



ASAPS

The American Society for Aesthetic Plastic Surgery

2004

Cosmetic Surgery National Data Bank

Statistics

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

Expanded Data for 2004: 8-year Comparisons,
39 Cosmetic Procedures

Multi-specialty Data

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ASAPS Spokesperson Network

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

Media Center at www.surgery.org/press

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

Other Resources for the Media

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

Contact ASAPS Communications at 212.921.0500, or email media@surgery.org for prompt assistance.

About ASAPS

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

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

About ASAPS Statistics: The Cosmetic Surgery National Data Bank

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

ASAPS is the only organization providing 8-year multi-specialty data on the 39 top cosmetic procedures.

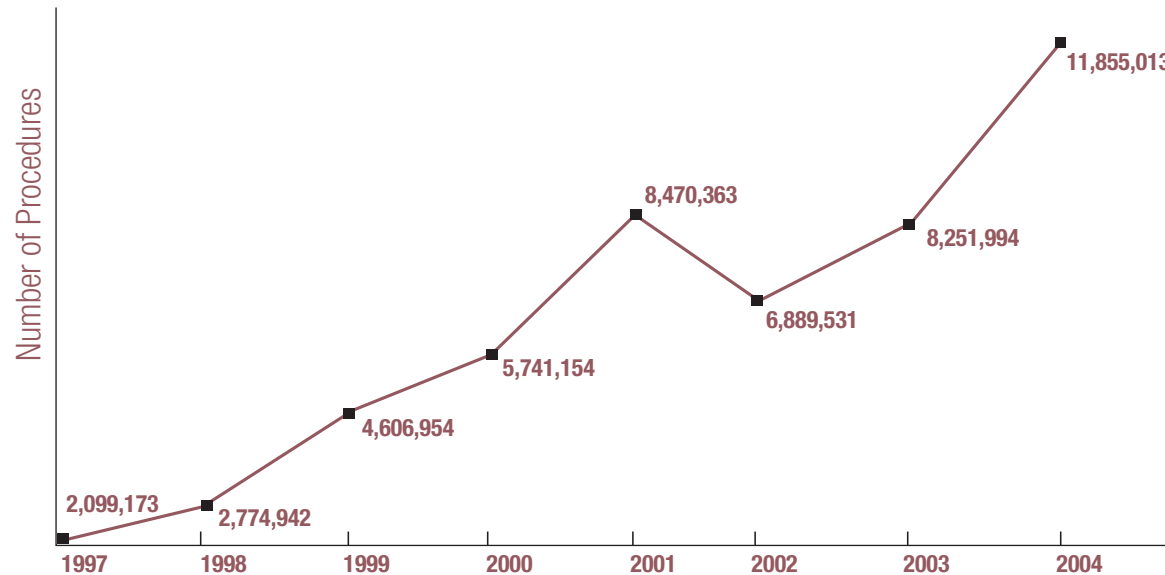
To collect the 2004 data, more than 14,000 surveys were sent to board-certified physicians and surgeons in the following specialties: Plastic Surgery, Otolaryngology, and Dermatology. Survey results were used to project national totals for the approximately 23,000 U.S. medical specialists most likely to perform several or more cosmetic procedures. The survey portion of this research has a standard error of +/- 3.63 percent at a 95 percent level of confidence.

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

Cosmetic Surgery Trends

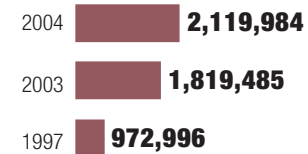
Surgical and Nonsurgical Cosmetic Procedures: Totals

Source: American Society for Aesthetic Plastic Surgery



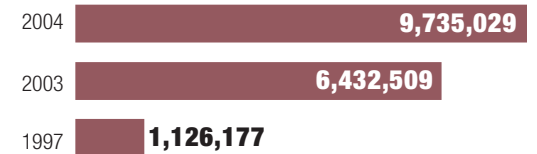
Surgical Cosmetic Procedures

Source: American Society for Aesthetic Plastic Surgery



Nonsurgical Cosmetic Procedures

Source: American Society for Aesthetic Plastic Surgery



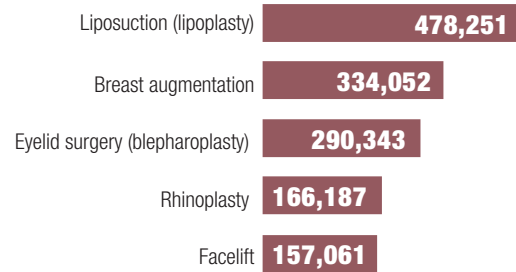
Quick Facts: Highlights of the ASAPS 2004 Statistics on Cosmetic Surgery

- ▶ There were nearly 11.9 million surgical and nonsurgical cosmetic procedures performed in 2004, according to the most comprehensive survey to date of U.S. physicians and surgeons by the American Society for Aesthetic Plastic Surgery (ASAPS). Surgical procedures represented 18 percent of the total, and nonsurgical procedures were 82 percent of the total.
- ▶ From 2003-2004, there was a 44 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 17 percent, and nonsurgical procedures increased by 51 percent.
- ▶ Since 1997, there has been a 465 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 118 percent, and nonsurgical procedures increased by 764 percent.
- ▶ The top five surgical cosmetic procedures in 2004 were: liposuction (478,251, up 24 percent from 2003); breast augmentation (334,052, up 19 percent); eyelid surgery (290,343, up 8 percent); rhinoplasty (166,187, down 4 percent); and facelift (157,061, up 25 percent).
- ▶ The top five nonsurgical cosmetic procedures in 2004 were: Botox injection (2,837,346, up 25 percent from 2003); laser hair removal (1,411,899, up 53 percent); chemical peel (1,110,401, up 54 percent); microdermabrasion (1,098,316, up 28 percent); and hyaluronic acid (Hylaform, Restylane) (882,469, up 659 percent).
- ▶ Women had nearly 10.7 million cosmetic procedures, 90 percent of the total. The number of cosmetic procedures for women increased 49 percent from 2003.
- ▶ The top five surgical procedures for women were: liposuction, breast augmentation, eyelid surgery, tummy tuck and facelift.
- ▶ Men had nearly 1.2 million cosmetic procedures, 8 percent of the total. The number of cosmetic procedures for men increased 8 percent from 2003.
- ▶ The top five surgical procedures for men were: liposuction, eyelid surgery, rhinoplasty, male breast reduction and hair transplantation.
- ▶ People age 35-50 had the most procedures — 5.3 million and 45 percent of the total. People age 51-64 had 25 percent of procedures; age 19-34 had 22 percent; age 65-and-over had 6 percent; and age 18-and-younger had 2 percent.
- ▶ The most common procedures for age 18-and-under were: laser hair removal, chemical peel, microdermabrasion, rhinoplasty, and laser skin resurfacing.
- ▶ Racial and ethnic minorities had 20 percent of all cosmetic procedures. Hispanics, 8.5 percent; African-Americans, 6.2 percent; Asians, 4.6 percent; and other non-Caucasians, 1.1 percent.
- ▶ Where cosmetic surgeries were performed: office facility, 46 percent; free-standing surgicenter, 29 percent; and hospital, 24 percent.
- ▶ Americans spent just under \$12.5 billion on cosmetic procedures in 2004.

