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The American Society for
Aesthetic Plastic Surgery



Cosmetic Surgery National Data Bank

STATISTICS

The Authoritative Source
Current US Statistics on
Cosmetic Surgery

Expanded data for 2007:
Multi-year comparisons,
39 Cosmetic Procedures

Multi-specialty Data

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Aesthetic Society® Resources for the Media:

ASAPS Spokesperson Network

- Thought and opinion leaders in all types of cosmetic procedures, surgical and nonsurgical are available for interviews and information
- Spokespersons are available nationwide in urban and rural settings
- ASAPS leadership is available for information and interviews in all major cosmetic surgery markets
- All Aesthetic Society® spokespersons are working clinicians in direct patient care

The Media Center at www.surgery.org/press

- Downloadable statistics and full color graphs
- Aesthetic Society® “procedures at a glance”
- Complete library of press releases ranging from 1998 to the most recent releases are also indexed by subject
- Frequent posting of new information, position statements and news releases
- Automatic email notification of new postings available on request (please contact media@surgery.org)

Other Resources for the Media

- Before and after patient photos
- Video –B roll, news packages and video news releases
- Invited media attendance at ASAPS Scientific Meetings

Contact the Aesthetic Society® Communications Office at 212-921-0500 or e-mail media@surgery.org for prompt assistance. If you are a reporter on deadline and working after hours, please call our California Office at 800-364-2147.

About the Aesthetic Society®:

The American Society for Aesthetic Plastic Surgery (ASAPS) was founded in 1967 when cosmetic surgery was only beginning to be recognized as the important subspecialty it is today. Founded on a mission of education, we are now widely recognized as the leader in cosmetic surgery research, education, and procedural advances.

United States membership to the Aesthetic Society® is restricted to American Board of Plastic Surgery certified physicians who meet a minimum number of surgical procedures performed and commit to a minimum number of continuing medical education hours. New members must be sponsored by a current Society member.

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

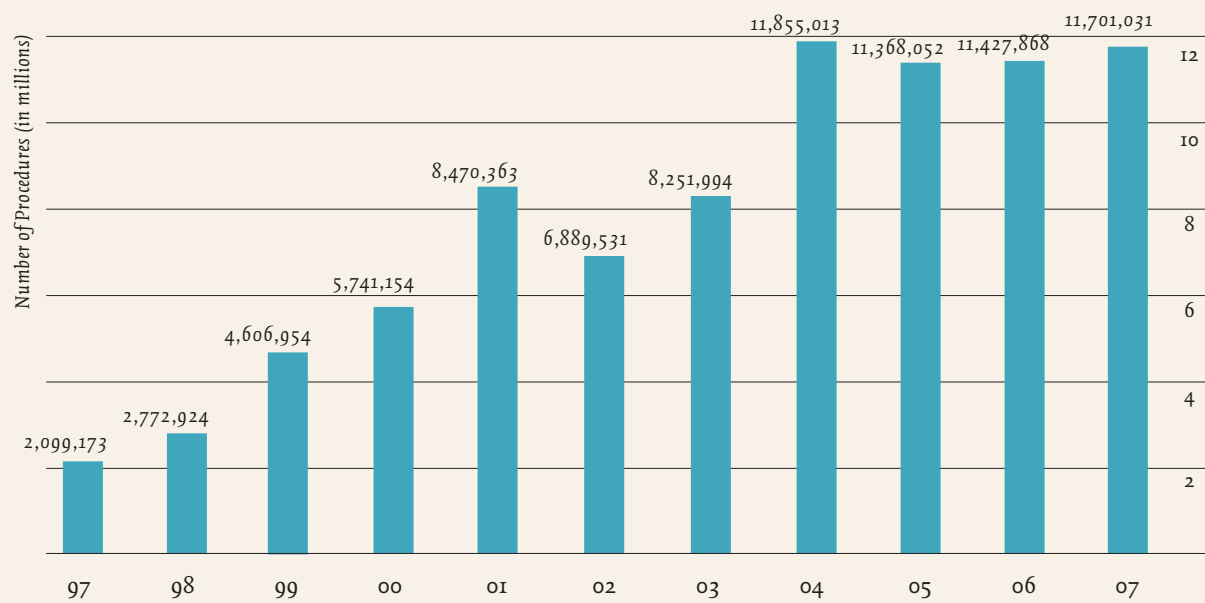
About the Aesthetic Society Statistics:

2007 marks the eleventh consecutive year that multi-specialty data has been collected on these procedures.

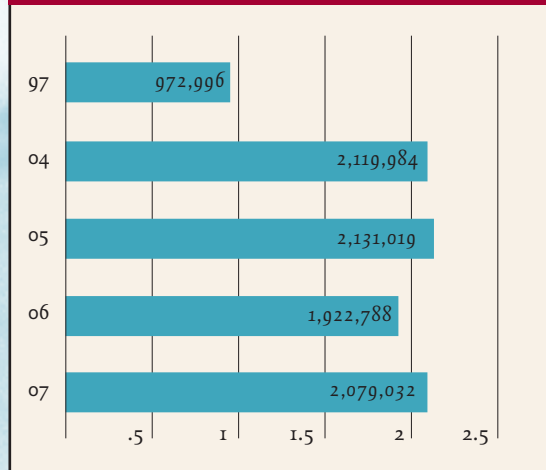
To collect the data, more than 12,000 surveys were sent to board certified surgeons and physicians in the following specialties:

- Plastic Surgery
- Dermatology
- Otolaryngology

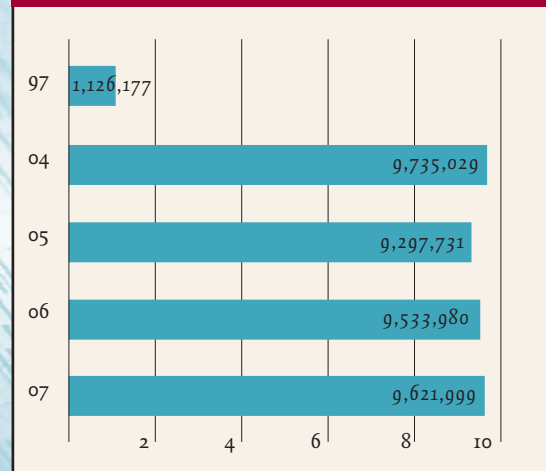
Final figures are projected to reflect nationwide statistics. The survey portion of this research has a standard of error +/- 3.25 at a 95% level of confidence.

