



The American
Society for Aesthetic
Plastic Surgery

2005

Cosmetic Surgery
National Data Bank

Statistics

The Authoritative Source
for Current US Statistics on
Cosmetic Surgery

Expanded data for 2005:
Nine year comparisons,
40 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 postings 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 Department at 212.293.2100 or email media@surgery.org for prompt assistance. If you are a reporter on deadline and working after hours, please call our California office at 800.364.2147X110

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 at 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 an existing ASAPS member.

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

About the Aesthetic Society Statistics:

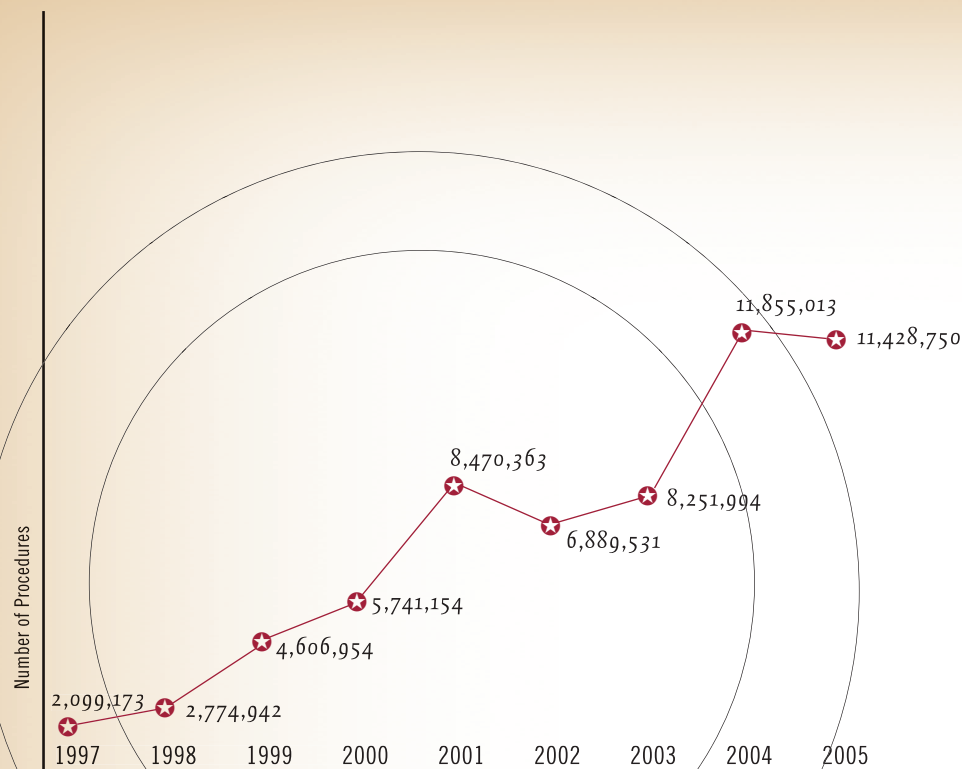
The Aesthetic Society has been collecting procedural statistics since 1997, allowing media professionals, industry and other interested parties the opportunity to trend the most popular cosmetic procedures. This year, we added silicone breast implants to our list of procedures in order to trend their market acceptance if these devices are approved by the FDA.

2006 marks the ninth consecutive year that multi-specialty data has been collected on these procedures.

To collect the data, more than 14,000 surveys were sent to board certified surgeons and physicians in the following specialties:

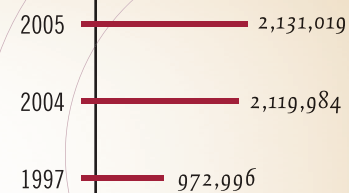
- Plastic Surgery
- Dermatology
- Otolaryngology

Final figures are projected to reflect nationwide statistics. The survey portion of this research has a standard error of +/- 3.91% at a 95% level of confidence.



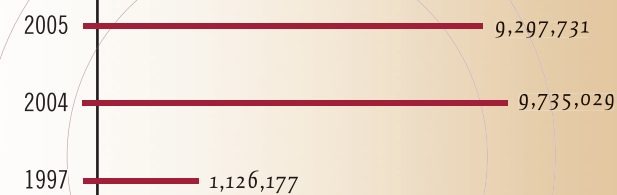
Cosmetic Surgery Trends Surgical and Nonsurgical Cosmetic Procedures: Totals

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 2005 Statistics on Cosmetic Surgery:

★ There were nearly 11.5 million surgical and nonsurgical procedures performed in the United States, as reported by the American Society for Aesthetic Plastic Surgery (ASAPS). Surgical procedures accounted for nearly 19% of the total with nonsurgical procedures making up 81% of the total.

★ From 2004-2005, there was a decrease of 4 percent in the total number of cosmetic procedures. Surgical procedures showed an increase of 1% with nonsurgical procedures falling by 4 percent

★ Since 1997 there has been an increase of 444 percent in the total number of cosmetic procedures. Surgical procedures have increased by 119 percent, nonsurgical procedures by 726 percent.

★ The top five surgical cosmetic procedures in 2005 were:

1. Lipoplasty (Liposuction) with 455,489 procedures performed, down 5 percent from last year. Interestingly, 21% of these procedures were ultrasound-assisted Lipoplasty (UAL)

2. Breast Augmentation with 364,610 procedures up nine percent from 2004. For the first time, we categorized saline vs. silicone augmentation. 83.4 percent of respondents used the saline device, 16.6 percent the silicone implant.

3. Blepharoplasty (cosmetic eyelid surgery) came in third with 231,467 procedures down 20 percent from 2004.

4. Rhinoplasty (nose reshaping) is the fourth most common procedure with 200,924 procedures performed, an increase of 21 percent over 2004.

5. Abdominoplasty (tummy tuck) reported 169,314 procedures, up 12 percent from 2004.

★ The top five nonsurgical cosmetic procedures in 2005 were:

1. Botox injections at 3,294,782 up 16 percent from 2004

2. Laser hair removal at 1,566,909 up 11 percent from 2004

3. Hyaluronic acids (Hylaform, Restylane) at 1,194,222 up 35 percent from 2004

4. Microdermabrasion is the fourth most popular procedure with 1,023,931 performed in 2005, a decrease of 7 percent over last year

5. Chemical peels accounted for 556,172 procedures in 2005, down 50 percent from 2004.

★ Women had nearly 10,500,000 of the total cosmetic procedures performed in 2005 accounting for 91.4 percent of the total, declining 2 percent from 2004

★ The top five surgical procedures for women were Lipoplasty (liposuction), Breast Augmentation, Blepharoplasty (cosmetic eyelid surgery), Abdominoplasty (tummy tuck) and Breast Lift.

★ Men had 985,000 procedures, approximately 9 percent of the total, down 15 percent from 2004.

★ The top five procedures for men in 2005 included Lipoplasty (Liposuction), Rhinoplasty (Nose reshaping), Blepharoplasty (cosmetic eyelid surgery), Male Breast Reduction and Facelift.