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

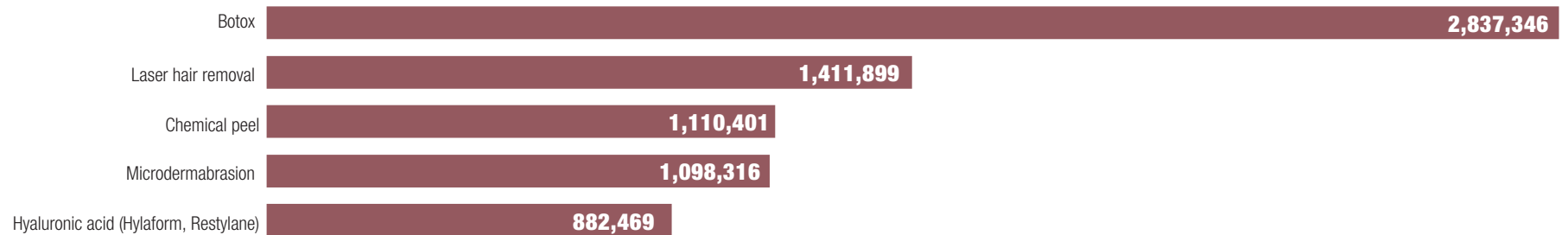
Top 5 Surgical Cosmetic Procedures in 2004

Source: American Society for Aesthetic Plastic Surgery



Top 5 Nonsurgical Cosmetic Procedures in 2004

Source: American Society for Aesthetic Plastic Surgery



2004 National Totals for Cosmetic Procedures

Surgical Procedures	Number of Procedures	Percent of Total	Overall Rank	Category Rank
Abdominoplasty (tummy tuck)	150,987	1.3%	15	6
Blepharoplasty (cosmetic eyelid surgery)	290,343 ³	2.4%	11	3
Breast augmentation	334,052 ²	2.8%	10	2
Breast lift	98,351	0.8%	18	8
Breast nipple enlargement (cosmetic only)	737	0.0%	37	23
Breast nipple reduction (not with breast reduction)	4,701	0.0%	34	20
Breast reduction (women)*	144,374	1.2%	16	7
Buttock augmentation	2,141	0.0%	36	22
Buttock lift	5,960	0.1%	33	19
Calf augmentation	226	0.0%	39	25
Cheek implants	10,883	0.1%	31	18
Chin augmentation	32,039	0.3%	23	10
Facelift	157,061 ⁵	1.3%	14	5
Forehead lift	95,212	0.8%	19	9
Gynecomastia, treatment of (male breast reduction)	19,636	0.2%	27	14
Hair transplantation	22,890	0.2%	26	13
Lip augmentation (other than injectable materials)	30,804	0.3%	24	11
Lipoplasty (liposuction)**	478,251 ¹	4.0%	9	1
Lower body lift	15,094	0.1%	29	16
Otoplasty (cosmetic ear surgery)	26,366	0.2%	25	12
Pectoral (male chest) augmentation	719	0.0%	38	24
Rhinoplasty (nose reshaping)	166,187 ⁴	1.4%	13	4
Thigh lift	13,502	0.1%	30	17
Umbilicoplasty (not with abdominoplasty)	2,414	0.0%	35	21
Upper arm lift	17,052	0.1%	28	15
Nonsurgical Procedures				
Botox injection	2,837,346 ^A	23.9%	1	1
Cellulite treatment (mechanical roller massage therapy)	81,673	0.7%	20	11
Chemical peel	1,110,401 ^C	9.4%	3	3
Dermabrasion (not including microdermabrasion)	64,620	0.5%	22	13
Laser hair removal	1,411,899 ^B	11.9%	2	2
Laser skin resurfacing ***	589,721	5.0%	7	7
Laser treatment of leg veins	207,612	1.8%	12	9
Microdermabrasion	1,098,316 ^D	9.3%	4	4
Sclerotherapy	487,987	4.1%	8	8
Soft tissue fillers: 1) Autologous fat	99,439	0.8%	17	10
2) Calcium hydroxylapatite (Radiesse/Radiance)	69,768	0.6%	21	12
3) Collagen****	785,448	6.6%	6	6
4) Hyaluronic acid (Hylaform, Restylane)	882,469 ^E	7.4%	5	5
5) Polyactate (New-Fill/Sculptra)	8,331	0.1%	32	14
Totals - Surgical Procedures	2,119,984	17.9%		
Totals - Nonsurgical Procedures	9,735,029	82.1%		
Totals - All Procedures	11,855,013	100.0%		

Source: American Society for Aesthetic Plastic Surgery

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. For all procedures, overall rank (surgical and nonsurgical categories combined) and rank within category (surgical vs. nonsurgical) are provided in separate columns.

