

2008

Cosmetic Surgery National Data Bank

Statistics



**The American Society for
Aesthetic Plastic Surgery**

The Authoritative Source
for Current US Statistics on
Cosmetic Surgery

Expanded data for 2008:
Multi-year comparisons,
39 Cosmetic Procedures

Multi-specialty Data

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Aesthetic Society® 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.

Methodology

2008 marks the twelfth consecutive year that multi-specialty data has been collected on these procedures.

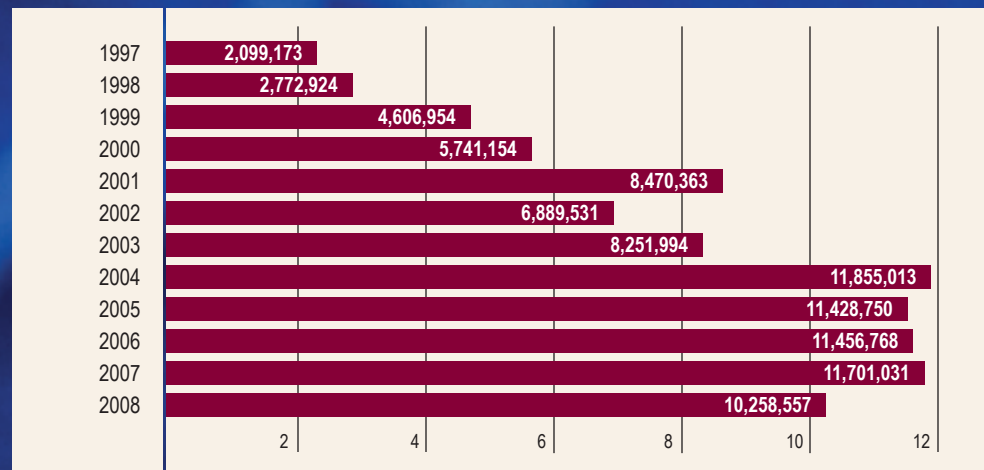
A paper-based questionnaire was mailed to 16,000 Board-Certified physicians (6,000 Dermatologists, 6,000 Otolaryngologists, and 4,000 Plastic Surgeons). A total of 894 completed and valid responses (461 Plastic Surgeons, 277 Dermatologists, and 156 Otolaryngologists) were received in time for tabulation.

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 +/- 3.21% at a 95% level of confidence.

The *Survey on Cosmetic Procedures Performed in 2008* was compiled, tabulated and analyzed by Industry Insights Inc. (www.industryinsights.com), an independent research firm based in Columbus, OH.

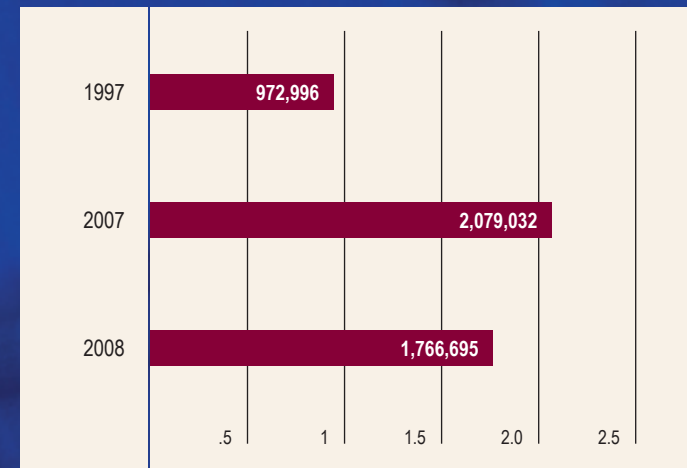
Cosmetic Surgery

(Surgical and Nonsurgical Cosmetic Procedures: Totals)



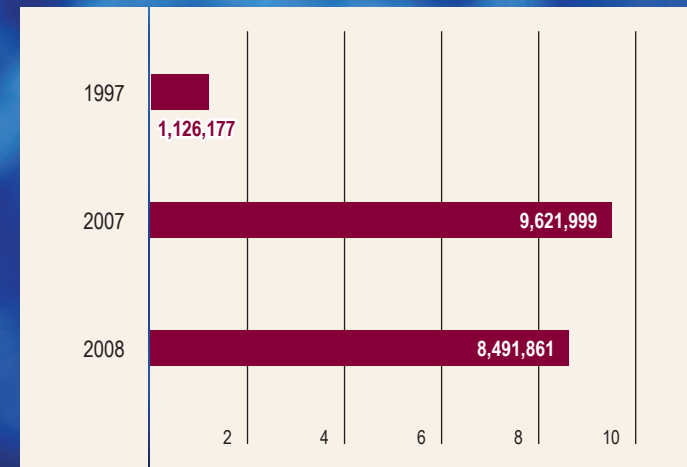
Source: American Society for Aesthetic Plastic Surgery

Surgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

Nonsurgical Cosmetic Procedures



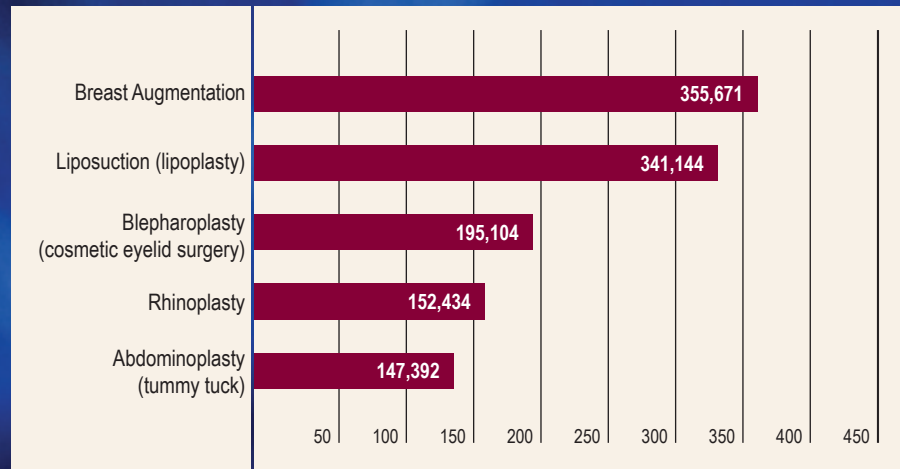
Source: American Society for Aesthetic Plastic Surgery

