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*th annual*

0.4	23.2	56.2	40.6
5.6	-0.8	+1.9	+1.5
0.6	23.2	56.2	51.0

COSMETIC SURGERY NATIONAL DATA BANK **STATISTICS**



The American Society for  
Aesthetic Plastic Surgery

The Authoritative Source  
for Current US Statistics  
on Cosmetic Surgery

Expanded data for 2011:  
Multi-year comparisons,  
35 Cosmetic Procedures

Multi-specialty Data

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### ASAPS Spokesperson Network

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

### The Media Center at <http://www.surgery.org/media>

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

**T**he 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 significant number of continuing medical education hours. New members must be sponsored by a current Society member.

Other health care providers may also provide some of these services, therefore cosmetic procedures surgical and nonsurgical are performed by a variety of physicians. For that reason, we rely on physicians from many different specialties when we compile our annual statistics. We thank these clinicians for their contributions to our survey.

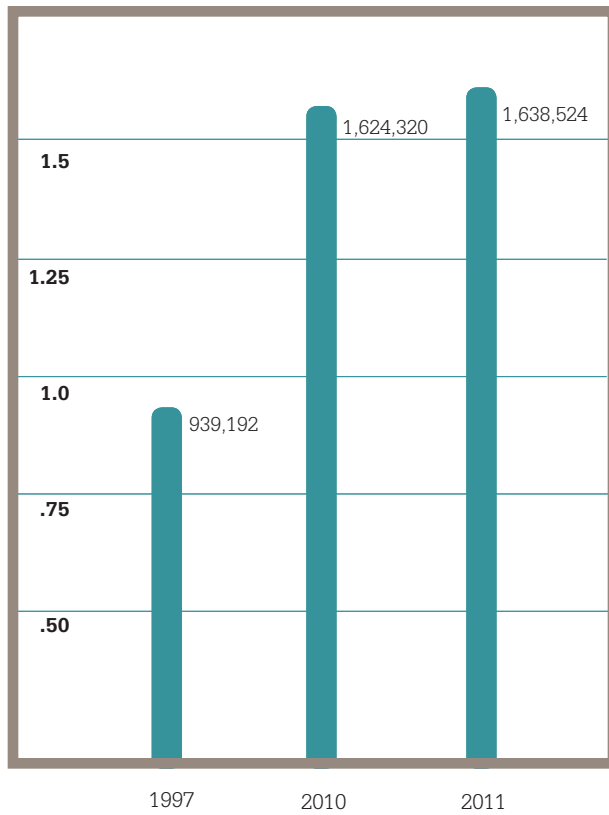
ASAPS, working with an independent research firm, compiled the 15-year national data for procedures performed 1997-2011. A paper-based questionnaire was mailed to 22,700 Board-Certified physicians (8,900 Dermatologists, 8,100 Otolaryngologists, and 5,700 Plastic Surgeons). A second request was mailed to 4,000 Dermatologists and 4,000 Otolaryngologists. An online version of the questionnaire was also available. A total of 1,107 physicians returned questionnaires, of which 92 were retired or otherwise inactive during 2011. Of the 1,015 active respondents, the sample consisted of 420 Plastic Surgeons, 384 Dermatologists, and 211 Otolaryngologists.

Final figures have been projected to reflect nationwide statistics and are based exclusively on the Board-Certified Plastic Surgeons; Otolaryngologists; and Dermatologists. The findings have been aggregated and extrapolated to the known population of 24,650 active physicians who are Board Certified in these specialties. Though the confidence intervals change by procedure, depending on the grouping's sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.01% at a 95% level of confidence.

The *Survey on Cosmetic Procedures Performed in 2011* was compiled, tabulated and analyzed by Industry Insights Inc. ([www.industryinsights.com](http://www.industryinsights.com)), an independent research firm based in Columbus, OH.