Cosmetic Surgery*(Surgical and Nonsurgical Cosmetic Procedures: Totals)*

Source: American Society for Aesthetic Plastic Surgery

Surgical Cosmetic Procedures*(millions)*

Source: American Society for Aesthetic Plastic Surgery

Nonsurgical Cosmetic Procedures*(millions)*

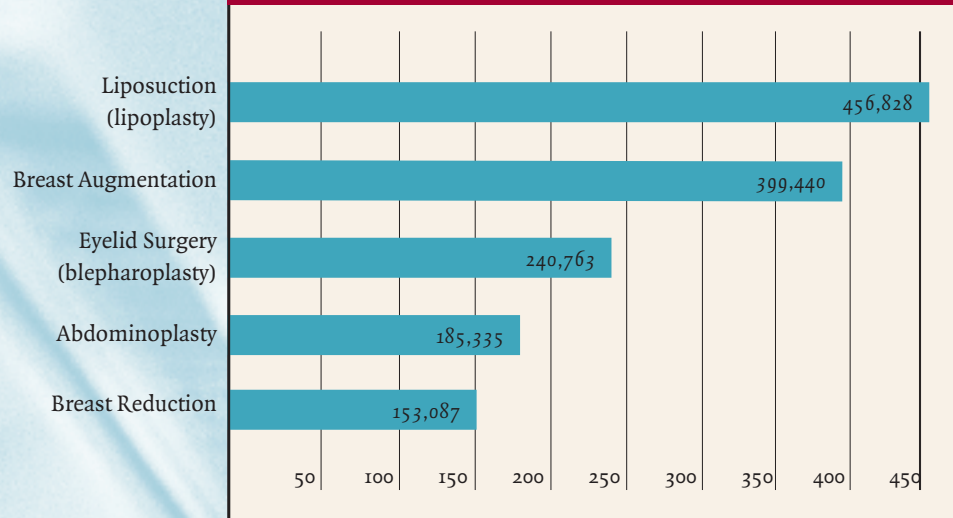
Source: American Society for Aesthetic Plastic Surgery

Quick Facts: Highlights of the ASAPS 2007 Statistics on Cosmetic Surgery:

- ❖ There were nearly 11.7 million surgical and nonsurgical cosmetic procedures performed in the United States in 2007, as reported by the American Society for Aesthetic Plastic Surgery (ASAPS). Surgical procedures accounted for nearly 18% of the total with nonsurgical procedures making up 82% of the total.
- ❖ From 2006-2007, there was a 2 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 8 percent, and nonsurgical procedures increased by 1 percent.
- ❖ Since 1997, there has been a 457 percent increase in the total number of cosmetic procedures. Surgical procedures increased by 114 percent, and nonsurgical procedures increased by 754 percent.
- ❖ **The top five surgical cosmetic procedures in 2007 were:** liposuction (456,828 procedures); breast augmentation (399,440 procedures); eyelid surgery (240,763 procedures); abdominoplasty (185,335 procedures); and breast reduction (153,087 procedures).
- ❖ **The top five nonsurgical cosmetic procedures in 2007 were:** Botox injection (2,775,176 procedures); hyaluronic acid (1,448,716 procedures); laser hair removal (1,412,657 procedures); microdermabrasion (829,658 procedures); and IPL laser treatment (647,707 procedures).
- ❖ Women had nearly 10.6 million cosmetic procedures, 91% percent of the total. The number of cosmetic procedures for women increased 1 percent from 2006.
- ❖ **The top five surgical procedures for women were:** breast augmentation, liposuction, eyelid surgery, abdominoplasty and breast reduction.
- ❖ Men had nearly 1.1 million cosmetic procedures, 9 percent of the total. The number of cosmetic procedures for men increased 17 percent from 2006.
- ❖ **The top five surgical procedures for men were:** liposuction, eyelid surgery, rhinoplasty, breast reduction to treat enlarged male breasts, and hair transplantation.
- ❖ People age 35-50 had the most procedures – 5.4 million and 46 percent of the total. People age 19-34 had 21 percent of procedures; age 51-64 had 25 percent; age 65-and-over had 6 percent; and age 18-and-younger had less than 2 percent.
- ❖ **The most common procedures for age 18-and-under were:** laser hair removal, microdermabrasion, chemical peel, otoplasty (ear reshaping) and rhinoplasty.
- ❖ Traditional racial and ethnic minorities, as of last year, had approximately 21 percent of all cosmetic procedures, an decrease of 1 percent from 2006: Hispanics, 9 percent; African-Americans, 6 percent; Asians, 5 percent; and other non-Caucasians, 2 percent.
- ❖ Where cosmetic surgeries were performed: office facility, 54 percent, hospital 17 percent; and free-standing surgicenter, 29 percent.
- ❖ Of the doctors surveyed 70 percent say they do not offer “spa” services (e.g. wraps, facials, massages) in conjunction with their medical practices. 86 percent of the doctors say they do not work in conjunction with medical spas where nonsurgical procedures, such as injections and laser procedures are performed.
- ❖ Americans spent just under \$13.2 billion on cosmetic procedures last year.

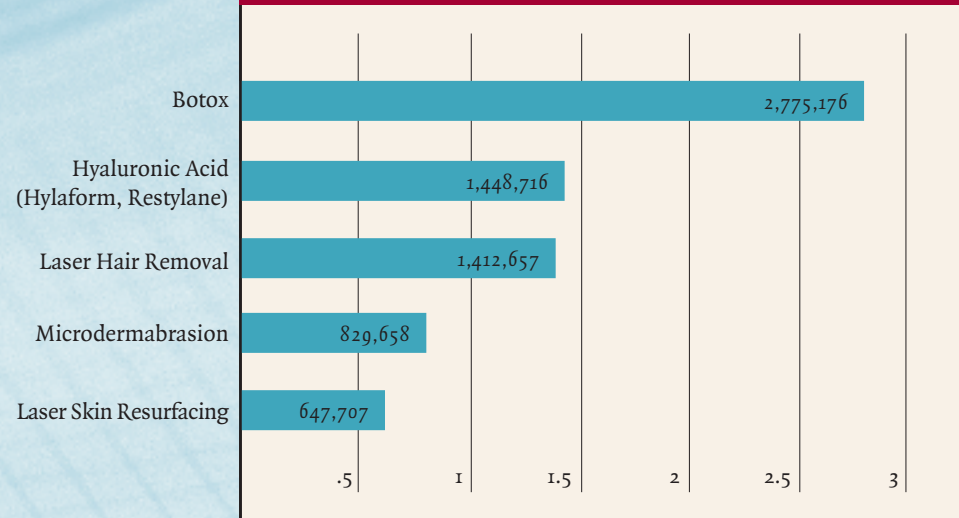
Figures may not add exactly to totals and percentages may not equal 100 percent due to rounding.