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

**20.8% of these procedures were ultrasound-assisted lipoplasty (UAL).

*** 14.1% of these procedures were performed with ablative lasers and 85.9% were performed with nonablative lasers.

****31.5% of these procedures used bovine-derived collagen products and 68.5% used human-derived collagen products.

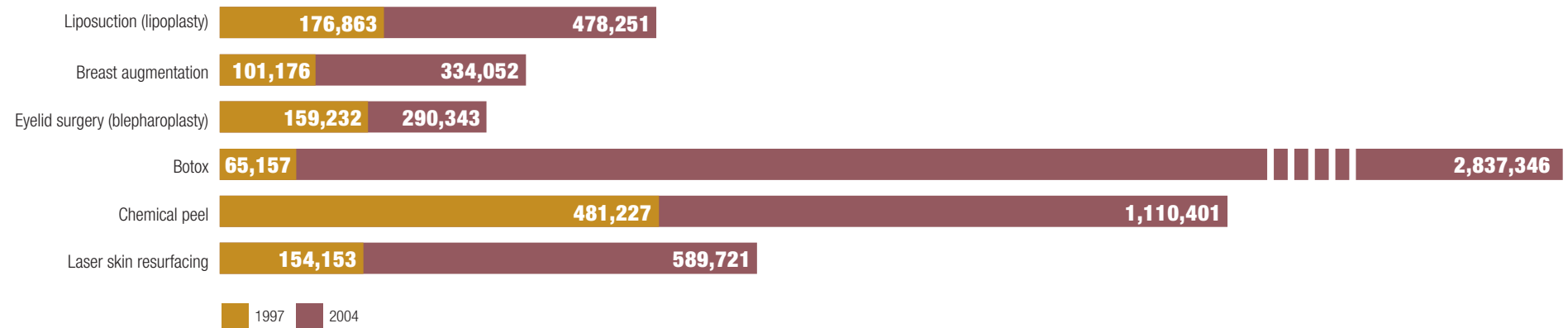
· Final figures are projected to reflect nationwide statistics and are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard error of +/- 3.63% at a 95% level of confidence.

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

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

Surgical and Nonsurgical Cosmetic Procedures: 8-year Comparison, 1997-2004

Source: American Society for Aesthetic Plastic Surgery



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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Percent of Change in Select Procedures:1997-2004

Source: American Society for Aesthetic Plastic Surgery. Note that large percentage changes are common in cases where the total number of procedures is small.

Surgical Procedures	2004	2003	1997	2003 vs 2004	Female	Male	1997 vs 2004	Female	Male
Abdominoplasty (tummy tuck)	150,987	117,693	34,002	+28%	+29%	+14%	+344%	+343%	+385%
Blepharoplasty (cosmetic eyelid surgery)	290,343	267,627	159,232	+8%	+15%	-19%	+82%	+84%	+75%
Breast augmentation	334,052	280,401	101,176	+19%	+19%	DNA	+230%	+230%	DNA
Breast lift	98,351	76,943	19,882	+28%	+28%	DNA	+395%	+395%	DNA
Breast nipple enlargement (cosmetic only)	737	529	NA	+39%	+38%	NA	NA	NA	NA
Breast nipple reduction (not with breast reduction)	4,701	1,591	NA	+196%	+190%	+257%	NA	NA	NA
Breast reduction (women)*	144,374	147,173	47,874	-2%	-2%	DNA	+202%	+202%	DNA
Buttock augmentation	2,141	3,885	NA	-45%	-26%	-95%	NA	NA	NA
Buttock lift	5,960	3,565	1,549	+67%	+58%	+353%	+285%	+262%	+1409%
Calf augmentation	226	1,170	NA	-81%	-70%	-85%	NA	NA	NA
Cheek implants	10,883	8,287	11,040	+31%	+28%	+47%	-1%	+4%	-19%
Chin augmentation	32,039	27,999	27,373	+14%	+14%	+16%	+17%	+19%	+12%
Facelift	157,061	125,581	99,196	+25%	+30%	-13%	+58%	+64%	+13%
Forehead lift	95,212	76,696	55,090	+24%	+33%	-29%	+73%	+79%	+24%
Gynecomastia, treatment of (male breast reduction)	19,636	22,049	11,168	-11%	DNA	-11%	+76%	DNA	+76%
Hair transplantation	22,890	16,638	61,023	+38%	+94%	+31%	-62%	-68%	-61%
Lip augmentation (other than injectable materials)	30,804	23,164	NA	+33%	+33%	+12%	NA	NA	NA
Lipoplasty (liposuction)	478,251	384,626	176,863	+24%	+29%	+0%	+170%	+180%	+118%
Lower body lift	15,094	10,964	2,125	+38%	+47%	-8%	+610%	+583%	+932%
Otoplasty (cosmetic ear surgery)	26,366	27,814	22,939	-5%	+3%	-15%	+15%	+21%	+7%
Pectoral (male chest) augmentation	719	1,734	NA	-59%	DNA	-59%	NA	DNA	NA
Rhinoplasty (nose reshaping)	166,187	172,420	137,053	-4%	+7%	-27%	+21%	+37%	-12%
Thigh lift	13,502	8,806	2,895	+53%	+49%	+200%	+366%	+349%	+1489%
Umbilicoplasty (not with abdominoplasty)	2,414	1,534	NA	+57%	+60%	+12%	NA	NA	NA
Upper arm lift	17,052	10,595	2,516	+61%	+57%	+254%	+578%	+551%	+8977%
Nonsurgical Procedures									
Botox injection	2,837,346	2,272,080	65,157	+25%	+29%	+1%	+4255%	+4116%	+5816%
Cellulite treatment (mechanical roller massage therapy)	81,673	27,919	NA	+193%	+205%	-44%	NA	NA	NA
Chemical peel	1,110,401	722,248	481,227	+54%	+53%	+62%	+131%	+116%	+374%
Dermabrasion (not including microdermabrasion)	64,620	27,584	40,214	+134%	+146%	+77%	+61%	+80%	-6%
Laser hair removal	1,411,899	923,200	NA	+53%	+75%	-14%	NA	NA	NA
Laser skin resurfacing	589,721	127,470	154,153	+363%	+347%	+531%	+283%	+288%	+248%
Laser treatment of leg veins	207,612	170,358	NA	+22%	+21%	+37%	NA	NA	NA
Microdermabrasion	1,098,316	858,312	NA	+28%	+29%	+18%	NA	NA	NA
Sclerotherapy	487,987	444,416	NA	+10%	+11%	-33%	NA	NA	NA
Soft tissue fillers: 1) Autologous fat	99,439	90,321	38,259	+10%	+12%	-16%	+160%	+171%	+56%
2) Calcium hydroxylapatite (Radiesse/Radiance)	69,768	31,913	NA	+119%	+126%	+47%	NA	NA	NA
3) Collagen	785,448	620,476	347,168	+27%	+31%	-22%	+126%	+131%	+63%
4) Hyaluronic acid (Hylaform, Restylane)	882,469	116,211	NA	+659%	+701%	+278%	NA	NA	NA
5) Polyactate (New-Fill/Sculptra)	8,331	NA	NA	NA	NA	NA	NA	NA	NA
Totals - Surgical Procedures	2,119,984	1,819,485	972,996	+17%	+21%	-11%	+118%	+143%	+19%
Totals - Nonsurgical Procedures	9,735,029	6,432,509	1,126,177	+51%	+57%	+15%	+764%	+749%	+925%
Totals All Procedures	11,855,013	8,251,994	2,099,173	+44%	+49%	+8%	+465%	+489%	+306%
Totals For Procedures Reported In Both 2003 And 2004	11,846,682	8,251,994		+44%	+39%	+5%			
Totals For Procedures Reported In Both 1997 And 2004	7,565,217		2,099,173				+260%	+273%	+179%



