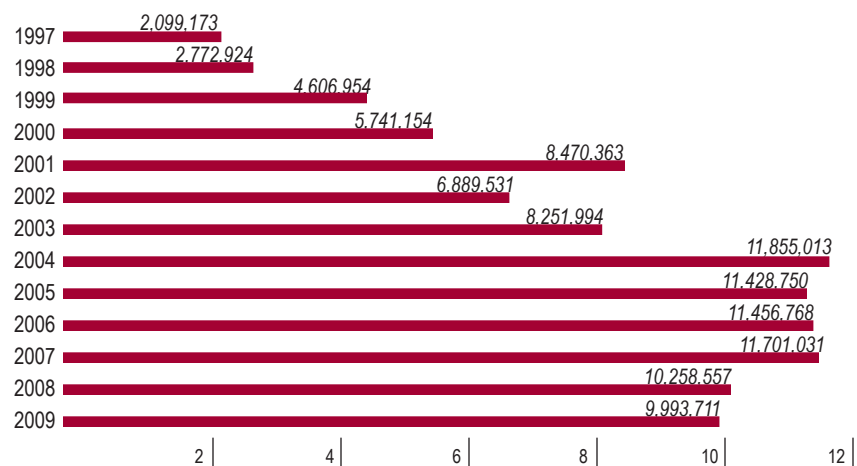
Though the confidence intervals change by procedure, depending on the grouping's sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.15% at a 95% level of confidence.

The Survey on Cosmetic Procedures Performed in 2009 was compiled, tabulated and analyzed by Industry Insights Inc. (www.industryinsights.com), an independent research firm based in Columbus, OH.

plastic surgery timelines

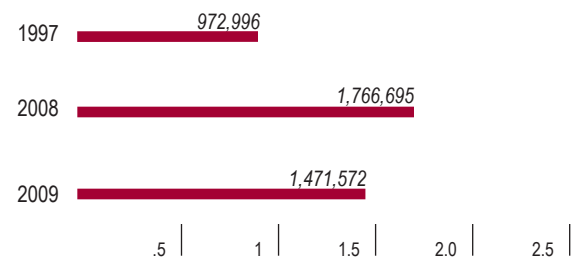
Cosmetic Surgery

(Surgical and Nonsurgical Cosmetic Procedures: Totals)



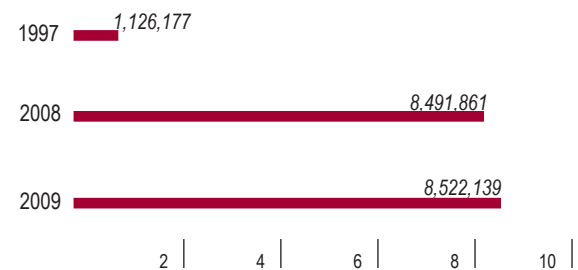
Source: American Society for Aesthetic Plastic Surgery

Surgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

Nonsurgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

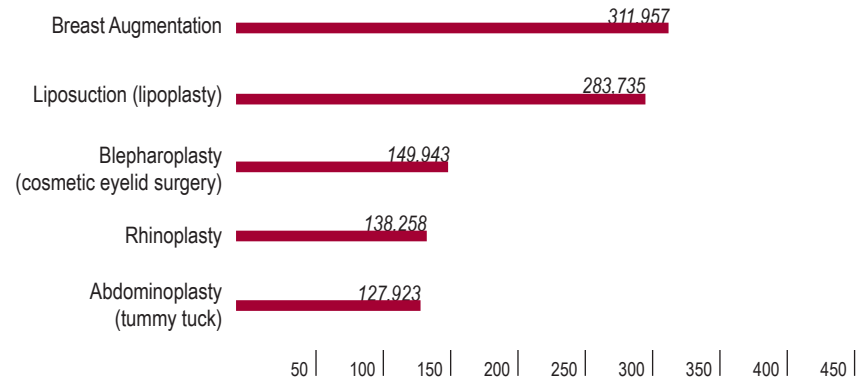
quick facts: highlights of the ASAPS 2009 statistics on cosmetic surgery:

- ◆ There were almost 10 million surgical and nonsurgical cosmetic procedures performed in the United States in 2009, as reported by the American Society for Aesthetic Plastic Surgery (ASAPS). Surgical procedures accounted for 15% of the total with nonsurgical procedures making up 85% of the total.
- ◆ From 2008-2009, there was a 2 percent decrease in the total number of cosmetic procedures. Surgical procedures decreased by 17 percent, and nonsurgical procedures increased by almost 1 percent.
- ◆ Since 1997, there has been over 147 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 50 percent, and nonsurgical procedures increased by 231 percent.
- ◆ **The top five cosmetic surgical procedures in 2009 were:** breast augmentation (311,957 procedures); liposuction (283,735 procedures); eyelid surgery (149,943 procedures); rhinoplasty (138,258 procedures); and abdominoplasty (127,923 procedures).
- ◆ **The top five nonsurgical cosmetic procedures in 2009 were:** Botox injection (2,557,068 procedures); hyaluronic acid (1,313,038 procedures); laser hair removal (1,280,031 procedures); microdermabrasion (621,943 procedures) and chemical peel (529,285 procedures).
- ◆ Women had over 9 million cosmetic procedures, over 90% percent of the total. The number of cosmetic procedures for women decreased over 3 percent from 2008.
- ◆ **The top five surgical procedures for women were:** breast augmentation, liposuction, eyelid surgery, abdominoplasty and breast reduction.
- ◆ Men had over 900,000 cosmetic procedures, over 9 percent of the total. The number of cosmetic procedures for men increased over 8 percent from 2008.
- ◆ **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 – almost 4.5 million and 44 percent of the total. People age 19-34 had 20 percent of procedures; age 51-64 had 27 percent; age 65-and-over had 7 percent; and age 18-and-younger had 2 percent.
- ◆ **The most common procedures for age 18-and-under were:** laser hair removal, microdermabrasion, rhinoplasty chemical peel and Botulinum Toxin Type A (including Botox and Dysport).
- ◆ **Racial and ethnic minorities, as of last year, had approximately 20 percent of all cosmetic procedures, a decrease of 1 percent from 2008:** Hispanics, 9 percent; African-Americans, 6 percent; Asians, 4 percent; and other non-Caucasians, 3 percent.
- ◆ **Where cosmetic surgeries were performed:** office facility, 58 percent; hospital, 18 percent; and free-standing surgicenter, 23 percent.
- ◆ Of the doctors surveyed 75 percent say they do not offer “spa” services (e.g. wraps, facials, massages) in conjunction with their medical practices. 88 percent of the doctors say they do not work in conjunction with legitimate medical spas where nonsurgical procedures, such as injections and laser procedures are performed.
- ◆ Americans spent almost \$10.5 billion on cosmetic procedures in 2009