Top 5 Surgical Cosmetic Procedures in 2007
(thousands)



Source: American Society for Aesthetic Plastic Surgery

Top 5 Nonsurgical Cosmetic Procedures in 2007
(millions)



Source: American Society for Aesthetic Plastic Surgery

2007 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)	185,335 ⁴	1.6%	13	4
Blepharoplasty (cosmetic eyelid surgery)	240,763 ³	2.1%	12	3
Breast augmentation*	399,440 ²	3.4%	10	2
Breast lift	126,178	1.1%	19	8
Breast reduction (women)**	153,087 ⁵	1.3%	16	5
Buttock augmentation	5,325	0.0%	36	18
Buttock lift	3,787	0.0%	38	20
Cheek implants	2,406	0.0%	39	21
Chin augmentation	18,250	0.2%	32	15
Facelift	138,153	1.2%	18	7
Forehead lift	61,119	0.5%	22	9
Gynecomastia, treatment of (male breast reduction)	20,280	0.2%	29	12
Hair transplantation	19,679	0.2%	30	13
Lip augmentation (other than injectable materials)	10,673	0.1%	35	17
Lipoplasty (liposuction)***	456,828 ¹	3.9%	9	1
Lower body lift	12,711	0.1%	33	16
Otoplasty (cosmetic ear surgery)	28,413	0.2%	27	10
Rhinoplasty (nose reshaping)	151,796	1.3%	17	6
Thigh lift	18,431	0.2%	31	14
Upper arm lift	21,870	0.2%	28	11
Vaginal Rejuvenation	4,506	0.0%	37	19
Totals - Surgical Procedures	2,079,032	17.8%		
Botox injection	2,775,176 ^A	23.7%	1	1
Chemical peel	575,080	4.9%	6	6
Dermabrasion (not including microdermabrasion)	32,968	0.3%	26	17
Facial rejuvenation: 1) Fraxel	167,351	1.4%	15	11
2) IPL laser treatment	647,707 ^E	5.5%	5	5
3) Noninvasive tightening	258,235	2.2%	11	9
Injection lipolysis	36,056	0.3%	24	15
Laser hair removal	1,412,657 ^C	12.1%	3	3
Laser skin resurfacing ****	509,901	4.4%	7	7
Laser treatment of leg veins	182,093	1.6%	14	10
Microdermabrasion	829,658 ^D	7.1%	4	4
Sclerotherapy	471,639	4.0%	8	8
Soft tissue fillers: 1) Autologous fat	44,547	0.4%	23	14
2) Calcium hydroxylapatite (Radiesse/Radiance)	119,397	1.0%	20	12
3) Collagen*****	63,769	0.5%	21	13
4) Hyaluronic acid (Hylaform, Restylane)	1,448,716 ^B	12.4%	2	2
5) Poly-L-Lactic Acid (Sculptra)	34,972	0.3%	25	16
Polymethyl Methacrylate (Artecoll, Artefill)	12,075	0.1%	34	18
Totals - Nonsurgical Procedures	9,621,999	82.2%		
Totals	11,701,031	100.0%		

* 60.6% of these procedures used saline implants and 39.4% used silicone implants.

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

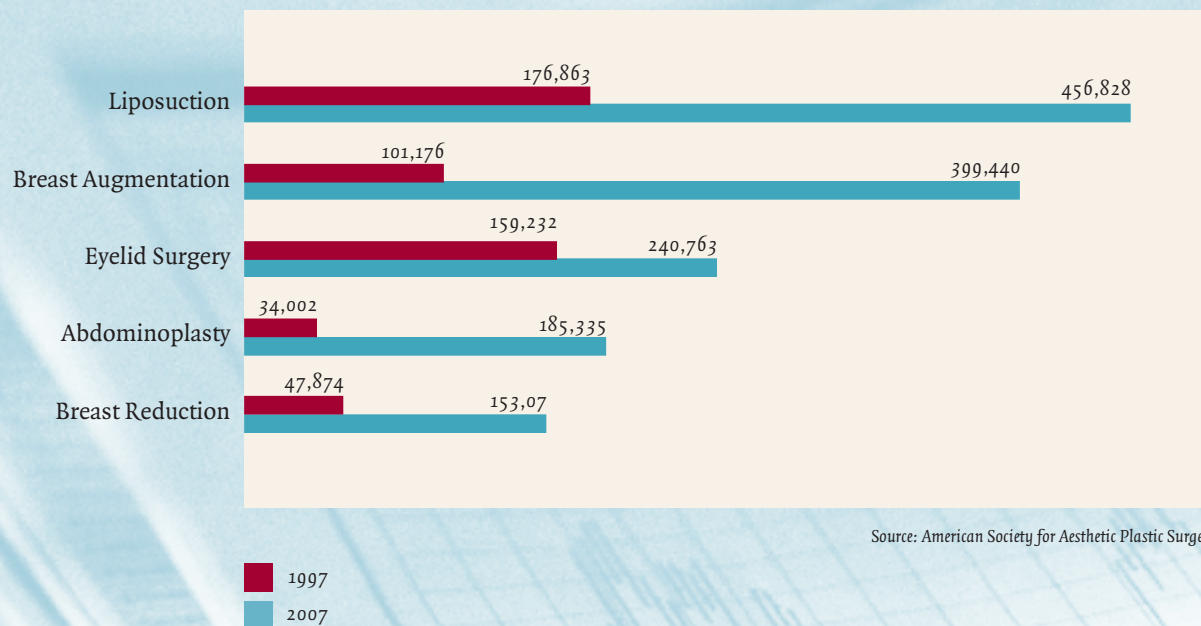
*** 20.2% of these procedures were ultrasound-assisted lipoplasty (UAL).

**** 15.4% of these procedures were performed with ablative lasers and 84.6% were performed with nonablative lasers.

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

Notes

- Final figures are projected to reflect nationwide statistics and are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard of error +/- 3.25 at a 95% level of confidence.
- Figures for procedures include but are not limited to those performed by ASAPS members. ASAPS members are plastic surgeons certified by the American Board of Plastic Surgery who specialize in cosmetic surgery of the face and the entire body.
- Component figures may not add exactly to totals and percentages may not equal 100% due to rounding.