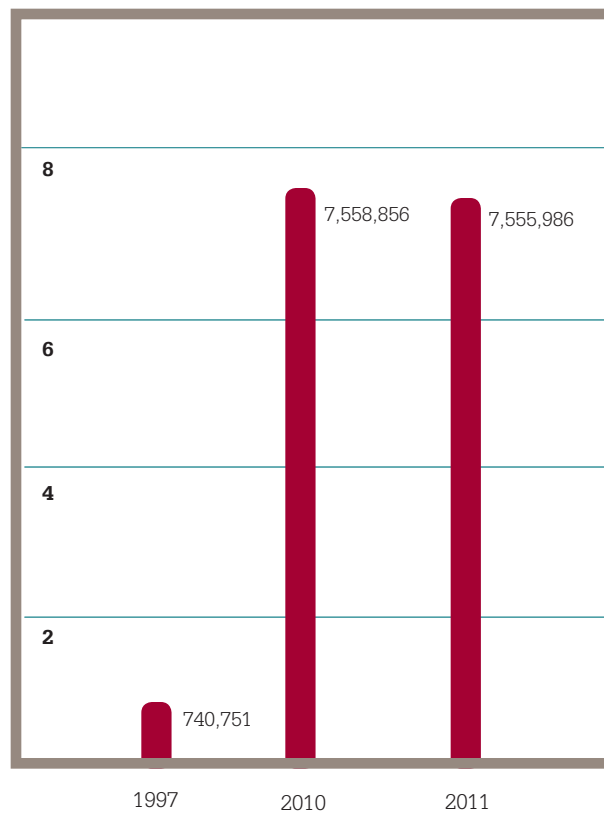
## Plastic Surgery Timelines

### Surgical Cosmetic Procedures



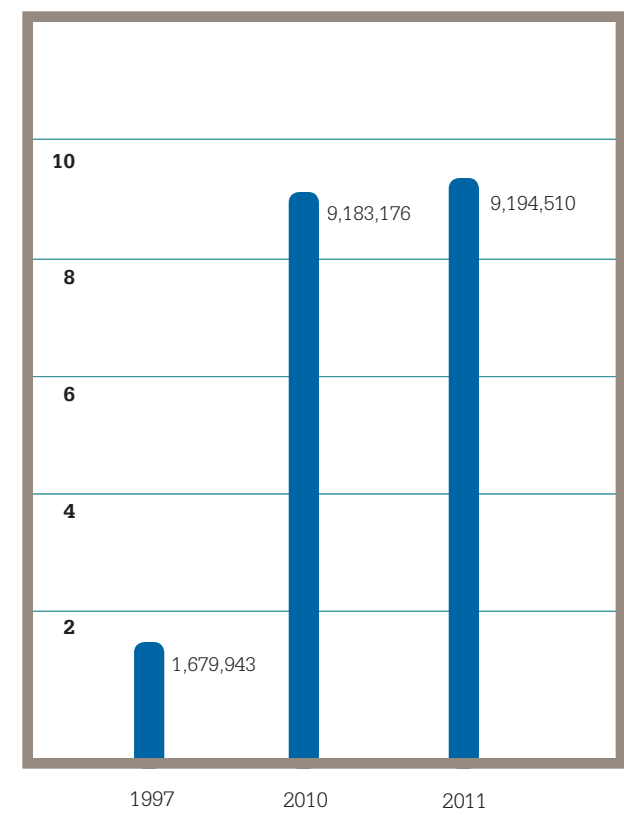
Source: American Society for Aesthetic Plastic Surgery

### Nonsurgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

### Surgical and Nonsurgical Cosmetic Procedures: Totals



Source: American Society for Aesthetic Plastic Surgery

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

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**QUICK FACTS:****Highlights of the ASAPS 2011  
Statistics on Cosmetic Surgery:**

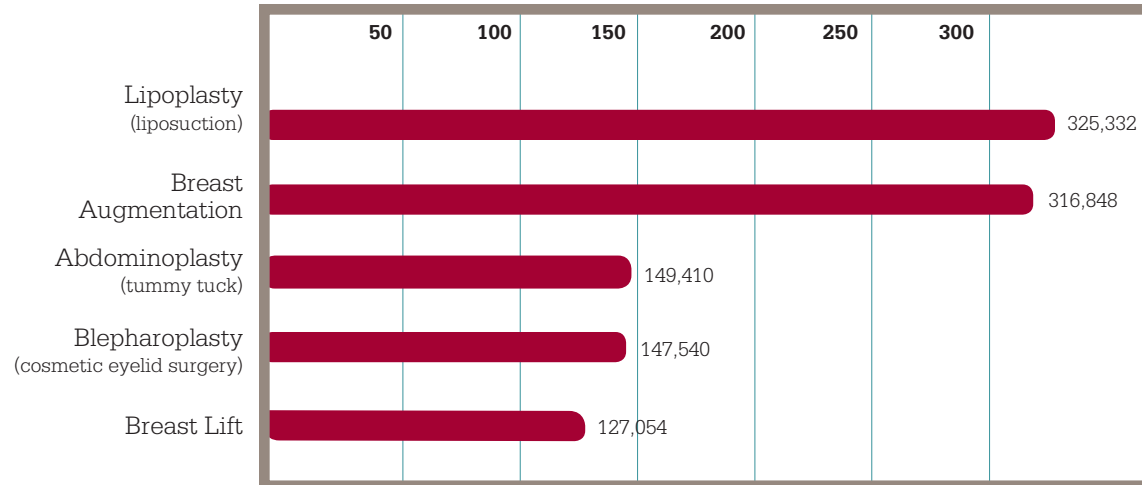
- ◆ There were over 9 million surgical and nonsurgical cosmetic procedures performed in the United States in 2011. Surgical procedures accounted for 18% of the total number of procedures and 63% of the total expenditures, with nonsurgical procedures making up 82% of the total number of procedures and 37% of total expenditures.
- ◆ From 2010-2011, there was almost a 1% increase in the total number of cosmetic surgical procedures, with over 1.6 million surgical procedures performed this past year.
- ◆ **From 2010-2011, there was almost a 13% increase in the total number of liposuction procedures with over 300,000 procedures performed.** For the first time in three years lipoplasty has surpassed breast augmentation as the most popular cosmetic surgical procedure in the United States. Until 2008 liposuction had been the most popular cosmetic surgery procedure, but from 2008-2010 breast augmentation held that title.
- ◆ Since 1997, there has been over 197% increase in the total number of cosmetic procedures. Surgical procedures increased by more than 73%, and nonsurgical procedures increased by 356%.
- ◆ **The top five cosmetic surgical procedures in 2011 were:** liposuction (325,332 procedures); breast augmentation (316,848 procedures); abdominoplasty (149,410 procedures); blepharoplasty (147,540 procedures); breast lift (127,054 procedures).
- ◆ **The top five nonsurgical cosmetic procedures in 2011 were:** Botulinum Toxin Type A (2,619,739 procedures); hyaluronic acid (1,206,186 procedures); laser hair removal (919,802 procedures); microdermabrasion (499,427 procedures); IPL laser treatment (439,161 procedures).
- ◆ For the first time ever this survey asked the doctors for the total number of non-surgical procedures being performed in their practices by BOTH physicians and their physician assistants and nurse injectors. Below is the TOTAL number of procedures performed: Botulinum Toxin Type A (4,030,318); Hyaluronic Acid (1,662,480); Laser Hair Removal (1,452,880); Microdermabrasion (794,357); and IPL Laser Treatment: 726,125.
- ◆ Women had almost 8.4 million cosmetic procedures, 91% of the total. The number of cosmetic procedures for women increased over 208% from 1997.
- ◆ **The top five surgical procedures for women were:** breast augmentation, liposuction, tummy tuck, breast lift, and eyelid surgery.
- ◆ Men had almost 800,000 cosmetic procedures, 9% of the total. The number of cosmetic procedures for men increased over 121% from 1997.
- ◆ **The top five surgical procedures for men were:** liposuction, rhinoplasty, eyelid surgery, breast reduction to treat enlarged male breast, and facelift.
- ◆ Americans spent nearly \$10 billion on cosmetic procedures in 2011. Of that total \$6.2 billion was spent on surgical procedures; \$1.7 billion was spent on injectable procedures; \$1.6 billion was spent on skin rejuvenation procedures; and over \$360 million was spent on other nonsurgical procedures, including laser hair removal and laser treatment of leg veins.
- ◆ People age 35-50 had the most procedures – almost 4 million and 43% of the total. People age 19-34 had 20% of procedures; age 51-64 had 28%; age 65 and over had 8%; and age 18 and younger had 1.4%.
- ◆ **The most common procedures for age 35-50 were:** Botulinum Toxin Type A, Hyaluronic Acid, laser hair removal, IPL Laser Treatment, and Microdermabrasion.
- ◆ **Racial and ethnic minorities, as of last year, had approximately 21% of all cosmetic procedures:** Hispanics, 8%; African-Americans, 7%; Asians, 5%; and other non-Caucasians, 1%.
- ◆ **Where cosmetic surgeries were performed:** office facility, 60%; free-standing surgicenter, 22%; and hospital, 18%.

