

COSMETIC SURGERY NATIONAL DATA BANK STATISTICS



The American Society for
Aesthetic Plastic Surgery

TWENTY
10



The Authoritative Source
for Current US Statistics
on Cosmetic Surgery

Expanded data for 2010:
Multi-year comparisons,
34 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)

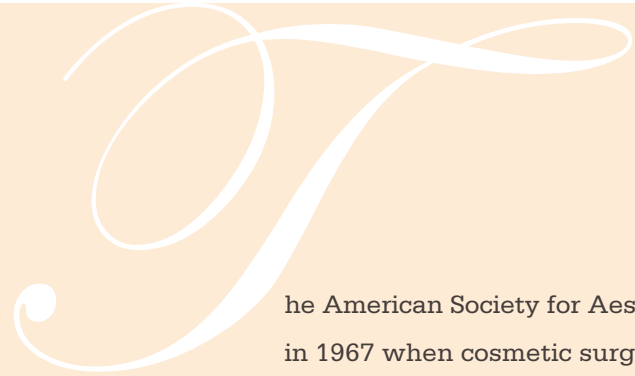
Other Resources for the Media

- [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 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.

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 14-year national data for procedures performed 1997-2010. A paper-based questionnaire was mailed to 22,000 Board-Certified physicians (8,500 Dermatologists, 8,000 Otolaryngologists, and 5,500 Plastic Surgeons). An online version of the questionnaire was also available to these physicians. A total of 938 completed and valid responses (420 Plastic Surgeons, 331 Dermatologists, and 187 Otolaryngologists) were received in time for tabulation.

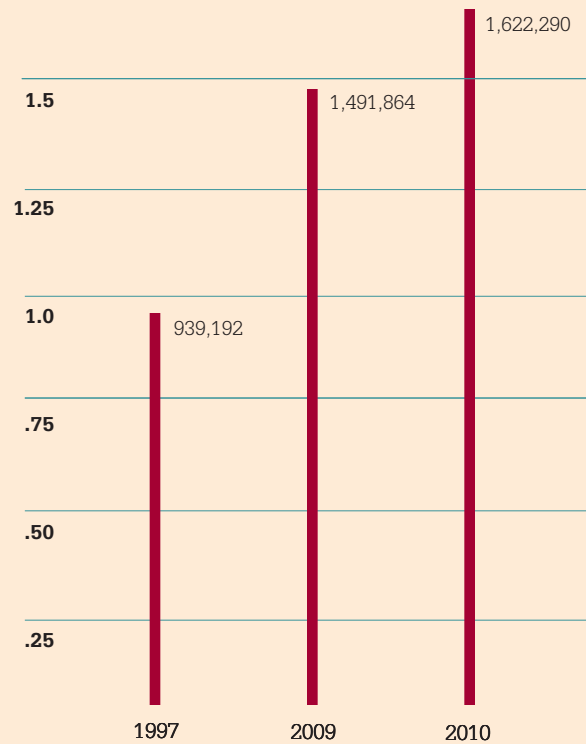
Final figures have been projected to reflect nationwide statistics and are based exclusively on the Board-Certified Plastic Surgeons; Otolaryngologists; and Dermatologists. The findings have been aggregated and extrapolated to the known population of 24,500 physicians who are Board Certified in these 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 +/- 3.14% at a 95% level of confidence.

The *Survey on Cosmetic Procedures Performed in 2010* was compiled, tabulated and analyzed by Industry Insights Inc. (www.industryinsights.com), an independent research firm based in Columbus, OH.

For additional information on survey methodology, [click here](#).

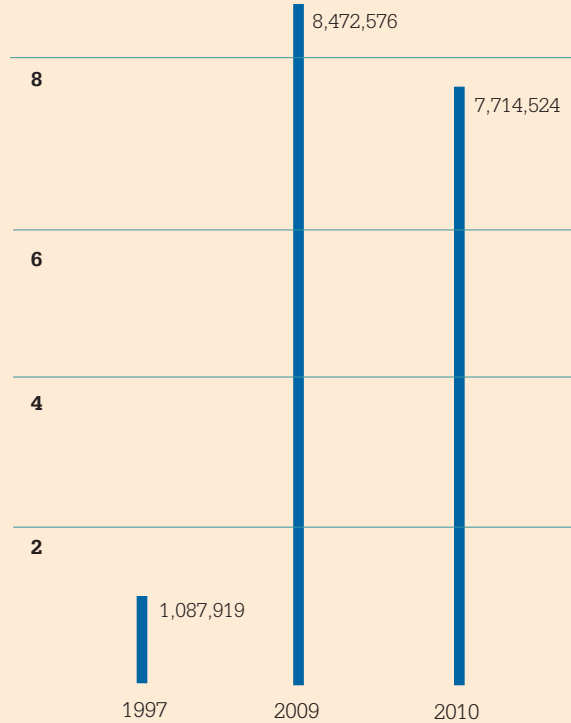
PLASTIC SURGERY TIMELINES

Surgical Cosmetic Procedures



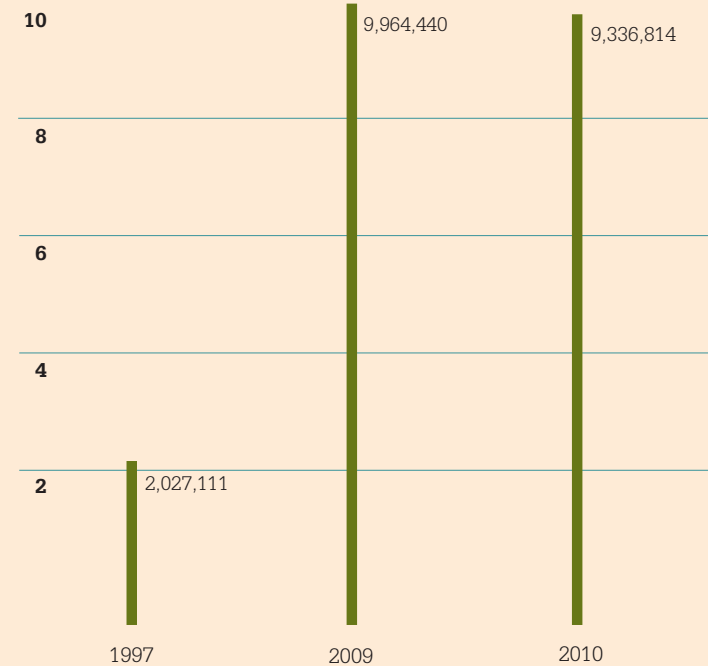
Source: American Society for Aesthetic Plastic Surgery

Nonsurgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

Surgical and Nonsurgical Cosmetic Procedures: Totals



Source: American Society for Aesthetic Plastic Surgery

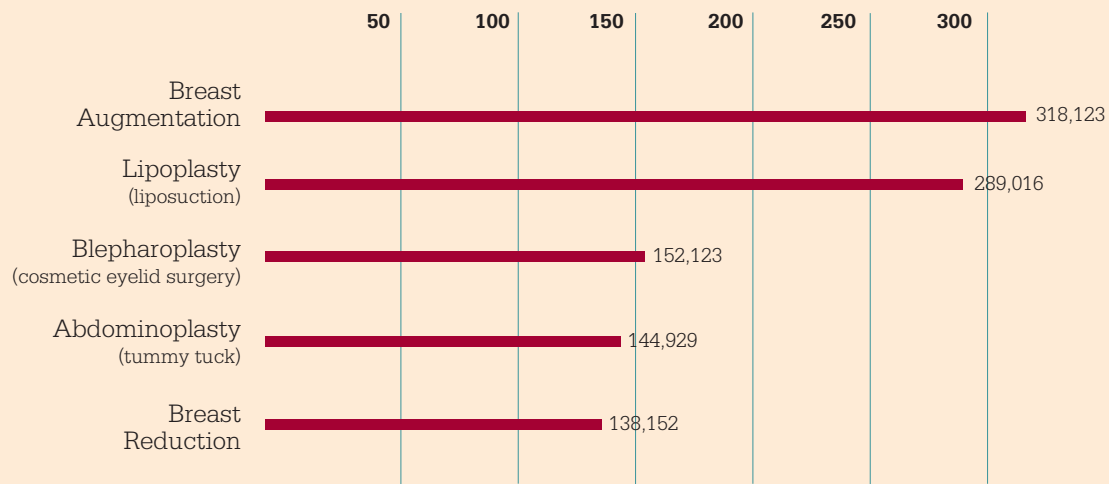
QUICK FACTS:

HIGHLIGHTS OF THE ASAPS 2010 STATISTICS ON COSMETIC SURGERY:

- ◆ Surgical procedures accounted for 17% of the total number of procedures and 62% of total expenditures with nonsurgical procedures making up 83% of the total number of procedures and 38% of total expenditures.
- ◆ From 2009-2010, there was almost a 9% increase in the total number of cosmetic surgical procedures, with over 1.6 million surgical procedure this year.
- ◆ Since 1997, there has been over 155% increase in the total number of cosmetic procedures. Surgical procedures increased by more than 71%, and nonsurgical procedures increased by 228%.
- ◆ **The top five cosmetic surgical procedures in 2010 were:** breast augmentation (318,123 procedures); liposuction (289,016 procedures); eyelid surgery (152,123 procedures); abdominoplasty (144,929 procedures); breast reduction (138,152 procedures).
- ◆ **The top five nonsurgical cosmetic procedures in 2010 were:** Botulinum Toxin Type A (2,437,165 procedures); hyaluronic acid (1,315,121 procedures); laser hair removal (936,270 procedures); laser skin resurfacing (562,706 procedures); chemical peel (493,896 procedures).
- ◆ Women had almost 8.6 million cosmetic procedures, 92% of the total. The number of cosmetic procedures for women increased over 164% from 1997.
- ◆ **The top five surgical procedures for women were:** breast augmentation, liposuction, breast reduction, abdominoplasty, and eyelid surgery.
- ◆ Men had over 750,000 cosmetic procedures, 8% of the total. The number of cosmetic procedures for men increased over 88% from 1997.
- ◆ **The top five surgical procedures for men were:** liposuction, rhinoplasty, eyelid surgery, breast reduction to treat enlarged male breast, and cosmetic ear surgery.
- ◆ Americans spent nearly \$10.7 billion on cosmetic procedures in 2010. Of that total almost \$6.6 billion was spent on surgical procedures; \$1.9 billion was spent on injectable procedures; \$1.8 billion was spent on skin rejuvenation procedures; and almost \$500 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 – more than 4 million and 44% of the total. People age 19-34 had 20% of procedures; age 51-64 had 28%; age 65 and over had 7%; and age 18 and younger had 1.3%.
- ◆ **The most common procedures for age 35-50 were:** Botulinum Toxin Type A, Hyaluronic Acid, laser hair removal, sclerotherapy, laser skin resurfacing.
- ◆ Racial and ethnic minorities, as of last year, had approximately 19% of all cosmetic procedures: Hispanics, 8%; African-Americans, 6%; Asians, 4%; and other non-Caucasians, 1%.
- ◆ **Where cosmetic surgeries were performed:** office facility, 56%; free-standing surgicenter, 24%; and hospital, 19%.
- ◆ Of the doctors surveyed 75% reported they do not offer “spa” services (e.g. wraps, facials, massages) in conjunction with their medical practices. 88% of the doctors do not work in conjunction with medical spas where nonsurgical procedures, such as injections and laser procedures are performed.

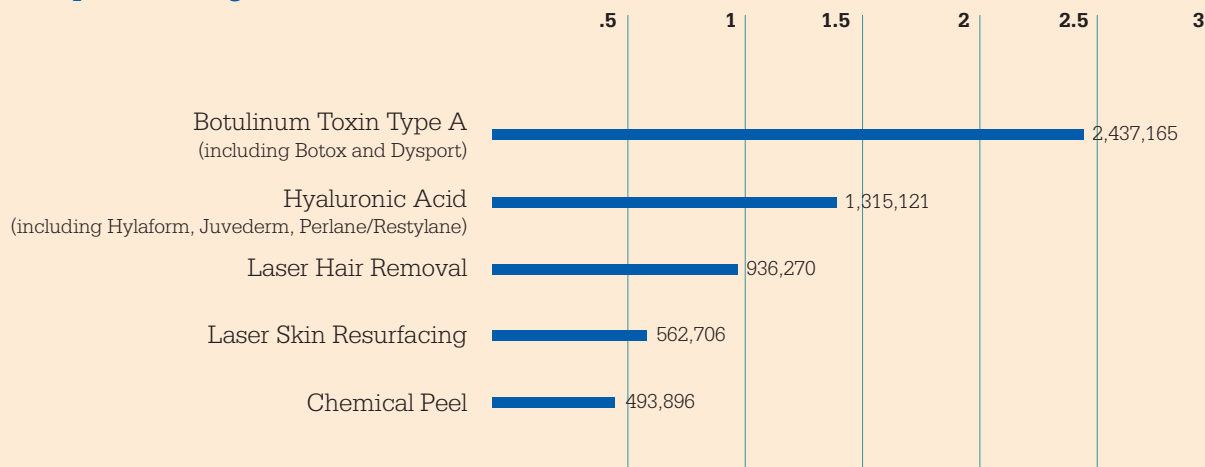
Figures may not add exactly to totals and percentages may not equal 100% due to rounding.