* 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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- 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: 1997-2007

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

Procedure	2007	2006	1997	Percent Change 2006 vs 2007	Percent Change 1997 vs 2007	Percent Change 2006 vs 2007 (Female)	Percent Change 2006 vs 2007 (Male)	Percent Change 1997 vs 2007 (Female)	Percent Change 1997 vs 2007 (Male)
Abdominoplasty (tummy tuck)	185,335	172,457	34,002	7.5%	445.1%	9.5%	-36.3%	450.0%	317.0%
Blepharoplasty (cosmetic eyelid surgery)	240,763	209,999	159,232	14.6%	51.2%	14.1%	18.0%	53.4%	38.6%
Breast augmentation	399,440	383,886	101,176	4.1%	294.8%	4.1%	dna	294.8%	dna
Breast lift	126,178	125,896	19,882	0.2%	534.6%	0.2%	dna	534.6%	dna
Breast reduction (women)*	153,087	145,822	47,874	5.0%	219.8%	5.0%	dna	219.8%	dna
Buttock augmentation	5,325	2,556	na	108.3%	na	113.9%	-19.8%	na	na
Buttock lift	3,788	4,552	1,549	-16.8%	144.5%	-13.8%	-83.9%	150.2%	-8.8%
Cheek implants	2,406	4,868	11,040	-50.6%	-78.2%	-54.9%	-33.1%	-79.5%	-73.7%
Chin augmentation	18,250	18,920	27,373	-3.5%	-33.3%	-0.5%	-13.0%	-29.7%	-43.1%
Facelift	138,153	138,245	99,196	-0.1%	39.3%	1.2%	-11.4%	41.7%	19.3%
Forehead lift	61,119	54,149	55,090	12.9%	10.9%	10.9%	32.8%	12.2%	1.9%
Gynecomastia, treatment of (male breast reduction)	20,280	23,670	11,168	-14.3%	81.6%	DNA	-14.3%	DNA	81.6%
Hair transplantation	19,679	13,338	61,023	47.5%	-67.8%	46.0%	47.8%	-69.4%	-67.4%
Lip augmentation (other than injectable materials)	10,673	8,776	NA	21.6%	na	27.4%	-84.2%	na	na
Lipoplasty (liposuction)	456,828	403,684	176,863	13.2%	158.3%	13.8%	8.9%	168.5%	104.8%
Lower body lift	12,711	15,206	2,125	-16.4%	498.2%	-18.3%	17.5%	501.0%	462.1%
Otoplasty (cosmetic ear surgery)	28,413	20,417	22,939	39.2%	23.9%	36.1%	43.4%	23.1%	24.8%
Rhinoplasty (nose reshaping)	151,796	141,912	137,053	7.0%	10.8%	10.4%	-4.3%	29.7%	-28.7%
Thigh lift	18,431	18,997	2,895	-3.0%	536.7%	-3.7%	33.3%	529.3%	1015.2%
Upper arm lift	21,870	15,439	2,516	41.7%	769.2%	45.4%	-53.1%	766.3%	2977.8%
Vaginal rejuvenation	4,506	na	na	na	na	na	na	na	na
Totals - Surgical Procedures	2,079,032	1,922,788	972,996	8.1%	113.7%	8.5%	5.0%	141.6%	3.1%
Botox injection	2,775,176	3,181,592	65,157	-12.8%	4159.2%	-15.1%	9.7%	3983.1%	6149.2%
Chemical peel	575,080	558,432	481,227	3.0%	19.5%	1.1%	38.0%	18.3%	39.1%
Dermabrasion (not including microdermabrasion)	32,968	30,604	40,214	7.7%	-18.0%	8.8%	-1.8%	-3.8%	-66.5%
Facial rejuvenation: 1) Fraxel	167,351	na	na	na	na	na	na	na	na
2) IPL laser treatment	647,707	na	na	na	na	na	na	na	na
3) Noninvasive tightening	258,235	na	na	na	na	na	na	na	na
Injection lipolysis	36,056	na	na	na	na	na	na	na	na
Laser hair removal	1,412,657	1,475,296	na	-4.2%	na	-6.2%	11.5%	na	na
Laser skin resurfacing	509,901	576,509	154,153	-11.6%	230.8%	-9.1%	-37.9%	257.6%	50.9%
Laser treatment of leg veins	182,093	158,151	na	15.1%	na	13.3%	75.4%	na	na
Microdermabrasion	829,658	993,071	na	-16.5%	na	-19.3%	20.8%	na	na
Sclerotherapy	471,639	559,285	na	-15.7%	na	-13.6%	-78.9%	na	na
Soft tissue fillers: 1) Autologous fat	44,547	96,570	38,259	-53.9%	16.4%	-56.2%	-9.3%	16.5%	14.3%
2) Calcium hydroxylapatite (Radiesse/Radiance)	119,397	77,067	na	54.9%	na	53.9%	65.3%	na	na
3) Collagen	63,769	160,252	347,168	-60.2%	-81.6%	-62.1%	8.8%	-81.7%	-81.1%
4) Hyaluronic acid (Hylaform, Restylane)	1,448,716	1,593,554	na	-9.1%	na	-10.2%	14.3%	na	na
5) Polyactate (New-Fill/Sculptra)	34,972	44,696	na	-21.8%	na	-10.1%	-47.7%	na	na
Polymethyl Methacrylate (Artecoll, Artefill)	12,075	na	na	na	na	na	na	na	na
Totals - Nonsurgical Procedures	9,621,999	9,505,079	1,126,177	1.2%	754.4%	-0.4%	20.5%	742.9%	885.7%
Totals - All Procedures	11,701,031	11,427,868	2,099,173	2.4%	457.4%	1.1%	17.4%	485.1%	283.1%

• 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)