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

## TOP 5 PROCEDURES: Surgical & Nonsurgical

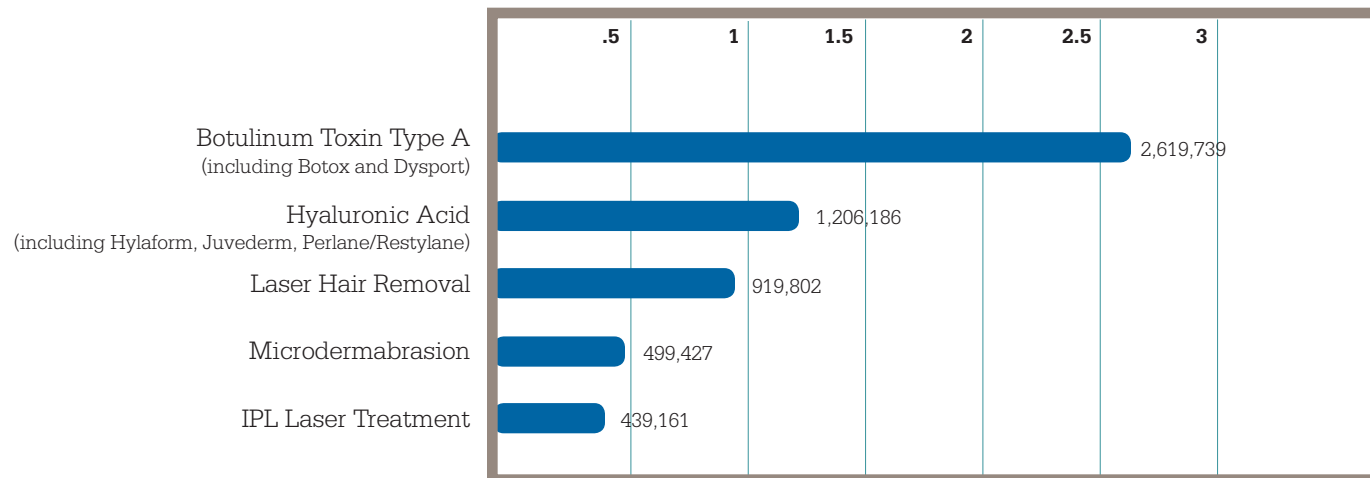
## Quick Facts

### Top 5 Surgical Procedures in 2011



Source: American Society for Aesthetic Plastic Surgery

### Top 5 Nonsurgical Procedures in 2011



Source: American Society for Aesthetic Plastic Surgery

- ◆ In 2006 the FDA announced their decision to reintroduce silicone gel [breast implants](#) to the market.
- ◆ Since 2000 [Botox](#) has been the most popular cosmetic nonsurgical procedure. Botox gained FDA approval for cosmetic use in 2002.
- ◆ Hyaluronic Acid [injectables](#) (including Hyalform, Juvederm, Perlane/Restylane) have quickly been gaining in popularity. ASAPS added Hyaluronic Acid to the survey in 2004, and in 2011 these procedures are only 2nd in popularity to Botox.
- ◆ For the first time ever this survey asked the doctors for the total number of non-surgical procedures being performed in their practices by BOTH physicians and their physician assistants and nurse injectors. Below is the TOTAL number of procedures performed:

1. Botulinum Toxin Type A: 4,030,318
2. Hyaluronic Acid: 1,662,480
3. Laser Hair Removal: 1,452,880
4. Microdermabrasion: 794,357
5. IPL Laser Treatment: 726,125

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

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## 2011 National Totals for Cosmetic Procedures

## Notes

The following list includes both surgical and nonsurgical cosmetic procedures. The top 5 surgical procedures are indicated in bold superscript letters in the column headed Number of Procedures, while the top 5 nonsurgical procedures are indicated by bold superscript numbers.