Quick Facts: Highlights of the ASAPS 2008 Statistics on Cosmetic Surgery:

- ✦ There were over 10 million surgical and nonsurgical cosmetic procedures performed in the United States in 2008, as reported by the American Society for Aesthetic Plastic Surgery (ASAPS). Surgical procedures accounted for 17% of the total with nonsurgical procedures making up 83% of the total.
- ✦ From 2007-2008, there was over a 12 percent decrease in the total number of cosmetic procedures. Surgical procedures decreased by 15 percent, and nonsurgical procedures decreased by almost 12 percent.
- ✦ Since 1997, there has been over 162 percent increase in the total number of cosmetic procedures. Surgical procedures increased by almost 80 percent, and nonsurgical procedures increased by over 233 percent.
- ✦ **The top five surgical cosmetic procedures in 2008 were:** breast augmentation (355,671 procedures); liposuction (341,144 procedures); eyelid surgery (195,104 procedures); rhinoplasty (152,434 procedures); and abdominoplasty (147,392 procedures).
- ✦ **The top five nonsurgical cosmetic procedures in 2008 were:** Botox injection (2,464,123 procedures); laser hair removal (1,280,964 procedures); hyaluronic acid (1,262,848 procedures); chemical peel (591,808 procedures); and laser skin resurfacing (570,880 procedures).
- ✦ Women had over 9.3 million cosmetic procedures, almost 92% percent of the total. The number of cosmetic procedures for women decreased over 11 percent from 2007.
- ✦ **The top five surgical procedures for women were:** breast augmentation, liposuction, eyelid surgery, abdominoplasty and breast reduction.
- ✦ Men had over 800,000 cosmetic procedures, 8 percent of the total. The number of cosmetic procedures for men decreased over 21 percent from 2007.
- ✦ **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 – over 4.5 million and 45 percent of the total. People age 19-34 had 22 percent of procedures; age 51-64 had 26 percent; age 65-and-over had 6 percent; and age 18-and-younger had almost 2 percent.
- ✦ **The most common procedures for age 18-and-under were:** laser hair removal, chemical peel, microdermabrasion, rhinoplasty and IPL laser treatment.
- ✦ **Racial and ethnic minorities, as of last year, had approximately 20 percent of all cosmetic procedures, a decrease of 1 percent from 2007:** Hispanics, 8 percent; African-Americans, 6 percent; Asians, 4 percent; and other non-Caucasians, 2 percent.
- ✦ **Where cosmetic surgeries were performed:** office facility, 53 percent, hospital 19 percent; and free-standing surgicenter, 26 percent.
- ✦ Of the doctors surveyed 74 percent say they do not offer “spa” services (e.g. wraps, facials, massages) in conjunction with their medical practices. 86 percent of the doctors say they do not work in conjunction with medical spas where nonsurgical procedures, such as injections and laser procedures are performed.
- ✦ Americans spent almost \$11.8 billion on cosmetic procedures last year.

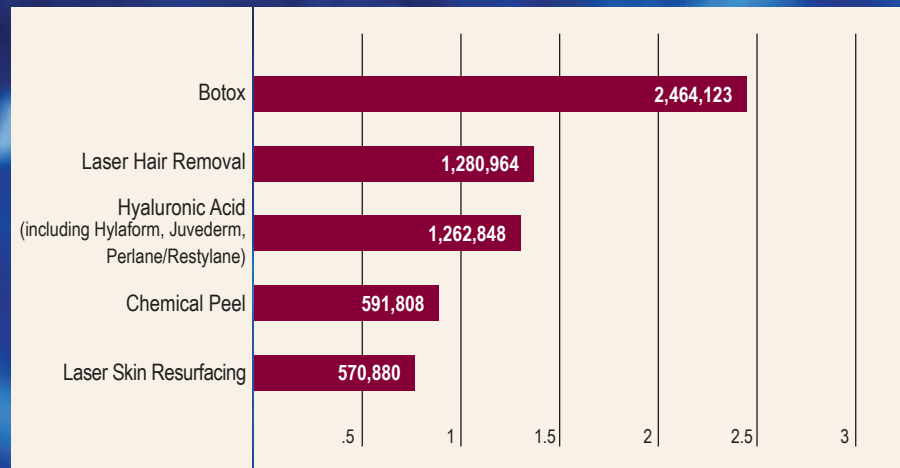
Figures may not add exactly to totals and percentages may not equal 100 percent due to rounding.