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

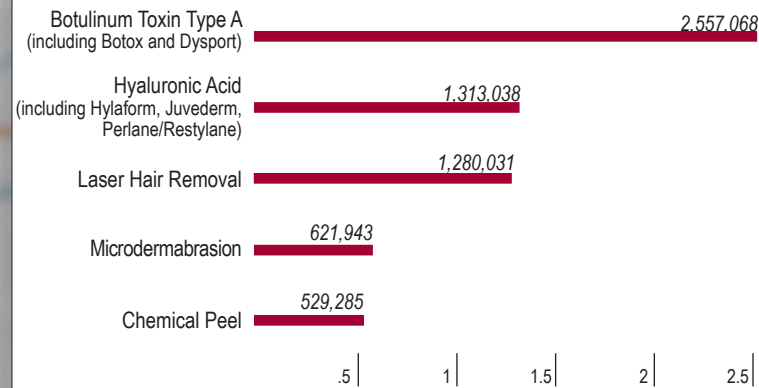
top 5 procedures: surgical & nonsurgical

Top 5 Surgical Procedures in 2009



Source: American Society for Aesthetic Plastic Surgery

Top 5 Nonsurgical Procedures in 2009



Source: American Society for Aesthetic Plastic Surgery

2009 national totals for cosmetic procedures

The following list includes both surgical and nonsurgical cosmetic procedures. The top 5 surgical procedures are indicated in bold superscript letters in the column headed Number of Procedures, while the top 5 nonsurgical procedures are indicated by bold superscript numbers. 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.

Procedure	Number of Procedures	Percent of Total	Overall Rank	Rank within Category (Surgical/Nonsurgical)
Abdominoplasty (tummy tuck)	127,923 ^E	1.3%	14	5
Blepharoplasty (cosmetic eyelid surgery)	149,943 ^C	1.5%	12	3
Breast augmentation*	311,957 ^A	3.1%	9	1
Breast lift	98,279	1.0%	19	7
Breast reduction (women)**	113,511	1.1%	18	6
Buttock augmentation	4,996	0.0%	35	18
Buttock lift	3,024	0.0%	36	19
Cheek implants	1,703	0.0%	38	21
Chin augmentation	11,002	0.1%	31	15
Facelift	94,247	0.9%	20	8
Forehead lift	30,789	0.3%	24	9
Gynecomastia, treatment of (male breast reduction)	16,801	0.2%	28	12
Hair transplantation	18,016	0.2%	27	11
Lip augmentation (other than injectable materials)	7,837	0.1%	32	16
Lipoplasty (liposuction) ***	283,735 ^B	2.8%	10	2
Lower body lift	7,306	0.1%	33	17
Otoplasty (cosmetic ear surgery)	21,817	0.2%	25	10
Rhinoplasty (nose reshaping)	138,258 ^D	1.4%	13	4
Thigh lift	11,796	0.1%	30	14
Upper arm lift	16,102	0.2%	29	13
Vaginal rejuvenation	2,531	0.0%	37	20
Totals - Surgical Procedures	1,471,572	14.7%		
Injectables:				
Autologous fat	42,541	0.4%	22	14
Botulinum Toxin Type A (including Botox and Dysport)	2,557,068 ¹	25.6%	1	1
Calcium hydroxylapatite (Radiesse)	118,477	1.2%	17	12
Collagen****	59,302	0.6%	21	13
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,313,038 ²	13.1%	2	2
Poly-L-Lactic Acid (Sculptra)	39,516	0.4%	23	15
Polymethyl Methacrylate (Artecoll, Artefil)	7,022	0.1%	34	17
Facial Rejuvenation:				
Chemical Peel	529,285 ⁵	5.3%	5	5
Dermabrasion	21,728	0.2%	26	16
Fraxel	119,676	1.2%	16	11
IPL Laser Treatment	452,210	4.5%	8	8
Laser Skin Resurfacing *****	512,318	5.1%	6	6
Microdermabrasion	621,943 ⁴	6.2%	4	4
Noninvasive Tightening	275,119	2.8%	11	9
Other:				
Injection lipolysis	ISD	na	na	na
Laser Hair Removal	1,280,031 ³	12.8%	3	3
Laser Treatment of Leg Veins	119,939	1.2%	15	10
Sclerotherapy	452,924	4.5%	7	7
Totals - Nonsurgical Procedures	8,522,139	85.3%		
TOTALS ALL PROCEDURES	9,993,711	100.0%		

* 48.3% of these procedures used saline implants and 51.7% used silicone implants.

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

*** 19.7% of these procedures were ultrasound-assisted lipoplasty (UAL).

**** 42.7% of these procedures used bovine-derived collagen products and 57.3% used human-derived collagen products.

***** 27.2% of these procedures were performed with ablative lasers and 72.8% were performed with nonablative lasers.

ISD = figure not reported, due to an insufficient number of responding physicians who perform this procedure.