★ People between the ages of 35 and 50 had the majority of procedures: 5.3 million and 47 percent of the total. Those between 51 and 64 had 24 percent of the procedures, patient's between 19 and 34 had 24 percent, those 65 and older had 5 percent and 18 and under accounted for 1.5 percent

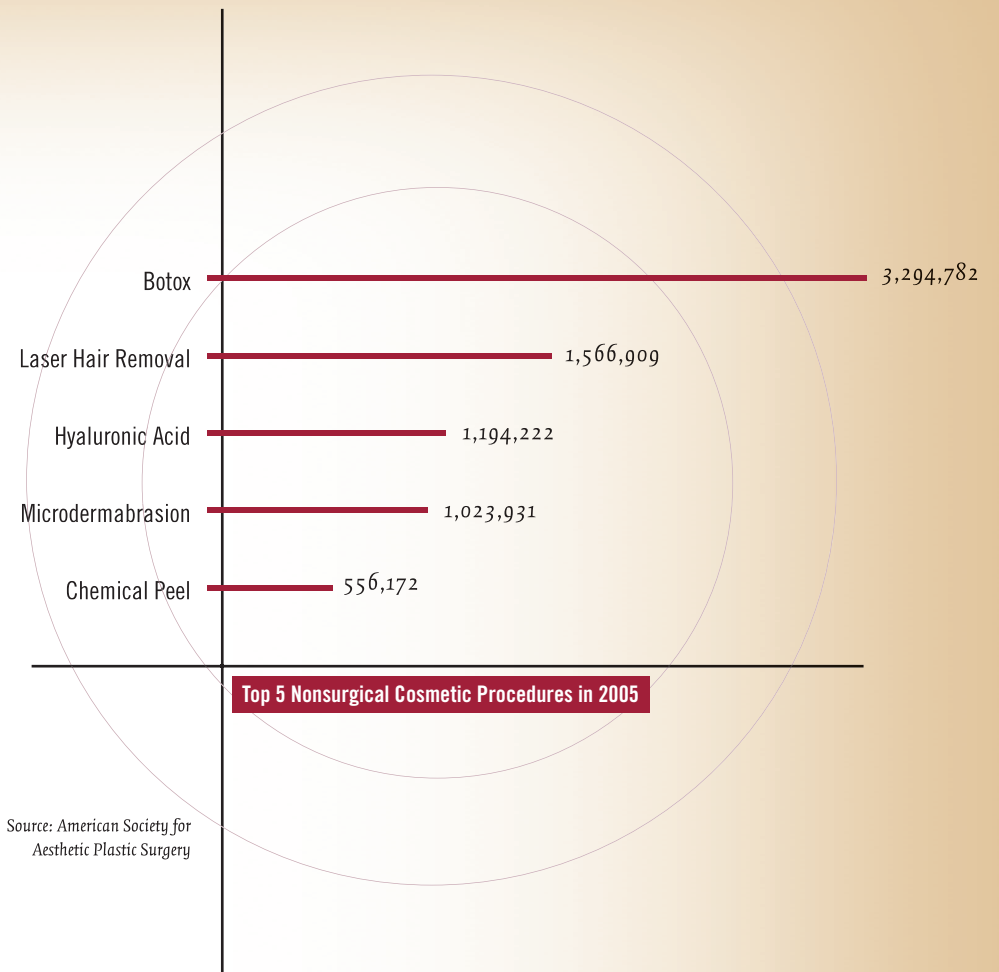
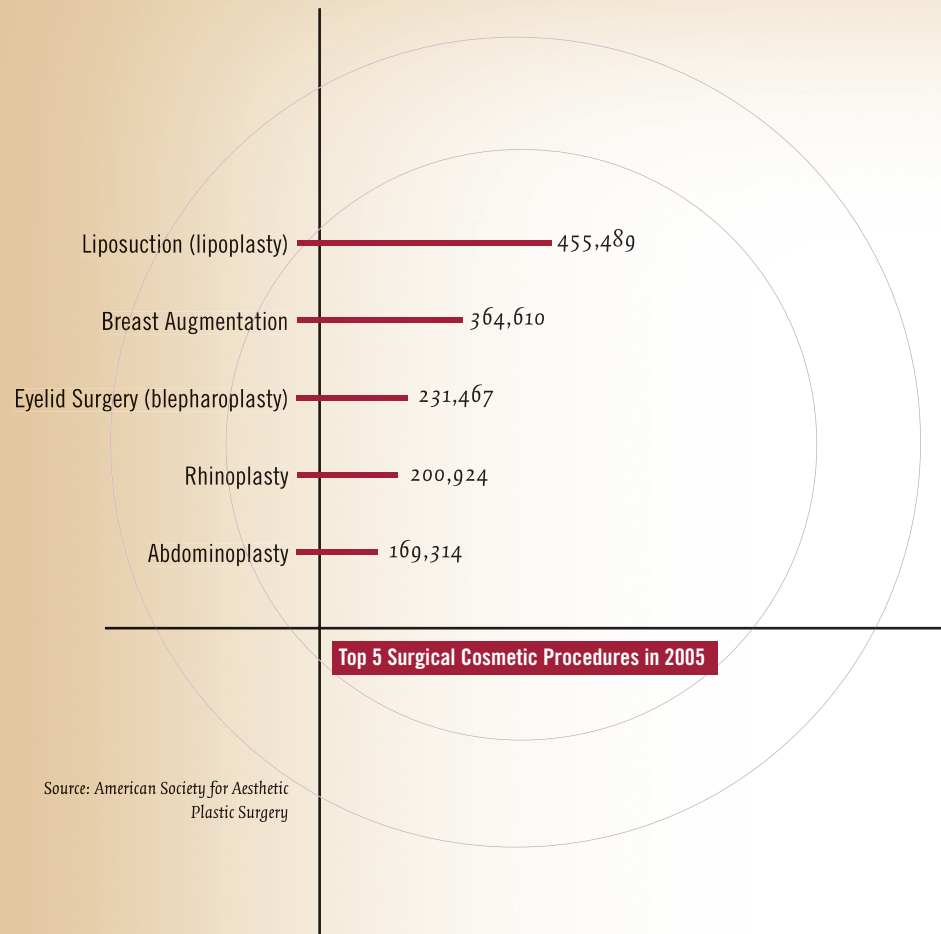
★ The most common procedures for those 18 and under were Laser Hair Removal, Microdermabrasion, Rhinoplasty (Nose reshaping), Otoplasty (Cosmetic ear surgery) and Chemical Peel.

★ Racial and ethnic minorities as last year, had approximately 20 percent of all cosmetic procedures; Hispanics: 9 percent, African-Americans: 6 percent, Asians: 4 percent, all other non-Caucasians: 1.3 percent.

★ The majority of cosmetic procedures were performed in an office facility, 48 percent, with 28 percent performed in a free-standing surgi-center and 24 percent performed in a hospital.

★ Americans spent approximately \$12.4 billion on cosmetic procedures last year

Figures and totals have been rounded to the nearest percent.