Procedure	Number of Procedures	Rank within Category (Surgical/Nonsurgical)	Rank in 2006	Rank in 2001
<b>Surgical</b>				
Abdominoplasty (tummy tuck)	<b>149,410<sup>C</sup></b>	<b>3</b>	<b>4</b>	8
Autologous fat	69,877	9	na	na
Blepharoplasty (cosmetic eyelid surgery)	<b>147,540<sup>P</sup></b>	<b>4</b>	<b>3</b>	<b>2</b>
Breast augmentation*	<b>316,848<sup>B</sup></b>	<b>2</b>	<b>2</b>	<b>3</b>
Breast lift	<b>127,054<sup>F</sup></b>	<b>5</b>	8	10
Breast reduction (women)**	112,964	8	<b>5</b>	6
Buttock augmentation	7,382	18	19	na
Buttock lift	3,762	19	18	19
Chin augmentation	11,171	15	14	12
Facelift	116,086	7	7	<b>5</b>
Forehead lift	28,200	10	10	7
Gynecomastia, treatment of (male breast reduction)	17,645	13	11	14
Lip augmentation (other than injectable materials)	8,459	17	17	11
Lipoplasty (liposuction) ***	<b>325,332<sup>A</sup></b>	<b>1</b>	<b>1</b>	<b>1</b>
Lower body lift	9,175	16	16	17
Otoplasty (cosmetic ear surgery)	26,783	11	12	13
Rhinoplasty (nose reshaping)	126,107	6	6	<b>4</b>
Thigh lift	13,878	14	13	15
Upper arm lift	18,709	12	15	16
Vaginal Rejuvenation	2,142	20	na	na
<b>Totals - Surgical Procedures</b>	<b>1,638,524</b>			
<b>Injectables:</b>				
Botulinum Toxin Type A (including Botox and Dysport)	<b>2,619,739<sup>1</sup></b>	<b>1</b>		
Calcium hydroxylapatite (Radiesse)	174,593	10		
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	<b>1,206,186<sup>2</sup></b>	<b>2</b>		
Poly-L-Lactic Acid (Sculptra)	60,924	13		
<b>Totals - Injectables</b>	<b>4,061,442</b>			
<b>Skin Rejuvenation:</b>				
Chemical Peel	384,222	6		
Dermabrasion	25,129	15		
Fraxel	100,433	11		
IPL Laser Treatment	<b>439,161<sup>5</sup></b>	<b>5</b>		
Laser Skin Resurfacing****	345,587	8		
Microdermabrasion	<b>499,427<sup>4</sup></b>	<b>4</b>		
Noninvasive Tightening	297,795	9		
<b>Totals - Skin Rejuvenation</b>	<b>2,091,754</b>			
<b>Other:</b>				
Laser Hair Removal	<b>919,802<sup>3</sup></b>	<b>3</b>		
Tattoo Laser Treatment	40,801	14		
Laser Treatment of Leg Veins	87,456	12		
Sclerotherapy	354,731	7		
<b>Totals - Other Nonsurgical Procedures</b>	<b>1,402,790</b>			
<b>Totals - Nonsurgical Procedures</b>	<b>7,55,986</b>			
<b>TOTALS ALL PROCEDURES</b>	<b>9,194,510</b>			
<b>Nonsurgical</b>				

\* 31.0% of these procedures used saline implants and 69.0% used silicone implants.

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

\*\*\* 37.0% of the fractional resurfacing procedures were performed with ablative lasers and 63.0% were performed with nonablative lasers.

\*\*\*\* 51.0% of the laser skin resurfacing procedures were performed with ablative lasers and 49.0% were performed with nonablative lasers.

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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

\* 31% of these procedures used saline implants and 69% used silicone implants.

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

\*\*\*37% of these procedures were ablative and 63% were nonablative.

\*\*\*\*51% of these procedures were ablative and 49% were nonablative.

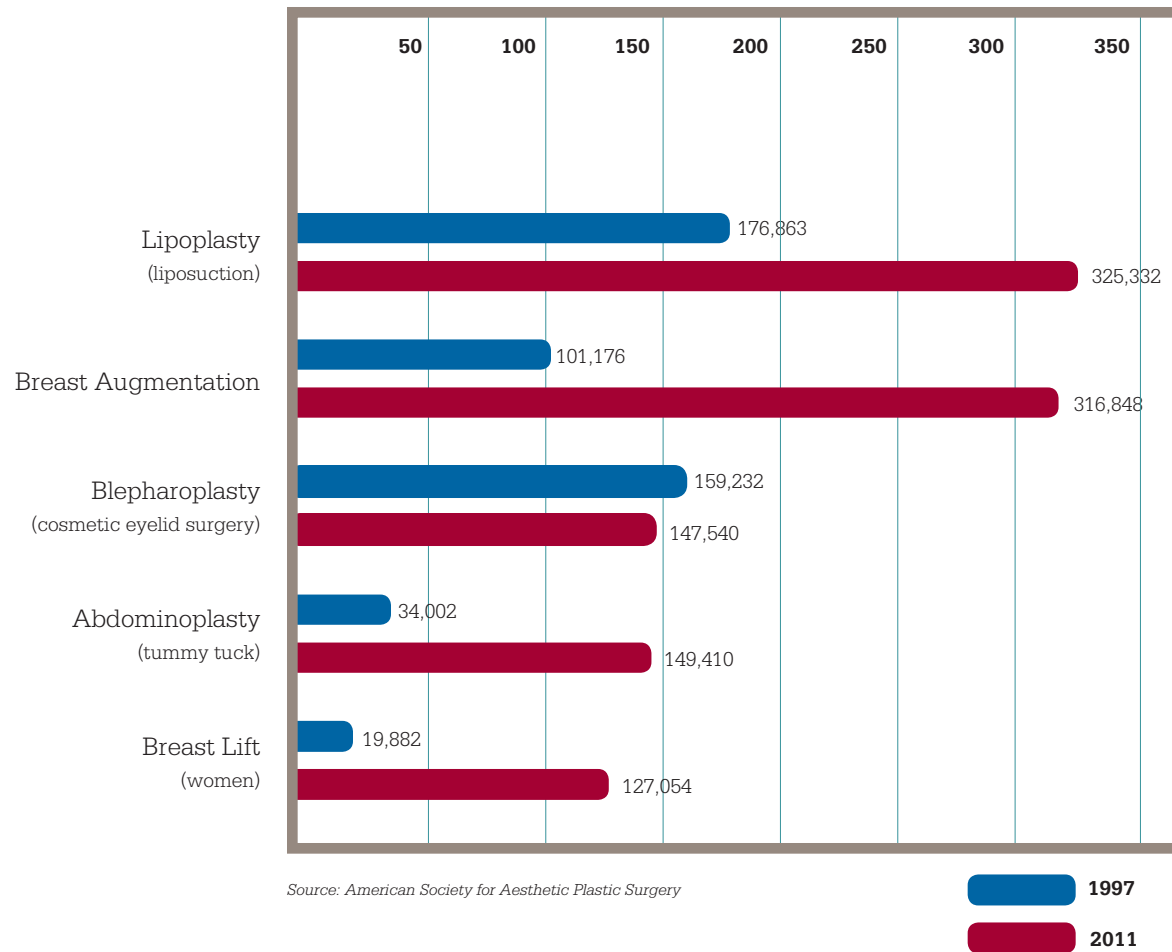
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Please credit the American Society for Aesthetic Plastic Surgery when citing statistical data.