Notes

- 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. Though the confidence intervals change by procedure, depending on the grouping's sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.15% at a 95% level of confidence.
- Figures for procedures include but are not limited to those performed by ASAPS members. 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.

percent of change in select procedures: 1997-2009

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

Procedure	2009	2008	1997	Percent Change 2009 vs 2008	Percent Change 2009 vs 1997	Percent Change 2009 vs 2008 (Female)	Percent Change 2009 vs 2008 (Male)	Percent Change 2009 vs 1997 (Female)	Percent Change 2009 vs 1997 (Male)
Abdominoplasty (tummy tuck)	127,923	147,392	34,002	-13.2%	276.2%	-14.0%	11.3%	275.0%	317.4%
Blepharoplasty (cosmetic eyelid surgery)	149,943	195,104	159,232	-23.1%	-5.8%	-24.9%	-12.8%	-8.0%	6.5%
Breast augmentation	311,957	355,671	101,176	-12.3%	208.3%	-12.3%	dna	208.3%	dna
Breast lift	98,279	115,753	19,882	-15.1%	394.3%	-15.1%	dna	394.3%	dna
Breast reduction (women)*	113,511	139,926	47,874	-18.9%	137.1%	-18.9%	dna	137.1%	dna
Buttock augmentation	4,996	3,638	na	37.3%	na	29.9%	na	na	na
Buttock lift	3,024	2,426	1,549	24.6%	95.2%	17.3%	442.0%	86.3%	557.8%
Cheek implants	1,703	2,076	11,040	-18.0%	-84.6%	-20.7%	0.6%	-83.3%	-89.0%
Chin augmentation	11,002	15,436	27,373	-28.7%	-59.8%	-31.6%	-17.7%	-58.8%	-62.4%
Facelift	94,247	132,504	99,196	-28.9%	-5.0%	-29.7%	-21.3%	-5.7%	1.0%
Forehead lift	30,789	44,437	55,090	-30.7%	-44.1%	-31.3%	-26.2%	-44.6%	-40.3%
Gynecomastia, treatment of (male breast reduction)	16,801	19,124	11,168	-12.1%	50.4%	dna	-12.1%	dna	50.4%
Hair transplantation	18,016	21,656	61,023	-16.8%	-70.5%	37.8%	-27.7%	-52.5%	-74.2%
Lip augmentation (other than injectable materials)	7,837	11,104	na	-29.4%	na	-29.1%	-44.2%	na	na
Lipoplasty (liposuction)	283,735	341,144	176,863	-16.8%	60.4%	-21.5%	28.8%	63.7%	43.1%
Lower body lift	7,306	8,032	2,125	-9.0%	243.8%	-10.5%	4.1%	231.5%	387.0%
Otoplasty (cosmetic ear surgery)	21,817	24,798	22,939	-12.0%	-4.9%	-5.7%	-20.7%	4.4%	-17.0%
Rhinoplasty (nose reshaping)	138,258	152,434	137,053	-9.3%	0.9%	-13.6%	8.2%	14.0%	-26.5%
Thigh lift	11,796	11,877	2,895	-0.7%	307.5%	-3.5%	137.2%	294.1%	1153.1%
Upper arm lift	16,102	18,668	2,516	-13.7%	539.9%	-14.3%	25.7%	533.0%	3438.9%
Vaginal rejuvenation	2,531	3,494	na	-27.6%	na	-27.6%	dna	na	dna
Totals - Surgical Procedures	1,471,572	1,766,695	972,996	-16.7%	49.7%	-18.1%	-3.1%	66.8%	-18.1%
Injectables:									
Autologous fat	42,541	41,791	38,259	1.8%	11.2%	-1.6%	54.2%	11.9%	3.4%
Botulinum Toxin Type A (including Botox and Dysport)	2,557,068	2,464,123	65,157	3.8%	3824.5%	2.7%	14.5%	3738.7%	4789.1%
Calcium hydroxylapatite (Radiesse)	118,477	122,994	na	-3.7%	na	-4.5%	5.6%	na	na
Collagen	59,302	58,470	347,168	1.4%	-82.9%	-1.3%	74.0%	-82.7%	-85.3%
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,313,038	1,262,848	na	4.0%	na	1.8%	46.1%	na	na
Poly-L-Lactic Acid (Sculptra)	39,516	31,928	na	23.8%	na	24.4%	21.3%	na	na
Polymethyl Methacrylate (Artecoll, Artefill)	7,022	10,797	na	-35.0%	na	-43.0%	39.4%	na	na
Facial Rejuvenation:									
Chemical Peel	529,285	591,808	481,227	-10.6%	10.0%	-11.2%	-1.0%	8.6%	31.7%
Dermabrasion	21,728	27,136	40,214	-19.9%	-46.0%	-25.0%	26.7%	-41.0%	-63.0%
Fraxel	119,676	110,392	na	8.4%	na	5.4%	52.9%	na	na
IPL Laser Treatment	452,210	526,828	na	-14.2%	na	-15.7%	1.7%	na	na
Laser Skin Resurfacing	512,318	570,880	154,153	-10.3%	232.3%	-12.9%	26.0%	245.3%	145.6%
Microdermabrasion	621,943	557,131	na	11.6%	na	9.2%	42.9%	na	na
Noninvasive Tightening	275,119	257,994	na	6.6%	na	13.7%	-57.7%	na	na
Other:									
Injection lipolysis	ISD	18,742	na	na	na	na	na	na	na
Laser Hair Removal	1,280,031	1,280,964	na	-0.1%	na	1.2%	-7.6%	na	na
Laser Treatment of Leg Veins	119,939	133,192	na	-10.0%	na	-13.5%	290.9%	na	na
Sclerotherapy	452,924	423,841	na	6.9%	na	5.9%	71.1%	na	na
Totals - Nonsurgical Procedures	8,522,139	8,491,861	1,126,177	0.6%	230.5%	-0.4%	11.4%	225.3%	289.9%
TOTALS ALL PROCEDURES	9,993,711	10,258,557	2,099,173	-2.4%	146.7%	-3.4%	8.6%	157.3%	79.6%