ASAPS

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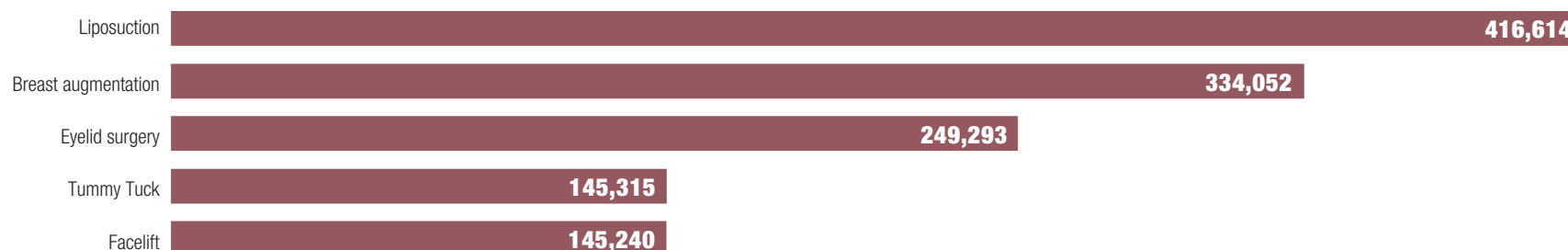
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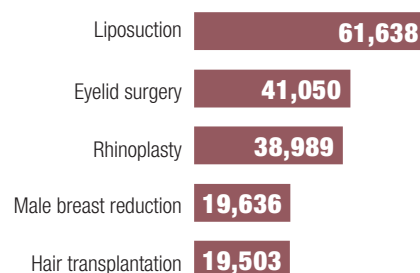
Top 5 Cosmetic Surgeries for Women in 2004

Source: American Society for Aesthetic Plastic Surgery



Top 5 Cosmetic Surgeries for Men in 2004

Source: American Society for Aesthetic Plastic Surgery



Notes from the '2004 Gender Distribution for Cosmetic Procedures' table, opposite

Columns for "Female" and "Male" indicate number of procedures in each gender category.

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

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

DNA=Does not apply

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2004 Gender Distribution for Cosmetic Procedures

Source: American Society for Aesthetic Plastic Surgery

Surgical Procedures	Female	% of Total for This Procedure	Overall Rank	Category Rank	Male	% of Total for This Procedure	Overall Rank	Category Rank
Abdominoplasty (tummy tuck)	145,315	96.2%	13	4	5,672	3.8%	22	10
Blepharoplasty (cosmetic eyelid surgery)	249,293	85.9%	11	3	41,050	14.1%	8	2
Breast augmentation	334,052	100.0%	10	2	DNA	DNA	DNA	DNA
Breast lift	98,351	100.0%	17	8	DNA	DNA	DNA	DNA
Breast nipple enlargement (cosmetic only)	732	99.3%	35	22	5	0.7%	36	22
Breast nipple reduction (not with breast reduction)	4,250	90.4%	31	18	452	9.6%	32	18
Breast reduction (women)*	144,374	100.0%	15	6	DNA	DNA	DNA	DNA
Buttock augmentation	2,083	97.3%	34	21	58	2.7%	35	21
Buttock lift	5,441	91.3%	30	17	520	8.7%	30	16
Calf augmentation	99	43.9%	36	23	127	56.1%	33	19
Cheek implants	8,878	81.6%	29	16	2,006	18.4%	24	11
Chin augmentation	24,081	75.2%	24	11	7,958	24.8%	20	9
Facelift	145,240	92.5%	14	5	11,821	7.5%	13	6
Forehead lift	87,182	91.6%	19	9	8,030	8.4%	19	8
Gynecomastia, treatment of (male breast reduction)	DNA	DNA	DNA	DNA	19,636	100.0%	11	4
Hair transplantation	3,386	14.8%	32	19	19,503	85.2%	12	5
Lip augmentation (other than injectable materials)	30,306	98.4%	23	10	499	1.6%	31	17
Lipoplasty (liposuction)	416,614	87.1%	9	1	61,638	12.9%	6	1
Lower body lift	13,378	88.6%	27	14	1,716	11.4%	25	12
Otoplasty (cosmetic ear surgery)	15,739	59.7%	26	13	10,628	40.3%	14	7
Pectoral (male chest) augmentation	DNA	DNA	DNA	DNA	719	100.0%	29	15
Rhinoplasty (nose reshaping)	127,198	76.5%	16	7	38,989	23.5%	10	3
Thigh lift	12,775	94.6%	28	15	728	5.4%	28	14
Umbilicoplasty (not with abdominoplasty)	2,288	94.8%	33	20	125	5.2%	34	20
Upper arm lift	16,220	95.1%	25	12	832	4.9%	26	13
Nonsurgical Procedures								
Botox injection	2,525,430	89.0%	1	1	311,916	11.0%	1	1
Cellulite treatment (mechanical roller massage therapy)	80,905	99.1%	20	11	767	0.9%	27	14
Chemical peel	977,277	88.0%	4	4	133,124	12.0%	3	3
Dermabrasion (not including microdermabrasion)	56,086	86.8%	22	13	8,534	13.2%	17	10
Laser hair removal	1,215,052	86.1%	2	2	196,847	13.9%	2	2
Laser skin resurfacing	520,293	88.2%	7	7	69,427	11.8%	5	5
Laser treatment of leg veins	197,753	95.3%	12	9	9,858	4.7%	15	8
Microdermabrasion	999,095	91.0%	3	3	99,221	9.0%	4	4
Sclerotherapy	479,159	98.2%	8	8	8,827	1.8%	16	9
Soft tissue fillers: 1) Autologous fat	93,531	94.1%	18	10	5,908	5.9%	21	12
2) Calcium hydroxylapatite (Radiesse/Radiance)	65,521	93.9%	21	12	4,247	6.1%	23	13
3) Collagen	745,084	94.9%	6	6	40,364	5.1%	9	7
4) Hyaluronic acid (Hylaform, Restylane)	838,917	95.1%	5	5	43,551	4.9%	7	6
5) Polyactate (New-Fill/Sculptra)	0	0.0%	37	14	8,331	100.0%	18	11
Totals - Surgical Procedures	1,887,274	17.7%			232,711	19.8%		
Totals - Nonsurgical Procedures	8,794,105	82.3%			932,592	79.5%		
Totals All Procedures	10,681,379	90.1%			1,173,634	9.9%		