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## Surgical and Nonsurgical Procedures: 15-Year Comparison, 1997-2011

## Notes



- ◆ For the first time in three years lipoplasty has surpassed [Breast augmentation](#) as the most popular cosmetic surgical procedure in the United States. Until 2008 liposuction had been the most popular cosmetic surgery procedure, but from 2008-2010 breast augmentation held that title.
- ◆ In the past 15 years, there was almost a 340% increase in the number of tummy tucks performed in the United States.
- ◆ From 1997 – 2011, there was almost a 540% increase in the number of breast lift procedures.

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## Percent of Change in Select Procedures: 1997 - 2011

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

Procedure	2011	2010	1997	Percent Change 2011 vs 2010	Percent Change 2011 vs 1997
<b>Surgical</b>					
Abdominoplasty (tummy tuck)	149,410	144,929	34,002	3.1%	339.4%
Autologous fat	69,877	53,840	38,259	29.8%	82.6%
Blepharoplasty (cosmetic eyelid surgery)	147,540	152,123	159,232	-3.0%	-7.3%
Breast augmentation	316,848	318,123	101,176	-0.4%	213.2%
Breast lift	127,054	121,377	19,882	4.7%	539.0%
Breast reduction (women)*	112,964	138,152	47,874	-18.2%	136.0%
Buttock augmentation	7,382	7,034	na	5.0%	na
Buttock lift	3,762	3,929	1,549	-4.3%	142.9%
Chin augmentation	11,171	10,166	27,373	9.9%	-59.2%
Facelift	116,086	127,512	99,196	-9.0%	17.0%
Forehead lift	28,200	26,514	55,090	6.4%	-48.8%
Gynecomastia, treatment of (male breast reduction)	17,645	18,256	11,168	-3.3%	58.0%
Lip augmentation (other than injectable materials)	8,459	8,638	na	-2.1%	na
Lipoplasty (liposuction)	325,332	289,016	176,863	12.6%	83.9%
Lower body lift	9,175	9,147	2,125	0.3%	331.8%
Otoplasty (cosmetic ear surgery)	26,783	25,999	22,939	3.0%	16.8%
Rhinoplasty (nose reshaping)	126,107	133,511	137,053	-5.5%	-8.0%
Thigh lift	13,878	15,366	2,895	-9.7%	379.4%
Upper arm lift	18,709	18,659	2,516	0.3%	643.6%
Vaginal Rejuvenation	2,142	2,030	na	5.5%	na
<b>Totals - Surgical Procedures</b>	<b>1,638,524</b>	<b>1,624,320</b>	<b>939,192</b>	<b>0.9%</b>	<b>72.5%</b>
<b>Injectables:</b>					
Botulinum Toxin Type A (Botox, Dysport)	2,619,739	2,437,165	65,157	7.5%	3920.7%
Calcium hydroxylapatite (Radiesse)	174,593	119,503	na	46.1%	na
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/ Restylane)	1,206,186	1,315,121	na	-8.3%	na
Poly-L-Lactic Acid (Sculptra)	60,924	59,376	na	2.6%	na
<b>Totals - Injectables</b>	<b>4,061,442</b>	<b>3,932,166</b>	<b>65,157</b>	<b>3.3%</b>	<b>3920.7%</b>
<b>Skin Rejuvenation:</b>					
Chemical Peel	384,222	493,896	481,227	-22.2%	-20.2%
Dermabrasion	25,129	22,763	40,214	10.4%	-37.5%
Fractional Resurfacing	100,433	na	na	na	na
IPL Laser Treatment	439,161	381,480	na	15.1%	na
Laser Skin Resurfacing	345,587	562,706	154,153	-38.6%	124.2%
Microdermabrasion	499,427	450,744	na	10.8%	na
Noninvasive Tightening	297,795	247,500	na	20.3%	na
<b>Totals - Skin Rejuvenation</b>	<b>2,091,754</b>	<b>2,159,089</b>	<b>675,594</b>	<b>-7.8%</b>	<b>11.7%</b>
<b>Other:</b>					
Laser Hair Removal	919,802	936,270	na	-1.8%	na
Laser Treatment of Leg Veins	40,801	na	na	na	na
Laser Treatment of Leg Veins	87,456	87,444	na	0.0%	na
Sclerotherapy	354,731	444,887	na	-20.3%	na
<b>Totals - Other Nonsurgical Procedures</b>	<b>1,402,790</b>	<b>1,468,601</b>	<b>na</b>	<b>-7.3%</b>	<b>na</b>
<b>Totals - Nonsurgical Procedures</b>	<b>7,555,986</b>	<b>7,558,856</b>	<b>740,751</b>	<b>-1.9%</b>	<b>355.6%</b>
<b>TOTALS ALL PROCEDURES</b>	<b>9,194,510</b>	<b>9,183,176</b>	<b>1,679,943</b>	<b>-1.4%</b>	<b>197.3%</b>