*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)

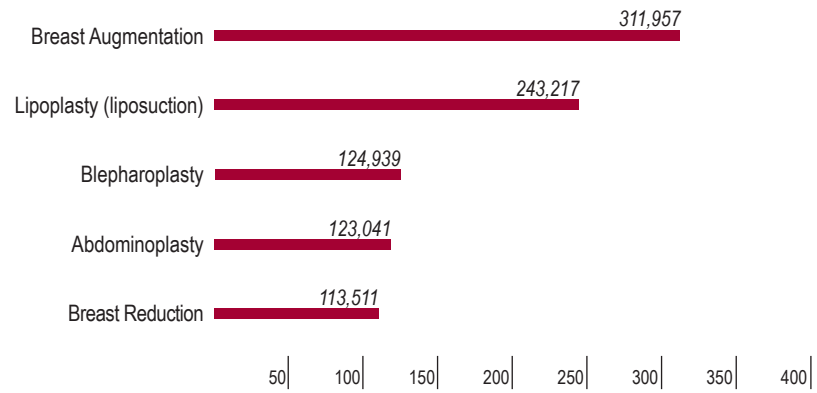
ISD = figure not reported, due to an insufficient number of responding physicians who perform this procedure.

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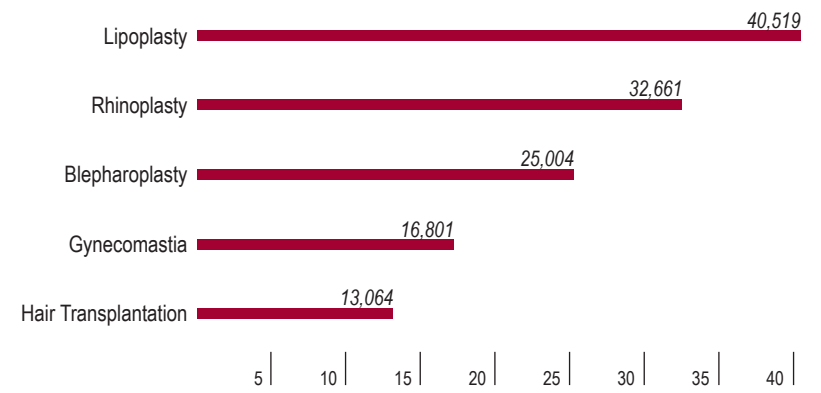
2009 top 5 cosmetic surgeries

Top 5 Cosmetic Surgeries for Women in 2009



Source: American Society for Aesthetic Plastic Surgery

Top 5 Cosmetic Surgeries for Men in 2009



Source: American Society for Aesthetic Plastic Surgery

2009 gender distribution for cosmetic procedures

The following list includes both surgical and nonsurgical cosmetic procedures. 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.

Procedure	FEMALE (Number of Procedures)			Rank within Category (Surgical/ Nonsurgical)	MALE (Number of Procedures)			Rank within Category (Surgical/ Nonsurgical)
	Procedures	Percent of Total	Overall Rank		Procedures	Percent of Total	Overall Rank	
Abdominoplasty (tummy tuck)	123,041	96.2%	13	4	4,882	3.8%	21	8
Blepharoplasty (cosmetic eyelid surgery)	124,939	83.3%	12	3	25,004	16.7%	10	3
Breast augmentation	311,957	100.0%	9	1	dna	dna	dna	dna
Breast lift	98,279	100.0%	19	7	dna	dna	dna	dna
Breast reduction (women)*	113,511	100.0%	15	5	dna	dna	dna	dna
Buttock augmentation	4,726	94.6%	34	17	270	5.4%	32	15
Buttock lift	2,797	92.5%	35	18	227	7.5%	33	16
Cheek implants	1,432	84.1%	37	20	271	15.9%	31	14
Chin augmentation	8,341	75.8%	29	13	2,661	24.2%	26	10
Facelift	83,706	88.8%	20	8	10,541	11.2%	16	6
Forehead lift	26,932	87.5%	24	9	3,857	12.5%	23	9
Gynecomastia, treatment of (male breast reduction)	dna	dna	dna	dna	16,801	100.0%	11	4
Hair transplantation	4,951	27.5%	33	16	13,064	72.5%	12	5
Lip augmentation (other than injectable materials)	7,718	98.5%	30	14	119	1.5%	34	17
Lipoplasty (liposuction)	243,217	85.7%	11	2	40,519	14.3%	7	1
Lower body lift	6,496	88.9%	31	15	810	11.1%	28	11
Otoplasty (cosmetic ear surgery)	13,549	62.1%	27	11	8,268	37.9%	18	7
Rhinoplasty (nose reshaping)	105,597	76.4%	18	6	32,661	23.6%	9	2
Thigh lift	11,222	95.1%	28	12	574	4.9%	29	12
Upper arm lift	15,778	98.0%	26	10	324	2.0%	30	13
Vaginal rejuvenation	2,531	100.0%	36	19	dna	dna	dna	dna
Totals - Surgical Procedures	1,310,719	89.1%			160,853	10.9%		
Injectables:								
Autologous fat	38,635	90.8%	22	14	3,906	9.2%	22	14
Botulinum Toxin Type A (including Botox and Dysport)	2,299,282	89.9%	1	1	257,786	10.1%	1	1
Calcium hydroxylapatite (Radiesse)	107,986	91.1%	17	12	10,492	8.9%	17	11
Collagen	55,660	93.9%	21	13	3,642	6.1%	24	15
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,221,820	93.1%	2	2	91,218	6.9%	3	3
Poly-L-Lactic Acid (Sculptra)	31,898	80.7%	23	15	7,618	19.3%	19	12
Polymethyl Methacrylate (Artecoll, Artefill)	5,551	79.0%	32	17	1,471	21.0%	27	17
Facial Rejuvenation:								
Chemical Peel	492,335	93.0%	5	5	36,950	7.0%	8	7
Dermabrasion	18,364	84.5%	25	16	3,364	15.5%	25	16
Fraxel	109,091	91.2%	16	11	10,585	8.8%	15	10
IPL Laser Treatment	404,534	89.5%	8	8	47,676	10.5%	6	6
Laser Skin Resurfacing	463,339	90.4%	6	6	48,980	9.6%	5	5
Microdermabrasion	565,031	90.8%	4	4	56,912	9.2%	4	4
Noninvasive Tightening	264,366	96.1%	10	9	10,752	3.9%	14	9
Other:								
Injection lipolysis	ISD	na	na	na	ISD	na	na	na
Laser Hair Removal	1,113,996	87.0%	3	3	166,035	13.0%	2	2
Laser Treatment of Leg Veins	113,878	94.9%	14	10	6,061	5.1%	20	13
Sclerotherapy	442,015	97.6%	7	7	10,909	2.4%	13	8
Totals - Nonsurgical Procedures	7,747,782	90.9%			774,357	9.1%		
TOTALS ALL PROCEDURES	9,058,501	90.6%			935,210	9.4%		

