



Cosmetic Surgery National Data Bank

STATISTICS

2012



The American Society for
Aesthetic Plastic Surgery

- The Authoritative Source for Current US Statistics on Cosmetic Surgery
- Expanded data for 2012: Multi-year comparisons, 36 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 <http://www.surgery.org/media>

- 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 562.799.2356
or e-mail media@surgery.org for prompt
assistance.



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 significant number of continuing medical education hours. New members must be sponsored by a current Society member.

Other health care providers may also provide some of these services, therefore 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 ASAPS Cosmetic Surgery National Data Bank

ASAPS, working with an independent research firm, compiled the 16-year national data for procedures performed 1997-2012. A paper-based questionnaire was mailed to 23,000 Board-Certified physicians (9,300 Dermatologists, 8,300 Otolaryngologists, and 5,400 Plastic Surgeons).

An online version of the questionnaire was also available. A total of 837 physicians returned questionnaires, of which 65 were retired or otherwise inactive during 2012. Of the 772 active respondents, the sample consisted of 365 Plastic Surgeons, 286 Dermatologists, and 121 Otolaryngologists).

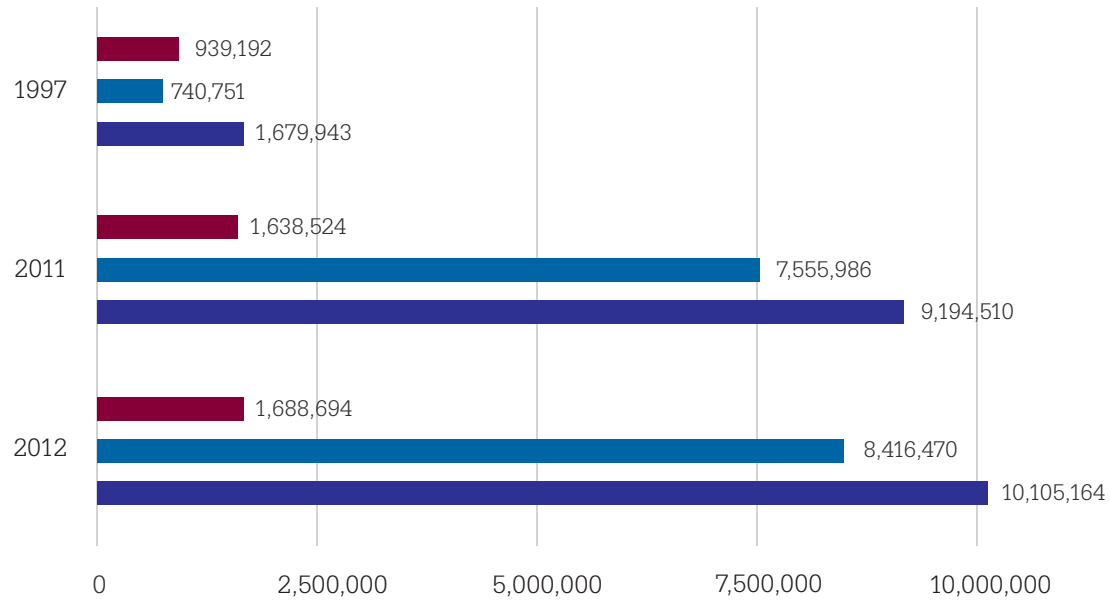
Final figures have been projected to reflect nationwide statistics and are based exclusively on the Board-Certified Plastic Surgeons; Otolaryngologists; and Dermatologists. The findings have been aggregated and extrapolated to the known population of 25,750 active physicians who are Board Certified in 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 +/- 3.47% at a 95% level of confidence.

The Survey on Cosmetic Procedures Performed in 2012 was compiled, tabulated and analyzed by Industry Insights Inc. (www.industryinsights.com), an independent research firm based in Columbus, OH.



Plastic Surgery Timelines

- Surgical Cosmetic Procedures
- Nonsurgical Cosmetic Procedures
- Surgical and Nonsurgical Cosmetic Procedures: Totals



Source: American Society for Aesthetic Plastic Surgery



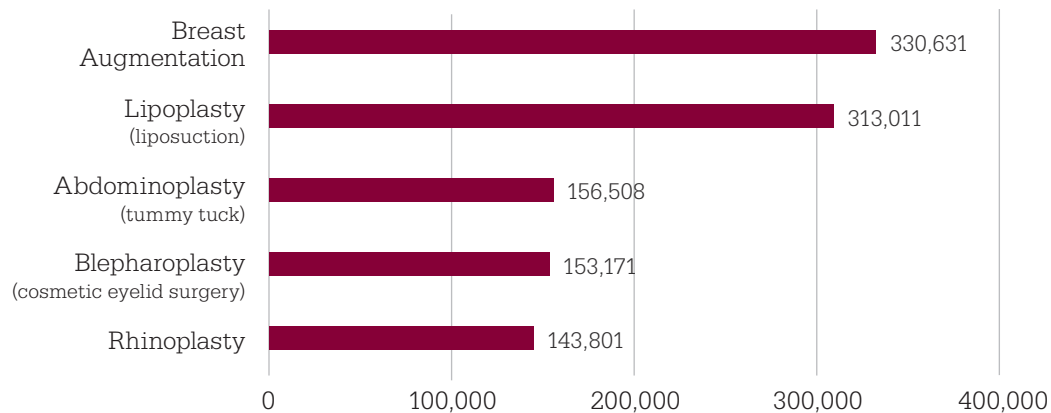
Quick Facts: Highlights of the ASAPS 2012 Statistics on Cosmetic Surgery

- There were over 10 million surgical and nonsurgical cosmetic procedures performed in the United States in 2012. Surgical procedures accounted for 17% of the total number of procedures and 61% of the total expenditures, with nonsurgical procedures making up 83% of the total number of procedures and 39% of total expenditures.
- From 2011-2012, there was a 3.1% increase in the total number of cosmetic surgical procedures, with almost 1.7 million surgical procedures performed this past year.
- The most popular surgical procedure in 2012 was breast augmentation. In 2006, 383,886 breast augmentation procedures were performed and of those 81% used saline implants and 19% used silicone. In 2012, 330,631 breast augmentation procedures were performed and of those only 28% used saline implants and 72% used silicone.
- Since 1997, there has been almost a 250% increase in the total number of cosmetic procedures. Surgical procedures increased by more than 80%, and nonsurgical procedures increased by 461%.
- The top five cosmetic surgical procedures in 2012 were: breast augmentation (330,631 procedures); liposuction (313,011 procedures); abdominoplasty (156,508 procedures); blepharoplasty (153,171 procedures); rhinoplasty (143,801 procedures).
- The top five nonsurgical cosmetic procedures in 2012 were: Botulinum Toxin Type A (3,257,913 procedures); hyaluronic acid (1,423,705 procedures); laser hair removal (883,893 procedures); microdermabrasion (498,821 procedures); chemical peel (443,824 procedures).
- When procedures performed by physician assistants and nurse injectors are included, the total number of cosmetic surgical and nonsurgical procedures performed in the United States in 2012 increases to over 12.6 million.
- For the second year in a row this survey asked the doctors for the total number of non-surgical procedures being performed in their practices by BOTH physicians and their physician assistants and nurse injectors. The TOTAL number of procedures performed in the practices surveyed: Botulinum Toxin Type A (4,125,179); Hyaluronic Acid (1,806,806); Laser Hair Removal (1,224,920); and Chemical Peel (718,465); and Microdermabrasion (672,430).
- Women had more than 9.1 million cosmetic procedures, 90% of the total. The number of cosmetic procedures for women increased over 252% from 1997.
- The top five surgical procedures for women were: breast augmentation, liposuction, tummy tuck, eyelid surgery, and rhinoplasty.
- Men had almost 1 million cosmetic procedures, 10% of the total. The number of cosmetic procedures for men increased over 106% from 1997.
- The top five surgical procedures for men were: liposuction, rhinoplasty, eyelid surgery, breast reduction to treat enlarged male breast, and otoplasty (ear surgery).
- Americans spent almost \$11 billion on cosmetic procedures in 2012. Of that total \$6.7 billion was spent on surgical procedures; \$2 billion was spent on injectables procedures; \$1.8 billion was spent on skin rejuvenation procedures; and over \$483 million was spent on other nonsurgical procedures, including laser hair removal and laser treatment of leg veins.
- People age 35-50 had the most procedures – over 4 million and 43% of the total. People age 51-64 had 29%; age 19-34 had 19% of procedures; age 65 and over had 8 %; and age 18 and younger had 1%.
- The most common surgical procedure for people age 35-50 was lipoplasty; for people age 51-64 it was blepharoplasty; for people age 19-34 it was breast augmentation; for people age 65 and over it was facelifts. For all four of these age categories the most popular nonsurgical procedure was injections of Botulinum Toxin Type A.
- Racial and ethnic minorities, as of last year, had approximately 21% of all cosmetic procedures: Hispanics, 8%; African-Americans, 7%; Asians, 5%; and other non-Caucasians, 2%.
- Where cosmetic surgeries were performed: office facility, 59%; free-standing surgicenter, 24%; and hospital, 15%.