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

na = Does not apply

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

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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**In the past 15 years there was almost a 73% increase in the total number of cosmetic surgical procedures performed.**

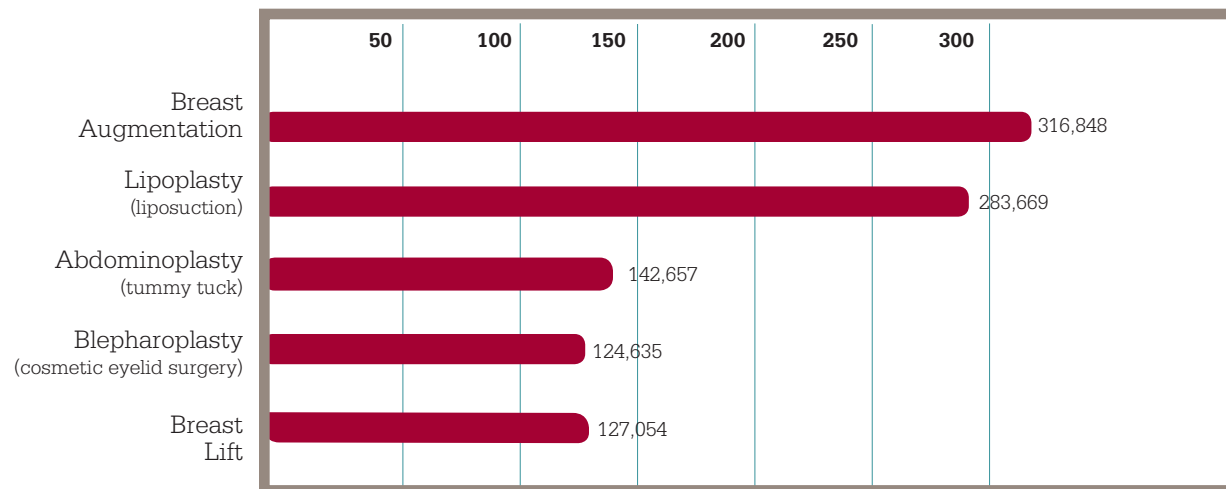
◆ From 2010-2011, there was almost a 1% increase in the total number of cosmetic surgical procedures, with over 1.6 million surgical procedures performed this past year.

◆ From 1997 – 2011, there was almost a 200% increase in the total number of minimally-invasive procedures such as injectable, skin resurfacing and laser procedures.

**Since 1997, there has been over 197% increase in the total number of cosmetic procedures. Surgical procedures increased by more than 73%, and nonsurgical procedures increased by 356%.**

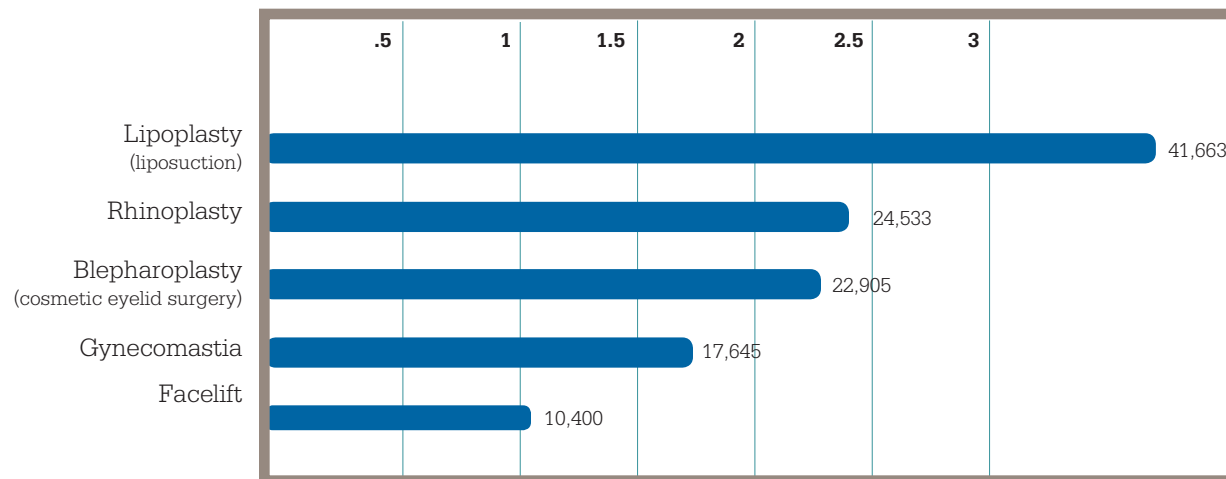
## Top 5 Cosmetic Surgeries by Gender

### Top 5 Cosmetic Surgeries for Women in 2011



Source: American Society for Aesthetic Plastic Surgery

### Top 5 Cosmetic Surgeries for Men in 2011



Source: American Society for Aesthetic Plastic Surgery

- ◆ Women had almost 8.4 million cosmetic procedures, 91% of the total
- ◆ The number of cosmetic procedures for women increased over 208% from 1997
- ◆ Men had almost 800,000 cosmetic procedures, 9% of the total
- ◆ The number of cosmetic procedures for men increased over 121% from 1997

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## 2011 Gender Distribution for Cosmetic Procedures

The following list includes both surgical and nonsurgical cosmetic procedures.