2005 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 numbers in the column headed Number of Procedures, while the top 5 nonsurgical procedures are indicated by bold superscript letters. 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)	169,314 ⁵	1.5%	13	5
Blepharoplasty (cosmetic eyelid surgery)	231,467 ³	2.0%	10	3
Breast augmentation*	364,610 ²	3.2%	9	2
Breast lift	120,980	1.1%	17	8
Breast nipple enlargement (cosmetic only)	86	0.0%	40	25
Breast nipple reduction (not with breast reduction)	4,113	0.0%	34	19
Breast reduction (women)**	160,531	1.4%	14	6
Buttock augmentation	2,361	0.0%	36	21
Buttock lift	3,742	0.0%	35	20
Calf augmentation	263	0.0%	38	23
Cheek implants	11,820	0.1%	32	18
Chin augmentation	31,818	0.3%	25	11
Facelift	150,401	1.3%	15	7
Forehead lift	71,751	0.6%	19	9
Gynecomastia, treatment of (male breast reduction)	17,730	0.2%	27	13
Hair transplantation	13,519	0.1%	29	15
Lip augmentation (other than injectable materials)	50,237	0.4%	21	10
Lipoplasty (liposuction)***	455,489 ¹	4.0%	8	1
Lower body lift	11,871	0.1%	31	17
Otoplasty (cosmetic ear surgery)	27,298	0.2%	26	12
Pectoral (male chest) augmentation	172	0.0%	39	24
Rhinoplasty (nose reshaping)	200,924 ⁴	1.8%	12	4
Thigh lift	12,489	0.1%	30	16
Umbilicoplasty (not with abdominoplasty)	2,115	0.0%	37	22
Upper arm lift	15,917	0.1%	28	14
Totals - Surgical Procedures	2,131,019	18.6%		
Botox injection	3,294,782 ^A	28.8%	1	1
Mesotherapy	4,773	0.0%	33	15
Cellulite treatment (mechanical roller massage therapy)	53,949	0.5%	20	11
Chemical peel	556,172 ^E	4.9%	5	5
Dermabrasion (not including microdermabrasion)	42,347	0.4%	22	12
Laser hair removal	1,566,909 ^B	13.7%	2	2
Laser skin resurfacing ****	475,690	4.2%	7	7
Laser treatment of leg veins	143,785	1.3%	16	9
Microdermabrasion	1,023,931 ^D	9.0%	4	4
Sclerotherapy	554,251	4.8%	6	6
Soft tissue fillers: 1) Autologous fat	90,647	0.8%	18	10
2) Calcium hydroxylapatite (Radiesse/Radiance)	40,495	0.4%	23	13
3) Collagen*****	220,890	1.9%	11	8
4) Hyaluronic acid (Hylaform, Restylane)	1,194,222 ^C	10.4%	3	3
5) Poly-L-Lactic Acid (Sculptra)	34,887	0.3%	24	14
Totals - Nonsurgical Procedures	9,297,731	81.4%		
TOTALS	11,428,750	100.0%		

*83.4% of these procedures used saline implants and 16.6% used silicone implants.

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

***21.0% of these procedures were ultrasound-assisted lipoplasty (UAL).

Notes

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

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

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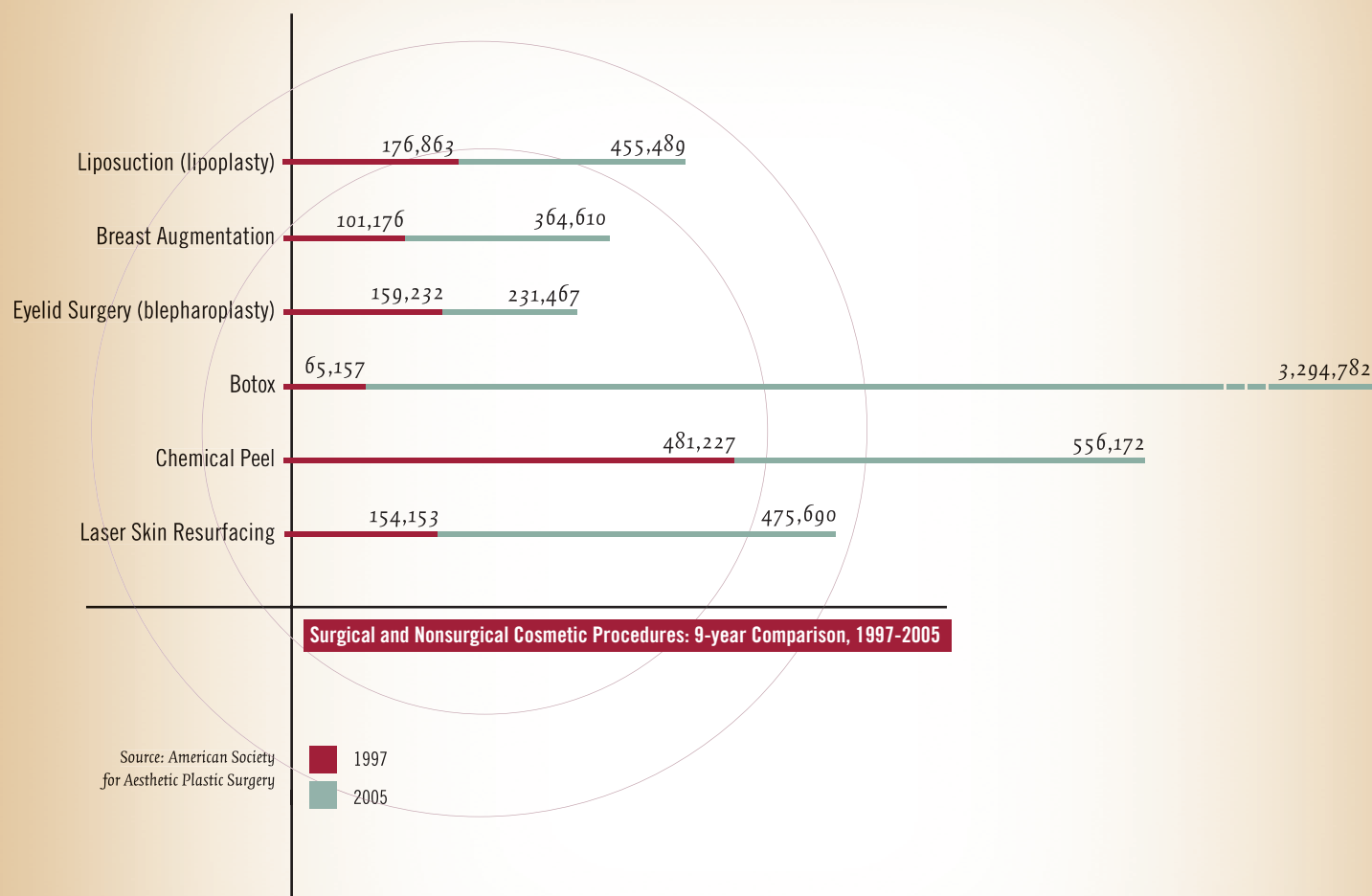
**Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors

***21.0% of these procedures were ultrasound-assisted lipoplasty (UAL).

****12.2% of these procedures were performed with ablative lasers and 87.8% were performed with nonablative lasers

*****28.4% of these procedures used bovine-derived collagen products and 71.6% used human-derived collagen products

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)

• 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 +/- 3.91% 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.