Top 5 Surgical Procedures in 2008



Source: American Society for Aesthetic Plastic Surgery

Top 5 Nonsurgical Procedures in 2008



Source: American Society for Aesthetic Plastic Surgery

2008 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)	147,392 ^E	1.4%	14	5
Blepharoplasty (cosmetic eyelid surgery)	195,104 ^C	1.9%	12	3
Breast augmentation*	355,671 ^A	3.5%	9	1
Breast lift	115,753	1.1%	19	8
Breast reduction (women)**	139,926	1.4%	15	6
Buttock augmentation	3,638	0.0%	36	18
Buttock lift	2,426	0.0%	38	20
Cheek implants	2,076	0.0%	39	21
Chin augmentation	15,436	0.2%	31	14
Facelift	132,504	1.3%	17	7
Forehead lift	44,437	0.4%	22	9
Gynecomastia, (male breast reduction)	19,124	0.2%	28	12
Hair transplantation	21,656	0.2%	27	11
Lip augmentation (other than injectable materials)	11,104	0.1%	33	16
Lipoplasty (liposuction) ***	341,144 ^B	3.3%	10	2
Lower body lift	8,032	0.1%	35	17
Otoplasty (cosmetic ear surgery)	24,798	0.2%	26	10
Rhinoplasty (nose reshaping)	152,434 ^D	1.5%	13	4
Thigh lift	11,877	0.1%	32	15
Upper arm lift	18,668	0.2%	30	13
Vaginal rejuvenation	3,494	0.0%	37	19
Totals - Surgical Procedures	1,766,695	17.2%		
Injectables:				
Autologous fat	41,791	0.4%	23	14
Botox	2,464,123 ^I	24.0%	1	1
Calcium hydroxylapatite (Radiesse)	122,994	1.2%	18	11
Collagen****	58,470	0.6%	21	13
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,262,848 ³	12.3%	3	3
Poly-L-Lactic Acid (Sculptra)	31,928	0.3%	24	15
Polymethyl Methacrylate (Artecoll, Artefill)	10,797	0.1%	34	18
Facial Rejuvenation:				
Chemical Peel	591,808 ⁴	5.8%	4	4
Dermabrasion	27,136	0.3%	25	16
Fraxel	110,392	1.1%	20	12
IPL Laser Treatment	526,828	5.1%	7	7
Laser Skin Resurfacing *****	570,880 ⁵	5.6%	5	5
Microdermabrasion	557,131	5.4%	6	6
Noninvasive Tightening	257,994	2.5%	11	9
Other:				
Injection lipolysis	18,742	0.2%	29	17
Laser Hair Removal	1,280,964 ²	12.5%	2	2
Laser Treatment of Leg Veins	133,192	1.3%	16	10
Sclerotherapy	423,841	4.1%	8	8
Totals - Nonsurgical Procedures	8,491,861	82.8%		
TOTALS ALL PROCEDURES	10,258,557	100.0%		

* 53.9% of these procedures used saline implants and 46.1% used silicone implants.

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

*** 18.0% of these procedures were ultrasound-assisted lipoplasty (UAL).

****49.6% of these procedures used bovine-derived collagen products and 50.4% used human-derived collagen products.

*****18.1% of these procedures were performed with ablative lasers and 81.9% were performed with nonablative lasers.

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 +/- 3.21% 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.

Surgical and Nonsurgical Procedures: 12-year Comparison, 1997-2008

Notes from the 'Percent of Change in Select Procedures' table, opposite

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

DNA=Does not apply

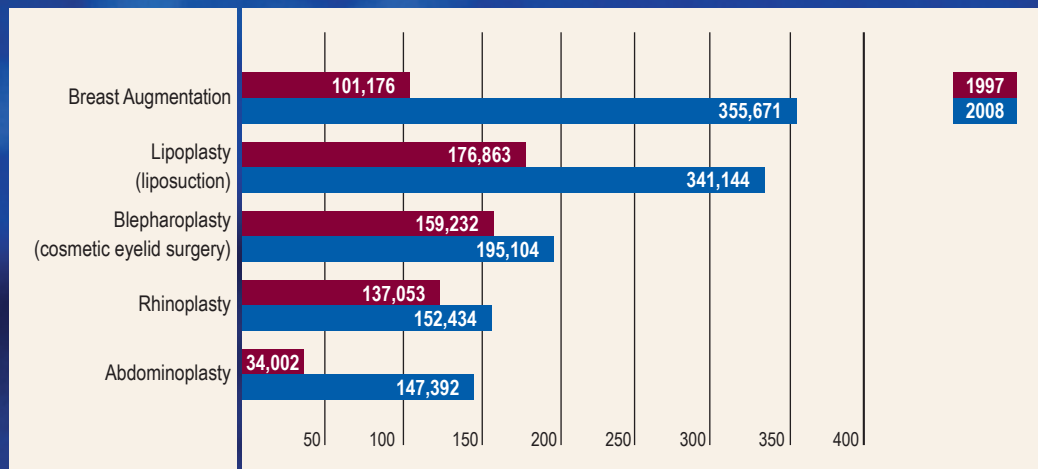
NA=Not available
(was not asked in prior survey)

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- 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.