The rankings of procedures within their surgical and nonsurgical categories are indicated in the column Rank within each Category.

Procedure	FEMALE			MALE		
	Number of Procedures	Percent of Total	Rank within Category (Surgical/Nonsurgical)	Number of Procedures	Percent of Total	Rank within Category (Surgical/Nonsurgical)
<b>Surgical</b>						
Abdominoplasty (tummy tuck)	142,657	95.5%	3	6,753	4.5%	7
Autologous fat	66,395	95.0%	9	3,482	5.0%	8
Blepharoplasty (cosmetic eyelid surgery)	124,635	84.5%	5	22,905	15.5%	3
Breast augmentation	316,848	100.0%	1	dna	dna	dna
Breast lift	127,054	100.0%	4	dna	dna	dna
Breast reduction (women)*	112,964	100.0%	6	dna	dna	dna
Buttock augmentation	7,240	98.1%	17	142	1.9%	16
Buttock lift	3,442	91.5%	18	320	8.5%	13
Chin augmentation	8,605	77.0%	14	2,566	23.0%	10
Facelift	105,686	91.0%	7	10,400	9.0%	5
Forehead lift	25,037	88.8%	10	3,163	11.2%	9
Gynecomastia, treatment of (male breast reduction)	dna	dna	dna	17,645	100.0%	4
Lip augmentation (other than injectable materials)	8,285	97.9%	15	174	2.1%	15
Lipoplasty (liposuction)	283,669	87.2%	2	41,663	12.8%	1
Lower body lift	8,113	88.4%	16	1,062	11.6%	11
Otoplasty (cosmetic ear surgery)	17,474	65.2%	12	9,309	34.8%	6
Rhinoplasty (nose reshaping)	101,574	80.5%	8	24,533	19.5%	2
Thigh lift	13,373	96.4%	13	505	3.6%	12
Upper arm lift	18,423	98.5%	11	286	1.5%	14
Vaginal Rejuvenation	2,142	100.0%	19	dna	dna	dna
<b>Totals - Surgical Procedures</b>	<b>1,493,615</b>	<b>91.2%</b>		<b>144,909</b>	<b>8.8%</b>	
<b>Injectables:</b>						
Botulinum Toxin Type A (Botox, Dysport)	2,355,455	89.9%	1	264,284	10.1%	1
Calcium hydroxylapatite (Radiesse)	158,000	90.5%	10	16,593	9.5%	9
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	1,127,224	93.5%	2	78,962	6.5%	3
Poly-L-Lactic Acid (Sculptra)	51,122	83.9%	13	9,802	16.1%	11
<b>Totals - Injectables</b>	<b>3,691,802</b>	<b>90.9%</b>		<b>369,640</b>	<b>9.1%</b>	
<b>Skin Rejuvenation:</b>						
Chemical Peel	360,313	93.8%	6	23,909	6.2%	7
Dermabrasion	21,600	86.0%	15	3,529	14.0%	14
Fractional Resurfacing	92,719	92.3%	11	7,714	7.7%	12
IPL Laser Treatment	396,866	90.4%	5	42,295	9.6%	4
Laser Skin Resurfacing	319,810	92.5%	8	25,777	7.5%	6
Microdermabrasion	468,466	93.8%	4	30,961	6.2%	5
Noninvasive Tightening	279,549	93.9%	9	18,246	6.1%	8
<b>Totals - Skin Rejuvenation</b>	<b>1,939,322</b>	<b>92.7%</b>		<b>152,432</b>	<b>7.3%</b>	
<b>Other:</b>						
Laser Hair Removal	812,352	88.3%	3	107,450	11.7%	2
Tattoo Laser Treatment	27,283	66.9%	14	13,518	33.1%	10
Laser Treatment of Leg Veins	85,550	97.8%	12	1,906	2.2%	15
Sclerotherapy	348,501	98.2%	7	6,230	1.8%	13
<b>Totals - Other Nonsurgical Procedures</b>	<b>1,273,686</b>	<b>90.8%</b>		<b>129,104</b>	<b>9.2%</b>	
<b>Totals - Nonsurgical Procedures</b>	<b>6,904,810</b>	<b>91.4%</b>		<b>651,176</b>	<b>8.6%</b>	
<b>TOTALS ALL PROCEDURES</b>	<b>8,398,424</b>	<b>91.3%</b>		<b>796,086</b>	<b>8.7%</b>	

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

DNA = Does not apply

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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

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## 2011 Age Distribution for Cosmetic Procedures

The top 3 surgical and nonsurgical procedures in each age category are indicated in bold and with bold superscript letters (surgical) and numbers (nonsurgical).