Top 5 Surgical Procedures in 2010



Source: American Society for Aesthetic Plastic Surgery

Top 5 Nonsurgical Procedures in 2010



Source: American Society for Aesthetic Plastic Surgery

Quick Facts

- ◆ [Breast augmentation](#) has been the most popular cosmetic surgical procedure for 3 years in a row. Until 2008 liposuction had been the most popular cosmetic surgery procedure.
- ◆ 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.
- ◆ Hyaluronic Acid [injectables](#) (including Hylaform, Juvederm, Perlane/Restylane) have quickly been gaining in popularity. ASAPS only added Hyaluronic Acid to the survey in 2004, and in 2010 these procedures are only 2nd in popularity to Botox.
- ◆ Botulinum Toxin Type A increased by approximately 50% during the nine-year period 2002 to 2010.

2010 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.

Procedure	Number of Procedures	Rank within Category (Surgical/Nonsurgical)	Rank in 2006	Rank in 2002
Surgical				
Abdominoplasty (tummy tuck)	144,929^P	4	4	7
Autologous fat	53,840	9	x	x
Blepharoplasty (cosmetic eyelid surgery)	152,123^C	3	3	3
Breast augmentation*	318,123^A	1	2	2
Breast lift	121,377	8	8	10
Breast reduction (women)**	138,152^E	5	5	5
Buttock augmentation	7,034	18	19	19
Buttock lift	3,929	19	18	18
Chin augmentation	10,166	15	14	13
Facelift	127,512	7	7	6
Forehead lift	26,514	10	10	8
Gynecomastia, treatment of (male breast reduction)	18,256	13	11	14
Lip augmentation (other than injectable materials)	8,638	17	17	12
Lipoplasty (liposuction) ***	289,016^B	2	1	1
Lower body lift	9,147	16	16	16
Otoplasty (cosmetic ear surgery)	25,999	11	12	11
Rhinoplasty (nose reshaping)	133,511	6	6	4
Thigh lift	15,366	14	13	17
Upper arm lift	18,659	12	15	15
Totals - Surgical Procedures	1,622,290			
Injectables:				
Botulinum Toxin Type A (including Botox and Dysport)	2,437,165¹	1		
Calcium hydroxylapatite (Radiesse)	119,503	10		
Collagen	53,652	14		
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,315,121²	2		
Poly-L-Lactic Acid (Sculptra)	59,376	13		
Totals - Injectables	3,984,818			
Skin Rejuvenation:				
Nonsurgical				
Chemical Peel	493,896⁵	5		
Dermabrasion	22,763	15		
Fraxel	102,016	11		
IPL Laser Treatment	381,480	8		
Laser Skin Resurfacing****	562,706⁴	4		
Microdermabrasion	450,744	6		
Noninvasive Tightening	247,500	9		
Totals - Skin Rejuvenation	2,261,105			
Other:				
Laser Hair Removal	936,270³	3		
Laser Treatment of Leg Veins	87,444	12		
Sclerotherapy	444,887	7		
Totals - Other Nonsurgical Procedures	1,468,601			
Totals - Nonsurgical Procedures	7,714,524			
TOTALS ALL PROCEDURES	9,336,814			

Notes

* 38.0% of these procedures used saline implants and 62.0% used silicone implants.

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

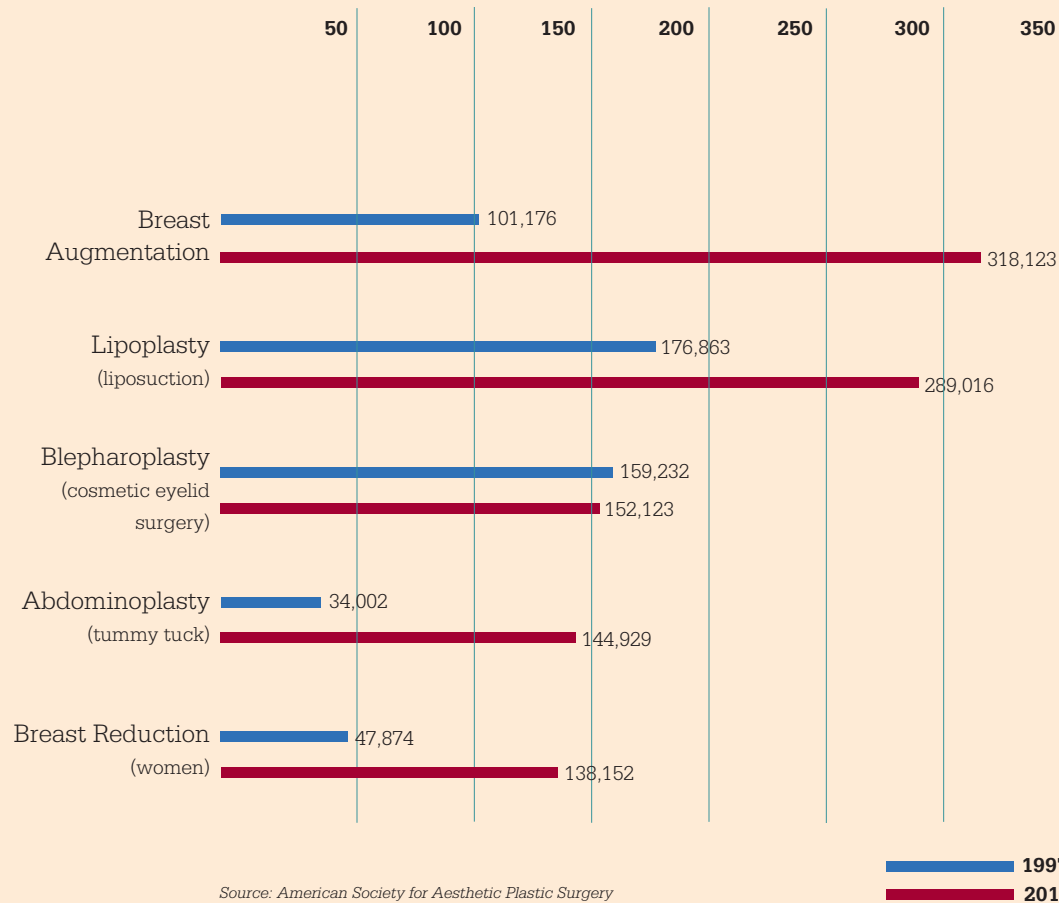
*** 21.3% of these procedures were ultrasound-assisted lipoplasty (UAL).