Percent of Change in Select Procedures: 1997-2005

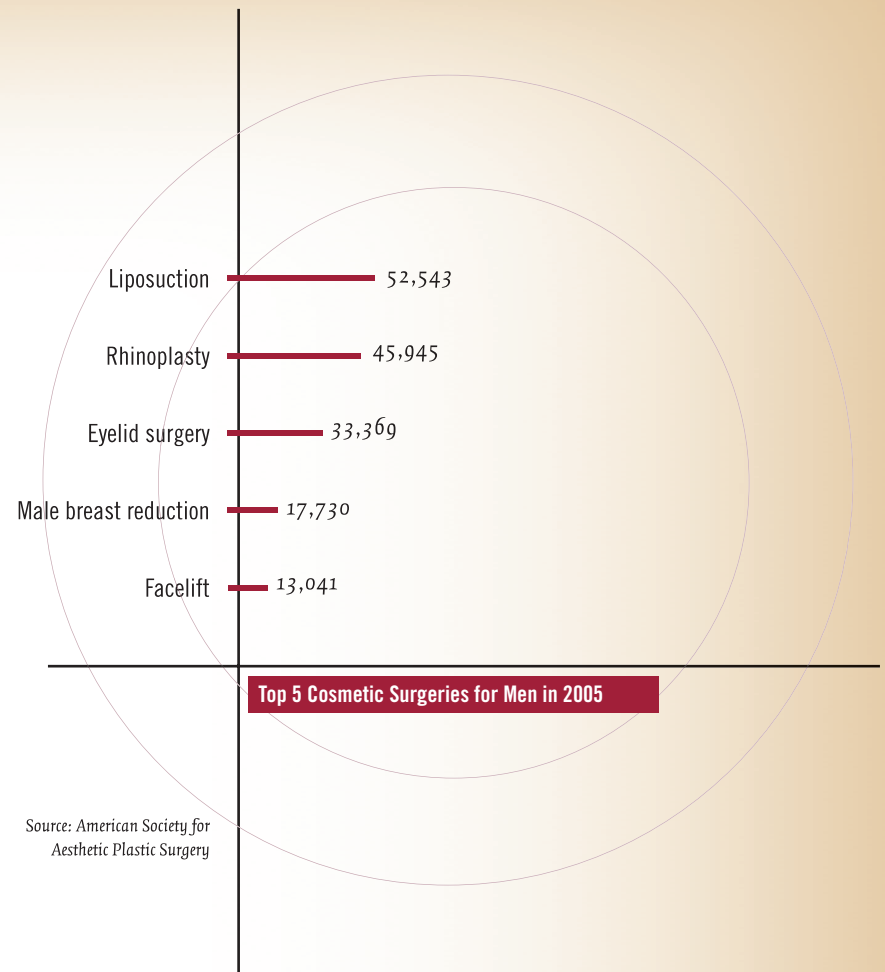
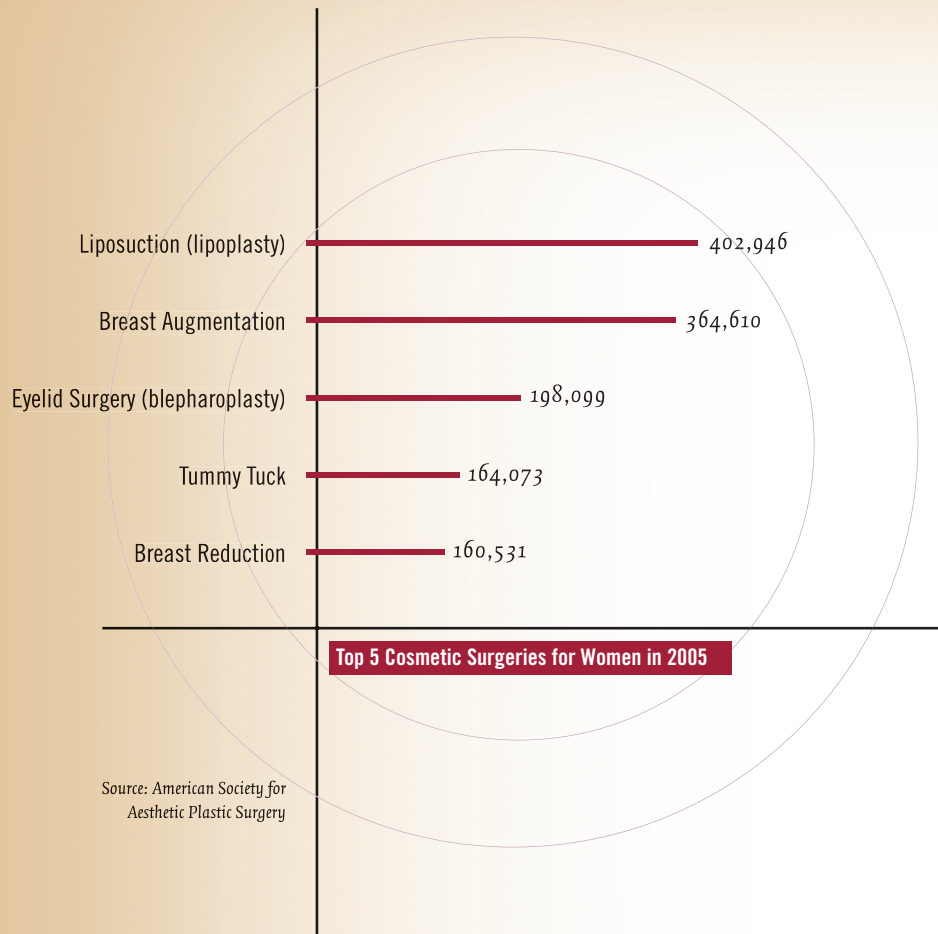
Note that large percentage changes are common in cases where the total number of procedures is small.