2004 Age Distribution for Cosmetic Procedures

Source: American Society for Aesthetic Plastic Surgery

Surgical Procedures	18 and Under	% of Total	19-34	% of Total	35-50	% of Total	51-64	% of Total	65+	% of Total
Abdominoplasty (tummy tuck)	124	0.1%	35,689	23.6%	88,173	58.4%	24,471	16.2%	2,530	1.7%
Blepharoplasty (cosmetic eyelid surgery)	1,149	0.4%	29,160	10.0%	113,209	39.0%	121,531	41.9%	25,293	8.7%
Breast augmentation	4,211	1.3%	175,433 ⁵	52.5%	133,030	39.8%	20,224	6.1%	1,146	0.3%
Breast lift	425	0.4%	24,223	24.6%	57,429	58.4%	15,352	15.6%	922	0.9%
Breast nipple enlargement (cosmetic only)	0	0.0%	262	35.5%	367	49.8%	109	14.7%	0	0.0%
Breast nipple reduction (not with breast reduction)	0	0.0%	1,756	37.3%	2,400	51.1%	527	11.2%	18	0.4%
Breast reduction (women)*	4,532	3.1%	59,716	41.4%	59,523	41.2%	17,405	12.1%	3,198	2.2%
Buttock augmentation	0	0.0%	1,154	53.9%	767	35.8%	220	10.3%	0	0.0%
Buttock lift	6	0.1%	1,528	25.6%	3,318	55.7%	1,107	18.6%	0	0.0%
Calf augmentation	59	26.1%	34	14.9%	85	37.4%	49	21.6%	0	0.0%
Cheek implants	77	0.7%	1,975	18.1%	4,068	37.4%	4,288	39.4%	475	4.4%
Chin augmentation	876	2.7%	12,697	39.6%	11,761	36.7%	6,160	19.2%	545	1.7%
Facelift	0	0.0%	1,094	0.7%	43,401	27.6%	90,428	57.6%	22,132	14.1%
Forehead lift	290	0.3%	4,112	4.3%	37,493	39.4%	43,462	45.6%	9,857	10.4%
Gynecomastia, treatment of (male breast reduction)	2,902	14.8%	10,266	52.3%	4,737	24.1%	1,535	7.8%	196	1.0%
Hair transplantation	0	0.0%	3,777	16.5%	13,242	57.9%	5,583	24.4%	286	1.3%
Lip augmentation (other than injectable materials)	241	0.8%	8,558	27.8%	12,884	41.8%	8,199	26.6%	921	3.0%
Lipoplasty (liposuction)	5,714	1.2%	175,467 ⁴	36.7%	220,275	46.1%	69,045	14.4%	7,749	1.6%
Lower body lift	10	0.1%	2,747	18.2%	9,236	61.2%	2,892	19.2%	208	1.4%
Otoplasty (cosmetic ear surgery)	12,092	45.9%	8,503	32.2%	3,770	14.3%	1,598	6.1%	403	1.5%
Pectoral (male chest) augmentation	12	1.7%	313	43.6%	385	53.6%	8	1.1%	0	0.0%
Rhinoplasty (nose reshaping)	17,233 ⁴	10.4%	86,819	52.2%	48,982	29.5%	11,674	7.0%	1,478	0.9%
Thigh lift	5	0.0%	2,989	22.1%	7,712	57.1%	2,487	18.4%	308	2.3%
Umbilicoplasty (not with abdominoplasty)	65	2.7%	1,119	46.4%	924	38.3%	291	12.1%	14	0.6%
Upper arm lift	40	0.2%	3,499	20.5%	8,255	48.4%	4,266	25.0%	992	5.8%
Nonsurgical Procedures										
Botox injection	4,074	0.1%	427,368 ²	15.1%	1,454,355 ¹	51.3%	762,653 ¹	26.9%	188,894 ¹	6.7%
Cellulite treatment (mechanical roller massage therapy)	355	0.4%	24,101	29.5%	41,005	50.2%	14,470	17.7%	1,737	2.1%
Chemical peel	46,198 ²	4.2%	169,202	15.2%	396,622 ⁵	35.7%	332,555 ⁵	29.9%	165,826 ²	14.9%
Dermabrasion (not including microdermabrasion)	507	0.8%	19,391	30.0%	20,972	32.5%	18,068	28.0%	5,677	8.8%
Laser hair removal	83,909 ¹	5.9%	548,993 ¹	38.9%	562,065 ²	39.8%	178,633	12.7%	38,224	2.7%
Laser skin resurfacing	13,425 ⁵	2.3%	100,793	17.1%	231,429	39.2%	190,945	32.4%	53,163 ⁵	9.0%
Laser treatment of leg veins	2,836	1.4%	37,742	18.2%	106,362	51.2%	50,655	24.4%	10,030	4.8%
Microdermabrasion	36,619 ³	3.3%	314,422 ³	28.6%	482,641 ³	43.9%	216,443 ²	19.7%	48,192	4.4%
Sclerotherapy	484	0.1%	99,826	20.5%	266,772	54.7%	106,200	21.8%	14,741	3.0%
Soft tissue fillers: 1) Autologous fat	458	0.5%	16,479	16.6%	42,225	42.5%	33,224	33.4%	7,053	7.1%
2) Calcium hydroxylapatite (Radiesse/Radiance)	57	0.1%	9,324	13.4%	36,413	52.2%	19,490	27.9%	4,488	6.4%
3) Collagen	392	0.0%	77,264	9.8%	348,719	44.4%	288,291 ³	36.7%	70,783 ³	9.0%
4) Hyaluronic acid (Hylaform, Restylane)	1,304	0.1%	128,779	14.6%	414,824 ⁴	47.0%	275,434 ⁴	31.2%	62,127 ⁴	7.0%
5) Polyactate (New-Fill/Sculptra)	0	0.0%	0	0.0%	4,996	60.0%	3,335	40.0%	0	0.0%
Totals - Surgical Procedures	50,064	2.4%	652,892	30.8%	885,428	41.8%	452,910	21.4%	78,672	3.7%
Totals - Nonsurgical Procedures	190,618	2.0%	1,973,684	20.3%	4,409,399	45.3%	2,490,397	25.6%	670,935	6.9%
Totals All Procedures	240,682	2.0%	2,626,576	22.2%	5,294,827	44.7%	2,943,307	24.8%	749,607	6.3%

Columns for each age category indicate number of procedures performed. The column for Percent of Total indicates percent of the total for that specific procedure.