Percent of Change in Select Procedures: 1997-2007

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

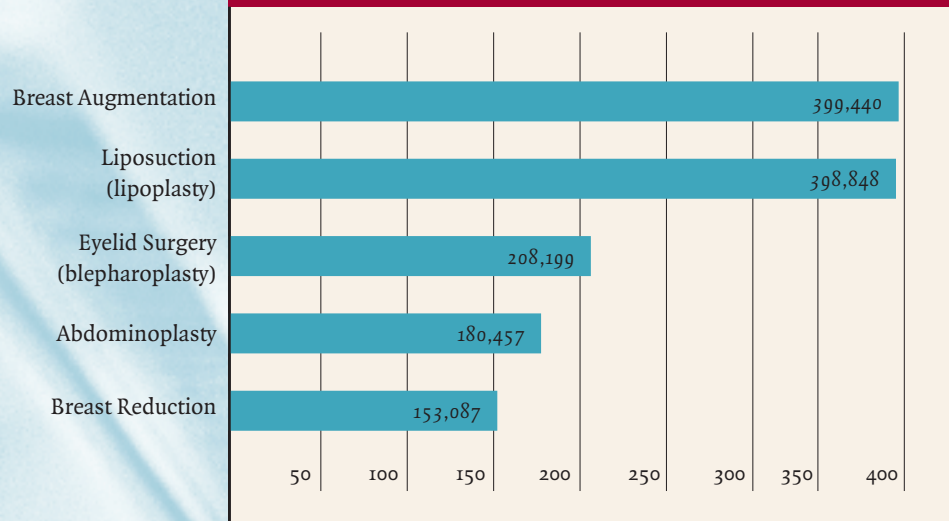
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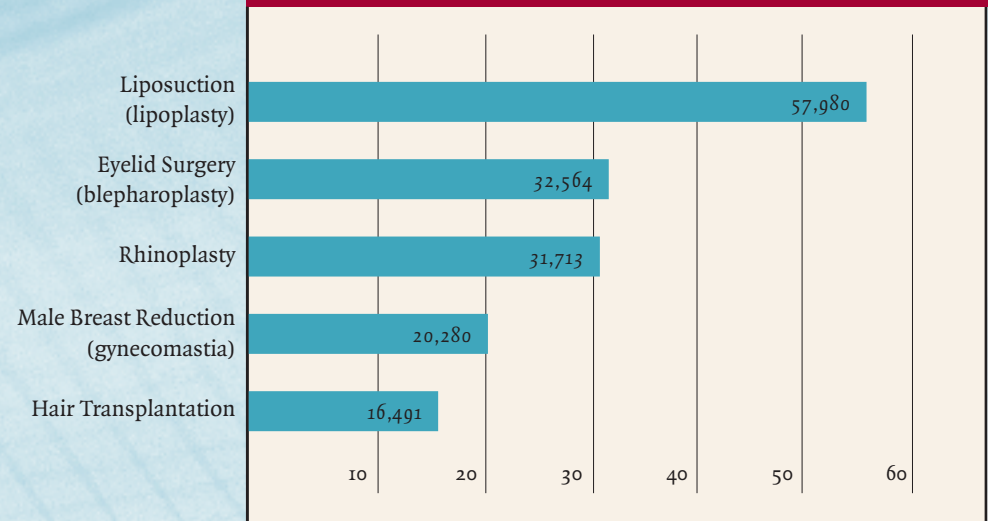
• Component figures may not add exactly to totals and percentages may not equal 100% due to rounding.

Top 5 Cosmetic Surgeries for Women in 2007
(thousands)



Source: American Society for Aesthetic Plastic Surgery

Top 5 Cosmetic Surgeries for Men in 2007
(thousands)



Source: American Society for Aesthetic Plastic Surgery

2007 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)	180,457	97.4%	13	4	4,879	2.6%	21	9
Blepharoplasty (cosmetic eyelid surgery)	208,199	86.5%	12	3	32,564	13.5%	8	2
Breast augmentation*	399,440	100.0%	9	1	DNA	DNA	DNA	DNA
Breast lift	126,178	100.0%	17	6	DNA	DNA	DNA	DNA
Breast reduction (women)**	153,087	100.0%	16	5	DNA	DNA	DNA	DNA
Buttock augmentation	5,239	98.4%	34	16	86	1.6%	33	15
Buttock lift	3,757	99.2%	36	18	31	0.8%	35	17
Cheek implants	1,755	72.9%	38	20	651	27.1%	30	12
Chin augmentation	14,217	77.9%	30	13	4,033	22.1%	24	10
Facelift	125,707	91.0%	18	7	12,445	9.0%	15	6
Forehead lift	54,534	89.2%	22	9	6,585	10.8%	20	8
Gynecomastia, treatment of (male breast reduction)	DNA	DNA	DNA	DNA	20,280	100.0%	11	4
Hair transplantation	3,188	16.2%	37	19	16,491	83.8%	13	5
Lip augmentation (other than injectable materials)	10,602	99.3%	33	15	72	0.7%	34	16
Lipoplasty (liposuction)***	398,848	87.3%	10	2	57,980	12.7%	6	1
Lower body lift	11,778	92.7%	31	14	933	7.3%	29	11
Otoplasty (cosmetic ear surgery)	15,975	56.2%	29	12	12,439	43.8%	16	7
Rhinoplasty (nose reshaping)	120,083	79.1%	19	8	31,713	20.9%	9	3
Thigh lift	17,918	97.2%	28	11	513	2.8%	31	13
Upper arm lift	21,592	98.7%	27	10	277	1.3%	32	14
Vaginal Rejuvenation	4,506	100.0%	35	17	DNA	DNA	DNA	DNA
Total - Surgical Procedures	1,877,060	90.3%			201,972	9.7%		
Botox injection	2,445,656	88.1%	1	1	329,519	11.9%	1	1
Chemical peel	536,044	93.2%	6	6	39,037	6.8%	7	6
Dermabrasion (not including microdermabrasion)	29,924	90.8%	25	16	3,044	9.2%	26	16
Facial rejuvenation: 1) Fraxel	153,954	92.0%	15	11	13,397	8.0%	14	9
2) IPL laser treatment	584,530	90.2%	5	5	63,177	9.8%	5	5
3) Noninvasive tightening	239,168	92.6%	11	9	19,068	7.4%	12	8
Injection lipolysis	33,144	91.9%	24	15	2,912	8.1%	27	17
Laser hair removal	1,226,974	86.9%	3	3	185,684	13.1%	2	2
Laser skin resurfacing ****	479,799	94.1%	7	7	30,102	5.9%	10	7
Laser treatment of leg veins	174,023	95.6%	14	10	8,071	4.4%	18	11
Microdermabrasion	743,748	89.6%	4	4	85,910	10.4%	3	3
Sclerotherapy	467,844	99.2%	8	8	3,795	0.8%	25	15
Soft tissue fillers: 1) Autologous fat	40,231	90.3%	23	14	4,316	9.7%	23	14
2) Calcium hydroxylapatite (Radiesse/Radiance)	108,414	90.8%	20	12	10,984	9.2%	17	10
3) Collagen*****	59,080	92.6%	21	13	4,689	7.4%	22	13
4) Hyaluronic acid (Hylaform, Restylane)	1,364,533	94.2%	2	2	84,184	5.8%	4	4
5) Poly-L-Lactic Acid (Sculptra)	27,730	79.3%	26	17	7,242	20.7%	19	12
Polymethyl Methacrylate (Artecoll, Artefill)	10,628	88.0%	32	18	1,447	12.0%	28	18
Total - Nonsurgical Procedures	8,725,422	90.7%			896,577	9.3%		
Total - All Procedures	10,602,481	90.6%			1,098,550	9.4%		