Procedure	2005	2004	1997	Percent Change 2004 vs 2005	Percent Change 1997 vs 2005	Percent Change 2004 vs 2005 (Female)	Percent Change 2004 vs 2005 (Male)	Percent Change 1997 vs 2005 (Female)	Percent Change 1997 vs 2005 (Male)
Abdominoplasty (tummy tuck)	169,314	150,987	34,002	+12%	+398%	+13%	-8%	+400%	+348%
Blepharoplasty (cosmetic eyelid surgery)	231,467	290,343	159,232	-20%	+45%	-21%	-19%	+46%	+42%
Breast augmentation	364,610	334,052	101,176	+9%	+260%	+9%	DNA	+260%	DNA
Breast lift	120,980	98,351	19,882	+23%	+509%	+23%	DNA	+509%	DNA
Breast nipple enlargement (cosmetic only)	86	737	NA	-88%	NA	-88%	-100%	NA	NA
Breast nipple reduction (not with breast reduction)	4,113	4,701	NA	-13%	NA	-7%	-62%	NA	NA
Breast reduction (women)*	160,531	144,374	47,874	+11%	+235%	+11%	DNA	+235%	DNA
Buttock augmentation	2,361	2,141	NA	+10%	NA	+11%	-27%	NA	NA
Buttock lift	3,742	5,960	1,549	-37%	+142%	-37%	-45%	+130%	+737%
Calf augmentation	263	226	NA	+16%	NA	+83%	-36%	NA	NA
Cheek implants	11,820	10,883	11,040	+9%	+7%	-1%	+49%	+3%	+21%
Chin augmentation	31,818	32,039	27,373	-1%	+16%	-2%	+2%	+17%	+14%
Facelift	150,401	157,061	99,196	-4%	+52%	-5%	+10%	+55%	+25%
Forehead lift	71,751	95,212	55,090	-25%	+30%	-26%	-14%	+33%	+7%
Gynecomastia, treatment of (male breast reduction)	17,730	19,636	11,168	-10%	+59%	DNA	-10%	DNA	+59%
Hair transplantation	13,519	22,890	61,023	-41%	-78%	-30%	-43%	-77%	-78%
Lip augmentation (other than injectable materials)	50,237	30,804	NA	+63%	NA	+62%	+156%	NA	NA
Lipoplasty (liposuction)	455,489	478,251	176,863	-5%	+158%	-3%	-15%	+171%	+86%
Lower body lift	11,871	15,094	2,125	-21%	+459%	-20%	-33%	+447%	+593%
Otoplasty (cosmetic ear surgery)	27,298	26,366	22,939	+4%	+19%	+1%	+7%	+23%	+14%
Pectoral (male chest) augmentation	172	719	NA	-76%	NA	DNA	-76%	DNA	NA
Rhinoplasty (nose reshaping)	200,924	166,187	137,053	+21%	+47%	+22%	+18%	+67%	+3%
Thigh lift	12,489	13,502	2,895	-8%	+331%	-9%	+23%	+307%	+1854%
Umbilicoplasty (not with abdominoplasty)	2,115	2,414	NA	-12%	NA	-9%	-66%	NA	NA
Upper arm lift	15,917	17,052	2,516	-7%	+533%	-4%	-61%	+526%	+3420%
Totals - Surgical Procedures	2,131,019	2,119,984	972,996	+1%	+119%	+2%	-9%	+147%	+9%
Botox injection	3,294,782	2,837,346	65,157	+16%	+4957%	+18%	-2%	+4893%	+5668%
Mesotherapy	4,773	NA	NA	NA	NA	NA	NA	NA	NA
Cellulite treatment (mechanical roller massage therapy)	53,949	81,673	NA	-34%	NA	-34%	-50%	NA	NA
Chemical peel	556,172	1,110,401	481,227	-50%	+16%	-45%	-83%	+18%	-17%
Dermabrasion (not including microdermabrasion)	42,347	64,620	40,214	-34%	+5%	-30%	-67%	+27%	-69%
Laser hair removal	1,566,909	1,411,899	NA	+11%	NA	+10%	+18%	NA	NA
Laser skin resurfacing	475,690	589,721	154,153	-19%	+209%	-17%	-38%	+222%	+116%
Laser treatment of leg veins	143,785	207,612	NA	-31%	NA	-30%	-42%	NA	NA
Microdermabrasion	1,023,931	1,098,316	NA	-7%	NA	-6%	-15%	NA	NA
Sclerotherapy	554,251	487,987	NA	+14%	NA	+14%	-30%	NA	NA
Soft tissue fillers: 1) Autologous fat	90,647	99,439	38,259	-9%	+137%	-9%	0%	+146%	+56%
2) Calcium hydroxylapatite (Radiesse/Radiance)	40,495	69,768	NA	-42%	NA	-41%	-57%	NA	NA
3) Collagen	220,890	785,448	347,168	-72%	-36%	-71%	-82%	-34%	-71%
4) Hyaluronic acid (Hylaform, Restylane)	1,194,222	882,469	NA	+35%	NA	+37%	+3%	NA	NA
5) Polyactate (New-Fill/Sculptra)	34,887	8,331	NA	+319%	NA	NA	+20%	NA	NA
Totals - Nonsurgical Procedures	9,297,731	9,735,029	1,126,177	-4%	+726%	-3%	-18%	+724%	+749%
TOTALS ALL PROCEDURES	11,428,750	11,855,013	2,099,173	-4%	+444%	-2%	-15%	+476%	+243%

*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)



2005 Gender Distribution for Cosmetic Procedures

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

Procedure	FEMALE (Number of Procedures)	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)	164,073	96.9%	12	4	5,241	3.1%	21	10
Blepharoplasty (cosmetic eyelid surgery)	198,099	85.6%	11	3	33,369	14.4%	8	3
Breast augmentation	364,610	100.0%	9	2	DNA	DNA	DNA	DNA
Breast lift	120,980	100.0%	17	8	DNA	DNA	DNA	DNA
Breast nipple enlargement (cosmetic only)	86	100.0%	38	23	0	0.0%	37	22
Breast nipple reduction (not with breast reduction)	3,943	95.9%	32	17	170	4.1%	32	18
Breast reduction (women)*	160,531	100.0%	13	5	DNA	DNA	DNA	DNA
Buttock augmentation	2,319	98.2%	35	20	43	1.8%	35	21
Buttock lift	3,453	92.3%	33	18	288	7.7%	30	16
Calf augmentation	182	69.1%	37	22	81	30.9%	33	19
Cheek implants	8,823	74.6%	30	16	2,997	25.4%	22	11
Chin augmentation	23,715	74.5%	25	11	8,103	25.5%	15	8
Facelift	137,360	91.3%	16	7	13,041	8.7%	11	5
Forehead lift	64,838	90.4%	19	9	6,912	9.6%	17	9
Gynecomastia, treatment of (male breast reduction)	DNA	DNA	DNA	DNA	17,730	100.0%	10	4
Hair transplantation	2,364	17.5%	34	19	11,155	82.5%	13	7
Lip augmentation (other than injectable materials)	48,961	97.5%	21	10	1,276	2.5%	25	12
Lipoplasty (liposuction)	402,946	88.5%	8	1	52,543	11.5%	4	1
Lower body lift	10,718	90.3%	29	15	1,153	9.7%	26	13
Otoplasty (cosmetic ear surgery)	15,892	58.2%	26	12	11,406	41.8%	12	6
Pectoral (male chest) augmentation	DNA	DNA	DNA	DNA	172	100.0%	31	17
Rhinoplasty (nose reshaping)	154,979	77.1%	14	6	45,945	22.9%	5	2
Thigh lift	11,594	92.8%	28	14	895	7.2%	27	14
Umbilicoplasty (not with abdominoplasty)	2,073	98.0%	36	21	43	2.0%	34	20
Upper arm lift	15,595	98.0%	27	13	322	2.0%	29	15
Totals - Surgical Procedures	1,918,134	18.4%			212,886	21.6%		
Botox injection	2,990,658	90.8%	1	1	304,124	9.2%	1	1
Mesotherapy	4,760	99.7%	31	15	14	0.3%	36	15
Cellulite treatment (mechanical roller massage therapy)	53,562	99.3%	20	11	386	0.7%	28	14
Chemical peel	533,009	95.8%	6	6	23,162	4.2%	9	6
Dermabrasion (not including microdermabrasion)	39,537	93.4%	22	12	2,812	6.6%	23	12
Laser hair removal	1,334,669	85.2%	2	2	232,240	14.8%	2	2
Laser skin resurfacing	432,606	90.9%	7	7	43,083	9.1%	7	5
Laser treatment of leg veins	138,054	96.0%	15	9	5,730	4.0%	20	11
Microdermabrasion	939,508	91.8%	4	4	84,423	8.2%	3	3
Sclerotherapy	548,045	98.9%	5	5	6,207	1.1%	18	9
Soft tissue fillers: 1) Autologous fat	84,761	93.5%	18	10	5,885	6.5%	19	10
2) Calcium hydroxylapatite (Radiesse/Radiance)	38,680	95.5%	23	13	1,814	4.5%	24	13
3) Collagen	213,748	96.8%	10	8	7,143	3.2%	16	8
4) Hyaluronic acid (Hylaform, Restylane)	1,149,228	96.2%	3	3	44,994	3.8%	6	4
5) Poly-L-Lactic Acid (Sculptra)	24,888	71.3%	24	14	10,000	28.7%	14	7
Totals - Nonsurgical Procedures	8,525,713	81.6%			772,017	78.4%		
TOTALS	10,443,847	91.4%			984,903	8.6%		

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

DNA = Does not apply

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

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.