Top 5 Surgical Cosmetic Procedures in 2008



Source: American Society for Aesthetic Plastic Surgery

Percent of Change in Select Procedures: 1997-2008

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

Procedure	2008	2007	1997	Percent Change 2008 vs 2007	Percent Change 2008 vs 1997	Percent Change 2008 vs 2007 (Female)	Percent Change 2008 vs 2007 (Male)	Percent Change 2008 vs 1997 (Female)	Percent Change 2008 vs 1997 (Male)
Abdominoplasty (tummy tuck)	147,392	185,335	34,002	-20.5%	333.5%	-20.8%	-10.1%	335.8%	275.0%
Blepharoplasty (cosmetic eyelid surgery)	195,104	240,763	159,232	-19.0%	22.5%	-20.1%	-11.9%	22.6%	22.1%
Breast augmentation	355,671	399,440	101,176	-11.0%	251.5%	-11.0%	dna	251.5%	dna
Breast lift	115,753	126,178	19,882	-8.3%	482.2%	-8.3%	dna	482.2%	dna
Breast reduction (women)*	139,926	153,087	47,874	-8.6%	192.3%	-8.6%	dna	192.3%	dna
Buttock augmentation	3,638	5,325	na	-31.7%	na	-30.6%	-100.0%	na	na
Buttock lift	2,426	3,787	1,549	-35.9%	56.6%	-36.5%	35.2%	58.8%	21.4%
Cheek implants	2,076	2,406	11,040	-13.7%	-81.2%	2.9%	-58.6%	-78.9%	-89.1%
Chin augmentation	15,436	18,250	27,373	-15.4%	-43.6%	-14.2%	-19.8%	-39.7%	-54.4%
Facelift	132,504	138,153	99,196	-4.1%	33.6%	-5.2%	7.6%	34.2%	28.3%
Forehead lift	44,437	61,119	55,090	-27.3%	-19.3%	-28.1%	-20.6%	-19.3%	-19.1%
Gynecomastia, (male breast reduction)	19,124	20,280	11,168	-5.7%	71.2%	dna	-5.7%	dna	71.2%
Hair transplantation	21,656	19,679	61,023	10.0%	-64.5%	12.7%	9.5%	-65.6%	-64.3%
Lip augmentation (other than injectable materials)	11,104	10,673	na	4.0%	na	2.7%	196.9%	na	na
Lipoplasty (liposuction)	341,144	456,828	176,863	-25.3%	92.9%	-22.4%	-45.8%	108.5%	11.1%
Lower body lift	8,032	12,711	2,125	-36.8%	278.0%	-38.4%	-16.6%	270.1%	367.8%
Otoplasty (cosmetic ear surgery)	24,798	28,413	22,939	-12.7%	8.1%	-10.1%	-16.1%	10.8%	4.7%
Rhinoplasty (nose reshaping)	152,434	151,796	137,053	0.4%	11.2%	1.8%	-4.9%	32.0%	-32.1%
Thigh lift	11,877	18,431	2,895	-35.6%	310.3%	-35.1%	-52.8%	308.6%	428.3%
Upper arm lift	18,668	21,870	2,516	-14.6%	642.0%	-14.7%	-7.0%	638.6%	2714.8%
Vaginal rejuvenation	3,494	4,506	na	-22.4%	na	-22.4%	dna	na	dna
Totals - Surgical Procedures	1,766,695	2,079,032	972,996	-15.0%	79.7%	-14.7%	-17.8%	103.7%	-15.4%
Injectables:									
Autologous fat	41,791	44,547	38,259	-6.2%	9.2%	-2.4%	-41.3%	13.7%	-33.0%
Botox	2,464,123	2,775,176	65,157	-11.2%	3681.8%	-8.4%	-31.7%	3638.1%	4169.2%
Calcium hydroxylapatite (Radiesse)	122,994	119,397	na	3.0%	na	4.3%	-9.5%	na	na
Collagen	58,470	63,769	347,168	-8.3%	-83.2%	-4.6%	-55.4%	-82.5%	-91.6%
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,262,848	1,448,716	na	-12.8%	na	-12.0%	-25.8%	na	na
Poly-L-Lactic Acid (Sculptra)	31,928	34,972	na	-8.7%	na	-7.5%	-13.3%	na	na
Polymethyl Methacrylate (Artecoll, Artefill)	10,797	12,075	na	-10.6%	na	-8.3%	-27.0%	na	na
Facial Rejuvenation:									
Chemical Peel	591,808	575,080	481,227	2.9%	23.0%	3.4%	-4.4%	22.4%	33.0%
Dermabrasion	27,136	32,968	40,214	-17.7%	-32.5%	-18.2%	-12.7%	-21.3%	-70.8%
Fraxel	110,392	167,351	na	-34.0%	na	-32.8%	-48.3%	na	na
IPL Laser Treatment	526,828	647,707	na	-18.7%	na	-17.9%	-25.8%	na	na
Laser Skin Resurfacing	570,880	509,901	154,153	12.0%	270.3%	10.9%	29.1%	296.5%	94.9%
Microdermabrasion	557,131	829,658	na	-32.8%	na	-30.4%	-53.6%	na	na
Noninvasive Tightening	257,994	258,235	na	-0.1%	na	-2.7%	33.2%	na	na
Other:									
Injection lipolysis	18,742	36,056	na	-48.0%	na	-52.1%	-2.1%	na	na
Laser Hair Removal	1,280,964	1,412,657	na	-9.3%	na	-10.2%	-3.2%	na	na
Laser Treatment of Leg Veins	133,192	182,093	na	-26.9%	na	-24.4%	-80.8%	na	na
Sclerotherapy	423,841	471,639	na	-10.1%	na	-10.8%	68.0%	na	na
Totals - Nonsurgical Procedures	8,491,861	9,621,999	1,126,177	-11.7%	233.4%	-10.7%	-22.2%	232.8%	239.2%
TOTALS ALL PROCEDURES	10,258,557	11,701,031	2,099,173	-12.3%	162.1%	-11.4%	-21.4%	177.5%	65.4%

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

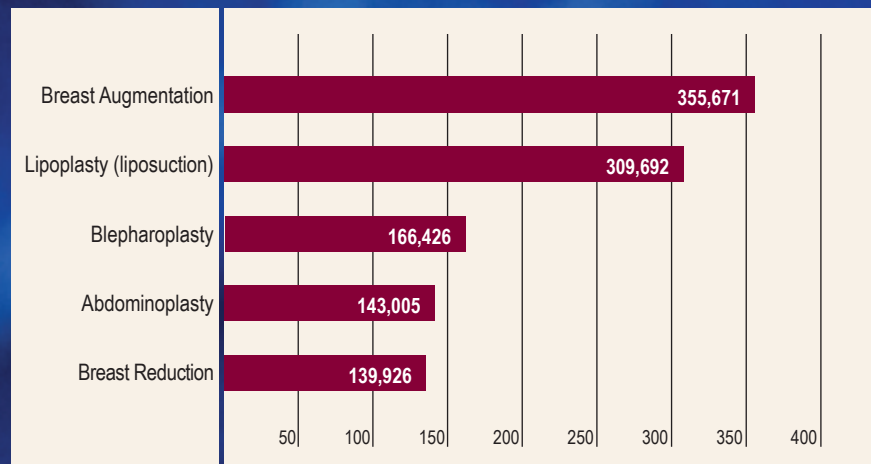
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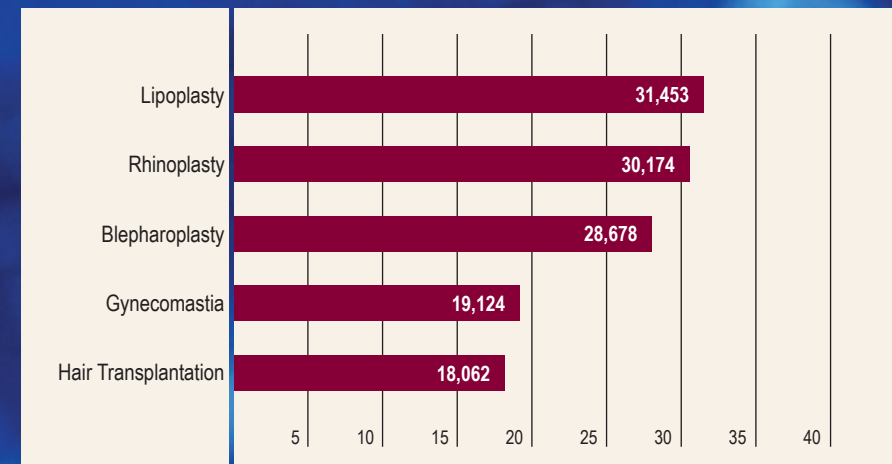
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Top 5 Cosmetic Surgeries for Women in 2008