**** 36.0% of these procedures were performed with ablative lasers and 64.0% were performed with nonablative lasers. Due to an insufficient sample of physicians who perform the following procedures, these items have been excluded from the results: Cheek implants; Hair transplantation; Injection Lipolysis; Laser Lipolysis; and Polymethyl Methacrylate.

x = Rankings for this procedure in prior years is not available. Prior year rankings have been adjusted for equal comparison.

◆ The Aesthetic Society statistics survey only asks how many procedures the surgeon being surveyed has performed. The number reported may not include all of the nonsurgical procedures being performed in a surgeon's office by physician assistants and nurse injectors. Future surveys will include these groups for injectable procedures.

Top 5 Surgical Cosmetic Procedures in 2010



Of the 318,123 breast augmentations performed in 2010 38% used saline and implants and 62% used silicone implants.

- A [recent survey](#) in the Aesthetic Surgery Journal revealed that suction-assisted lipectomy (SAL), or “traditional” liposuction, was the preferred method of fat removal for over half of respondents; power-assisted liposuction (PAL) and ultrasound-assisted liposuction (UAL) were also popular. Laser-assisted liposuction (LAL) and external noninvasive devices, such as external ultrasound and laser, were the least popular methods for fat removal.
- Since 1997, the popularity of [abdominoplasty](#) has increased over 300%. This could be attributed in part to the increased awareness of the dangers and health consequences of obesity, and subsequently patients seeking plastic surgery procedures for body contouring after dramatic weight loss.
- [Breast reduction](#), is designed to relieve the physical discomfort often associated with very large breasts and to enhance the overall appearance of the breasts.

For additional information on survey methodology, [click here](#).

PERCENT OF CHANGE IN SELECT PROCEDURES:

1997-2010

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

	Procedure	2010	2009	1997	Percent Change 2010 vs 2009	Percent Change 2010 vs 1997	Percent Change	Percent Change	
							2010 vs 1997 (Female)	2010 vs 1997 (Male)	
Surgical	Abdominoplasty (tummy tuck)	144,929	127,923	34,002	13.3%	326.2%	320.3%	498.8%	
	Autologous fat	53,840	42,541	38,259	26.6%	40.7%	47.5%	-22.7%	
	Blepharoplasty (cosmetic eyelid surgery)	152,123	149,943	159,232	1.5%	-4.5%	-3.2%	-12.0%	
	Breast augmentation	318,123	311,957	101,176	2.0%	214.4%	214.4%	dna	
	Breast lift	121,377	98,279	19,882	23.5%	510.5%	510.5%	dna	
	Breast reduction (women)*	138,152	113,511	47,874	21.7%	188.6%	188.6%	dna	
	Buttock augmentation	7,034	4,996	na	40.8%	na	na	na	
	Buttock lift	3,929	3,024	1,549	29.9%	153.6%	156.0%	146.0%	
	Chin augmentation	10,166	11,002	27,373	-7.6%	-62.9%	-56.5%	-80.8%	
	Facelift	127,512	94,247	99,196	35.3%	28.5%	32.0%	-0.5%	
	Forehead lift	26,514	30,789	55,090	-13.9%	-51.9%	-49.6%	-69.1%	
	Gynecomastia, treatment of (male breast reduction)	18,256	16,801	11,168	8.7%	63.5%	dna	63.5%	
	Lip augmentation (other than injectable materials)	8,638	7,837	na	10.2%	na	na	na	
	Lipoplasty (liposuction)	289,016	283,735	176,863	1.9%	63.4%	69.5%	31.4%	
	Lower body lift	9,147	7,306	2,125	25.2%	330.4%	316.2%	496.0%	
	Otoplasty (cosmetic ear surgery)	25,999	21,817	22,939	19.2%	13.3%	16.8%	8.9%	
	Rhinoplasty (nose reshaping)	133,511	138,258	137,053	-3.4%	-2.6%	11.7%	-32.3%	
	Thigh lift	15,366	11,796	2,895	30.3%	430.8%	431.0%	435.4%	
	Upper arm lift	18,659	16,102	2,516	15.9%	641.6%	640.8%	2007.5%	
	Totals - Surgical Procedures	1,622,290	1,491,864	939,192	8.7%	71.1%	84.8%	-2.9%	
	Injectables:	Botulinum Toxin Type A (Botox, Dysport)	2,437,165	2,557,068	65,157	-4.7%	3640.5%	3592.9%	4171.7%
		Calcium hydroxylapatite (Radiesse)	119,503	118,477	na	0.9%	na	na	na
Collagen		53,652	59,302	347,168	-9.5%	-84.5%	-83.9%	-92.4%	
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)		1,315,121	1,313,038	na	0.2%	na	na	na	
Poly-L-Lactic Acid (Sculptra)		59,376	39,516	na	50.3%	na	na	na	
Totals - Injectables		3,984,818	4,087,401	412,325	-2.5%	504.1%	492.2%	655.0%	
Nonsurgical		Skin Rejuvenation:							
	Chemical Peel	493,896	529,285	481,227	-6.7%	2.6%	3.6%	-13.3%	
	Dermabrasion	22,763	21,728	40,214	4.8%	-43.4%	-31.9%	-82.6%	
	Fraxel	102,016	119,676	na	-14.8%	na	na	na	
	IPL Laser Treatment	381,480	452,210	na	-15.6%	na	na	na	
	Laser Skin Resurfacing	562,706	512,318	154,153	9.8%	265.0%	286.2%	122.8%	
	Microdermabrasion	450,744	621,943	na	-27.5%	na	na	na	
	Noninvasive Tightening	247,500	275,119	na	-10.0%	na	na	na	
	Totals - Skin Rejuvenation	2,261,105	2,532,280	675,594	-10.7%	59.8%	63.2%	23.2%	
	Other:								
Laser Hair Removal	936,270	1,280,031	na	-26.9%	na	na	na		
Laser Treatment of Leg Veins	87,444	119,939	na	-27.1%	na	na	na		
Sclerotherapy	444,887	452,924	na	-1.8%	na	na	na		
Totals - Other Nonsurgical Procedures	1,468,601	1,852,895	na	-20.7%	na	na	na		
Totals - Nonsurgical Procedures	7,714,524	8,472,576	1,087,919	-8.9%	228.2%	227.0%	241.2%		
TOTALS ALL PROCEDURES	9,336,814	9,964,440	2,027,111	-6.3%	155.4%	164.2%	88.1%		