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

DNA = Does not apply

ISD = figure not reported, due to an insufficient number of responding physicians who perform this procedure.

• Figures for procedures include but are not limited to those performed by ASAPS members. 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.

2009 age distribution for cosmetic procedures

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

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
Abdominoplasty (tummy tuck)	250	0.2%	26,842	21.0%	73,047	57.1%	24,134	18.9%	3,650	2.9%
Blepharoplasty (cosmetic eyelid surgery)	0	0.0%	5,914	3.9%	52,521	35.0%	70,218	46.8%	21,290	14.2%
Breast augmentation	2,953	0.9%	159,336 ^s	51.1%	121,222	38.9%	26,026	8.3%	2,420	0.8%
Breast lift	288	0.3%	24,869	25.3%	53,935	54.9%	16,923	17.2%	2,264	2.3%
Breast reduction (women)*	2,983	2.6%	34,405	30.3%	49,150	43.3%	22,871	20.1%	4,102	3.6%
Buttock augmentation	0	0.0%	2,861	57.3%	2,011	40.3%	124	2.5%	0	0.0%
Buttock lift	0	0.0%	680	22.5%	1,739	57.5%	529	17.5%	76	2.5%
Cheek implants	0	0.0%	293	17.2%	651	38.2%	640	37.6%	119	7.0%
Chin augmentation	373	3.4%	3,991	36.3%	4,186	38.1%	2,289	20.8%	162	1.5%
Facelift	0	0.0%	1,512	1.6%	19,876	21.1%	54,660	58.0%	18,198	19.3%
Forehead lift	0	0.0%	967	3.1%	9,609	31.2%	15,371	49.9%	4,842	15.7%
Gynecomastia, treatment of (male breast reduction)	1,612	9.6%	9,747	58.0%	4,303	25.6%	1,022	6.1%	118	0.7%
Hair transplantation	0	0.0%	4,118	22.9%	6,723	37.3%	5,052	28.0%	2,122	11.8%
Lip augmentation (other than injectable materials)	0	0.0%	2,861	36.5%	3,046	38.9%	1,659	21.2%	271	3.5%
Lipoplasty (liposuction)	1,559	0.5%	88,638	31.2%	136,753	48.2%	50,332	17.7%	6,452	2.3%
Lower body lift	0	0.0%	1,336	18.3%	4,088	56.0%	1,578	21.6%	303	4.2%
Otoplasty (cosmetic ear surgery)	9,659	44.3%	8,590	39.4%	2,682	12.3%	797	3.7%	88	0.4%
Rhinoplasty (nose reshaping)	17,040 ^s	12.3%	64,180	46.4%	42,175	30.5%	12,874	9.3%	1,989	1.4%
Thigh lift	0	0.0%	1,913	16.2%	6,598	55.9%	3,094	26.2%	191	1.6%
Upper arm lift	0	0.0%	1,864	11.6%	6,837	42.5%	6,185	38.4%	1,216	7.6%
Vaginal rejuvenation	123	4.9%	1,173	46.3%	1,111	43.9%	123	4.9%	0	0.0%
Totals - Surgical Procedures	36,841	2.5%	446,090	30.3%	602,264	40.9%	316,502	21.5%	69,875	4.7%
Injectables:										
Autologous fat	144	0.3%	6,230	14.6%	17,477	41.1%	15,410	36.2%	3,280	7.7%
Botulinum Toxin Type A (including Botox and Dysport)	12,110 ^s	0.5%	371,501 ²	14.5%	1,256,608 ¹	49.1%	734,751 ¹	28.7%	182,098 ¹	7.1%
Calcium hydroxylapatite (Radiesse)	0	0.0%	9,844	8.3%	55,635	47.0%	41,118	34.7%	11,880	10.0%
Collagen	0	0.0%	5,027	8.5%	18,906	31.9%	27,349	46.1%	8,019	13.5%
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	3,919	0.3%	168,629 ⁴	12.8%	604,262 ²	46.0%	420,069 ²	32.0%	116,159 ²	8.8%
Poly-L-Lactic Acid (Sculptra)	0	0.0%	1,566	4.0%	15,720	39.8%	16,695	42.2%	5,535	14.0%
Polymethyl Methacrylate (Artecoll, Artefill)	0	0.0%	332	4.7%	2,967	42.2%	2,722	38.8%	1,002	14.3%
Facial Rejuvenation:										
Chemical Peel	13,732 ⁴	2.6%	94,850	17.9%	212,911	40.2%	163,774 ⁴	30.9%	44,018 ⁴	8.3%
Dermabrasion	692	3.2%	2,967	13.7%	4,144	19.1%	10,403	47.9%	3,522	16.2%
Fraxel	1,031	0.9%	23,817	19.9%	45,014	37.6%	40,129	33.5%	9,684	8.1%
IPL Laser Treatment	6,258	1.4%	83,855	18.5%	183,102	40.5%	139,010	30.7%	39,986 ⁵	8.8%
Laser Skin Resurfacing	3,640	0.7%	60,850	11.9%	214,562	41.9%	176,322 ³	34.4%	56,943 ³	11.1%
Microdermabrasion	22,587 ²	3.6%	168,891 ³	27.2%	264,618 ⁴	42.5%	127,199	20.5%	38,648	6.2%
Noninvasive Tightening	380	0.1%	28,930	10.5%	125,050	45.5%	100,286	36.5%	20,473	7.4%
Other:										
Injection lipolysis	ISD	na	ISD	na	ISD	na	ISD	na	ISD	na
Laser Hair Removal	99,988 ¹	7.8%	470,161 ¹	36.7%	521,302 ³	40.7%	156,594 ⁵	12.2%	31,986	2.5%
Laser Treatment of Leg Veins	486	0.4%	19,742	16.5%	57,266	47.7%	33,714	28.1%	8,731	7.3%
Sclerotherapy	1,499	0.3%	64,337	14.2%	236,927 ⁵	52.3%	125,073	27.6%	25,088	5.5%
Totals - Nonsurgical Procedures	166,467	2.0%	1,581,530	18.6%	3,836,472	45.0%	2,330,616	27.3%	607,054	7.1%
TOTALS ALL PROCEDURES	203,308	2.0%	2,027,619	20.3%	4,438,736	44.4%	2,647,118	26.5%	676,930	6.8%