Source: American Society for Aesthetic Plastic Surgery

Top 5 Cosmetic Surgeries for Men in 2008



Source: American Society for Aesthetic Plastic Surgery

2008 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 each Category.

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)
Abdominoplasty (tummy tuck)	143,005	97.0%	13	4	4,386	3.0%	21	9
Blepharoplasty (cosmetic eyelid surgery)	166,426	85.3%	12	3	28,678	14.7%	10	3
Breast augmentation	355,671	100.0%	9	1	dna	dna	dna	dna
Breast lift	115,753	100.0%	18	8	dna	dna	dna	dna
Breast reduction (women)*	139,926	100.0%	14	5	dna	dna	dna	dna
Buttock augmentation	3,638	100.0%	34	16	0	0.0%	35	17
Buttock lift	2,384	98.3%	37	19	42	1.7%	34	16
Cheek implants	1,807	87.0%	38	20	270	13.0%	30	12
Chin augmentation	12,202	79.0%	29	12	3,235	21.0%	22	10
Facelift	119,118	89.9%	17	7	13,386	10.1%	14	6
Forehead lift	39,207	88.2%	23	9	5,230	11.8%	20	8
Gynecomastia, (male breast reduction)	dna	dna	dna	dna	19,124	100.0%	12	4
Hair transplantation	3,594	16.6%	35	17	18,062	83.4%	13	5
Lip augmentation (other than injectable materials)	10,891	98.1%	31	14	213	1.9%	33	15
Lipoplasty (liposuction)	309,692	90.8%	10	2	31,453	9.2%	8	1
Lower body lift	7,254	90.3%	33	15	778	9.7%	29	11
Otoplasty (cosmetic ear surgery)	14,367	57.9%	28	11	10,431	42.1%	15	7
Rhinoplasty (nose reshaping)	122,260	80.2%	16	6	30,174	19.8%	9	2
Thigh lift	11,635	98.0%	30	13	242	2.0%	32	14
Upper arm lift	18,410	98.6%	26	10	258	1.4%	31	13
Vaginal rejuvenation	3,494	100.0%	36	18	dna	dna	dna	dna
Totals - Surgical Procedures	1,600,737	90.6%			165,959	9.4%		
Injectables:								
Autologous fat	39,259	93.9%	22	14	2,533	6.1%	25	15
Botox	2,239,024	90.9%	1	1	225,099	9.1%	1	1
Calcium hydroxylapatite (Radiance)	113,059	91.9%	19	11	9,935	8.1%	16	9
Collagen	56,377	96.4%	21	13	2,093	3.6%	26	16
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,200,420	95.1%	2	2	62,428	4.9%	3	3
Poly-L-Lactic Acid (Sculptra)	25,649	80.3%	24	15	6,279	19.7%	19	12
Polymethyl Methacrylate (Artecoll, Artefill)	9,741	90.2%	32	18	1,056	9.8%	28	18
Facial Rejuvenation:								
Chemical Peel	554,492	93.7%	4	4	37,316	6.3%	7	7
Dermabrasion	24,480	90.2%	25	16	2,656	9.8%	24	14
Fraxel	103,468	93.7%	20	12	6,924	6.3%	17	10
IPL Laser Treatment	479,941	91.1%	7	7	46,887	8.9%	4	4
Laser Skin Resurfacing	532,008	93.2%	5	5	38,872	6.8%	6	6
Microdermabrasion	517,307	92.9%	6	6	39,824	7.1%	5	5
Noninvasive Tightening	232,594	90.2%	11	9	25,401	9.8%	11	8
Other:								
Injection lipolysis	15,892	84.8%	27	17	2,851	15.2%	23	13
Laser Hair Removal	1,101,255	86.0%	3	3	179,708	14.0%	2	2
Laser Treatment of Leg Veins	131,642	98.8%	15	10	1,551	1.2%	27	17
Sclerotherapy	417,465	98.5%	8	8	6,377	1.5%	18	11
Totals - Nonsurgical Procedures	7,794,073	91.8%			697,789	8.2%		
TOTALS ALL PROCEDURES	9,394,810	91.6%			863,748	8.4%		

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

dna = Does not apply

• 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.