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2005 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)	299	0.2%	33,783	20.0%	98,887	58.4%	32,807	19.4%	3,538	2.1%
Blepharoplasty (cosmetic eyelid surgery)	98	0.0%	11,170	4.8%	90,890	39.3%	95,682	41.3%	33,627	14.5%
Breast augmentation	3,446	0.9%	184,899 ⁵	50.7%	144,106	39.5%	28,889	7.9%	3,269	0.9%
Breast lift	434	0.4%	27,067	22.4%	68,609	56.7%	22,195	18.3%	2,674	2.2%
Breast nipple enlargement (cosmetic only)	0	0.0%	30	35.3%	50	58.8%	5	5.9%	0	0.0%
Breast nipple reduction (not with breast reduction)	30	0.7%	1,370	33.3%	2,414	58.7%	280	6.8%	19	0.5%
Breast reduction (women)*	4,316	2.7%	59,778	37.2%	66,874	41.7%	25,043	15.6%	4,518	2.8%
Buttock augmentation	0	0.0%	1,300	55.1%	1,031	43.6%	31	1.3%	0	0.0%
Buttock lift	0	0.0%	762	20.4%	2,366	63.2%	600	16.0%	13	0.3%
Calf augmentation	6	2.4%	83	31.5%	163	62.1%	10	4.0%	0	0.0%
Cheek implants	42	0.4%	3,822	32.3%	6,129	51.9%	1,576	13.3%	251	2.1%
Chin augmentation	601	1.9%	13,382	42.1%	11,491	36.1%	5,661	17.8%	681	2.1%
Facelift	0	0.0%	499	0.3%	47,144	31.3%	82,067	54.6%	20,689	13.8%
Forehead lift	61	0.1%	2,882	4.0%	25,077	35.0%	35,118	48.9%	8,612	12.0%
Gynecomastia, treatment of (male breast reduction)	2,151	12.1%	10,255	57.8%	4,424	24.9%	804	4.5%	96	0.5%
Hair transplantation	24	0.2%	1,713	12.7%	8,387	62.0%	3,322	24.6%	75	0.6%
Lip augmentation (other than injectable materials)	238	0.5%	13,304	26.5%	24,272	48.3%	11,159	22.2%	1,261	2.5%
Lipoplasty (liposuction)	3,793	0.8%	168,112	36.9%	207,660	45.6%	68,353	15.0%	7,577	1.7%
Lower body lift	17	0.1%	3,502	29.5%	6,505	54.8%	1,824	15.4%	23	0.2%
Otoplasty (cosmetic ear surgery)	13,908 ⁴	50.9%	8,431	30.9%	3,638	13.3%	1,122	4.1%	198	0.7%
Pectoral (male chest) augmentation	7	4.2%	114	66.2%	45	26.4%	6	3.3%	0	0.0%
Rhinoplasty (nose reshaping)	14,013 ³	7.0%	100,338	49.9%	70,159	34.9%	14,263	7.1%	2,128	1.1%
Thigh lift	7	0.1%	2,825	22.6%	7,153	57.3%	2,429	19.5%	74	0.6%
Umbilicoplasty (not with abdominoplasty)	0	0.0%	516	24.4%	1,264	59.7%	335	15.9%	0	0.0%
Upper arm lift	21	0.1%	3,040	19.1%	7,800	49.0%	4,643	29.2%	414	2.6%
Totals - Surgical Procedures	43,511	2.0%	652,977	30.6%	906,538	42.5%	438,224	20.6%	89,737	4.2%
Botox injection	4,504	0.1%	588,797 ²	17.9%	1,711,797 ¹	52.0%	849,872 ¹	25.8%	139,808 ¹	4.2%
Mesotherapy	0	0.0%	262	5.5%	3,220	67.5%	925	19.4%	367	7.7%
Cellulite treatment (mechanical roller massage therapy)	994	1.8%	16,920	31.4%	27,914	51.7%	6,877	12.7%	1,244	2.3%
Chemical peel	7,580 ⁵	1.4%	97,970	17.6%	245,640	44.2%	166,163 ⁵	29.9%	38,775 ⁴	7.0%
Dermabrasion (not including microdermabrasion)	851	2.0%	7,539	17.8%	10,954	25.9%	15,255	36.0%	7,751	18.3%
Laser hair removal	67,049 ¹	4.3%	647,138 ¹	41.3%	630,619 ²	40.2%	185,040 ⁴	11.8%	37,064 ⁵	2.4%
Laser skin resurfacing	2,474	0.5%	98,263	20.7%	222,643	46.8%	128,467	27.0%	23,825	5.0%
Laser treatment of leg veins	209	0.1%	31,933	22.2%	74,144	51.6%	31,277	21.8%	6,223	4.3%
Microdermabrasion	44,043 ²	4.3%	231,812 ³	22.6%	465,084 ⁴	45.4%	230,506 ³	22.5%	52,484 ³	5.1%
Sclerotherapy	522	0.1%	115,191	20.8%	283,380 ⁵	51.1%	131,295	23.7%	23,824	4.3%
Soft tissue fillers: 1) Autologous fat	414	0.5%	17,455	19.3%	35,874	39.6%	32,000	35.3%	4,900	5.4%
2) Calcium hydroxylapatite (Radiesse/Radiance)	89	0.2%	4,295	10.6%	20,744	51.2%	12,804	31.6%	2,563	6.3%
3) Collagen	774	0.4%	33,000	14.9%	110,038	49.8%	61,434	27.8%	15,646	7.1%
4) Hyaluronic acid (Hylaform, Restylane)	1,837	0.2%	186,624 ⁴	15.6%	548,743 ³	45.9%	373,720 ²	31.3%	83,298 ²	7.0%
5) Poly-L-Lactic Acid (Sculptra)	0	0.0%	3,039	8.7%	15,787	45.3%	13,432	38.5%	2,629	7.5%
Totals - Nonsurgical Procedures	131,339	1.4%	2,080,240	22.4%	4,406,580	47.4%	2,239,065	24.1%	440,401	4.7%
TOTALS	174,851	1.5%	2,733,217	23.9%	5,313,118	46.5%	2,677,290	23.4%	530,139	4.6%