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

ISD = figure not reported, due to an insufficient number of responding physicians who perform this procedure.

¹ Figures for procedures include but are not limited to those performed by ASAPS members. 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.

² Component figures may not add exactly to totals and percentages may not equal 100% due to rounding.

2009 national average for physician/surgeon fees per procedure

Procedure	National Average	Total Expenditures
Abdominoplasty (tummy tuck)	\$5,381	\$688,368,659
Blepharoplasty (cosmetic eyelid surgery)	\$2,717	\$407,389,099
Breast augmentation - silicone gel implants	\$3,860	\$622,485,258
Breast augmentation - saline implants	\$3,541	\$533,569,693
Breast lift	\$4,414	\$433,831,244
Breast reduction (women)*	\$5,637	\$639,846,115
Buttock augmentation	\$4,200	\$20,982,782
Buttock lift	\$4,675	\$14,136,208
Cheek implants	\$2,732	\$4,653,003
Chin augmentation	\$2,269	\$24,968,158
Facelift	\$6,881	\$648,541,684
Forehead lift	\$3,276	\$100,857,361
Gynecomastia, treatment of (male breast reduction)	\$3,294	\$55,350,400
Hair transplantation	\$5,218	\$94,003,332
Lip augmentation (other than injectable materials)	\$2,017	\$15,804,594
Lipoplasty - Suction-assisted	\$2,803	\$638,568,465
Lipoplasty - Ultrasound assisted	\$3,095	\$173,015,144
Lower body lift	\$7,809	\$57,045,682
Otoplasty (cosmetic ear surgery)	\$3,104	\$67,720,477
Rhinoplasty (nose reshaping)	\$4,493	\$621,162,356
Thigh lift	\$4,629	\$54,610,655
Upper arm lift	\$3,878	\$62,437,706
Vaginal rejuvenation	\$2,689	\$6,803,534
Total - Surgical Procedures		\$5,986,151,608
Injectables:		
Autologous fat	\$1,797	\$76,453,649
Botulinum Toxin Type A (including Botox and Dysport)	\$397	\$1,016,055,560
Calcium hydroxylapatite (Radiesse)	\$680	\$80,542,020
Collagen, Bovine	\$467	\$11,820,431
Collagen, Human	\$508	\$17,252,599
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	\$562	\$737,831,716
Poly-L-Lactic Acid (Sculptra)	\$1,071	\$42,326,452
Polymethyl Methacrylate (Artecoll, Artefil)	\$1,253	\$8,798,877
Facial Rejuvenation:		
Chemical Peel	\$719	\$380,489,054
Dermabrasion	\$1,429	\$31,052,716
Fraxel	\$1,337	\$159,980,584
IPL Laser Treatment	\$477	\$215,765,582
Laser Skin Resurfacing - ablative	\$2,424	\$337,786,280
Laser Skin Resurfacing - nonablative	\$1,030	\$384,060,170
Microdermabrasion	\$127	\$78,931,699
Noninvasive Tightening	\$1,131	\$311,289,310
Other:		
Injection lipolysis	ISD	ISD
Laser Hair Removal	\$331	\$424,070,316
Laser Treatment of Leg Veins	\$402	\$48,239,868
Sclerotherapy	\$332	\$150,552,922
Totals - Nonsurgical Procedures		\$4,513,299,806
TOTALS ALL PROCEDURES		\$10,499,451,414

Notes from the 2009 National Average for Physician/Surgeon Fees Table

Source: The American Society for Aesthetic Plastic Surgery for statistical data.

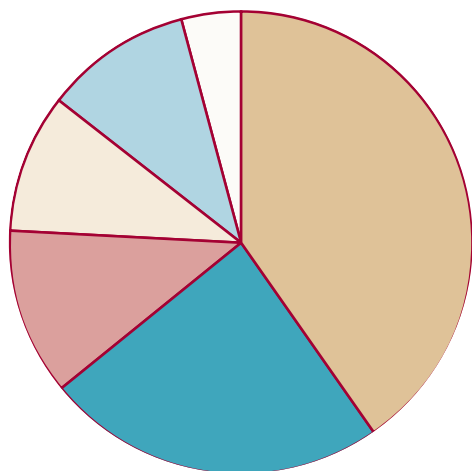
- Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.