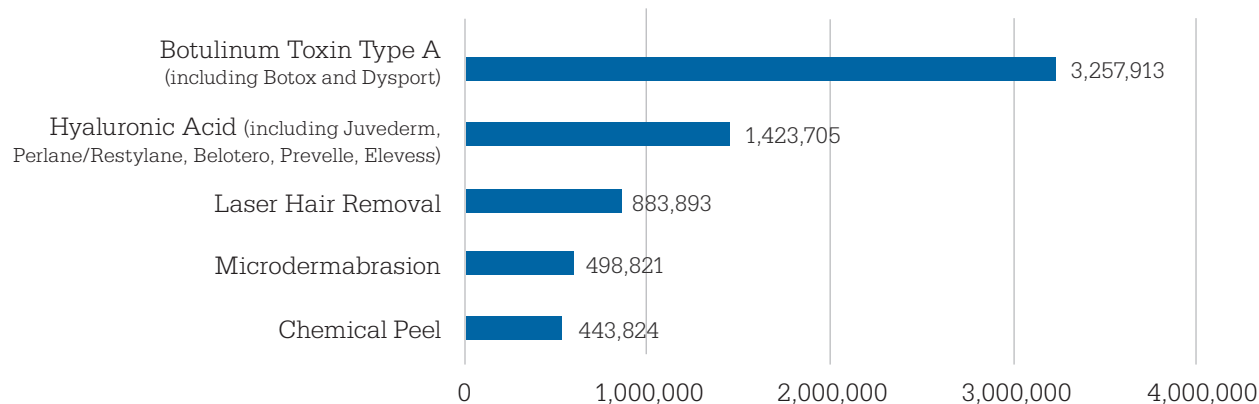
Top 5 Procedures: Surgical & Nonsurgical

■ Top 5 Surgical Procedures in 2012



Source: American Society for Aesthetic Plastic Surgery

■ Top 5 Nonsurgical Procedures in 2012



Source: American Society for Aesthetic Plastic Surgery

Quick Facts

- Hyaluronic Acid injectables (including Hyalform, Juvederm, Perlane/ Restylane) have quickly been gaining in popularity. ASAPS added Hyaluronic Acid to the survey in 2004, and in 2012 these procedures are only 2nd in popularity to Botox.
- For the second year in a row this survey asked the doctors for the total number of non-surgical procedures being performed in their practices by BOTH physicians and their physician assistants and nurse injectors. The TOTAL number of procedures performed in the practices surveyed: Botulinum Toxin Type A (4,125,179); Hyaluronic Acid (1,806,806); Laser Hair Removal (1,224,920); and Chemical Peel (718,465); and Microdermabrasion (672,430).
- When procedures performed by physician assistants and nurse injectors are included, the total number of cosmetic surgical and nonsurgical procedures performed in the United States in 2012 increases to over 12.6 million.



2012 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	2012 Rank within Category (Surgical/Nonsurgical)	2007 Rank within Category	2002 Rank within Category
Surgical				
Abdominoplasty (tummy tuck)	156,508 ^C	3	4	7
Autologous fat grafting	71,845	9	na	na
Blepharoplasty (cosmetic eyelid surgery)	153,171 ^D	4	3	3
Breast augmentation*	330,631 ^A	1	2	2
Breast lift	127,776	6	8	10
Breast reduction (women)**	112,795	8	5	5
Buttock augmentation	7,286	18	18	19
Buttock lift	3,655	19	20	18
Chin augmentation	10,734	15	15	13
Facelift	119,006	7	7	6
Forehead lift	24,431	11	10	8
Gynecomastia, treatment of (male breast reduction)	22,736	13	13	14
Lip augmentation (other than injectable materials)	7,825	17	17	12
Lipoplasty (liposuction)	313,011 ^B	2	1	1
Lower body lift	10,119	16	16	16
Otoplasty (cosmetic ear surgery)	30,358	10	11	11
Rhinoplasty (nose reshaping)	143,801 ^E	5	6	4
Thigh lift	16,517	14	14	17
Upper arm lift	22,969	12	12	15
Vaginal Rejuvenation	3,521	20	19	na
Totals - Surgical Procedures	1,688,694			
Nonsurgical				
Injectables:				
Botulinum Toxin Type A (including Botox and Dysport)	3,257,913 ¹	1		
Calcium hydroxylapatite (Radiesse)	129,674	10		
Hyaluronic Acid (including Juvederm, Perlane/Restylane, Belotero, Prevelle, Eleveess)	1,423,705 ²	2		
Poly-L-Lactic Acid (Sculptra)	69,965	14		
Totals - Injectables	4,881,258			
Skin Rejuvenation:				
Chemical Peel	443,824 ⁵	5		
Dermabrasion	23,249	16		
Fractional Resurfacing***	86,313	12		
IPL Laser Treatment	337,482	7		
Laser Skin Resurfacing****	432,496	6		
Microdermabrasion	498,821 ⁴	4		
Noninvasive Skin Tightening (including Ulthera, Thermage, Pelleve)	283,741	9		
Totals - Skin Rejuvenation	2,105,926			
Other:				
Laser Hair Removal	883,893 ³	3		
Laser Treatment of Leg Veins	112,852	11		
Non-Invasive Body Sculpting (including CoolSculpting, Vaser Shape, Liposonix)	76,612	13		
Sclerotherapy	297,501	8		
Tattoo Laser Treatment	58,429	15		
Totals - Other Nonsurgical Procedures	1,429,286			
Totals - Nonsurgical Procedures	8,416,470			
TOTALS ALL PROCEDURES	10,105,164			

* 28% of these procedures used saline implants and 72% used silicone implants.