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

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

• Final figures are projected to reflect nationwide statistics and are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard error of +/- 3.63% at a 95% level of confidence.

• 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.

2004 National Average for Physician/ Surgeon Fees Per Procedure

Surgical Procedures	National Average	Total Expenditures
Abdominoplasty (tummy tuck)	\$4,917	\$742,469,004
Blepharoplasty (cosmetic eyelid surgery)	\$2,666	\$774,133,571
Breast augmentation	\$3,437	\$1,148,097,445
Breast lift	\$4,053	\$398,603,739
Breast nipple enlargement (cosmetic only)	\$1,442	\$1,063,451
Breast nipple reduction (not with breast reduction)	\$1,306	\$6,138,808
Breast reduction (women)*	\$5,508	\$795,209,707
Buttock augmentation	\$4,859	\$10,403,757
Buttock lift	\$4,720	\$28,133,415
Calf augmentation	\$3,400	\$768,008
Cheek implants	\$2,694	\$29,316,181
Chin augmentation	\$2,024	\$64,862,846
Facelift	\$5,968	\$937,416,795
Forehead lift	\$3,032	\$288,696,910
Gynecomastia, treatment of (male breast reduction)	\$3,184	\$62,529,271
Hair transplantation	\$3,690	\$84,464,886
Lip augmentation (other than injectable materials)	\$1,701	\$52,403,833
Lipoplasty (liposuction)*	\$2,704	\$1,293,396,536
Lower body lift	\$7,625	\$115,093,606
Otoplasty (cosmetic ear surgery)	\$2,914	\$76,826,615
Pectoral (male chest) augmentation	\$3,815	\$2,741,801
Rhinoplasty (nose reshaping)	\$4,047 ⁴	\$672,519,351
Thigh lift	\$4,487	\$60,586,533
Umbilicoplasty (not with abdominoplasty)	\$1,424	\$3,438,018
Upper arm lift	\$3,527	\$60,139,027
Nonsurgical Procedures		
Botox injection	\$387	\$1,098,417,188
Cellulite treatment (mechanical roller massage therapy)	\$160	\$13,077,434
Chemical peel	\$781 ²	\$867,730,405
Dermabrasion (not including microdermabrasion)	\$1,590	\$102,728,362
Laser hair removal	\$355 ¹	\$501,084,827
Laser skin resurfacing - Ablative	\$2,241 ⁵	\$217,794,370
Laser skin resurfacing - Nonablative	\$1,106	\$544,788,465
Laser treatment of leg veins	\$402 ³	\$83,469,195
Microdermabrasion	\$146	\$160,551,773
Sclerotherapy	\$317	\$154,649,767
Soft tissue fillers: 1) Autologous fat	\$1,300	\$129,286,781
2) Calcium hydroxylapatite (Radiesse/Radiance)	\$1,119	\$78,050,674
3) Collagen***	\$389	\$305,226,631
4) Hyaluronic acid (Hylaform, Restylane)	\$542	\$478,397,386
5) Polyactate (New-Fill/Sculptra)	\$933	\$7,776,133
Totals - Surgical Procedures		\$7,709,453,115
Totals - Nonsurgical Procedures		\$4,743,029,390
Totals All Procedures		\$12,452,482,505

Source: American Society for
Aesthetic Plastic Surgery

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

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

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

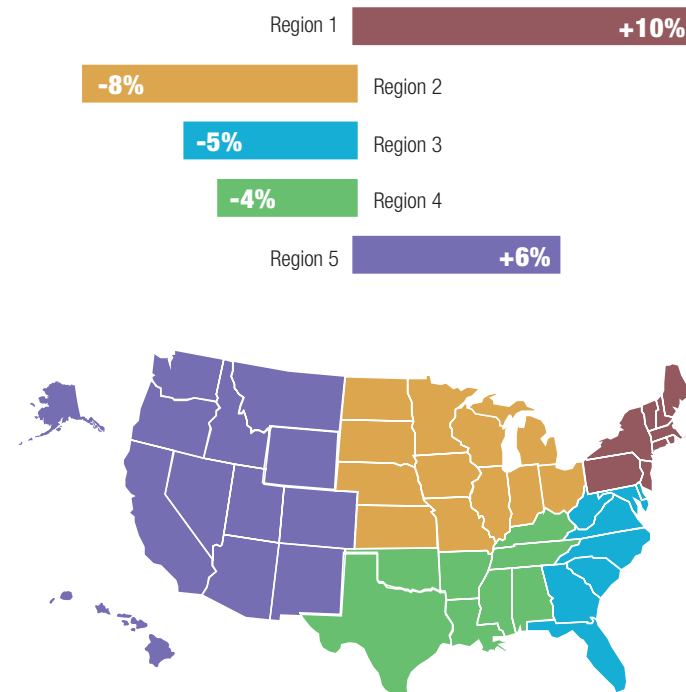
***68.5% of these procedures used human-derived collagen products; cost may be higher.

The figures are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard error of +/- 3.63% at a 95% level of confidence.

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.

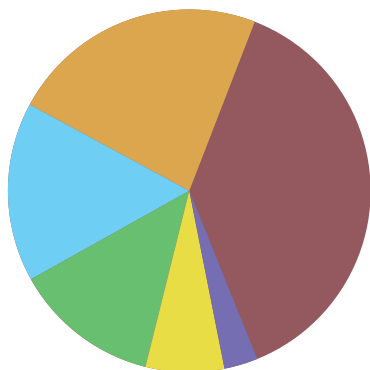
Percentage Difference Between Regional Fees and National Average

Source: American Society for Aesthetic Plastic Surgery



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

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



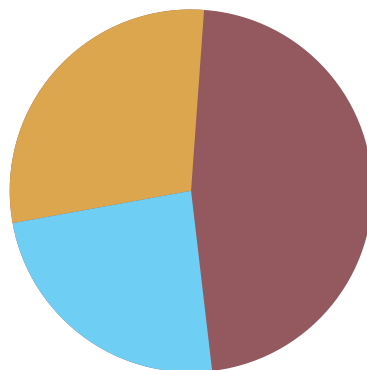
Breast Augmentation Procedures Performed in Women 18 and Under* According to Reason for Surgery

Source: American Society for Aesthetic Plastic Surgery

- 40%** Cosmetic bilateral breast augmentation**
- 23%** Severe asymmetry
- 15%** Tubular breast deformity
- 12%** Poland's syndrome (congenital absent breast)
- 7%** Congenital micromastia (severe underdevelopment)
- 3%** Other

*In 2004, there were 4,211 procedures performed on women 18 and under, just over 1 percent of the total number of breast augmentations. Only one-half of 1 percent of the total number of breast augmentation procedures were performed on women 18 and under for purely cosmetic bilateral breast enlargement.