2008 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)	373	0.3%	30,112	20.4%	88,327	59.9%	25,676	17.4%	2,904	2.0%
Blepharoplasty (cosmetic eyelid surgery)	369	0.2%	9,361	4.8%	68,732	35.2%	91,806	47.1%	24,836	12.7%
Breast augmentation	4,108	1.2%	170,957 ⁴	48.1%	147,465	41.5%	30,826	8.7%	2,316	0.7%
Breast lift	746	0.6%	33,117	28.6%	62,761	54.2%	17,328	15.0%	1,801	1.6%
Breast reduction (women)*	5,106	3.6%	42,040	30.0%	64,615	46.2%	25,502	18.2%	2,663	1.9%
Buttock augmentation	0	0.0%	1,420	39.0%	1,819	50.0%	338	9.3%	61	1.7%
Buttock lift	0	0.0%	363	14.9%	1,203	49.6%	861	35.5%	0	0.0%
Cheek implants	0	0.0%	897	43.2%	814	39.2%	333	16.0%	33	1.6%
Chin augmentation	926	6.0%	5,168	33.5%	5,848	37.9%	3,064	19.8%	431	2.8%
Facelift	0	0.0%	1,458	1.1%	31,404	23.7%	75,920	57.3%	23,722	17.9%
Forehead lift	52	0.1%	1,152	2.6%	15,828	35.6%	21,657	48.7%	5,748	12.9%
Gynecomastia, (male breast reduction)	2,355	12.3%	10,688	55.9%	5,001	26.1%	965	5.0%	116	0.6%
Hair transplantation	1,473	6.8%	2,512	11.6%	11,202	51.7%	5,643	26.1%	825	3.8%
Lip augmentation (other than injectable materials)	15	0.1%	4,409	39.7%	4,264	38.4%	2,269	20.4%	148	1.3%
Lipoplasty (liposuction)	2,735	0.8%	95,731	28.1%	167,369	49.1%	69,479	20.4%	5,829	1.7%
Lower body lift	0	0.0%	2,152	26.8%	4,222	52.6%	1,545	19.2%	113	1.4%
Otoplasty (cosmetic ear surgery)	10,695	43.1%	9,606	38.7%	3,115	12.6%	981	4.0%	401	1.6%
Rhinoplasty (nose reshaping)	13,852 ⁴	9.1%	76,779	50.4%	47,385	31.1%	12,129	8.0%	2,288	1.5%
Thigh lift	0	0.0%	2,731	23.0%	6,465	54.4%	2,421	20.4%	261	2.2%
Upper arm lift	43	0.2%	2,968	15.9%	8,798	47.1%	6,099	32.7%	760	4.1%
Vaginal rejuvenation	130	3.7%	1,421	40.7%	1,779	50.9%	164	4.7%	0	0.0%
Totals - Surgical Procedures	42,980	2.4%	505,044	28.6%	748,414	42.4%	395,003	22.4%	75,254	4.3%
Injectables:										
Autologous fat	158	0.4%	5,803	13.9%	13,285	31.8%	16,794	40.2%	5,752	13.8%
Botox	8,194	0.3%	379,582 ²	15.4%	1,209,860 ¹	49.1%	672,840 ¹	27.3%	193,647 ¹	7.9%
Calcium hydroxylapatite (Radiesse)	324	0.3%	11,275	9.2%	55,460	45.1%	42,722	34.7%	13,214	10.7%
Collagen	0	0.0%	6,762	11.6%	24,561	42.0%	20,399	34.9%	6,747	11.5%
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	4,288	0.3%	200,560 ³	15.9%	576,014 ²	45.6%	373,741 ²	29.6%	108,244 ²	8.6%
Poly-L-Lactic Acid (Sculptra)	82	0.3%	1,683	5.3%	12,179	38.1%	11,356	35.6%	6,627	20.8%
Polymethyl Methacrylate (Artecoll, Artefill)	0	0.0%	265	2.5%	4,314	40.0%	4,761	44.1%	1,457	13.5%
Facial Rejuvenation:										
Chemical Peel	26,709 ²	4.5%	110,906	18.7%	217,894	36.8%	181,314 ⁴	30.6%	54,984 ³	9.3%
Dermabrasion	1,342	4.9%	6,025	22.2%	6,704	24.7%	9,810	36.1%	3,255	12.0%
Fraxel	104	0.1%	12,141	11.0%	42,383	38.4%	49,729	45.0%	6,036	5.5%
IPL Laser Treatment	11,398 ⁵	2.2%	92,288	17.5%	223,363	42.4%	157,349	29.9%	42,430 ⁴	8.1%
Laser Skin Resurfacing	477	0.1%	101,092	17.7%	253,284 ⁴	44.4%	178,848 ⁵	31.3%	37,179 ⁵	6.5%
Microdermabrasion	21,552 ³	3.9%	156,288 ⁵	28.1%	239,992 ⁵	43.1%	107,091	19.2%	32,208	5.8%
Noninvasive Tightening	641	0.2%	29,809	11.6%	118,404	45.9%	93,917	36.4%	15,224	5.9%
Other:										
Injection lipolysis	0	0.0%	3,562	19.0%	12,364	66.0%	2,386	12.7%	431	2.3%
Laser Hair Removal	39,152 ¹	3.1%	478,892 ¹	37.4%	527,904 ³	41.2%	217,971 ³	17.0%	17,045	1.3%
Laser Treatment of Leg Veins	307	0.2%	18,866	14.2%	72,550	54.5%	39,436	29.6%	2,033	1.5%
Sclerotherapy	2,574	0.6%	85,523	20.2%	215,690	50.9%	107,154	25.3%	12,900	3.0%
Totals - Nonsurgical Procedures	117,303	1.4%	1,701,323	20.0%	3,826,205	45.1%	2,287,617	26.9%	559,413	6.6%
TOTALS ALL PROCEDURES	160,283	1.6%	2,206,367	21.5%	4,574,619	44.6%	2,682,621	26.2%	634,667	6.2%

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

• 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.

2008 National Average for Physician/Surgeon Fees Per Procedure

Notes from the 2008 National Average
for Physician/Surgeon Fees Table

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

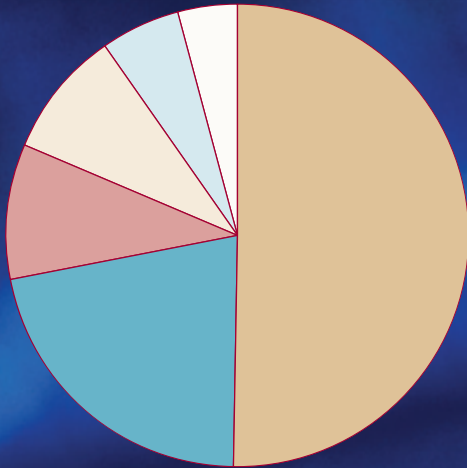
- Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.
- Figures are for physician/surgeon fees only and do not include fees for the surgical facility, anesthesia, medical tests, prescriptions, surgical garments, or other miscellaneous costs related to surgery. Figures for procedures often performed on more than one site in the same session reflect typical fees for one site.