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

***34% of these procedures were ablative and 66% were nonablative.

****30% of these procedures were ablative and 70% were nonablative.

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

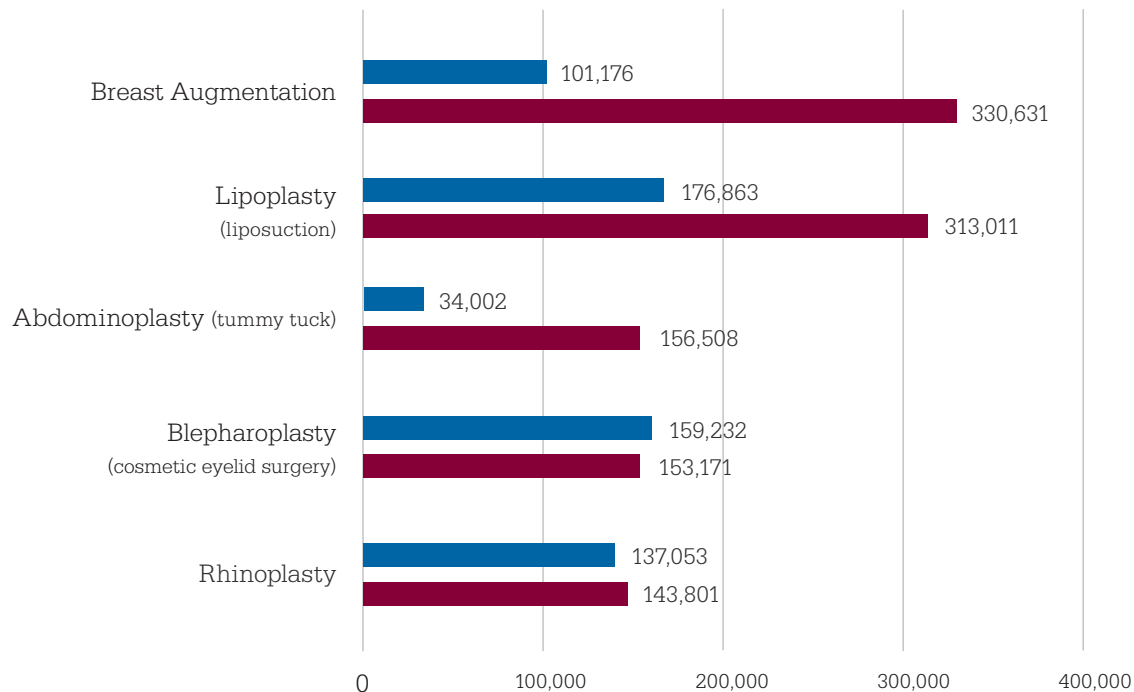
Notes

- The most popular surgical procedure in 2012 was breast augmentation. In 2006, 383,886 breast augmentation procedures were performed and of those 81% used saline implants and 19% used silicone. In 2012, 330,631 breast augmentation procedures were performed and of those only 28% used saline implants and 72% used silicone.
- In 2006 the FDA announced their decision to reintroduce silicone gel [breast implants](#) to the market.
- Since 2000 [Botox](#) has been the most popular cosmetic nonsurgical procedure. Botox gained FDA approval for cosmetic use in 2002.
- The most common surgical procedure for people age 35-50 was lipoplasty; for people age 51-64 it was blepharoplasty; for people age 19-34 it was breast augmentation; for people age 65 and over it was facelifts. For all four of these age categories the most popular nonsurgical procedure was injections of Botulinum Toxin Type A.

Please credit the American Society for Aesthetic Plastic Surgery when citing statistical data.

Contact: ASAPS Communications • 562.799.2356 • media@surgery.org • www.surgery.org • fax: 212.921.0011

Surgical Procedures: 16-Year Comparison, 1997-2012



Source: American Society for Aesthetic Plastic Surgery

■ 1997
■ 2012

Notes

- In the past 16 years, there was a 360% increase in the number of tummy tucks performed in the United States.
- From 1997 – 2012, there was more than a 540% increase in the number of breast lift procedures.



Percent of Change in Select Procedures: 1997 - 2012

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

Procedure	2012	2011	1997	Percent Change 2012 vs 2011	Percent Change 2012 vs 1997
Surgical					
Abdominoplasty (tummy tuck)	156,508	149,410	34,002	4.8%	360.3%
Autologous fat grafting	71,845	69,877	38,259	2.8%	87.8%
Blepharoplasty (cosmetic eyelid surgery)	153,171	147,540	159,232	3.8%	-3.8%
Breast augmentation	330,631	316,848	101,176	4.4%	226.8%
Breast lift	127,776	127,054	19,882	0.6%	542.7%
Breast reduction (women)*	112,795	112,964	47,874	-0.1%	135.6%
Buttock augmentation	7,286	7,382	na	-1.3%	na
Buttock lift	3,655	3,762	1,549	-2.8%	136.0%
Chin augmentation	10,734	11,171	27,373	-3.9%	-60.8%
Facelift	119,006	116,086	99,196	2.5%	20.0%
Forehead lift	24,431	28,200	55,090	-13.4%	-55.7%
Gynecomastia, treatment of (male breast reduction)	22,736	17,645	11,168	28.9%	103.6%
Lip augmentation (other than injectable materials)	7,825	8,459	na	-7.5%	na
Lipoplasty (liposuction)	313,011	325,332	176,863	-3.8%	77.0%
Lower body lift	10,119	9,175	2,125	10.3%	376.2%
Otoplasty (cosmetic ear surgery)	30,358	26,783	22,939	13.3%	32.3%
Rhinoplasty (nose reshaping)	143,801	126,107	137,053	14.0%	4.9%
Thigh lift	16,517	13,878	2,895	19.0%	470.5%
Upper arm lift	22,969	18,709	2,516	22.8%	812.9%
Vaginal Rejuvenation	3,521	2,142	na	64.4%	na
Totals - Surgical Procedures	1,688,694	1,638,524	939,192	3.1%	79.8%
Injectables:					
Botulinum Toxin Type A (Botox, Dysport)	3,257,913	2,619,739	65,157	24.4%	4900.1%
Calcium hydroxylapatite (Radiesse)	129,674	174,593	na	-25.7%	na
Hyaluronic Acid (including Juvederm, Perlane/ Restylane, Belotero, Prevelle, Eleveess)	1,423,705	1,206,186	na	18.0%	na
Poly-L-Lactic Acid (Sculptra)	69,965	60,924	na	14.8%	na
Totals - Injectables	4,881,258	4,061,442	65,157	20.2%	4900.1%
Skin Rejuvenation:					
Chemical Peel	443,824	384,222	481,227	15.5%	-7.8%
Dermabrasion	23,249	25,129	40,214	-7.5%	-42.2%
Fractional Resurfacing	86,313	100,433	na	-14.1%	na
IPL Laser Treatment	337,482	439,161	na	-23.2%	na
Laser Skin Resurfacing	432,496	345,587	154,153	25.1%	180.6%
Microdermabrasion	498,821	499,427	na	-0.1%	na
Noninvasive Tightening	283,741	297,795	na	-4.7%	na
Totals - Skin Rejuvenation	2,105,926	2,091,754	675,594	0.7%	33.2%
Other:					
Laser Hair Removal	883,893	919,802	na	-3.9%	na
Laser Treatment of Leg Veins	112,852	87,456	na	29.0%	na
Non-Invasive Body Sculpting	76,612	na	na	na	na
Sclerotherapy	297,501	354,731	na	-16.1%	na
Tattoo Laser Treatment	58,429	40,801	na	43.2%	na
Totals - Other Nonsurgical Procedures	1,429,286	1,402,790	na	-3.6%	na
Totals - Nonsurgical Procedures	8,416,470	7,555,986	740,751	10.4%	461.3%
TOTALS ALL PROCEDURES	10,105,164	9,194,510	1,679,943	9.1%	246.9%

Notes

- In the past 16 years there was almost a 80% increase in the total number of cosmetic surgical procedures performed.
- From 2011-2012, there was a 3.1% increase in the total number of cosmetic surgical procedures, with almost 1.7 million surgical procedures performed this past year.
- From 1997 – 2012, there was almost a 500% increase in the total number of minimally-invasive procedures such as injectable, skin resurfacing and laser procedures.
- Since 1997, there has been almost a 250% increase in the total number of cosmetic procedures. Surgical procedures increased by almost 80%, and nonsurgical procedures increased by 461%.