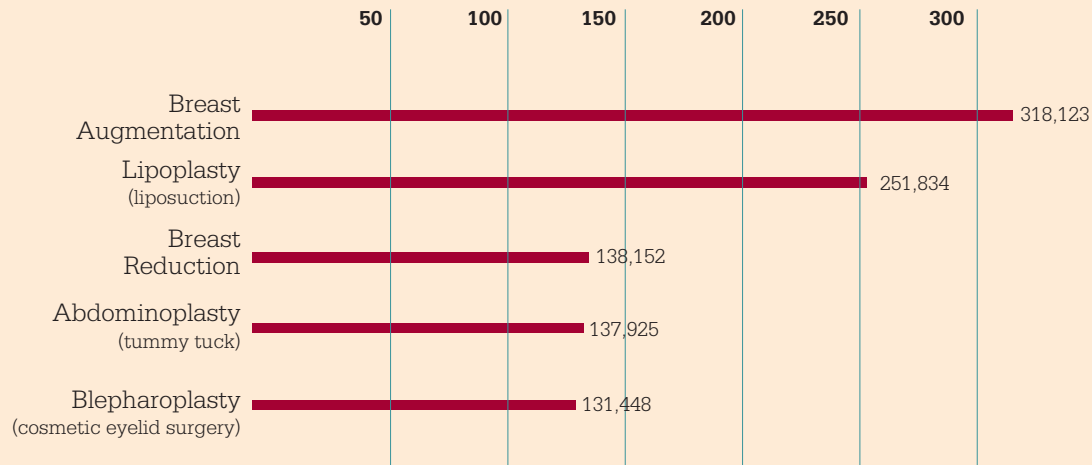
*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

dna = Does not apply

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

Due to an insufficient sample of physicians who perform the following procedures, these items have been excluded from the results: Cheek implants; Hair transplantation; Injection Lipolysis; Laser Lipolysis; and Polymethyl Methacrylate.

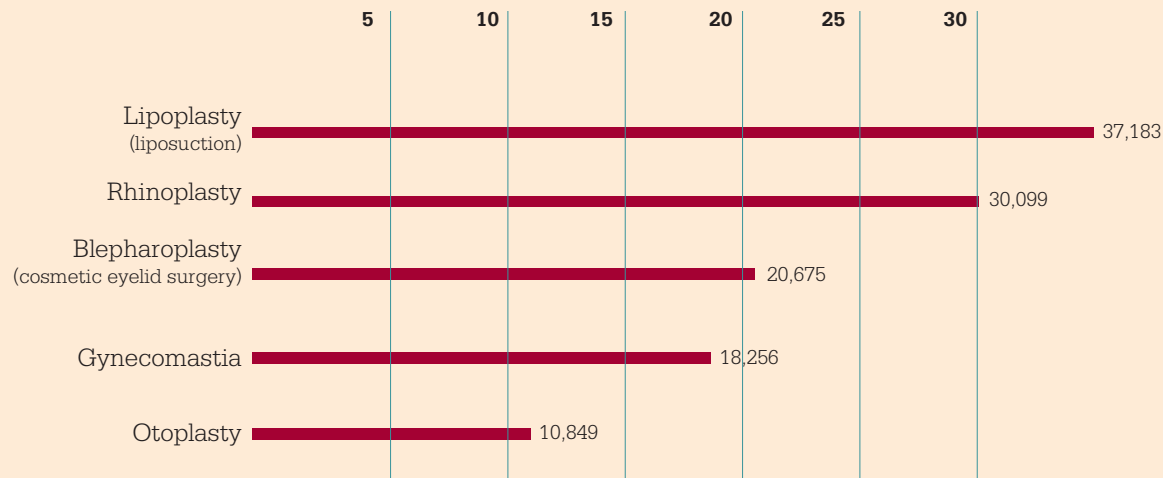
Top 5 Cosmetic Surgeries for Women in 2010



Source: American Society for Aesthetic Plastic Surgery

- Women had almost 8.6 million cosmetic procedures, 92% of the total
- The number of cosmetic procedures for women increased over 164% from 1997
- Men had over 750,000 cosmetic procedures, 8% of the total
- The number of cosmetic procedures for men increased over 88% from 1997

Top 5 Cosmetic Surgeries for Men in 2010



Source: American Society for Aesthetic Plastic Surgery

For additional information on survey methodology, [click here](#).

2010 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.

Procedure	FEMALE			MALE		
	Number of Procedures	Percent of Total	Rank within Category (Surgical/Nonsurgical)	Number of Procedures	Percent of Total	Rank within Category (Surgical/Nonsurgical)
Surgical						
Abdominoplasty (tummy tuck)	137,925	95.2%	4	7,004	4.8%	7
Autologous fat	50,919	94.6%	9	2,921	5.4%	8
Blepharoplasty (cosmetic eyelid surgery)	131,448	86.4%	5	20,675	13.6%	3
Breast augmentation	318,123	100.0%	1	dna	dna	dna
Breast lift	121,377	100.0%	6	dna	dna	dna
Breast reduction (women)*	138,152	100.0%	3	dna	dna	dna
Buttock augmentation	6,872	97.7%	17	162	2.3%	15
Buttock lift	3,844	97.8%	18	85	2.2%	16
Chin augmentation	8,807	86.6%	14	1,359	13.4%	10
Facelift	117,127	91.9%	7	10,385	8.1%	6
Forehead lift	24,514	92.5%	10	2,000	7.5%	9
Gynecomastia, treatment of (male breast reduction)	dna	dna	dna	18,256	100.0%	4
Lip augmentation (other than injectable materials)	8,413	97.4%	15	225	2.6%	13
Lipoplasty (liposuction)	251,834	87.1%	2	37,183	12.9%	1
Lower body lift	8,156	89.2%	16	991	10.8%	11
Otoplasty (cosmetic ear surgery)	15,150	58.3%	12	10,849	41.7%	5
Rhinoplasty (nose reshaping)	103,412	77.5%	8	30,099	22.5%	2
Thigh lift	15,120	98.4%	13	245	1.6%	12
Upper arm lift	18,466	99.0%	11	193	1.0%	14
Totals - Surgical Procedures	1,479,658	91.2%		142,632	8.8%	
Injectables:						
Botulinum Toxin Type A (Botox, Dysport)	2,211,930	90.8%	1	225,235	9.2%	1
Calcium hydroxylapatite (Radiesse)	110,864	92.8%	10	8,639	7.2%	11
Collagen	51,758	96.5%	13	1,894	3.5%	14
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,245,333	94.7%	2	69,788	5.3%	3
Poly-L-Lactic Acid (Sculptra)	49,665	83.6%	14	9,711	16.4%	10
Totals - Injectables	3,669,550	92.1%		315,268	7.9%	
Skin Rejuvenation:						
Chemical Peel	469,570	95.1%	5	24,326	4.9%	7
Dermabrasion	21,184	93.1%	15	1,579	6.9%	15
Fraxel	94,003	92.1%	11	8,013	7.9%	12
IPL Laser Treatment	345,545	90.6%	8	35,935	9.4%	5
Laser Skin Resurfacing	518,275	92.1%	4	44,430	7.9%	4
Microdermabrasion	416,315	92.4%	7	34,429	7.6%	6
Noninvasive Tightening	236,588	95.6%	9	10,912	4.4%	8
Totals - Skin Rejuvenation	2,101,481	92.9%		159,624	7.1%	
Other:						
Laser Hair Removal	817,383	87.3%	3	118,888	12.7%	2
Laser Treatment of Leg Veins	83,675	95.7%	12	3,769	4.3%	13
Sclerotherapy	434,994	97.8%	6	9,894	2.2%	9
Totals - Other Nonsurgical Procedures	1,336,051	91.0%		132,550	9.0%	
Totals - Nonsurgical Procedures	7,107,082	92.1%		607,442	7.9%	
TOTALS ALL PROCEDURES	8,586,740	92.0%		750,074	8.0%	