** 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.

- Figures for procedures include but are not limited to those performed by ASAPS members. 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.
ISD = figure not reported, due to an insufficient number of responding physicians who perform this procedure.

general information

Breast Augmentation Procedures Performed in Women 18 and Under* According to Reason for Surgery



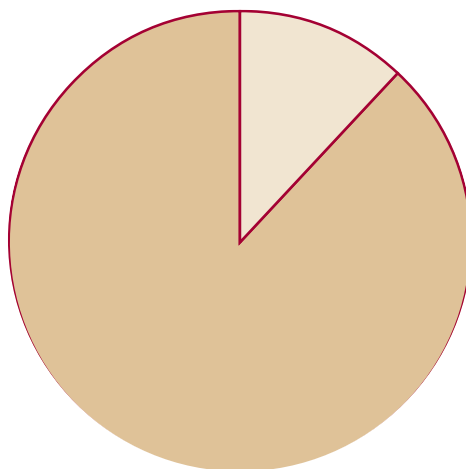
Source: American Society for Aesthetic Plastic Surgery

- 40.3% Purely cosmetic bilateral breast augmentation**
- 23.9% Severe asymmetry
- 11.9% Congenital micromastia (severe underdevelopment)
- 9.5% Tubular breast deformity
- 10.3% Poland's syndrome (congenital absent breast)
- 4.1% Other

*In 2009, there were 2,953 procedures performed on women 18 and under, less than 1% of the total number of breast augmentations.

**The FDA recommends that cosmetic breast augmentation be restricted to women age 18 and above.

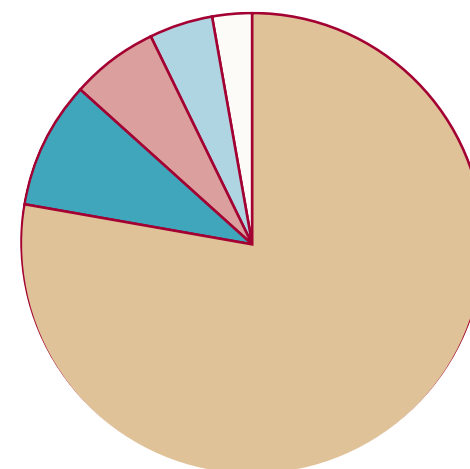
Percent of Doctors Surveyed Who Work With Medical Spas Where Non-Surgical Procedures, such as Injections and Laser Procedures are Performed



Source: American Society for Aesthetic Plastic Surgery

- 88% Do not work with medical spas
- 12% Work with medical spas

Percent of Total Procedures According to Race/Ethnicity



Source: American Society for Aesthetic Plastic Surgery

- 77.9% Caucasian
- 8.9% Hispanics
- 6.2% African-American
- 4.4% People of Asian descent
- 2.6% Other

Total ethnic population (rounded) = 22%

2009 asaps member practice profile

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. Members of the American Society for Aesthetic Plastic Surgery (ASAPS) are board-certified plastic surgeons (certified by the American Board of Plastic Surgery) who specialize in cosmetic surgery of the face and body.

Procedure	Average Procedures per ASAPS Member
Abdominoplasty (tummy tuck)	21.2 ⁴
Blepharoplasty (cosmetic eyelid surgery)	24.1 ³
Breast augmentation*	65.1 ¹
Breast lift	18.0 ⁵
Breast reduction (women)*	14.9
Buttock augmentation	0.7
Buttock lift	0.4
Cheek implants	0.2
Chin augmentation	1.7
Facelift	12.9
Forehead lift	5.1
Gynecomastia, treatment of (male breast reduction)	2.9
Hair transplantation	1.1
Lip augmentation (other than injectable materials)	1.6
Lipoplasty (liposuction)	48.9 ²
Lower body lift	1.1
Otoplasty (cosmetic ear surgery)	1.6
Rhinoplasty (nose reshaping)	11.7
Thigh lift	1.3
Upper arm lift	2.0
Vaginal rejuvenation	0.5
Totals - Surgical Procedures	236.9
Injectables:	
Autologous fat	8.1
Botulinum Toxin Type A (including Botox and Dysport)	204.3 ^A
Calcium hydroxylapatite (Radiesse)	13.9
Collagen	3.4
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	92.3 ^B
Poly-L-Lactic Acid (Sculptra)	3.7
Polymethyl Methacrylate (Artecoll, Artefill)	0.6
Facial Rejuvenation:	
Chemical Peel	40.5 ^E
Dermabrasion	1.1
Fraxel	9.1
IPL Laser Treatment	25.6
Laser Skin Resurfacing	14.1
Microdermabrasion	64.2 ^C
Noninvasive Tightening	8.7
Other:	
Injection lipolysis	ISD
Laser Hair Removal	45.0 ^D
Laser Treatment of Leg Veins	4.3
Sclerotherapy	5.7
Totals - Nonsurgical Procedures	544.6
TOTALS ALL PROCEDURES	781.5

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

ISD = figure not reported, due to an insufficient number of responding physicians who perform this procedure.

^AFigures for procedures include but are not limited to those performed by ASAPS members. 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.

^DComponent figures may not add exactly to totals and percentages may not equal 100% due to rounding.

Notes from the 2009 ASAPS Member Practice Profile Table

- 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. Though the confidence intervals change by procedure, depending on the grouping's sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.21% at a 95% level of confidence.
- Figures for procedures include but are not limited to those performed by ASAPS members. 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.