*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 collected in prior survey)

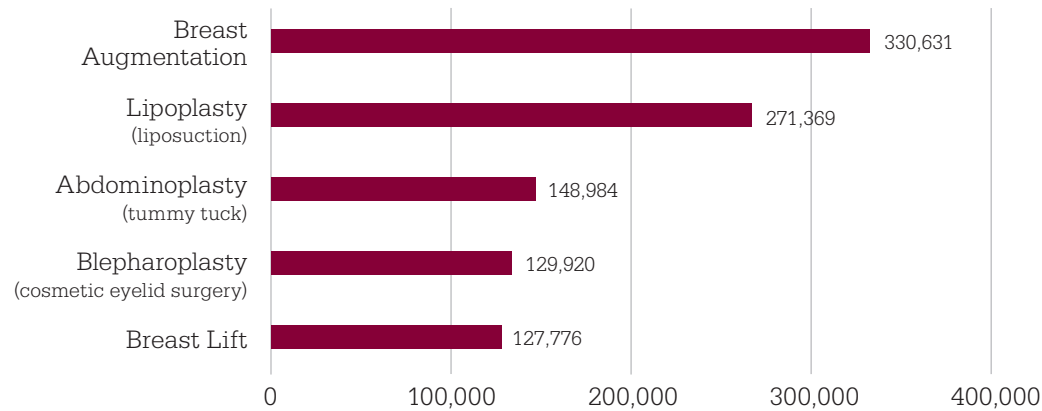
Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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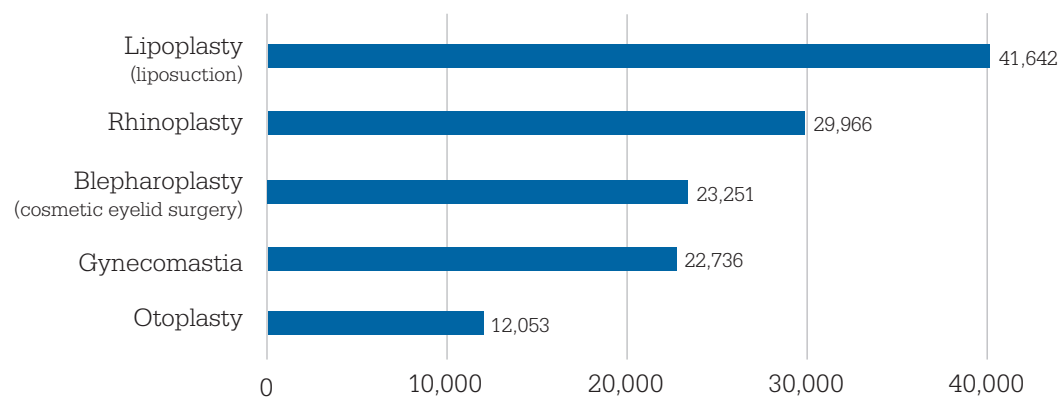
Top 5 Cosmetic Surgeries by Gender

■ Top 5 Cosmetic Surgeries for Women in 2012



Source: American Society for Aesthetic Plastic Surgery

■ Top 5 Cosmetic Surgeries for Men in 2012



Source: American Society for Aesthetic Plastic Surgery

Notes

- Women had more than 9.1 million cosmetic procedures, 90% of the total.
- The number of cosmetic procedures for women increased over 252% from 1997.
- Men had almost 1 million cosmetic procedures, 10% of the total.
- The number of cosmetic procedures for men increased over 106% from 1997.



2012 Gender Distribution for Cosmetic Procedures

The following list includes both surgical and nonsurgical cosmetic procedures.

The rankings of procedures within their surgical and nonsurgical categories are indicated in the column Rank within each Category.

FEMALE

MALE

Procedure	FEMALE			MALE		
	Number of Procedures	Percent of Total	Rank within Category (Surgical/Nonsurgical)	Number of Procedures	Percent of Total	Category (Surgical/Nonsurgical)
Surgical						
Abdominoplasty (tummy tuck)	148,984	95.2%	3	7,524	4.8%	7
Autologous fat grafting	66,986	93.2%	9	4,859	6.8%	8
Blepharoplasty (cosmetic eyelid surgery)	129,920	84.8%	4	23,251	15.2%	3
Breast augmentation	330,631	100.0%	1	0	0.0%	dna
Breast lift	127,776	100.0%	5	0	0.0%	dna
Breast reduction (women)*	112,795	100.0%	7	0	0.0%	dna
Buttock augmentation	6,830	93.8%	17	455	6.3%	12
Buttock lift	3,472	95.0%	19	183	5.0%	16
Chin augmentation	8,204	76.4%	15	2,530	23.6%	9
Facelift	107,608	90.4%	8	11,398	9.6%	6
Forehead lift	22,397	91.7%	11	2,034	8.3%	10
Gynecomastia, treatment of (male breast reduction)	0	dna	dna	22,736	100.0%	4
Lip augmentation (other than injectable materials)	7,600	97.1%	16	225	2.9%	15
Lipoplasty (liposuction)	271,369	86.7%	2	41,642	13.3%	1
Lower body lift	9,306	92.0%	14	813	8.0%	11
Otoplasty (cosmetic ear surgery)	18,305	60.3%	12	12,053	39.7%	5
Rhinoplasty (nose reshaping)	113,836	79.2%	6	29,966	20.8%	2
Thigh lift	16,113	97.6%	13	404	2.4%	13
Upper arm lift	22,592	98.4%	10	377	1.6%	14
Vaginal Rejuvenation	3,521	100.0%	18	0	0.0%	dna
Totals - Surgical Procedures	1,528,243	90.5%		160,451	9.5%	
Nonsurgical						
Injectables:						
Botulinum Toxin Type A (Botox, Dysport)	2,915,865	89.5%	1	342,048	10.5%	1
Calcium hydroxylapatite (Radiesse)	118,515	91.4%	10	11,160	8.6%	12
Hyaluronic Acid (including Juvederm, Perlane/Restylane, Belotero, Prevelle, Elevess)	1,318,197	92.6%	2	105,508	7.4%	3
Poly-L-Lactic Acid (Sculptra)	61,099	87.3%	14	8,867	12.7%	14
Totals - Injectables	4,413,675	90.4%		467,583	9.6%	
Skin Rejuvenation:						
Chemical Peel	418,774	94.4%	5	25,050	5.6%	7
Dermabrasion	20,472	88.1%	16	2,776	11.9%	16
Fractional Resurfacing	75,349	87.3%	12	10,964	12.7%	13
IPL Laser Treatment	308,764	91.5%	7	28,718	8.5%	6
Laser Skin Resurfacing	401,915	92.9%	6	30,581	7.1%	5
Microdermabrasion	454,069	91.0%	4	44,751	9.0%	4
Noninvasive Tightening (incl. Ulthera, Thermage, Pelleve)	266,182	93.8%	9	17,559	6.2%	9
Totals - Skin Rejuvenation	1,945,526	92.4%		160,400	7.6%	
Other:						
Laser Hair Removal	757,489	85.7%	3	126,404	14.3%	2
Laser Treatment of Leg Veins	107,997	95.7%	11	4,855	4.3%	15
Non-Invasive Body Sculpting (incl. CoolSculpting, Vaser Shape, Liposonix)	62,014	80.9%	13	14,598	19.1%	10
Sclerotherapy	283,229	95.2%	8	14,272	4.8%	11
Tattoo Laser Treatment	38,529	65.9%	15	19,900	34.1%	8
Totals - Other Nonsurgical Procedures	1,249,258	87.4%		180,028	12.6%	
Totals - Nonsurgical Procedures	7,608,459	90.4%		808,011	9.6%	
TOTALS ALL PROCEDURES	9,136,702	90.4%		968,462	9.6%	