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

dna = Does not apply

Due to an insufficient sample of physicians who perform the following procedures, these items have been excluded from the results: Cheek implants; Hair transplantation; Injection Lipolysis; Laser Lipolysis; and Polymethyl Methacrylate.

• 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.

2010 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 Total	Number of Procedures	Percent of Total	Number of Procedures	Percent of Total	Number of Procedures	Percent of Total	Number of Procedures	Percent of Total
Surgical										
Abdominoplasty (tummy tuck)	314	0.2%	29,400	20.3%	85,868^C	59.2%	25,897	17.9%	3,450	2.4%
Autologous fat	351	0.7%	7,158	13.3%	23,468	43.6%	18,715	34.8%	4,149	7.7%
Blepharoplasty (cosmetic eyelid surgery)	399	0.3%	3,160	2.1%	48,912	32.2%	74,869^B	49.2%	24,783^B	16.3%
Breast augmentation	4,153^C	1.3%	166,174^A	52.2%	120,892^B	38.0%	24,491	7.7%	2,414	0.8%
Breast lift	603	0.5%	28,293	23.3%	64,440	53.1%	24,703	20.4%	3,339	2.8%
Breast reduction (women)*	3,895	2.8%	37,225	26.9%	63,199	45.7%	27,958	20.2%	5,874	4.3%
Buttock augmentation	0	0.0%	3,138	44.6%	2,895	41.2%	1,001	14.2%	0	0.0%
Buttock lift	0	0.0%	594	15.1%	2,487	63.3%	848	21.6%	0	0.0%
Chin augmentation	164	1.6%	4,286	42.2%	3,349	32.9%	2,226	21.9%	141	1.4%
Facelift	0	0.0%	817	0.6%	24,028	18.8%	76,032^A	59.6%	26,635^A	20.9%
Forehead lift	0	0.0%	458	1.7%	7,684	29.0%	14,497	54.7%	3,875	14.6%
Gynecomastia, treatment of (male breast reduction)	2,026	11.1%	10,203	55.9%	5,138	28.1%	741	4.1%	148	0.8%
Lip augmentation (other than injectable materials)	68	0.8%	1,951	22.6%	3,333	38.6%	2,926	33.9%	360	4.2%
Lipoplasty (liposuction)	1,798	0.6%	89,026^B	30.8%	142,740^A	49.4%	48,983^C	16.9%	6,469^C	2.2%
Lower body lift	0	0.0%	1,387	15.2%	5,283	57.8%	2,378	26.0%	99	1.1%
Otoplasty (cosmetic ear surgery)	10,748^A	41.3%	9,875	38.0%	3,665	14.1%	1,564	6.0%	147	0.6%
Rhinoplasty (nose reshaping)	9,094^B	6.8%	73,292^C	54.9%	41,389	31.0%	8,878	6.6%	858	0.6%
Thigh lift	0	0.0%	1,594	10.4%	8,663	56.4%	4,741	30.9%	368	2.4%
Upper arm lift	0	0.0%	2,156	11.6%	8,557	45.9%	6,370	34.1%	1,576	8.4%
Totals - Surgical Procedures	33,610	2.1%	470,186	29.0%	665,990	41.1%	367,819	22.7%	84,685	5.2%
Injectables:										
Botulinum Toxin Type A (Botox, Dysport)	2,158	0.1%	370,597¹	15.2%	1,190,484¹	48.8%	713,210¹	29.3%	160,715¹	6.6%
Calcium hydroxylapatite (Radiesse)	63	0.1%	10,100	8.5%	51,095	42.8%	44,241	37.0%	14,004	11.7%
Collagen	0	0.0%	4,676	8.7%	19,525	36.4%	24,447	45.6%	5,005	9.3%
Hyaluronic Acid (Hylaform, Juvederm, Perlane/Restylane)	2,044	0.2%	183,671³	14.0%	569,230²	43.3%	438,880²	33.4%	121,296²	9.2%
Poly-L-Lactic Acid (Sculptra)	0	0.0%	2,354	4.0%	20,862	35.1%	27,660	46.6%	8,500	14.3%
Totals - Injectables	4,265	0.1%	571,397	14.3%	1,851,195	46.5%	1,248,438	31.3%	309,522	7.8%
Skin Rejuvenation:										
Chemical Peel	16,175²	3.3%	86,649	17.5%	201,943	40.9%	145,204	29.4%	43,924	8.9%
Dermabrasion	948	4.2%	3,072	13.5%	5,414	23.8%	10,212	44.9%	3,117	13.7%
Fraxel	493	0.5%	12,479	12.2%	44,012	43.1%	34,979	34.3%	10,053	9.9%
IPL Laser Treatment	4,333	1.1%	63,032	16.5%	157,006	41.2%	116,335	30.5%	40,774	10.7%
Laser Skin Resurfacing	2,931	0.5%	68,786	12.2%	206,983	36.8%	218,158³	38.8%	65,848³	11.7%
Microdermabrasion	10,360³	2.3%	120,195	26.7%	191,098	42.4%	90,470	20.1%	38,621	8.6%
Noninvasive Tightening	271	0.1%	18,599	7.5%	110,824	44.8%	85,570	34.6%	32,235	13.0%
Totals - Skin Rejuvenation	35,511	1.6%	372,813	16.5%	917,279	40.6%	700,928	31.0%	234,573	10.4%
Other:										
Laser Hair Removal	51,147¹	5.5%	356,883²	38.1%	363,796³	38.9%	138,251	14.8%	26,193	2.8%
Laser Treatment of Leg Veins	0	0.0%	13,945	15.9%	41,847	47.9%	25,706	29.4%	5,946	6.8%
Sclerotherapy	863	0.2%	55,523	12.5%	235,553	52.9%	129,099	29.0%	23,849	5.4%
Totals - Other Nonsurgical Procedures	52,010	3.5%	426,351	29.0%	641,197	43.7%	293,055	20.0%	55,988	3.8%
Totals - Nonsurgical Procedures	91,787	1.2%	1,370,561	17.8%	3,409,671	44.2%	2,242,421	29.1%	600,083	7.8%
TOTALS ALL PROCEDURES	125,397	1.3%	1,840,748	19.7%	4,075,662	43.7%	2,610,240	28.0%	684,768	7.3%

*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.