Procedure	National Average	Total Expenditures
Abdominoplasty (tummy tuck)	\$5,470	\$806,185,765
Blepharoplasty (cosmetic eyelid surgery)	\$2,921	\$569,917,328
Breast augmentation - silicone gel implants	\$3,885	\$637,177,252
Breast augmentation - saline implants	\$3,603	\$690,388,819
Breast lift	\$4,380	\$507,047,280
Breast reduction (women)*	\$5,630	\$787,844,501
Buttock augmentation	\$4,315	\$15,697,608
Buttock lift	\$5,066	\$12,291,871
Cheek implants	\$2,713	\$5,632,856
Chin augmentation	\$2,280	\$35,199,626
Facelift	\$6,728	\$891,524,394
Forehead lift	\$3,355	\$149,093,110
Gynecomastia, (male breast reduction)	\$3,410	\$65,207,745
Hair transplantation	\$4,446	\$96,284,691
Lip augmentation (other than injectable materials)	\$1,830	\$20,315,074
Lipoplasty - Suction-assisted	\$2,874	\$804,268,214
Lipoplasty - Ultrasound assisted	\$2,933	\$179,760,686
Lower body lift	\$7,976	\$64,058,356
Otoplasty (cosmetic ear surgery)	\$3,054	\$75,732,978
Rhinoplasty (nose reshaping)	\$4,369	\$665,971,415
Thigh lift	\$5,083	\$60,374,277
Upper arm lift	\$3,953	\$73,786,700
Vaginal rejuvenation	\$2,425	\$8,472,515
Total - Surgical Procedures		\$7,222,233,062
Injectables:		
Autologous fat	\$1,703	\$71,183,452
Botox	\$443	\$1,090,374,483
Calcium hydroxylapatite (Radiesse)	\$753	\$92,633,196
Collagen, Bovine	\$411	\$11,939,372
Collagen, Human	\$657	\$19,350,483
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	\$566	\$714,165,690
Poly-L-Lactic Acid (Sculptra)	\$1,098	\$35,065,043
Polymethyl Methacrylate (Artecoll, Artefill)	\$1,292	\$13,950,266
Facial Rejuvenation:		
Chemical Peel	\$704	\$416,573,762
Dermabrasion	\$1,452	\$39,392,018
Fraxel	\$1,306	\$144,187,686
IPL Laser Treatment	\$422	\$222,358,267
Laser Skin Resurfacing - ablative	\$2,094	\$216,458,367
Laser Skin Resurfacing - nonablative	\$1,145	\$535,467,810
Microdermabrasion	\$139	\$77,686,309
Noninvasive Tightening	\$945	\$243,879,585
Other:		
Injection lipolysis	\$588	\$11,026,692
Laser Hair Removal	\$326	\$417,299,496
Laser Treatment of Leg Veins	\$345	\$45,923,376
Sclerotherapy	\$331	\$140,160,110
Totals - Nonsurgical Procedures		\$4,559,075,462
TOTALS ALL PROCEDURES		\$11,781,308,524

- 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.

General Information

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



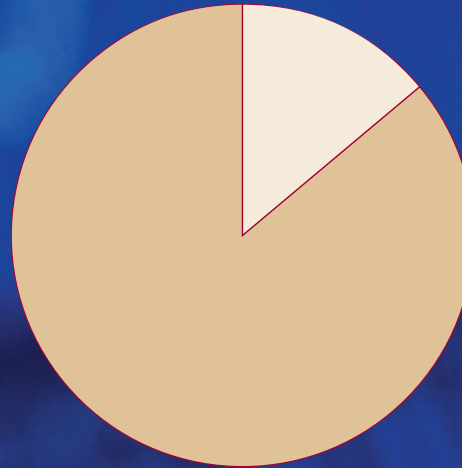
Source: American Society for Aesthetic Plastic Surgery

- 50.3% Purely cosmetic bilateral breast augmentation**
- 21.7% Severe asymmetry
- 9.5% Congenital micromastia (severe underdevelopment)
- 9.0% Tubular breast deformity
- 5.4% Poland's syndrome (congenital absent breast)
- 4.1% Other

*In 2008, there were 4,108 procedures performed on women 18 and under, only 2% of the total number of breast augmentations. Under 1 percent of the total number of breast augmentation procedures were performed on women 18 and under for purely cosmetic bilateral breast enlargement.

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

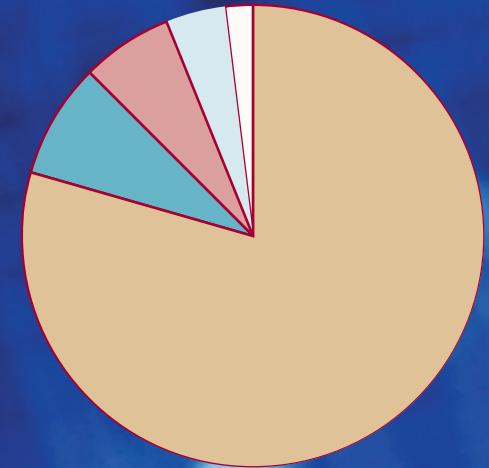
Percent of Doctors Surveyed who work with medical spas where non-surgical procedures, such as injections and laser procedures are performed



Source: American Society for Aesthetic Plastic Surgery

- 86% Do not work with medical spas
- 14% Work with medical spas

Percent of Total Procedures According to Race/Ethnicity



Source: American Society for Aesthetic Plastic Surgery

- 79.8% Caucasian
- 8.0% Hispanics
- 6.4% African-American
- 4.1% People of Asian descent
- 1.8% Other