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

DNA = Does not apply

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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2012 Age Distribution for Cosmetic Procedures

The top 3 surgical and nonsurgical procedures in each age category are indicated in bold and with bold superscript letters (surgical) and numbers (nonsurgical).

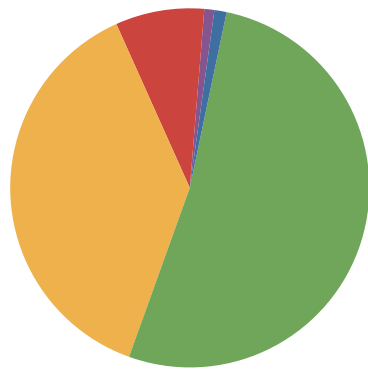
Procedure	18 and Under		19-34		35-50		51-64		65+	
	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total
Surgical										
Abdominoplasty (tummy tuck)	81	0.1%	33,710	21.5%	87,358 ^C	55.8%	30,377	19.4%	4,981	3.2%
Autologous fat	483	0.7%	8,021	11.2%	26,725	37.2%	28,018	39.0%	8,597	12.0%
Blepharoplasty (cosmetic eyelid surgery)	70	0.0%	4,317	2.8%	47,059	30.7%	74,272 ^A	48.5%	27,452 ^B	17.9%
Breast augmentation	3,576 ^C	1.1%	172,489 ^A	52.2%	125,037 ^B	37.8%	26,427	8.0%	3,102	0.9%
Breast lift	317	0.2%	27,681	21.7%	71,081	55.6%	25,107	19.6%	3,590	2.8%
Breast reduction (women)*	2,163	1.9%	30,914	27.4%	50,455	44.7%	25,130	22.3%	4,132	3.7%
Buttock augmentation	0	0.0%	3,552	48.8%	2,914	40.0%	820	11.3%	0	0.0%
Buttock lift	0	0.0%	822	22.5%	2,102	57.5%	640	17.5%	91	2.5%
Chin augmentation	314	2.9%	3,748	34.9%	3,935	36.7%	2,348	21.9%	388	3.6%
Facelift	0	0.0%	367	0.3%	18,237	15.3%	71,622 ^B	60.2%	28,780 ^A	24.2%
Forehead lift	0	0.0%	541	2.2%	5,193	21.3%	13,848	56.7%	4,850	19.9%
Gynecomastia, treatment of (male breast reduction)	1,320	5.8%	13,386	58.9%	6,176	27.2%	1,625	7.1%	229	1.0%
Lip augmentation (other than injectable materials)	0	0.0%	1,639	20.9%	2,909	37.2%	2,571	32.9%	707	9.0%
Lipoplasty (liposuction)	2,253	0.7%	87,305 ^B	27.9%	146,966 ^A	47.0%	64,904 ^C	20.7%	11,582 ^C	3.7%
Lower body lift	0	0.0%	1,322	13.1%	6,025	59.5%	2,467	24.4%	305	3.0%
Otoplasty (cosmetic ear surgery)	13,654 ^A	45.0%	10,382	34.2%	3,699	12.2%	1,465	4.8%	1,158	3.8%
Rhinoplasty (nose reshaping)	10,769 ^B	7.5%	67,663 ^C	47.1%	48,454	33.7%	15,152	10.5%	1,764	1.2%
Thigh lift	0	0.0%	2,193	13.3%	9,741	59.0%	4,044	24.5%	539	3.3%
Upper arm lift	0	0.0%	2,665	11.6%	9,674	42.1%	8,908	38.8%	1,722	7.5%
Vaginal Rejuvenation	121	3.4%	1,942	55.2%	1,214	34.5%	182	5.2%	61	1.7%
Totals - Surgical Procedures	35,124	2.1%	474,659	28.1%	674,953	40.0%	399,929	23.7%	104,030	6.2%
Nonsurgical										
Injectables:										
Botulinum Toxin Type A (Botox, Dysport)	6,462	0.2%	488,630 ¹	15.0%	1,525,859 ¹	46.8%	972,657 ¹	29.9%	264,305 ¹	8.1%
Calcium hydroxylapatite (Radiesse)	0	0.0%	10,471	8.1%	55,942	43.1%	45,553	35.1%	17,708	13.7%
Hyaluronic Acid (including Juvederm, Perlane/Restylane, Belotero, Prevelle, Elevesse)	2,636	0.2%	199,259 ³	14.0%	610,811 ²	42.9%	460,662 ²	32.4%	150,337 ²	10.6%
Poly-L-Lactic Acid (Sculptra)	0	0.0%	1,451	2.1%	24,509	35.0%	34,363	49.1%	9,642	13.8%
Totals - Injectables	9,098	0.2%	699,812	14.3%	2,217,121	45.4%	1,513,235	31.0%	441,992	9.1%
Skin Rejuvenation:										
Chemical Peel	13,038 ³	2.9%	80,902	18.2%	178,799	40.3%	131,584	29.6%	39,501	8.9%
Dermabrasion	662	2.8%	2,886	12.4%	4,997	21.5%	11,196	48.2%	3,508	15.1%
Fractional Rejuvenation	561	0.7%	10,413	12.1%	33,429	38.7%	32,686	37.9%	9,224	10.7%
IPL Laser Treatment	4,831	1.4%	59,006	17.5%	143,603	42.6%	98,529	29.2%	31,513	9.3%
Laser Skin Resurfacing	3,390	0.8%	39,894	9.2%	170,180	39.3%	155,570	36.0%	63,462 ³	14.7%
Microdermabrasion	23,738 ²	4.8%	110,508	22.2%	197,040	39.5%	118,291	23.7%	49,245	9.9%
Noninvasive Tightening	569	0.2%	25,017	8.8%	116,186	40.9%	115,560	40.7%	26,408	9.3%
Totals - Skin Rejuvenation	46,789	2.2%	328,626	15.6%	844,234	40.1%	663,416	31.5%	222,861	10.6%
Other:										
Laser Hair Removal	36,041 ¹	4.1%	302,159 ²	34.2%	352,289 ³	39.9%	159,624 ³	18.1%	33,780	3.8%
Laser Treatment of Leg Veins	0	0.0%	12,801	11.3%	49,614	44.0%	41,786	37.0%	8,650	7.7%
Noninvasive Skin Tightening (including CoolSculpting, Vaser Shape, Liposonix)	1,454	1.9%	18,091	23.6%	29,158	38.1%	21,911	28.6%	5,998	7.8%
Sclerotherapy	0	0.0%	46,015	15.5%	154,596	52.0%	80,129	26.9%	16,761	5.6%
Tattoo Laser Treatment	1,996	3.4%	28,482	48.7%	22,229	38.0%	5,722	9.8%	0	0.0%
Totals - Other Nonsurgical Procedures	39,491	2.8%	407,548	28.5%	607,886	42.5%	309,171	21.6%	65,189	4.6%
Totals - Nonsurgical Procedures	95,378	1.1%	1,435,986	17.1%	3,669,241	43.6%	2,485,823	29.5%	730,042	8.7%
TOTALS ALL PROCEDURES	130,502	1.3%	1,910,645	18.9%	4,344,194	43.0%	2,885,751	28.6%	834,072	8.3%