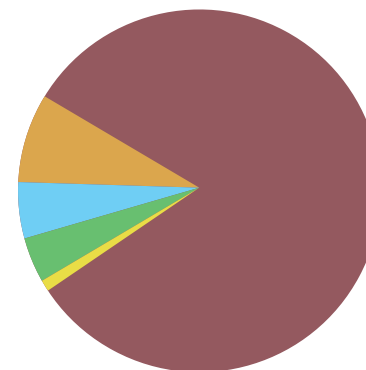
**The FDA recommends that cosmetic breast augmentation be restricted to women age 18 and above.



Percent of Total Procedures According to Type of Facility

Source: American Society for Aesthetic Plastic Surgery

- 46%** Office Facility
- 29%** Free-standing Surgicenter
- 24%** Hospital



Percent of Total Procedures According to Race/Ethnicity

Source: American Society for Aesthetic Plastic Surgery

- 8.5%** Hispanics
- 6.2%** African-Americans
- 4.6%** People of Asian descent
- 1.1%** Other Non-Caucasians
- Total (rounded) = 20%

2004 ASAPS Member Practice Profile

Source: American Society for Aesthetic Plastic Surgery

Surgical Procedures	Average Procedures per ASAPS Member
Abdominoplasty (tummy tuck)	25.9 ⁴
Blepharoplasty (cosmetic eyelid surgery)	42.7 ³
Breast augmentation	70.0 ²
Breast lift	19.2
Breast nipple enlargement (cosmetic only)	0.1
Breast nipple reduction (not with breast reduction)	0.6
Breast reduction (women)*	25.1
Buttock augmentation	0.2
Buttock lift	0.7
Calf augmentation	0.1 ⁵
Cheek implants	1.1
Chin augmentation	3.2
Facelift	21.7
Forehead lift	12.1
Gynecomastia, treatment of (male breast reduction)	3.6
Hair transplantation	0.9
Lip augmentation (other than injectable materials)	3.0
Lipoplasty (liposuction)	79.3 ¹
Lower body lift	1.3
Otoplasty (cosmetic ear surgery)	2.4
Pectoral (male chest) augmentation	0.1
Rhinoplasty (nose reshaping)	14.6
Thigh lift	1.9
Umbilicoplasty (not with abdominoplasty)	0.3
Upper arm lift	2.3
Nonsurgical Procedures	
Botox injection	163.5 ^A
Cellulite treatment (mechanical roller massage therapy)	19.6
Chemical peel	24.2 ^E
Dermabrasion (not including microdermabrasion)	2.4
Laser hair removal	50.0 ^C
Laser skin resurfacing	12.7
Laser treatment of leg veins	8.0
Microdermabrasion	62.6 ^B
Sclerotherapy	10.1
Soft tissue fillers:	
1) Autologous fat	9.8
2) Calcium hydroxylapatite (Radiesse/Radiance)	6.6
3) Collagen	21.2
4) Hyaluronic acid (Hylaform, Restylane)	48.7 ^D
5) Polyactate (New-Fill/Sculptra)	0.1
Totals - Surgical Procedures	332.4
Totals - Nonsurgical Procedures	439.5
Totals All Procedures	771.9

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

· Active Members of the American Society for Aesthetic Plastic Surgery (ASAPS) are certified by the American Board of Plastic Surgery (in Canada, the Royal College of Physicians and Surgeons of Canada) and specialize in cosmetic surgery of the face and body. Only ASAPS members practicing in the U.S. are included in the 2004 national statistics (along with other U.S. plastic surgeons, otolaryngologists and dermatologists).

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

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

· Among physicians from multiple specialties, ASAPS members performed the highest average number of surgical cosmetic procedures per doctor in 2004.

· The survey portion of this research has a standard error of +/- 3.63% at a 95% level of confidence.



ASAPS

ASAPS Communications

www.surgery.org · media@surgery.org

Phone 212.921.0500 · Fax 212.921.0011

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

ASAPS Procedure Quick Facts

Source: American Society for Aesthetic Plastic Surgery

Surgical Procedures	Best Candidate	Fees*	Length of Procedure	Number of Treatments	Results**	Back to Work
Abdominoplasty (tummy tuck)	Protruding abdomen; excess fat and skin; weak abdominal muscles	\$4,917	2 - 5 hrs	One	Permanent	1-3 weeks
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,666	1 - 3 hrs	One	Long-lasting	Within 10 days
Breast augmentation	Small, disproportionate breasts	\$3,437	1 - 2 hrs	One	PermanentPossible implant replacement	1-2 weeks
Breast lift	Sagging, poorly shaped breasts	\$4,053	1.5 - 3.5 hrs	One	Long-lasting	1-2 weeks
Breast nipple enlargement (cosmetic only)	Flat or inverted nipple	\$1,442	30 - 90 mins	One	Permanent	1-3 days
Breast nipple reduction (not with breast reduction)	Prominent or sagging nipples	\$1,306	30 - 90 mins	One	Permanent	1-3 days
Breast reduction (women)	Large, heavy, pendulous, or disproportionate breasts	\$5,508	2 - 4 hrs	One	Permanent	1-2 weeks
Buttock augmentation	Lacks buttock development	\$4,859	2 - 3 hrs	One	Permanent	2-3 weeks
Buttock lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,720	2 hrs	One	Long-lasting	10-14 days
Calf augmentation	Lacks calf development	\$3,400	30 mins	One	Permanent	2 weeks
Cheek implants	Poor facial contour	\$2,694	2 hrs	One	Permanent	1-2 weeks
Chin augmentation	Receding chin	\$2,024	1 hour	One	Permanent	1-2 weeks
Facelift	Loose skin, deep lines, wrinkles, jowls	\$5,968	2 - 3 hrs	One	Long-lasting	Within 2 weeks
Forehead lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,032	1 - 2 hrs	One	Long-lasting	Within 10 days
Gynecomastia, treatment of (male breast reduction)	Men with enlarged breasts	\$3,184	2 hrs	One	Permanent	1 week
Hair transplantation	Hair loss with the availability of healthy hair in donor areas	\$3,690	Several hrs	Multiple sessions over 1-2 years	Permanent	Several days
Lip augmentation (other than injectable materials)	Thin lips	\$1,701	1 hour	One	Permanent	Within 1 week
Lipoplasty (liposuction)	Normal weight with isolated fatty areas	\$2,704	45 mins - 2 hrs	One	Permanent	1-2 weeks
Lower body lift	Skin laxity without significant fat deposits	\$7,625	Up to 8 hrs	One	Long-lasting	Up to 4 weeks
Otoplasty (cosmetic ear surgery)	Protruding or disproportionate ears	\$2,914	2 - 3 hrs	One	Permanent	5 days
Pectoral (male chest) augmentation	Desire for more pectoral definition	\$3,815	One hour	One	Permanent	1-2 weeks
Rhinoplasty (nose reshaping)	Nose too large, wide, or tip needs reshaping	\$4,047	1 - 2 hrs	One	Permanent	7-10 days
Thigh lift	Loose, excess skin	\$4,487	2 hrs	One	Long-lasting	2-4 weeks
Umbilicoplasty (not with abdominoplasty)	Belly button lacks definition	\$1,424	1 - 1.5 hrs	One	Permanent	1-3 days
Upper arm lift	Excess skin and fat on underside of arm	\$3,527	2 hrs	One	Long-lasting	1-2 weeks