• 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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2007 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)	231	0.1%	39,498	21.3%	107,999	58.3%	33,323	18.0%	4,285	2.3%
Blepharoplasty (cosmetic eyelid surgery)	120	0.1%	9,436	3.9%	95,065	39.5%	101,868	42.3%	34,274	14.2%
Breast augmentation*	7,882	2.0%	205,881 ⁴	51.5%	156,677	39.2%	26,291	6.6%	2,710	0.7%
Breast lift	407	0.3%	29,812	23.6%	70,914	56.2%	23,469	18.6%	1,576	1.2%
Breast reduction (women)**	4,207	2.7%	46,553	30.4%	67,769	44.3%	30,728	20.1%	3,831	2.5%
Buttock augmentation	5	0.1%	3,856	72.4%	1,388	26.1%	77	1.4%	0	0.0%
Buttock lift	0	0.0%	1,525	40.3%	1,771	46.8%	484	12.8%	7	0.2%
Cheek implants	12	0.5%	643	26.7%	962	40.0%	765	31.8%	24	1.0%
Chin augmentation	327	1.8%	7,622	41.8%	6,659	36.5%	3,186	17.5%	456	2.5%
Facelift	0	0.0%	583	0.4%	29,845	21.6%	80,550	58.3%	27,174	19.7%
Forehead lift	38	0.1%	1,756	2.9%	20,679	33.8%	28,321	46.3%	10,325	16.9%
Gynecomastia, treatment of (male breast reduction)	2,758	13.6%	10,958	54.0%	4,960	24.5%	1,291	6.4%	314	1.5%
Hair transplantation	312	1.6%	4,066	20.7%	6,190	31.5%	6,597	33.5%	2,515	12.8%
Lip augmentation (other than injectable materials)	152	1.4%	2,694	25.2%	4,188	39.2%	2,953	27.7%	687	6.4%
Lipoplasty (liposuction)***	9,295	2.0%	140,757	30.8%	223,029	48.8%	76,384	16.7%	7,363	1.6%
Lower body lift	336	2.6%	2,650	20.8%	7,194	56.6%	2,385	18.8%	146	1.1%
Otoplasty (cosmetic ear surgery)	12,419 ⁴	43.7%	10,264	36.1%	3,852	13.6%	1,178	4.1%	701	2.5%
Rhinoplasty (nose reshaping)	10,709 ⁵	7.1%	80,652	53.1%	46,777	30.8%	12,467	8.2%	1,191	0.8%
Thigh lift	0	0.0%	3,330	18.1%	10,271	55.7%	4,429	24.0%	401	2.2%
Upper arm lift	11	0.1%	3,994	18.3%	10,944	50.0%	5,960	27.3%	960	4.4%
Vaginal Rejuvenation	110	2.4%	1,716	38.1%	2,449	54.4%	230	5.1%	0	0.0%
Totals - Surgical Procedures	49,330	2.4%	608,244	29.3%	879,582	42.3%	442,937	21.3%	98,939	4.8%
Botox injection	8,209	0.3%	386,629 ²	13.9%	1,501,254 ¹	54.1%	699,394 ¹	25.2%	179,691 ¹	6.5%
Chemical peel	13,790 ³	2.4%	110,703	19.3%	236,621	41.1%	179,816 ⁴	31.3%	34,150	5.9%
Dermabrasion (not including microdermabrasion)	1,163	3.5%	7,025	21.3%	8,781	26.6%	12,766	38.7%	3,232	9.8%
Facial rejuvenation: 1) Fraxel	623	0.4%	21,185	12.7%	72,425	43.3%	55,873	33.4%	17,244	10.3%
2) IPL laser treatment	6,044	0.9%	101,048	15.6%	319,388 ⁵	49.3%	176,403 ⁵	27.2%	44,824 ⁴	6.9%
3) Noninvasive tightening	309	0.1%	24,214	9.4%	112,841	43.7%	98,092	38.0%	22,780	8.8%
Injection lipolysis	246	0.7%	10,348	28.7%	19,006	52.7%	5,742	15.9%	715	2.0%
Laser hair removal	75,457 ¹	5.3%	606,555 ¹	42.9%	553,977 ³	39.2%	152,565	10.8%	24,103	1.7%
Laser skin resurfacing ****	3,819	0.7%	52,707	10.3%	263,216	51.6%	148,687	29.2%	41,473 ⁵	8.1%
Laser treatment of leg veins	419	0.2%	28,017	15.4%	91,285	50.1%	53,446	29.4%	8,927	4.9%
Microdermabrasion	41,009 ²	4.9%	196,159 ⁵	23.6%	332,617 ⁴	40.1%	203,584 ³	24.5%	56,288 ³	6.8%
Sclerotherapy	1,437	0.3%	60,459	12.8%	251,053	53.2%	137,327	29.1%	21,363	4.5%
Soft tissue fillers: 1) Autologous fat	248	0.6%	7,807	17.5%	19,083	42.8%	14,208	31.9%	3,201	7.2%
2) Calcium hydroxylapatite (Radiesse/Radiance)	26	0.0%	11,685	9.8%	52,752	44.2%	45,990	38.5%	8,945	7.5%
3) Collagen*****	289	0.5%	8,371	13.1%	31,127	48.8%	19,764	31.0%	4,217	6.6%
4) Hyaluronic acid (Hylaform, Restylane)	2,702	0.2%	208,460 ³	14.4%	665,735 ²	46.0%	447,020 ²	30.9%	124,799 ²	8.6%
5) Poly-L-Lactic Acid (Sculptra)	0	0.0%	2,161	6.2%	16,098	46.0%	12,752	36.5%	3,960	11.3%
Polymethyl Methacrylate (Artecoll, Artefill)	0	0.0%	2,508	20.8%	3,967	32.9%	4,354	36.1%	1,245	10.3%
Totals - Nonsurgical Procedures	155,790	1.6%	1,846,040	19.2%	4,551,227	47.3%	2,467,785	25.6%	601,156	6.2%
Totals	205,119	1.8%	2,454,284	21.0%	5,430,810	46.4%	2,910,722	24.9%	700,096	6.0%

• 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 of error +/- 3.25 at a 95% level of confidence.

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

• Component figures may not add exactly to totals and percentages may not equal 100% due to rounding.

2007 National Average for Physician/Surgeon Fees Per Procedure

Notes from the 2007 National Average for Physician/Surgeon Fees Table

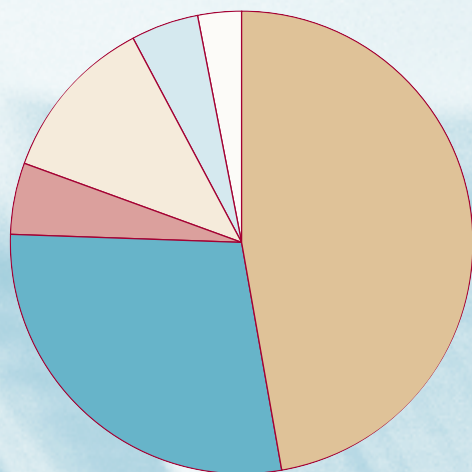
Source: The American Society for Aesthetic Plastic Surgery for statistical data.