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

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

2012 Age Distribution for Cosmetic Procedures

■ Breast Augmentation Procedures by Age

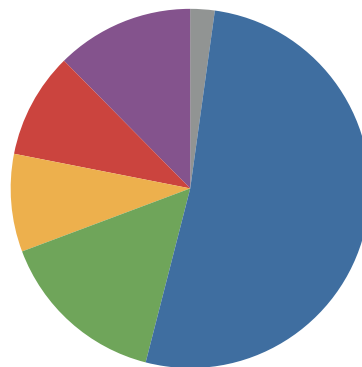


Source: American Society for Aesthetic Plastic Surgery

- 1.1% ■ Ages 18 and under
- 52.2% ■ Ages 19-34
- 37.8% ■ Ages 35-50
- 8.0% ■ Ages 51-64
- 0.9% ■ Ages 65+

Total population (rounded) = 100%

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



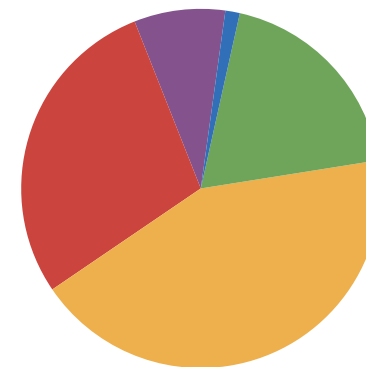
Source: American Society for Aesthetic Plastic Surgery

- 51.8% ■ Purely cosmetic bilateral breast augmentation**
- 15.3% ■ Severe asymmetry
- 8.8% ■ Congenital micromastia (severe underdevelopment)
- 9.5% ■ Tubular breast deformity
- 12.4% ■ Poland's syndrome (congenital absent breast)
- 2.2% ■ Other

*In 2012, there were 3,576 procedures performed on women 18 and under, about 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 Total Surgical and Nonsurgical Procedures by Age



Source: American Society for Aesthetic Plastic Surgery

- 1.3% ■ Ages 18 and under
- 19% ■ Ages 19-34
- 43% ■ Ages 35-50
- 28.6% ■ Ages 51-64
- 8.3% ■ Ages 65+

Total population (rounded) = 100%



2012 National Average for Physician/Surgeon Fees Per Procedure

	Procedure	National Average	Total Expenditures	
Surgical	Abdominoplasty (tummy tuck)	\$5,419	\$848,169,798	
	Autologous fat grafting	\$1,909	\$137,133,352	
	Blepharoplasty (cosmetic eyelid surgery)	\$2,724	\$417,190,118	
	Breast augmentation - silicone gel implants	\$3,918	\$932,755,917	
	Breast augmentation - saline implants	\$3,535	\$327,272,754	
	Breast lift	\$4,280	\$546,861,764	
	Breast reduction (women)*	\$5,272	\$594,657,422	
	Buttock augmentation	\$4,645	\$33,840,973	
	Buttock lift	\$4,820	\$17,616,826	
	Chin augmentation	\$2,480	\$26,623,143	
	Facelift	\$6,607	\$786,271,033	
	Forehead lift	\$3,358	\$82,043,104	
	Gynecomastia, treatment of (male breast reduction)	\$3,336	\$75,855,104	
	Lip augmentation (other than injectable materials)	\$2,074	\$16,228,998	
	Lipoplasty	\$2,830	\$885,873,649	
	Lower body lift	\$8,085	\$81,812,198	
	Otoplasty (cosmetic ear surgery)	\$3,205	\$97,286,985	
	Rhinoplasty (nose reshaping)	\$4,436	\$637,834,000	
	Thigh lift	\$4,933	\$81,474,171	
	Upper arm lift	\$4,055	\$93,146,234	
Vaginal Rejuvenation	\$2,593	\$9,127,469		
Total - Surgical Procedures			\$6,729,075,011	
Nonsurgical	Injectables:			
	Botulinum Toxin Type A (Botox, Dysport)	\$326	\$1,061,781,012	
	Calcium hydroxylapatite (Radiesse)	\$634	\$82,217,707	
	Hyaluronic Acid (including Juvederm, Perlane/Restylane, Belotero, Prevelle, Elevess)	\$550	\$782,645,560	
	Poly-L-Lactic Acid (Sculptra)	\$941	\$65,827,189	
	Totals - Injectables			\$1,992,471,468
	Skin Rejuvenation:			
	Chemical Peel	\$560	\$248,326,677	
	Dermabrasion	\$1,590	\$36,972,608	
	Fractional Resurfacing - ablative	\$1,948	\$57,545,071	
	Fractional Resurfacing - nonablative	\$1,161	\$65,916,647	
	IPL Laser Treatment	\$381	\$128,459,141	
	Laser Skin Resurfacing - ablative	\$2,349	\$306,139,028	
	Laser Skin Resurfacing - nonablative	\$1,357	\$410,208,337	
	Microdermabrasion	\$122	\$61,062,031	
	Noninvasive Tightening	\$1,563	\$443,395,066	
	Totals - Skin Rejuvenation			\$1,758,024,607
	Other:			
	Laser Hair Removal	\$279	\$246,485,539	
	Laser Treatment of Leg Veins	\$373	\$42,093,628	
Non-Invasive Body Sculpting (including CoolSculpting, Vaser Shape, Liposonix)	\$1,103	\$84,516,965		
Sclerotherapy	\$314	\$93,299,489		
Tattoo Laser Treatment	\$282	\$16,495,787		
Totals - Other Nonsurgical Procedures			\$482,891,408	
Totals - Nonsurgical Procedures			\$4,233,387,483	
TOTALS ALL PROCEDURES			\$10,962,462,494	

Notes on Physician Fees

“Americans spent almost \$11 billion on cosmetic procedures in 2012. Of that total \$6.7 billion was spent on surgical procedures; \$2 billion was spent on [injectables](#) procedures; \$1.8 billion was spent on [skin rejuvenation](#) procedures; and \$483 million was spent on other nonsurgical procedures, including laser hair removal and laser treatment of leg veins.”

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.