• 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.

2010

NATIONAL AVERAGE FOR PHYSICIAN/SURGEON FEES PER PROCEDURE

	Procedure	National Average	Total Expenditures	
Surgical	Abdominoplasty (tummy tuck)	\$5,332	\$772,704,638	
	Autologous fat	\$1,763	\$94,939,189	
	Blepharoplasty (cosmetic eyelid surgery)	\$2,912	\$443,027,869	
	Breast augmentation - silicone gel implants	\$3,797	\$748,970,887	
	Breast augmentation - saline implants	\$3,486	\$421,469,707	
	Breast lift	\$4,401	\$534,141,124	
	Breast reduction (women)*	\$5,384	\$743,856,777	
	Buttock augmentation	\$4,459	\$31,362,048	
	Buttock lift	\$4,950	\$19,448,308	
	Chin augmentation	\$2,239	\$22,760,239	
	Facelift	\$6,629	\$845,261,325	
	Forehead lift	\$3,173	\$84,135,147	
	Gynecomastia, treatment of (male breast reduction)	\$3,377	\$61,656,046	
	Lip augmentation (other than injectable materials)	\$2,022	\$17,468,575	
	Lipoplasty - Suction-assisted	\$2,914	\$662,701,767	
	Lipoplasty - Ultrasound assisted	\$3,122	\$192,165,769	
	Lower body lift	\$7,904	\$72,298,265	
	Otoplasty (cosmetic ear surgery)	\$3,048	\$79,246,394	
	Rhinoplasty (nose reshaping)	\$4,314	\$576,025,001	
	Thigh lift	\$4,882	\$75,017,944	
	Upper arm lift	\$4,070	\$75,939,623	
Total - Surgical Procedures			\$6,574,596,642	
Non-surgical	Injectables:			
	Botulinum Toxin Type A (Botox, Dysport)	\$398	\$969,296,760	
	Calcium hydroxylapatite (Radiesse)	\$712	\$85,119,300	
	Collagen, Human	\$673	\$36,107,810	
	Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	\$558	\$733,307,450	
	Poly-L-Lactic Acid (Sculptra)	\$897	\$53,240,060	
	Totals - Injectables			\$1,877,071,380
	Skin Rejuvenation:			
	Chemical Peel	\$679	\$335,137,019	
	Dermabrasion	\$1,423	\$32,391,398	
Fraxel	\$1,441	\$146,994,700		
IPL Laser Treatment	\$384	\$146,458,851		
Laser Skin Resurfacing - ablative	\$2,232	\$452,192,581		
Laser Skin Resurfacing - nonablative	\$952	\$342,665,262		
Microdermabrasion	\$123	\$55,438,948		
Noninvasive Tightening	\$958	\$237,199,822		
Totals - Skin Rejuvenation			\$1,748,478,580	
Other:				
Laser Hair Removal	\$314	\$293,731,152		
Laser Treatment of Leg Veins	\$351	\$30,649,113		
Sclerotherapy	\$344	\$152,888,806		
Totals - Other Nonsurgical Procedures			\$477,269,071	
Totals - Nonsurgical Procedures			\$4,102,819,032	
TOTALS ALL PROCEDURES			\$10,677,415,674	

* 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.

Due to an insufficient sample of physicians who perform the following procedures, these items have been excluded from the results: Cheek implants; Hair transplantation; Injection Lipolysis; Laser Lipolysis; and Polymethyl Methacrylate.

Notes from the 2010 National Average

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

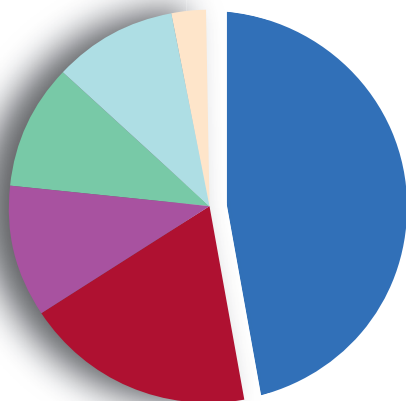
- Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.

** 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.

“Americans spent nearly \$10.7 billion on cosmetic procedures in 2010; of that, approximately 62% was on surgical procedures, 18% was on injectables, 16% was on skin rejuvenation, and 4% was on other treatment options.”

GENERAL INFORMATION

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



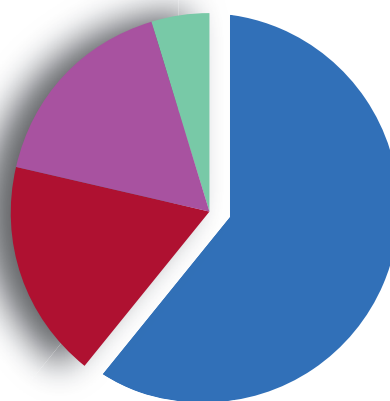
Source: American Society for Aesthetic Plastic Surgery

- 47.4% ■ Purely cosmetic bilateral breast augmentation**
- 18.5% ■ Severe asymmetry
- 11.0% ■ Congenital micromastia (severe underdevelopment)
- 10.2% ■ Tubular breast deformity
- 10.1% ■ Poland's syndrome (congenital absent breast)
- 2.9% ■ Other

*In 2010, there were 4,153 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.

Americans spent nearly \$10.7 billion on cosmetic procedures in 2010. Percentage of procedure based on expenditures.

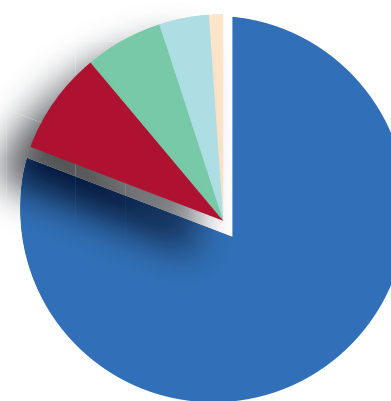


Source: American Society for Aesthetic Plastic Surgery

- \$6.6 ■ Surgical Procedures
- \$1.9 ■ Injectable Procedures
- \$1.8 ■ Skin Rejuvenation Procedures
- \$0.5 ■ Other nonsurgical Procedures

\$ in billions

Percent of Total Procedures According to Race/Ethnicity



Source: American Society for Aesthetic Plastic Surgery

- 81% ■ Caucasian
- 8% ■ Hispanics
- 6% ■ African-American
- 4% ■ Asians
- 1% ■ Other