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

Procedure	National Average	Total Expenditures
Abdominoplasty	\$5,350	\$991,544,589
Blepharoplasty (cosmetic eyelid surgery)	\$2,840	\$683,766,194
Breast augmentation - silicone gel implants	\$4,087	\$644,001,114
Breast augmentation - saline implants	\$3,690	\$892,490,535
Breast lift	\$4,341	\$547,740,074
Breast reduction (women)	\$5,417	\$829,274,709
Buttock augmentation	\$4,250	\$22,629,543
Buttock lift	\$4,885	\$18,501,921
Cheek implants	\$2,840	\$6,833,664
Chin augmentation	\$2,254	\$41,135,210
Facelift	\$6,792	\$938,332,057
Forehead lift	\$3,337	\$203,954,225
Gynecomastia, treatment of (male breast reduction)	\$3,455	\$70,068,803
Hair transplantation	\$5,874	\$115,596,766
Lip augmentation (other than injectable materials)	\$1,611	\$17,194,980
Lipoplasty: Suction-assisted	\$2,920	\$1,065,095,608
Lipoplasty: Ultrasound-assisted	\$2,963	\$272,800,583
Lower body lift	\$8,043	\$102,232,154
Otoplasty (cosmetic ear surgery)	\$3,085	\$87,655,016
Rhinoplasty	\$4,357	\$661,376,647
Thigh lift	\$4,783	\$88,156,130
Upper arm lift	\$3,864	\$84,503,776
Vaginal rejuvenation	\$2,434	\$10,967,459
Total - Surgical Procedures		\$8,395,851,754
Botox injection	\$380	\$1,054,566,736
Chemical peel	\$718	\$412,907,539
Dermabrasion (does not include microdermabrasion)	\$1,544	\$50,902,583
Fraxel	\$1,130	\$189,106,682
IPL Laser Treatment	\$411	\$266,207,571
Noninvasive Tightening	\$1,194	\$308,332,955
Injection lipolysis (mesotherapy/lipodissolve)	\$905	\$32,630,717
Laser hair removal	\$387	\$546,698,426
Laser skin resurfacing - Ablative	\$2,418	\$189,630,089
Laser skin resurfacing - Nonablative	\$580	\$250,256,567
Laser treatment of leg veins	\$462	\$84,127,009
Microdermabrasion	\$130	\$107,855,592
Sclerotherapy	\$377	\$177,808,006
Soft Tissue Fillers: Autologous fat	\$1,546	\$68,869,664
Calcium Hydroxylapatite (Radiance)	\$803	\$95,876,016
Collagen, Bovine (includes Zyderm/Zyplast)	\$397	\$7,183,853
Collagen, Human (incl. Alloderm/Cymetra, Autologen, CosmoDerm, CosmoPlast,	\$542	\$24,755,136
Dermalogen, Facian, Isolagen)		
Hyaluronic Acid (incl. Hylaform, Juvederm, Perlane/Restylane)	\$576	\$834,460,585
Poly-L-Lactic Acid (Sculptra)	\$1,027	\$35,915,975
Polymethyl Methacrylate (Artecoll, Artefill)	\$1,180	\$14,248,622
Total - Nonsurgical Procedures		\$4,752,340,323
Total - All Procedures		\$13,148,192,077

- 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 of error +/- 3.25 at a 95% level of confidence.
- Figures for procedures include but are not limited to those performed by ASAPS members. ASAPS members are plastic surgeons certified by the American Board of Plastic Surgery who specialize in cosmetic surgery of the face and the entire body.
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Breast Augmentation Procedures Performed in Women 18 and Under* According to Reason for Surgery



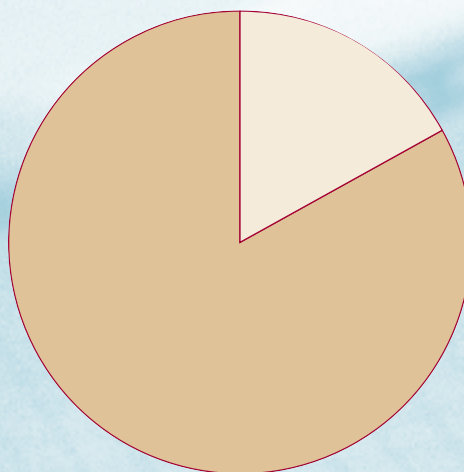
Source: American Society for Aesthetic Plastic Surgery

- 47.4% Cosmetic bilateral breast augmentation**
- 28.1% Severe asymmetry
- 5.0% Poland's syndrome (congenital absent breast)
- 11.7% Tubular breast deformity
- 4.8% Congenital micromastia (severe underdevelopment)
- 2.9% Other

*In 2007, there were 7,882 procedures performed on women 18 and under, only 2% of the total number of breast augmentations. Under 1 percent of the total number of breast augmentation procedures were performed on women 18 and under for purely cosmetic bilateral breast enlargement.

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

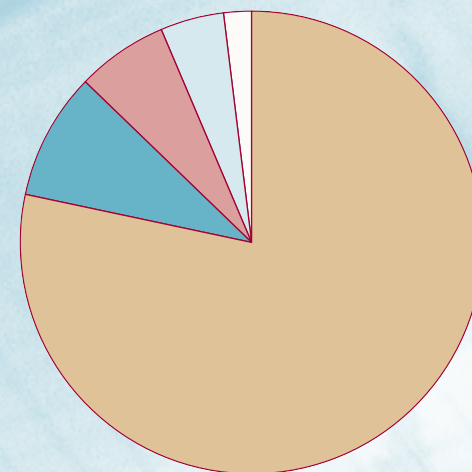
Percent of Doctors Surveyed who work with medical spas where non-surgical procedures, such as injections and laser procedures are performed



Source: American Society for Aesthetic Plastic Surgery

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

Percent of Total Procedures According to Race/Ethnicity



Source: American Society for Aesthetic Plastic Surgery

- 78.6% Caucasian
- 8.8% Hispanics
- 6.3% African-American
- 4.5% People of Asian descent
- 1.9% Other