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

2005 National Average for Physician/Surgeon Fees** Per Procedure

Procedure	National Average	Total Expenditures
Abdominoplasty	\$5,232	\$885,907,148
Blepharoplasty	\$2,813	\$651,121,976
Breast augmentation - silicone gel implants	\$4,005	\$242,591,578
Breast augmentation - saline implants	\$3,583	\$1,089,433,859
Breast lift	\$4,258	\$515,164,504
Breast nipple enlargement (cosmetic only)	\$1,538	\$131,886
Breast nipple reduction (not with breast reduction)	\$1,469	\$6,043,158
Breast reduction (women)*	\$5,550	\$890,963,765
Buttock augmentation	\$4,258	\$10,053,925
Buttock lift	\$4,878	\$18,251,677
Calf augmentation	\$4,009	\$1,053,112
Cheek implants	\$2,720	\$32,147,695
Chin augmentation	\$2,095	\$66,661,607
Facelift	\$6,298	\$947,301,762
Forehead lift	\$3,148	\$225,866,018
Gynecomastia, treatment of (male breast reduction)	\$3,305	\$58,604,582
Hair transplantation	\$5,033	\$68,039,578
Lip augmentation (other than injectable materials)	\$1,819	\$91,393,765
Lipoplasty: Suction-assisted	\$2,697	\$971,008,194
Lipoplasty: Ultrasound-assisted	\$2,979	\$284,387,616
Lower body lift	\$7,810	\$92,719,614
Otoplasty	\$2,951	\$80,545,881
Pectoral (male chest) augmentation	\$3,603	\$618,637
Rhinoplasty	\$4,188	\$841,499,170
Thigh lift	\$4,653	\$58,104,274
Umbilicoplasty (not with abdominoplasty)	\$1,610	\$3,405,234
Upper arm lift	\$3,610	\$57,465,681
Totals - Surgical Procedures		\$8,190,485,895
Botox injection	\$382	\$1,259,812,481
Mesotherapy	\$475	\$2,267,419
Cellulite treatment (mechanical roller massage therapy)	\$223	\$12,048,613
Chemical peel	\$848	\$471,881,235
Dermabrasion (do not include microdermabrasion)	\$1,376	\$58,270,541
Laser hair removal	\$347	\$543,566,496
Laser skin resurfacing - Ablative	\$2,484	\$144,461,483
Laser skin resurfacing - Nonablative	\$888	\$370,824,313
Laser treatment of leg veins	\$407	\$58,557,379
Microdermabrasion	\$149	\$152,759,640
Sclerotherapy	\$326	\$180,757,893
Soft Tissue Fillers:Autologous fat	\$1,395	\$126,408,766
Calcium Hydroxylapatite (Radiesse)	\$911	\$36,909,210
Collagen, Bovine (includes Zyderm/Zyplast)	\$398	\$24,929,702
Collagen, Human (incl. Alloderm/Cymetra, Autologen, CosmoDerm, CosmoPlast, Dermalogen, Facian, Isolagen)	\$488	\$77,156,952
Hyaluronic Acid (incl. Hylaform, Juvederm, Perlane/Restylane)	\$527	\$629,739,015
Poly-L-Lactic Acid (Sculptra)	\$1,022	\$35,670,045
Polymethyl Methacrylate (Artecoll, Artefill)	ISD	ISD
Totals - Nonsurgical Procedures		\$4,186,021,182
TOTALS - ALL PROCEDURES		\$12,376,507,077

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.

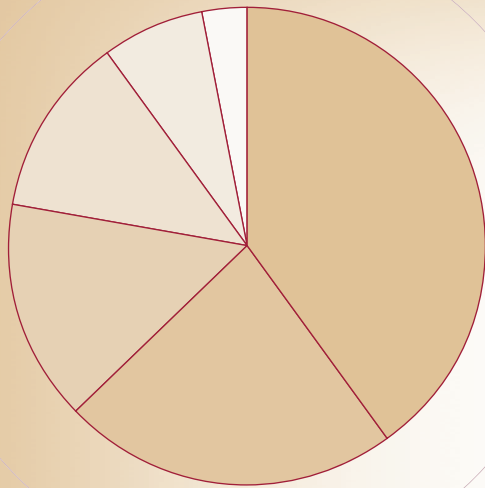
*Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.

**21.0% of these procedures were ultrasound-assisted lipoplasty (UAL)

***71.6% of these procedures used human-derived collagen products; cost may be higher

· 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 +/- 3.91% 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.



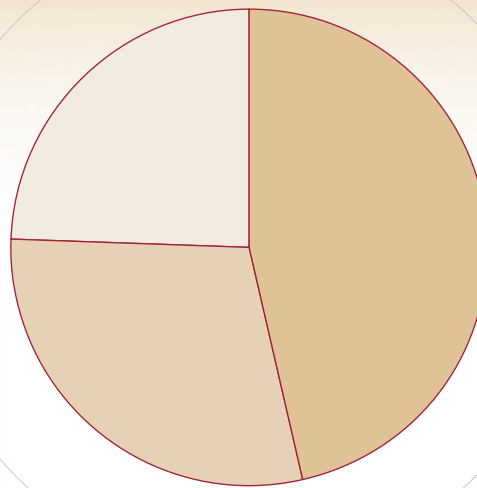
Breast Augmentation Procedures Performed in Women 18 and Under* According to Reason for Surgery

Source: American Society for Aesthetic Plastic Surgery

- 45% Cosmetic bilateral breast augmentation**
- 30% Severe asymmetry
- 9% Poland's syndrome (congenital absent breast)
- 8% Tubular breast deformity
- 6% Congenital micromastia (severe underdevelopment)
- 2% Other

*In 2005, there were 3,446 procedures performed on women 18 and under, just under 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.

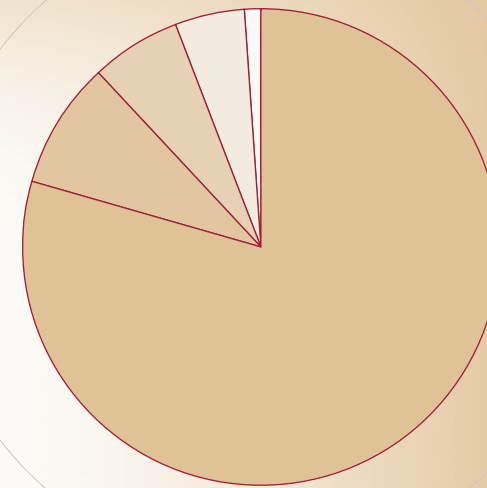
**The FDA recommends that cosmetic breast augmentation be restricted to women age 18 and above.



Percent of Total Procedures According to Type of Facility

Source: American Society for Aesthetic Plastic Surgery

- 48% Office Facility
- 28% Free-standing Surgicenter
- 24% Hospital



Percent of Total Procedures According to Race/Ethnicity

Source: American Society for Aesthetic Plastic Surgery

- 79.8% Caucasian
- 9.1% Hispanics
- 5.9% African-American
- 3.9% People of Asian descent
- 1.3% Other

Total (rounded) = 20%

2005 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)	29.2	⁴
Blepharoplasty (cosmetic eyelid surgery)	39.5	³
Breast augmentation	76.9	²
Breast lift	22.3	
Breast nipple enlargement (cosmetic only)	0.1	
Breast nipple reduction (not with breast reduction)	0.6	
Breast reduction (women)*	25.4	⁵
Buttock augmentation	0.5	
Buttock lift	0.8	
Calf augmentation	0.1	
Cheek implants	0.6	
Chin augmentation	2.5	
Facelift	20.8	
Forehead lift	10.7	
Gynecomastia, treatment of (male breast reduction)	3.6	
Hair transplantation	2.0	
Lip augmentation (other than injectable materials)	2.0	
Lipoplasty (liposuction)	78.9	¹
Lower body lift	1.6	
Otoplasty (cosmetic ear surgery)	2.3	
Pectoral (male chest) augmentation	0.1	
Rhinoplasty (nose reshaping)	12.4	
Thigh lift	2.2	
Umbilicoplasty (not with abdominoplasty)	0.2	
Upper arm lift	2.7	
Totals - Surgical Procedures	337.9	
Botox injection	247.6	^A
Mesotherapy	0.5	
Cellulite treatment (mechanical roller massage therapy)	15.7	
Chemical peel	22.1	^E
Dermabrasion (not including microdermabrasion)	2.9	
Laser hair removal	76.8	^B
Laser skin resurfacing	17.0	
Laser treatment of leg veins	6.4	
Microdermabrasion	68.1	^C
Sclerotherapy	11.7	
Soft tissue fillers: 1) Autologous fat	9.5	
2) Calcium hydroxylapatite (Radiesse/Radiance)	4.7	
3) Collagen	14.6	
4) Hyaluronic acid (Hylaform, Restylane)	64.9	^D
5) Poly-L-Lactic Acid (Sculptra)	1.8	
Totals - Nonsurgical Procedures	564.4	
TOTALS - ALL PROCEDURES	902.3	

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

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 2005 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 2005.