Total ethnic population (rounded) = 19%

2010 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	
Surgical	Abdominoplasty (tummy tuck)	18.5⁴	
	Autologous fat	6.0	
	Blepharoplasty (cosmetic eyelid surgery)	19.1³	
	Breast augmentation*	50.2¹	
	Breast lift	15.9⁵	
	Breast reduction (women)*	14.5	
	Buttock augmentation	0.8	
	Buttock lift	0.5	
	Chin augmentation	0.9	
	Facelift	12.3	
	Forehead lift	3.5	
	Gynecomastia, treatment of (male breast reduction)	2.4	
	Lip augmentation (other than injectable materials)	0.7	
	Lipoplasty (liposuction)	32.8²	
	Lower body lift	0.9	
	Otoplasty (cosmetic ear surgery)	1.3	
Rhinoplasty (nose reshaping)	6.4		
Thigh lift	1.2		
Upper arm lift	1.9		
	Totals - Surgical Procedures	189.7	
	Injectables:		
	Botulinum Toxin Type A (Botox, Dysport)	160.6^A	
	Calcium hydroxylapatite (Radiesse)	11.7	
	Collagen	1.3	
	Hyaluronic Acid (Hylaform, Juvederm, Perlane/Restylane)	72.1^B	
	Poly-L-Lactic Acid (Sculptra)	5.4	
	Totals - Injectables	251.0	
	Skin Rejuvenation:		
Nonsurgical	Chemical Peel	15.6	
	Dermabrasion	1.0	
	Fraxel	6.5	
	IPL Laser Treatment	18.9^E	
	Laser Skin Resurfacing	12.4	
	Microdermabrasion	27.4^D	
	Noninvasive Tightening	4.7	
	Totals - Skin Rejuvenation	86.4	
		Other:	
		Laser Hair Removal	35.5^C
	Laser Treatment of Leg Veins	2.7	
	Sclerotherapy	3.3	
	Totals - Other Nonsurgical Procedures	41.5	
	Totals - Nonsurgical Procedures	378.8	
	TOTALS ALL PROCEDURES	568.5	

*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.
 Due to an insufficient sample of physicians who perform the following procedures, these items have been excluded from the results: Cheek implants; Hair transplantation; Injection Lipolysis; Laser Lipolysis; and Polymethyl Methacrylate.
^A 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 in cosmetic surgery of the face and the entire body.
^B Component figures may not add exactly to totals and percentages may not equal 100% due to rounding.

Notes from the 2010 ASAPS Practice Profile 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.

The “average ASAPS Member” performs almost 190 surgical procedures a year.

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	\$5,332	2-5 hours	One	Permanent	2-4 weeks
Autologous Fat	Folds, lips, frown lines, and facial recontouring, buttocks, other body sites	\$1,763	1-4 hours depending on the sites	Highly variable, repeat treatments	Some permanent	1-4 days, Extensive 7-14 days
Breast Augmentation (saline) Breast Augmentation (silicone)	Small breasts, breast asymmetry	\$3,486 \$3,797	1-2 hours	One	Permanent, Secondary procedures may be required to maintain results	1-2 weeks
Breast Lift	Sagging, poorly shaped breasts	\$4,401	1 1/2-3 1/2 hours	One	Long-lasting	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,384	2-4 hours	One	Permanent	1-2 weeks
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,950	2 hours	One	Long-lasting	2-4 weeks
Chin Augmentation/Genioplasty	Receding chin	\$2,239	1 hour	One	Permanent	1-2 weeks
Otoplasty (ear reshaping)	Protruding or disproportionate ears	\$3,048	2-3 hours	One	Permanent	5-14 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,912	1-3 hours	One	Long-lasting	Within 10 days
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,629	2-3 hours	One	Long-lasting	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,173	1-2 hours	One	Long-lasting	Within 10 days
Gynecomastia	Male breast reduction	\$3,377	2 hours	One	Permanent	1 week
Lip augmentation (surgical)	Thin lips	\$2,022	1 hour	One	Permanent	Within 1 week
Lipoplasty (various techniques)	Normal weight with isolated fatty areas	\$2,914 \$3,122	45 minutes - 2 hours	One	Permanent	1-2 weeks
Lower Body Lift	Laxity of thighs, buttock, and abdomen	\$7,904	Up to 8 hours	One	Long-lasting	Up to 4 weeks
Rhinoplasty	Nose too large, wide, or tip needs reshaping, deformity after trauma	\$4,314	1-2 hours	One	Permanent	7-10 days
Thigh Lift	Loose, excess skin	\$4,882	2 hours	One	Long-lasting	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$4,070	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 (Botox, Dysport)	Frown lines and crow's feet	\$398	30 minutes	Repeat treatments 4-6 months (onset of actions in 1-5 days)	Temporary	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$679	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	\$1,423	A few minutes - 1 1/2 hours	Multiple sessions	Long-lasting	7-10 days
Laser Hair Removal	Unwanted hair on face or body	\$314	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	\$2,232	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	\$351	30 minutes - 1 hour	Multiple sessions	Permanent	No downtime
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$123	30 minutes - 1 hour	Multiple sessions 2-3 week intervals	Temporary	No downtime
Sclerotherapy	Spider veins	\$344	30 minutes - 1 hour	3-4 Treatments Injections	Permanent	No downtime
Soft Tissue Fillers						
Calcium hydroxylapatite (Radiesse)	Nasolabial folds, frown lines, crow's feet, and lips	\$712	Less than 1 hour	Repeat treatments 2 years or longer	Temporary	No downtime
Collagen (Human)	Frown lines, crow's feet, nasolabial folds	\$673	Less than 1 hour	Repeat treatments 3-6 months	Temporary	No downtime
Hyaluronic acid (Hylaform, Juvederm, Perlane/Restylane)	Nasolabial folds, forehead wrinkles, smile lines, and lips	\$558	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.

51% of Americans approve of cosmetic plastic surgery

Americans' general approval of cosmetic surgery

- 49% of men say they approve of cosmetic surgery
- 53% of women say they approve of cosmetic surgery

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

- 27% of married Americans
- 33% of unmarried Americans

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

- 52% of Americans with an income under \$25K
- 48% with income \$25 - \$50K
- 45% with income \$50 - \$75K
- 56% with income \$75K or more

67% of Americans would not be embarrassed if their friends and family knew they had cosmetic surgery

Would not be embarrassed about having cosmetic surgery

- 77% of Americans 65 or older
- 72% of 55-64 year olds
- 63% of 45-54 year olds
- 65% of 35-44 year olds
- 65% of 25-34 year olds
- 64% of 18-24 year olds

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 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 , the web presence of the Physicians Coalition for Injectables safety



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