Total ethnic population (rounded) = 21%

2007 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)	30.3 ⁴
Blepharoplasty (cosmetic eyelid surgery)	36.7 ³
Breast augmentation*	78.1 ¹
Breast lift	23.0 ⁵
Breast reduction (women)**	20.4
Buttock augmentation	0.7
Buttock lift	0.5
Cheek implants	0.6
Chin augmentation	2.9
Facelift	19.5
Forehead lift	8.5
Gynecomastia, treatment of (male breast reduction)	3.4
Hair transplantation	0.9
Lip augmentation (other than injectable materials)	1.8
Lipoplasty (liposuction)***	72.1 ²
Lower body lift	2.2
Otoplasty (cosmetic ear surgery)	2.1
Rhinoplasty (nose reshaping)	12.5
Thigh lift	2.1
Upper arm lift	2.9
Vaginal Rejuvenation	0.7
Total - Surgical Procedures	321.9
Botox injection	352.4 ^A
Chemical peel	36.2
Dermabrasion (not including microdermabrasion)	3.6
Facial rejuvenation: 1) Fraxel	11.5
2) IPL laser treatment	46.6 ^E
3) Noninvasive tightening	12.4
Injection lipolysis	7.4
Laser hair removal	129.1 ^B
Laser skin resurfacing ****	18.0
Laser treatment of leg veins	5.8
Microdermabrasion	72.8 ^D
Sclerotherapy	7.8
Soft tissue fillers: 1) Autologous fat	8.8
2) Calcium hydroxylapatite (Radiesse/Radiance)	8.3
3) Collagen*****	5.3
4) Hyaluronic acid (Hylaform, Restylane)	108.0 ^C
5) Poly-L-Lactic Acid (Sculptra)	3.7
Polymethyl Methacrylate (Artecoll, Artefill)	1.6
Total - Nonsurgical Procedures	839.3
Total - All Procedures	1,161.2

Notes from the 2007 ASAPS Member Practice Profile Table

- Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.
- Final figures are projected to reflect nationwide statistics and are based on a survey of doctors who have been certified by American Board of Medical Specialties recognized boards, including but not limited to the American Board of Plastic Surgery. The survey portion of this research has a standard of error +/- 3.25 at a 95% level of confidence.
- Figures for procedures include but are not limited to those performed by ASAPS members. ASAPS members are plastic surgeons certified by the American Board of Plastic Surgery who specialize in cosmetic surgery of the face and the entire body.
- Component figures may not add exactly to totals and percentages may not equal 100% due to rounding.

Surgical 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	\$5,350	2-5 hours	One	Permanent	1-3 weeks
Breast Augmentation (saline) Breast Augmentation (silicone)	Small, disproportionate breasts	\$3,690 \$4,087	1-2 hours	One	Permanent possible implant replacement	1-2 weeks
Breast Lift	Sagging, poorly shaped breasts	\$4,341	1 1/2-3 1/2 hours	One	Long-lasting	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,417	2-4 hours	One	Permanent	1-2 weeks
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,885	2 hours	One	Long-lasting	10-14 days
Cheek Implants	Poor facial contour	\$2,840	2 hours	One	Permanent	1-2 weeks
Chin Augmentation	Receding chin	\$2,254	1 hour	One	Permanent	1-2 weeks
Otoplasty (cosmetic ear surgery)	Protruding or disproportionate ears	\$3,085	2-3 hours	One	Permanent	5 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,840	1-3 hours	One	Long-lasting	Within 10 days
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,792	2-3 hours	One	Long-lasting	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,337	1-2 hours	One	Long-lasting	Within 10 days
Gynecomastia, Treatment of	Enlarged male breasts	\$3,455	2 hours	One	Permanent	1 week
Hair Transplantation	Hair loss with the availability of healthy hair in donor areas	\$5,874	Several hours	Multiple sessions over 1-2 years	Permanent	Several days
Lip augmentation (surgical)	Thin lips	\$1,611	1 hour	One	Permanent	Within 1 week
Lipoplasty (suction-assisted) Lipoplasty (ultrasound-assisted)	Normal weight with isolated fatty areas	\$2,920 \$2,963	45 minutes - 2 hours	One	Permanent	1-2 weeks
Lower Body Lift	Skin laxity without significant fat deposits	\$8,043	Up to 8 hours	One	Long-lasting	Up to 4 weeks
Rhinoplasty	Nose too large, wide, or tip needs reshaping	\$4,357	1-2 hours	One	Permanent	7-10 days
Thigh Lift	Loose, excess skin	\$4,783	2 hours	One	Long-lasting	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$3,864	2 hours	One	Long-lasting	1-2 weeks

* National average; surgeon fees are based on ASAPS 2007 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

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

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	\$380	30 minutes	Repeat treatments 4-6 months	Temporary	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$718	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	\$1,544	A few minutes - 1 1/2 hours	Multiple sessions	Long-lasting	7-10 days
Laser Hair Removal	Unwanted hair on face or body	\$387	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	\$2,418	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	\$462	30 minutes - 1 hour	Multiple sessions	Permanent	No downtime
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$130	30 minutes - 1 hour	Multiple sessions 2-3 week intervals	Temporary	No downtime
Sclerotherapy	Spider veins	\$377	30 minutes - 1 hour	3-4 Treatments Injections	Permanent	No downtime
Soft Tissue Fillers						
1) Autologous Fat	Folds, lips, frown lines, and facial recontouring	\$1,546	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	\$803	Less than 1 hour	Repeat treatments 2 years or longer	Temporary	No downtime
3) Collagen	Frown lines, crow's feet, nasolabial folds	\$397	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	\$576	Less than 1 hour	Repeat treatments 4 months – 1 year	Temporary	No downtime

* National average; surgeon fees are based on ASAPS 2007 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

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

Americans' general approval of cosmetic surgery

- 56% of women say they approve of cosmetic surgery
- 57% of men say they approve of cosmetic surgery

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

- 31% of women
- 20% of men

Would not be embarrassed about having cosmetic surgery

- 78% 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]

- 10% of Americans age 65 or older
- 21% of 55-64 year olds
- 27% of 45-54 year olds
- 34% of 35-44 year olds
- 34% of 25-34 year olds
- 27% of 18-24 year olds

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

- 26% of married Americans
- 25% of unmarried Americans

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

- 27% of white Americans
- 24% of non-white Americans

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

- 29% of Americans with child in household
- 24% of Americans with no child in household

ASAPS Quick Facts

- ✧ The American Society for Aesthetic Plastic Surgery (ASAPS)
- ✧ Founded in 1967
- ✧ Primary mission: education and research in cosmetic plastic surgery
- ✧ Over 2400 members, mostly in the U.S. and Canada
- ✧ International members in 38 countries
- ✧ U.S. members are plastic surgeons certified by the American Board of Plastic Surgery (in Canada, by the Royal College of Physicians and Surgeons of Canada) and specializing in cosmetic surgery of the face and body
- ✧ Accredited sponsor of cosmetic surgery Continuing Medical Education (CME) for qualified plastic surgeons since 1974
- ✧ Sponsor of the Cosmetic Surgery National Data Bank since 1997
- ✧ Peer-reviewed publication: *Aesthetic Surgery Journal*, the world's most widely read clinical journal of cosmetic surgery



The American Society for
Aesthetic Plastic Surgery, Inc.

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