- 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 +/- 3.91% at a 95% level of confidence.

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	\$4,917	2-5 hours	One	Permanent	1-3 weeks
Breast Augmentation	Small, disproportionate breasts	\$3,437	1-2 hours	One	Permanent possible implant replacement	1-2 weeks
Breast Lift	Sagging, poorly shaped breasts	\$4,053	1_-3_ hours	One	Long-lasting	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,508	2-4 hours	One	Permanent	1-2 weeks
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,720	2 hours	One	Long-lasting	10-14 days
Cheek Implants		\$2,694	2 hours	One	Permanent	1-2 weeks
Chin Augmentation	Receding chin	\$2,024	1 hour	One	Permanent	1-2 weeks
Ear Surgery	Protruding or disproportionate ears	\$2,914	2-3 hours	One	Permanent	5 days
Eyelid Surgery	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,666	1-3 hours	One	Long-lasting	Within 10 days
Facelift	Loose skin, deep lines, wrinkles, jowls	\$5,968	2-3 hours	One	Long-lasting	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,032	1-2 hours	One	Long-lasting	Within 10 days
Gynecomastia, Treatment of	Enlarged male breasts	\$3,184	2 hours	One	Permanent	1 week
Hair Transplantation	Hair loss with the availability of healthy hair in donor areas	\$3,690	Several hours	Multiple sessions over 1-2 years	Permanent	Several days
Lip augmentation (surgical)	Thin lips	\$1,701	1 hour	One	Permanent	Within 1 week
Lipoplasty (liposuction)	Normal weight with isolated fatty areas	\$2,704	45 minutes - 2 hours	One	Permanent	1-2 weeks
Lower Body Lift	Skin laxity without significant fat deposits	\$7,625	Up to 8 hours	One	Long-lasting	Up to 4 weeks
Rhinoplasty	Nose too large, wide, or tip needs reshaping	\$4,047	1-2 hours	One	Permanent	7-10 days
Thigh Lift	Loose, excess skin	\$4,487	2 hours	One	Long-lasting	2-4 weeks

* National average; surgeon fees are based on ASAPS 2004 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
Botox	Frown lines and crow's feet	\$387	30 minutes	Repeat treatments 4-6 months	Temporary	No downtime
Cellulite Treatment (mechanical roller massage therapy)	Dimpled thighs and buttocks	\$160	30-45 minutes	Ongoing	Temporary	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$781	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	\$1,590	A few minutes - 1 1/2 hours	Multiple sessions	Long-lasting	7-10 days
Laser Hair Removal	Unwanted hair on face or body	\$355	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	\$2,241	Variable, up to 1 1/2 hours	One or multiple depending on laser and skin condition	Long-lasting	Variable, up to 14 days
Laser Treatment of Leg Veins	Very small spider veins	\$402	30 minutes - 1 hour	Multiple sessions	Permanent	No downtime
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$146		Multiple sessions 2-3 week intervals	Temporary	No downtime
Sclerotherapy	Spider veins	\$317	30 minutes - 1 hour	3-4 Treatments Injections	Permanent	No downtime
Soft Tissue Fillers						
1) Autologous Fat	folds, lips, frown lines, and facial recontouring	\$1,300	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	\$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

* National average; surgeon fees are based on ASAPS 2004 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.

Data from February 2006 Consumer Survey of 1000 American Households

Americans' general approval
of cosmetic surgery

55% of women say they approve
of cosmetic surgery

52% of men say they approve
of cosmetic surgery

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

32% of women

19% of men

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

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

[includes both men and women]

14% of Americans age 65 or older

27% of 55-64 year olds

23% of 45-54 year olds

29% of 35-44 year olds

30% of 25-34 year olds

30% of 18-24 year olds

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

[includes both men and women]

25% 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]

26% of white Americans

25% of non-white Americans

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

[includes both men and women]

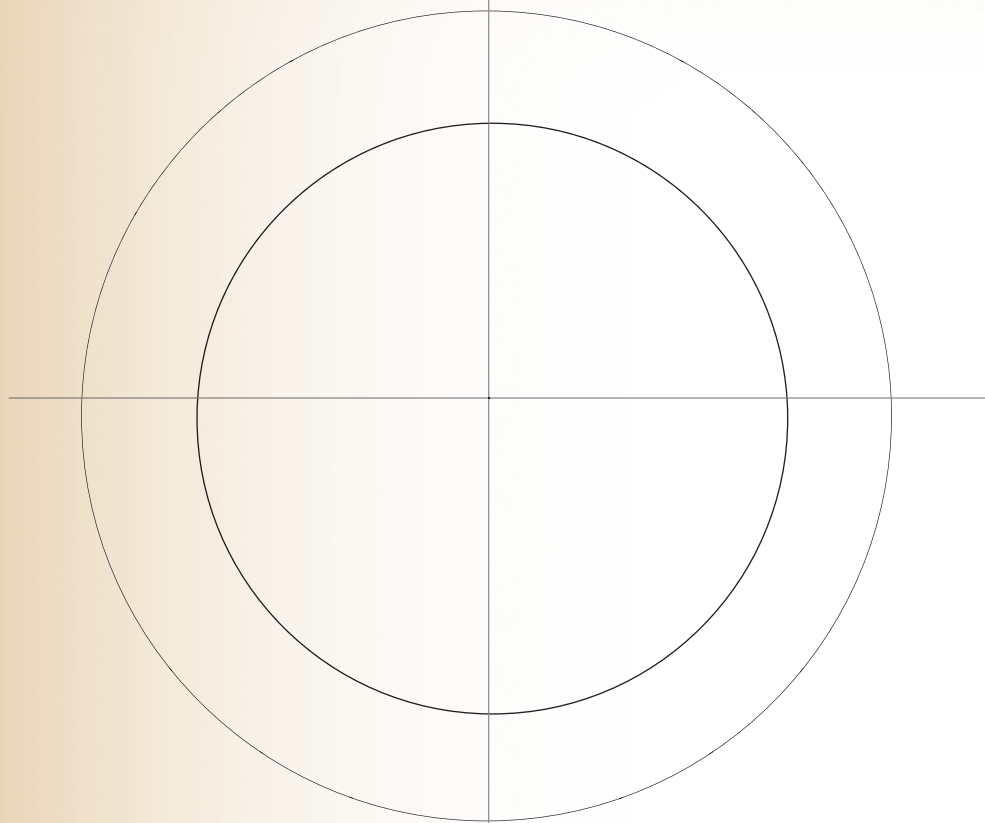
30% of Americans with child
in household

23% of Americans with no child
in household

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



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