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

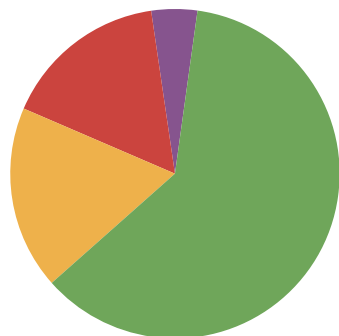
Please credit the American Society for Aesthetic Plastic Surgery when citing statistical data.

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Economic, Regional and Ethnic Information

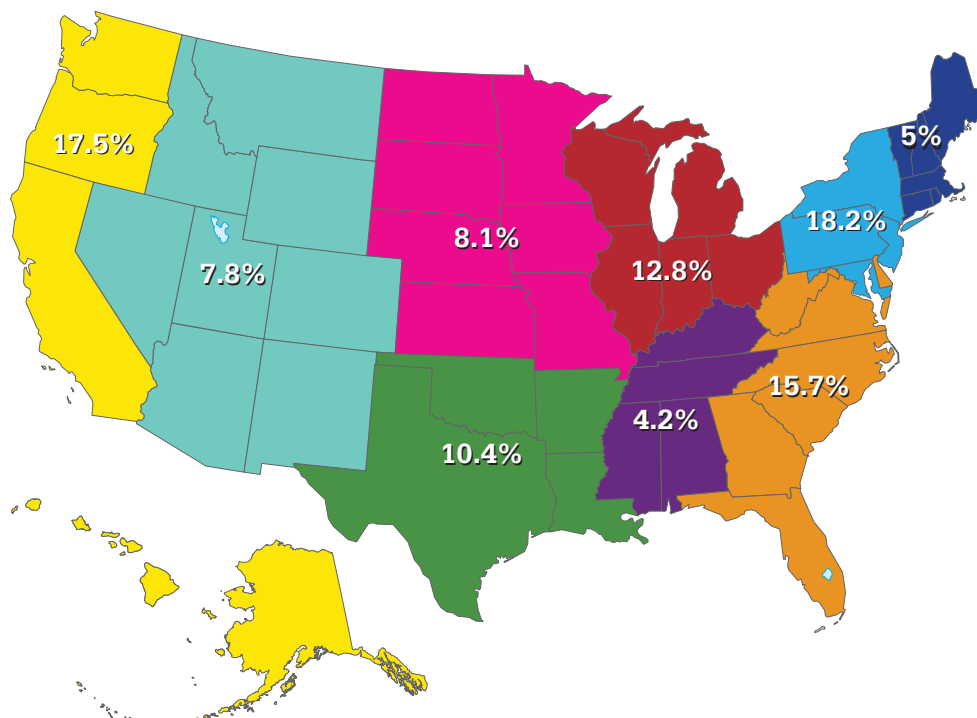
Americans Spent Almost \$11 Billion on Cosmetic Procedures in 2012. Percentage of Procedure based on Expenditures.



Source: American Society for Aesthetic Plastic Surgery

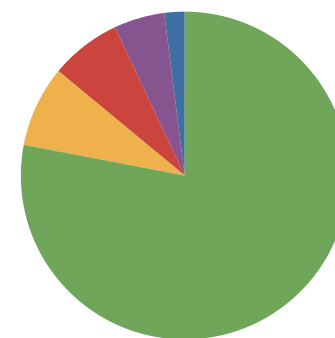
- \$6.7 Surgical Procedures
- \$2.0 Injectable Procedures
- \$1.8 Skin Rejuvenation Procedures
- \$.5 Other nonsurgical Procedures

\$ in billions



Practice Locations by Region	%
New England (CT, ME, MA, NH, RI, VT)	5%
Middle Atlantic (MD, NJ, NY, PA, DC)	18.2%
South Atlantic (DE, FL, GA, NC, SC, VA, WV)	15.7%
East North Central (IL, IN, MI, OH, WI)	12.8%
East South Central (AL, KY, MS, TN)	4.2%
West North Central (IA, KS, MN, MO, NE, ND, SD)	8.1%
West South Central (AR, LA, OK, TX)	10.4%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	7.8%
Pacific (AK, CA, HI, OR, WA)	17.5%
Other	0.3%

Percent of Total Procedures According to Race/Ethnicity



Source: American Society for Aesthetic Plastic Surgery

- 78% Caucasian
- 8% Hispanics
- 7% African-American
- 5% Asians
- 2% Other

Total ethnic minority population (rounded) = 21%



ASAPS Procedure Quick Facts

Surgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Back to Work
Abdominoplasty (tummy tuck)	Protruding abdomen; excess fat and skin; weak abdominal muscles	\$5,419	2-5 hours	One	2-4 weeks
Autologous Fat	Folds, lips, frown lines, and facial recontouring, buttocks, other body sites	\$1,909	1-4 hours depending on the sites	Highly variable, repeat treatments	1-4 days, Extensive 7-14 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,724	1-3 hours	One	Within 10 days
Breast Augmentation (saline)	Small breasts, breast asymmetry	\$3,535	1-2 hours	One	1-2 weeks
Breast Augmentation (silicone)		\$3,918			
Breast Lift	Sagging, poorly shaped breasts	\$4,280	1 1/2-3 1/2 hours	One	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,272	2-4 hours	One	1-2 weeks
Buttock Augmentation	Weight loss or minimal volume buttock	\$4,645	1-2 hours	One	1 week
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,820	2 hours	One	2-4 weeks
Chin Augmentation/Genioplasty	Receding chin	\$2,480	1 hour	One	1-2 weeks
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,607	2-3 hours	One	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,358	1-2 hours	One	Within 10 days
Gynecomastia	Male breast reduction	\$3,336	2 hours	One	1 week
Lip augmentation (surgical)	Thin lips	\$2,074	1 hour	One	Within 1 week
Lipoplasty (various techniques)	Normal weight with isolated fatty areas	\$2,830	45 minutes - 2 hours	One	1-2 weeks
Lower Body Lift	Laxity of thighs, buttock, and abdomen	\$8,085	Up to 8 hours	One	Up to 4 weeks
Otoplasty (ear reshaping)	Protruding or disproportionate ears	\$3,205	2-3 hours	One	5-14 days
Rhinoplasty	Nose too large, wide, or tip needs reshaping, deformity after trauma	\$4,436	1-2 hours	One	7-10 days
Thigh Lift	Loose, excess skin	\$4,933	2 hours	One	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$4,055	2 hours	One	1-2 weeks
Vaginal Rejuvenation	Enlarged labia minora, often assymmetric, often protrudes beyond the labia majora	\$2,593	1 hour	One	1 week

* 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.



Please credit the American Society for Aesthetic Plastic Surgery when citing statistical data.