Total ethnic population (rounded) = 20%

2008 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)	22.0 ⁴
Blepharoplasty (cosmetic eyelid surgery)	27.9 ³
Breast augmentation*	62.6 ¹
Breast lift	19.3 ⁵
Breast reduction (women)*	16.6
Buttock augmentation	0.3
Buttock lift	0.3
Cheek implants	0.5
Chin augmentation	1.8
Facelift	16.1
Forehead lift	6.4
Gynecomastia, (male breast reduction)	3.4
Hair transplantation	0.5
Lip augmentation (other than injectable materials)	1.4
Lipoplasty (liposuction)	55.1 ²
Lower body lift	1.6
Otoplasty (cosmetic ear surgery)	1.8
Rhinoplasty (nose reshaping)	10.9
Thigh lift	1.2
Upper arm lift	2.1
Vaginal rejuvenation	0.6
Totals - Surgical Procedures	252.2
Injectables:	
Autologous fat	6.9
Botox	222.5 ^A
Calcium hydroxylapatite (Radiesse)	10.8
Collagen	3.8
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	81.5 ^C
Poly-L-Lactic Acid (Sculptra)	4.4
Polymethyl Methacrylate (Artecoll, Artefill)	1.4
Facial Rejuvenation:	
Chemical Peel	39.7 ^E
Dermabrasion	4.4
Fraxel	12.8
IPL Laser Treatment	28.4
Laser Skin Resurfacing	20.1
Microdermabrasion	42.4 ^D
Noninvasive Tightening	8.9
Other:	
Injection lipolysis	0.6
Laser Hair Removal	90.4 ^B
Laser Treatment of Leg Veins	7.4
Sclerotherapy	7.6
Totals - Nonsurgical Procedures	594.0
TOTALS ALL PROCEDURES	846.2

Notes from the 2008 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.
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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	\$5,470	2-5 hours	One	Permanent	1-3 weeks
Breast Augmentation (saline) Breast Augmentation (silicone)	Small, disproportionate breasts	\$3,603 \$3,885	1-2 hours	One	Permanent possible implant replacement	1-2 weeks
Breast Lift	Sagging, poorly shaped breasts	\$4,380	1 1/2-3 1/2 hours	One	Long-lasting	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,630	2-4 hours	One	Permanent	1-2 weeks
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$5,066	2 hours	One	Long-lasting	10-14 days
Cheek Implants	Poor facial contour	\$2,713	2 hours	One	Permanent	1-2 weeks
Chin Augmentation	Receding chin	\$2,280	1 hour	One	Permanent	1-2 weeks
Otoplasty (cosmetic ear surgery)	Protruding or disproportionate ears	\$3,054	2-3 hours	One	Permanent	5 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,921	1-3 hours	One	Long-lasting	Within 10 days
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,728	2-3 hours	One	Long-lasting	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,355	1-2 hours	One	Long-lasting	Within 10 days
Gynecomastia	Male breast reduction	\$3,410	2 hours	One	Permanent	1 week
Hair Transplantation	Hair loss with the availability of healthy hair in donor areas	\$4,446	Several hours	Multiple sessions over 1-2 years	Permanent	Several days
Lip augmentation (surgical)	Thin lips	\$1,830	1 hour	One	Permanent	Within 1 week
Lipoplasty (suction-assisted) Lipoplasty (ultrasound-assisted)	Normal weight with isolated fatty areas	\$2,874 \$2,933	45 minutes - 2 hours	One	Permanent	1-2 weeks
Lower Body Lift	Skin laxity without significant fat deposits	\$7,976	Up to 8 hours	One	Long-lasting	Up to 4 weeks
Rhinoplasty	Nose too large, wide, or tip needs reshaping	\$4,369	1-2 hours	One	Permanent	7-10 days
Thigh Lift	Loose, excess skin	\$5,083	2 hours	One	Long-lasting	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$3,953	2 hours	One	Long-lasting	1-2 weeks

* National average; surgeon fees are based on ASAPS 2007 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. Contact: ASAPS Communications • 212.921.0500 • media@surgery.org • www.surgery.org • fax: 212.921.0011

ASAPS Procedure Quick Facts (continued)

Non-surgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Results**	Back to Work
Botox	Frown lines and crow's feet	\$443	30 minutes	Repeat treatments 4-6 months	Temporary	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$704	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	\$1,452	A few minutes - 1 1/2 hours	Multiple sessions	Long-lasting	7-10 days
Laser Hair Removal	Unwanted hair on face or body	\$326	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	\$2,094	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	\$345	30 minutes - 1 hour	Multiple sessions	Permanent	No downtime
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$139	30 minutes - 1 hour	Multiple sessions 2-3 week intervals	Temporary	No downtime
Sclerotherapy	Spider veins	\$331	30 minutes - 1 hour	3-4 Treatments Injections	Permanent	No downtime
Soft Tissue Fillers						
1) Autologous Fat	Folds, lips, frown lines, and facial recontouring	\$1,703	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	\$753	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	\$411 \$657	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	\$566	Less than 1 hour	Repeat treatments 4 months – 1 year	Temporary	No downtime
* National average; surgeon fees are based on ASAPS 2007 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

- 62% 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

- 40% of women
- 18% 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
- 69% of men would not be embarrassed

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

- 21% of Americans 65 or older
- 21% of 55-64 year olds
- 34% of 45-54 year olds
- 31% of 35-40 year olds
- 37% of 25-34 year olds
- 31% of 18-24 year olds

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

- 29% of white Americans
- 31% of non-white Americans

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

- 23% of women are more favorable towards cosmetic surgery as compared to 5 years ago
- 18% of men are more favorable towards cosmetic surgery as compared to 5 years ago

Would not be embarrassed about having cosmetic surgery by race/ethnicity [includes both men and women]

- 71% of white Americans
- 71% of non-white Americans

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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