asaps procedure quick facts

Surgical Procedures	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	\$5,381	2-5 hours	One	Permanent	1-3 weeks
Breast Augmentation (saline) Breast Augmentation (silicone)	Small, disproportionate breasts	\$3,541 \$3,860	1-2 hours	One	Permanent possible implant replacement	1-2 weeks
Breast Lift	Sagging, poorly shaped breasts	\$4,414	1 1/2-3 1/2 hours	One	Long-lasting	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,637	2-4 hours	One	Permanent	1-2 weeks
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,675	2 hours	One	Long-lasting	10-14 days
Cheek Implants	Poor facial contour	\$2,732	2 hours	One	Permanent	1-2 weeks
Chin Augmentation	Receding chin	\$2,269	1 hour	One	Permanent	1-2 weeks
Otoplasty (cosmetic ear surgery)	Protruding or disproportionate ears	\$3,104	2-3 hours	One	Permanent	5 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,717	1-3 hours	One	Long-lasting	Within 10 days
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,881	2-3 hours	One	Long-lasting	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,276	1-2 hours	One	Long-lasting	Within 10 days
Gynecomastia	Male breast reduction	\$3,294	2 hours	One	Permanent	1 week
Hair Transplantation	Hair loss with the availability of healthy hair in donor areas	\$5,218	Several hours	Multiple sessions over 1-2 years	Permanent	Several days
Lip augmentation (surgical)	Thin lips	\$2,017	1 hour	One	Permanent	Within 1 week
Lipoplasty (suction-assisted) Lipoplasty (ultrasound-assisted)	Normal weight with isolated fatty areas	\$2,803 \$3,095	45 minutes - 2 hours	One	Permanent	1-2 weeks
Lower Body Lift	Skin laxity without significant fat deposits	\$7,809	Up to 8 hours	One	Long-lasting	Up to 4 weeks
Rhinoplasty	Nose too large, wide, or tip needs reshaping	\$4,493	1-2 hours	One	Permanent	7-10 days
Thigh Lift	Loose, excess skin	\$4,629	2 hours	One	Long-lasting	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$3,878	2 hours	One	Long-lasting	1-2 weeks

* National average; surgeon fees are based on ASAPs 2009 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

** With any surgical procedure, a revision or touch-up may sometime be necessary.

asaps procedure quick facts (continued)

Non-surgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Results**	Back to Work
Botulinum Toxin Type A (including Botox and Dysport)	Frown lines and crow's feet	\$397	30 minutes	Repeat treatments 4-6 months	Temporary	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$719	1/2 hour - 3 hours Depends on type of peel	One or multiple Depends on type of peel	Long-lasting	Depends on type of peel
Dermabrasion	Acne, wrinkles around mouth, sun-damaged skin	\$1,429	A few minutes - 1 1/2 hours	Multiple sessions	Long-lasting	7-10 days
Laser Hair Removal	Unwanted hair on face or body	\$331	1-2 hours Depends on area	Multiple sessions	Ongoing	No downtime
Laser Skin Resurfacing	Fair, non-oily skin; sun-damaged facial skin, wrinkles around mouth and eyes, acne scars	\$2,424	Variable, up to 1 1/2 hours	One or multiple depending on laser and skin condition	Long-lasting	Variable, up to 14 days
Laser Treatment of Leg Veins	Very small spider veins	\$402	30 minutes - 1 hour	Multiple sessions	Permanent	No downtime
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$127	30 minutes - 1 hour	Multiple sessions 2-3 week intervals	Temporary	No downtime
Sclerotherapy	Spider veins	\$332	30 minutes - 1 hour	3-4 Treatments Injections	Permanent	No downtime
Soft Tissue Fillers						
1) Autologous Fat	Folds, lips, frown lines, and facial recontouring	\$1,797	1 hour depending on the sites	Highly variable, repeat treatments	Temporary	1-4 days, Extensive 7-14 days
2) Calcium hydroxylapatite (Radiesse/Radiance)	Nasolabial folds, frown lines, crow's feet, and lips	\$680	Less than 1 hour	Repeat treatments 2 years or longer	Temporary	No downtime
3) Collagen (Bovine) 3) Collagen (Human)	Frown lines, crow's feet, nasolabial folds	\$467 \$508	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	\$562	Less than 1 hour	Repeat treatments 4 months – 1 year	Temporary	No downtime

* National average; surgeon fees are based on ASAPs 2009 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

** With any surgical procedure, a revision or touch-up may sometime be necessary.

quick facts consumer attitudes survey 2009

Americans' general approval of cosmetic surgery

- 59% of women say they approve of cosmetic surgery
- 51% of men say they approve of cosmetic surgery

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

- 37% of women
- 19% of men

Would not be embarrassed about having cosmetic surgery

- 73% 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
- 66% of men would not be embarrassed

Would consider cosmetic surgery for self, now or in the future, by age [includes both men and women]

- 12% of Americans 65 or older
- 33% of 55-64 year olds
- 31% of 45-54 year olds
- 35% of 35-40 year olds
- 34% of 25-34 year olds
- 22% of 18-24 year olds

Would consider cosmetic surgery for self, now or in the future, by race/ ethnicity [includes both men and women]

- 30% of white Americans
- 22% of non-white Americans

American's attitude toward cosmetic surgery as compared to 5 years ago by gender

- 22% of women are more favorable towards cosmetic surgery as compared to 5 years ago
- 17% of men are more favorable towards cosmetic surgery as compared to 5 years ago

Would consider cosmetic surgery for self, now or in the future, by marital status [includes both men and women]

- 30% of married Americans
- 27% of unmarried Americans

Americans' general approval of cosmetic surgery by income [includes both men and women]

- 48% of Americans with an income under \$25K
- 52% with income \$25 – \$50K
- 55% with income \$50 – \$75K
- 63% with income \$75K or more

The study was commissioned by the American Society for Aesthetic Plastic Surgery (ASAPS) and conducted by the independent research firm Synovate.

asaps quick facts

- The American Society for Aesthetic Plastic Surgery (ASAPS)
- Founded in 1967
- Primary mission: education and research in cosmetic plastic surgery
- Over 2400 members, mostly in the U.S. and Canada
- International members in 38 countries
- U.S. members are plastic surgeons certified by the American Board of Plastic Surgery (in Canada, by the Royal College of Physicians and Surgeons of Canada) and specializing in cosmetic surgery of the face and body
- Accredited sponsor of cosmetic surgery Continuing Medical Education (CME) for qualified plastic surgeons since 1974
- Sponsor of the Cosmetic Surgery National Data Bank since 1997
- Peer-reviewed publication: Aesthetic Surgery Journal, the world's most widely read clinical journal of cosmetic surgery



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