*National average; surgeon fees are based on ASAPS 2004 statistics. Fees vary considerably by geographic region and population density. Facility fees, anesthesia and other surgical costs not included.

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

***Human-derived products may cost more.

ASAPS Procedure Quick Facts (continued)

Source: American Society for Aesthetic Plastic Surgery

Nonsurgical Procedures	Best Candidate	Fees*	Length of Procedure	Number of Treatments	Results**	Back to Work
Botox Injection	Forehead, frown lines, crow's-feet and vertical neck bands	\$387	30 mins	Repeat treatments 4-6 months	Temporary	No downtime
Cellulite treatment (mechanical roller massage therapy)	Dimpled thighs and buttocks	\$160	30 - 45 mins	Ongoing	Temporary	No downtime
Chemical peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$781	30 mins -3 hrs Depends on type of peel	One or multiple Depends on type of peel	Long-lasting	Depends on type of peel
Dermabrasion (not including microdermabrasion)	Acne, wrinkles around mouth, sun-damaged skin	\$1,590	Few mins	Multiple sessions	Long-lasting	7-10 days
Laser hair removal	Unwanted hair on face or body	\$355	1 - 2 hrs Depends on area	Multiple sessions	Ongoing	No downtime
Laser skin resurfacing: ablative	Fair, healthy, non-oily skin, fine wrinkles	\$2,241	Few mins - 1.5 hrs	One or multiple depending on depth of imperfection	Long-lasting	7-10 days
Laser skin resurfacing: nonablative	Fair to medium skin color, sun damage, red blood vessels, spider veins, sallow skin	\$1,106	Less than 1 hour	5-6 sessions every 3 weeks	Temporary	No downtime
Laser treatment of leg veins	Very small spider veins	\$402	30 mins -1 hour	Multiple sessions	Permanent	No downtime
Microdermabrasion	Fine lines, crow's-feet, age spots, acne scars	\$146	30 mins -1 hour	Multiple sessions 2-3 week intervals	Temporary	No downtime
Sclerotherapy	Spider veins	\$317	30 mins -1 hour	3-4 treatments Injections	Permanent	No downtime
Soft Tissue Fillers:						
1) Autologous Fat	Nasolabial folds, lips, frown lines, and facial recontouring	\$1,300	1 hour depending on the sites	Highly variable, repeat treatments	Temporary	Minor 1-4 days, Major 7-14 days
2) Calcium hydroxylapatite (Radiesse/Radiance)	Nasolabial folds, frown lines, crow's feet, and lips	\$1,119	Less than 1 hour	Repeat treatments 2 years or longer	Temporary	No downtime
3) Collagen***	Frown lines, crow's feet, nasolabial folds	\$389	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	\$542	Less than 1 hour	Repeat treatments 4 months-1 year	Temporary	No downtime
5) Polyactate (New-Fill/Sculptra)	FDA-approved for treatment of facial wasting in HIV patients	\$933	Less than 1 hour	Highly variable, repeat treatments	Up to 2 years	No downtime

*National average; surgeon fees are based on ASAPS 2004 statistics. Fees vary considerably by geographic region and population density. Facility fees, anesthesia and other surgical costs not included.

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

***Human-derived products may cost more.

Quick Facts: Consumer Attitudes Survey

Data from February 2005 Consumer Survey of 1000 American Households

Americans' general approval of cosmetic surgery

60% of women say they approve of cosmetic surgery
59% of men say they approve of cosmetic surgery

Would not be embarrassed about having cosmetic surgery

82% 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
79% of men would not be embarrassed

Attitude toward cosmetic surgery compared to 5 years ago (women)

22% More favorable
70% Same
8% Less favorable

Attitude toward cosmetic surgery compared to 5 years ago (men)

19% More favorable
73% Same
8% Less favorable

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

34% of women
21% of men

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

15% of Americans age 65 or older
24% of 55-to-64 year olds
28% of 45-to-54 year olds
31% of 35-to-44 year olds
33% of 25-to-34 year olds
34% of 18-to-24 year olds

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

27% of married Americans
28% of unmarried Americans

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

28% of white Americans
28% of non-white Americans

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

30% of Americans with child in household
26% of Americans with no child in household

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

21% Under \$25,000
25% \$25,000-\$50,000
27% \$50,000-\$75,000
35% \$75,000+

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

ASAPS Quick Facts

- ▶ The American Society for Aesthetic Plastic Surgery (ASAPS)
- ▶ Founded in 1967
- ▶ Primary mission: education and research in cosmetic plastic surgery
- ▶ 2200 members, mostly in the U.S. and Canada
- ▶ International members in 31 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
- ▶ Sponsor of accredited 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

ASAPS Communications Office

36 West 44th Street, Suite 630
New York, New York 10036

phone: 212.921.0500 fax: 212.921.0011

www.surgery.org media@surgery.org