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ASAPS Procedure Quick Facts continued

Non-surgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Back to Work
Botulinum Toxin Type A (Botox, Dysport)	Frown lines and crow's feet	\$326	30 minutes	Repeat treatments 4-6 months (onset of actions in 1-5 days)	No downtime
Calcium hydroxylapatite (Radiance)	Nasolabial folds, frown lines, crow's feet, and lips	\$634	Less than 1 hour	Repeat treatments 2 years or longer	No downtime
Hyaluronic acid (including Juvederm, Perlane/ Restylane, Belotero, Prevelle, Eleveess)	Nasolabial folds, forehead wrinkles, smile lines, and lips	\$550	Less than 1 hour	Repeat treatments 4 months – 1 year	No downtime
Poly-L-Lactic Acid (Sculptra)	Cheeks, temple, jawline OR volume loss fat in face	\$941	Less than 1 hour	2-4	Minimal downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$560	1/2 hour - 3 hours Depends on type of peel	One or multiple Depends on type of peel	Depends on type of peel
Dermabrasion	Acne, wrinkles around mouth, sun-damaged skin	\$1,590	A few minutes - 1 1/2 hours	Multiple sessions	7-10 days
Fractional Resurfacing - ablative	Actinic changes, lines, acne scars	\$1,948	1 hour	1	7-10 days
Fractional Resurfacing - nonablative	Pigment, superficial lines	\$1,161	30 minutes - 1 hour	3-6	1-3 days
IPL	Pigment, superficial lines	\$381	10-30 minutes	3-5	No downtime
Laser Skin Resurfacing (ablative) Laser Skin Resurfacing (nonablative)	Fair, non-oily skin; sun-damaged facial skin, wrinkles around mouth and eyes, acne scars	\$2,349 \$1,357	Variable, up to 1 1/2 hours	One or multiple depending on laser and skin condition	Variable, up to 14 days
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$122	30 minutes - 1 hour	Multiple sessions 2-3 week intervals	No downtime
Non-Invasive Body Sculpting (including CoolSculpting, Vaser Shape, Liposonix)	Diet resistant fat/ mild lipodystrophy	\$1,103	1-3 hours	1-6	No downtime, minimal soreness
Noninvasive Skin Tightening (including Ulthera, Thermage, Pelleve)	Early skin laxity with good skin tone and elasticity	\$1,563	1-2 hours	1-6	Minimal downtime
Laser Hair Removal	Unwanted hair on face or body	\$279	1-2 hours Depends on area	Multiple sessions	No downtime
Laser Treatment of Leg Veins	Very small spider veins	\$373	30 minutes - 1 hour	Multiple sessions	No downtime
Sclerotherapy	Spider veins	\$314	30 minutes - 1 hour	3-4 Treatments Injections	No downtime
Tattoo Laser Treatment	Unwanted tattoo	\$282	10 minutes - 1 hour	Multiple sessions	No downtime

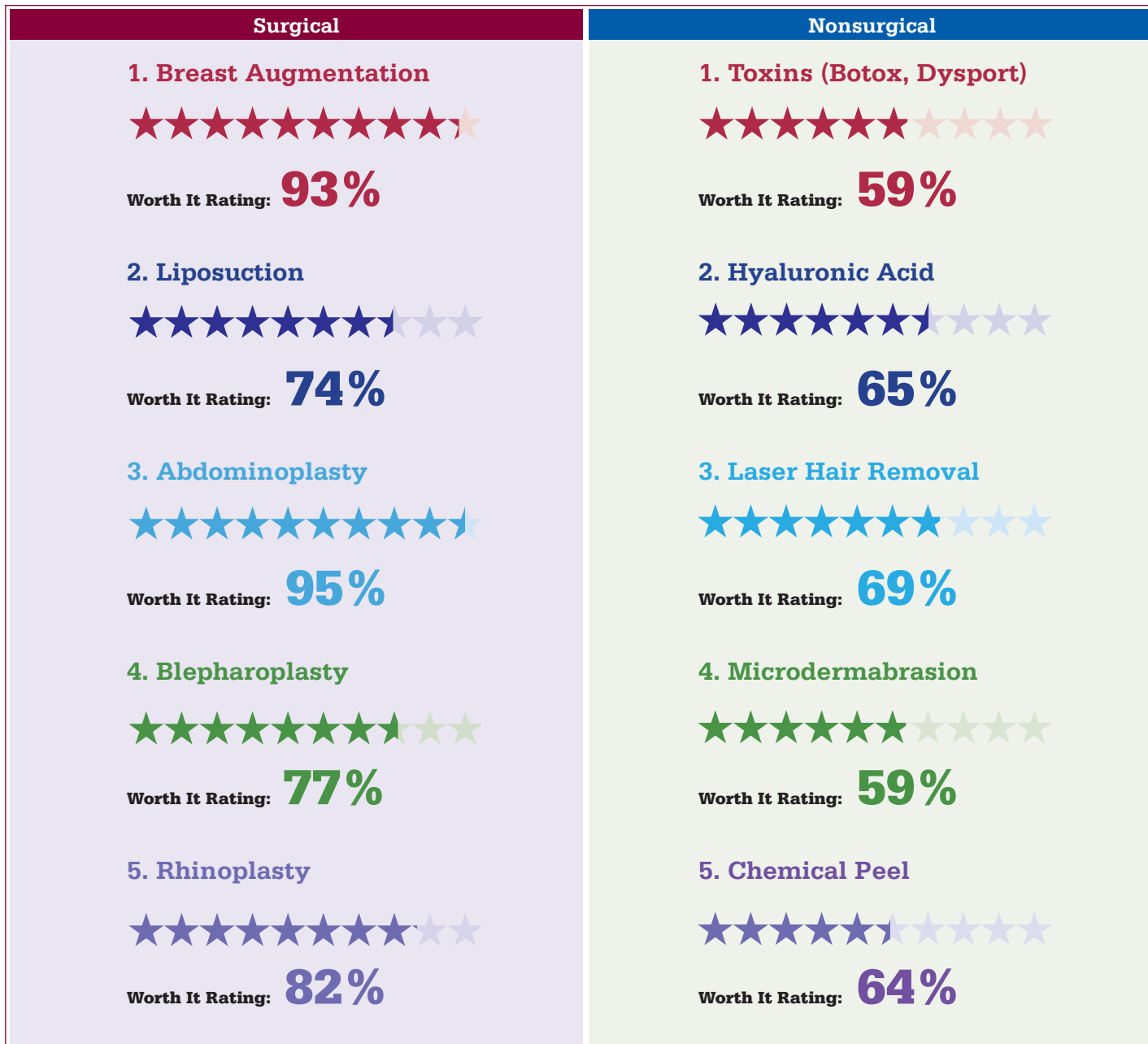
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RealSelf Worth-It Ratings for ASAPS Top 5 Surgical and Non-Surgical Procedures – 2013



RealSelf Worth It Rating

The RealSelf Worth It Rating reflects the combined opinions of thousands of RealSelf community members. Each member shares whether an elective surgery or treatment was “worth it” all things considered. Worth It Ratings are expressed as a percentage, for example, an 80% Worth It Ratings means 8 out of 10 patients would do it again.

RealSelf

RealSelf.com is the most visited online community for learning about and sharing information and results for medical-beauty treatments. Dedicated to helping people make suitable and empowered elective decisions, the site features consumer reviews, Worth It Ratings, pricing information, and thousands of before and after photographs that collectively tell the ‘real story.’

ASAPS Quick Facts

- The American Society for Aesthetic Plastic Surgery (ASAPS)
- Founded in 1967
- Primary mission: education and research in cosmetic plastic surgery
- Over 2600 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
- Members must perform a minimum number of aesthetic cases to be eligible for membership and perform all surgical procedures in an accredited facility
- All members, due to their extensive training in anatomy of the face and body, are uniquely qualified to perform both surgical and non-invasive procedures
- The Aesthetic meeting has long been considered the premier educational event for board-certified plastic surgeons – its attendance is restricted to this physician group



- The Aesthetic Society has a number of websites to help consumers make informed choices.

Among them are:

www.surgery.org,

www.projectbeauty.com,

www.breastimplantsafety.org (with ASPS) and

www.injectablesafety.org, the web presence of the Physicians Coalition for Injectable safety



The American Society for Aesthetic Plastic Surgery

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