Procedure	18 and Under		19-34		35-50		51-64		65+	
	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total
<b>Surgical</b>										
Abdominoplasty (tummy tuck)	233	0.2%	30,115	20.2%	<b>84,756<sup>C</sup></b>	56.7%	28,951	19.4%	5,355	3.6%
Autologous fat	303	0.4%	8,328	11.9%	28,238	40.4%	24,832	35.5%	8,176	11.7%
Blepharoplasty (cosmetic eyelid surgery)	0	0.0%	4,363	3.0%	47,338	32.1%	<b>71,043<sup>A</sup></b>	48.2%	<b>24,796<sup>B</sup></b>	16.8%
Breast augmentation	<b>4,830<sup>C</sup></b>	1.5%	<b>155,256<sup>A</sup></b>	49.0%	<b>125,710<sup>B</sup></b>	39.7%	27,852	8.8%	3,199	1.0%
Breast lift	605	0.5%	31,064	24.4%	68,251	53.7%	23,506	18.5%	3,628	2.9%
Breast reduction (women)*	2,944	2.6%	33,467	29.6%	47,993	42.5%	24,438	21.6%	4,122	3.6%
Buttock augmentation	0	0.0%	2,768	37.5%	3,833	51.9%	710	9.6%	71	1.0%
Buttock lift	0	0.0%	880	23.4%	2,001	53.2%	800	21.3%	80	2.1%
Chin augmentation	75	0.7%	4,151	37.2%	3,699	33.1%	2,793	25.0%	453	4.1%
Facelift	0	0.0%	656	0.6%	18,364	15.8%	<b>68,865<sup>B</sup></b>	59.3%	<b>28,202<sup>A</sup></b>	24.3%
Forehead lift	0	0.0%	471	1.7%	7,067	25.1%	15,682	55.6%	4,980	17.7%
Gynecomastia, treatment of (male breast reduction)	1,363	7.7%	9,693	54.9%	4,998	28.3%	1,363	7.7%	227	1.3%
Lip augmentation (other than injectable materials)	0	0.0%	2,093	24.7%	3,314	39.2%	2,529	29.9%	523	6.2%
Lipoplasty (liposuction)	3,515	1.1%	<b>96,099<sup>B</sup></b>	29.5%	<b>152,507<sup>A</sup></b>	46.9%	<b>61,895<sup>C</sup></b>	19.0%	<b>11,316<sup>C</sup></b>	3.5%
Lower body lift	0	0.0%	1,545	16.8%	5,408	58.9%	2,028	22.1%	193	2.1%
Otoplasty (cosmetic ear surgery)	<b>11,268<sup>A</sup></b>	42.1%	9,472	35.4%	4,083	15.2%	1,796	6.7%	163	0.6%
Rhinoplasty (nose reshaping)	<b>9,469<sup>B</sup></b>	7.5%	<b>60,973<sup>C</sup></b>	48.4%	40,601	32.2%	12,625	10.0%	2,439	1.9%
Thigh lift	0	0.0%	1,766	12.7%	7,570	54.5%	3,911	28.2%	631	4.5%
Upper arm lift	0	0.0%	2,195	11.7%	8,782	46.9%	6,586	35.2%	1,145	6.1%
Vaginal Rejuvenation	58	2.7%	1,042	48.6%	868	40.5%	174	8.1%	0	0.0%
<b>Totals - Surgical Procedures</b>	<b>34,663</b>	<b>2.1%</b>	<b>456,400</b>	<b>27.9%</b>	<b>665,381</b>	<b>40.6%</b>	<b>382,378</b>	<b>23.3%</b>	<b>99,701</b>	<b>6.1%</b>
<b>Injectables:</b>										
Botulinum Toxin Type A (Botox, Dysport)	6,160	0.2%	<b>375,162<sup>1</sup></b>	14.3%	<b>1,257,925<sup>1</sup></b>	48.0%	<b>762,171<sup>1</sup></b>	29.1%	<b>218,321<sup>1</sup></b>	8.3%
Calcium hydroxylapatite (Radiesse)	0	0.0%	15,694	9.0%	73,483	42.1%	63,838	36.6%	21,579	12.4%
Hyaluronic Acid (Hylaform, Juvederm, Perlane/Restylane)	2,190	0.2%	<b>153,544<sup>3</sup></b>	12.7%	<b>508,394<sup>2</sup></b>	42.1%	<b>404,115<sup>2</sup></b>	33.5%	<b>137,944<sup>2</sup></b>	11.4%
Poly-L-Lactic Acid (Sculptra)	0	0.0%	2,366	3.9%	25,096	41.2%	25,519	41.9%	7,943	13.0%
<b>Totals - Injectables</b>	<b>8,349</b>	<b>0.2%</b>	<b>546,766</b>	<b>13.5%</b>	<b>1,864,897</b>	<b>45.9%</b>	<b>1,255,642</b>	<b>30.9%</b>	<b>385,787</b>	<b>9.5%</b>
<b>Skin Rejuvenation:</b>										
Chemical Peel	<b>8,529<sup>3</sup></b>	2.2%	63,478	16.5%	141,916	36.9%	123,180	32.1%	47,119	12.3%
Dermabrasion	424	1.7%	2,965	11.8%	6,918	27.5%	10,023	39.9%	4,800	19.1%
Fractional Rejuvenation	449	0.4%	10,710	10.7%	41,791	41.6%	36,174	36.0%	11,309	11.3%
IPL Laser Treatment	5,747	1.3%	84,001	19.1%	191,433	43.6%	121,580	27.7%	36,400	8.3%
Laser Skin Resurfacing	874	0.3%	34,515	10.0%	134,565	38.9%	118,836	34.4%	<b>56,797<sup>3</sup></b>	16.4%
Microdermabrasion	<b>22,864<sup>2</sup></b>	4.6%	137,420	27.5%	187,077	37.5%	115,747	23.2%	36,320	7.3%
Noninvasive Tightening	1,721	0.6%	20,312	6.8%	125,315	42.1%	118,774	39.9%	31,673	10.6%
<b>Totals - Skin Rejuvenation</b>	<b>40,608</b>	<b>1.9%</b>	<b>353,400</b>	<b>16.9%</b>	<b>829,014</b>	<b>39.6%</b>	<b>644,315</b>	<b>30.8%</b>	<b>224,418</b>	<b>10.7%</b>
<b>Other:</b>										
Laser Hair Removal	<b>44,560<sup>1</sup></b>	4.8%	<b>346,842<sup>2</sup></b>	37.7%	<b>369,122<sup>3</sup></b>	40.1%	<b>133,680<sup>3</sup></b>	14.5%	25,598	2.8%
Tattoo Laser Treatment	2,540	6.2%	24,825	60.8%	10,333	25.3%	2,704	6.6%	410	1.0%
Laser Treatment of Leg Veins	424	0.5%	13,976	16.0%	41,293	47.2%	26,681	30.5%	5,082	5.8%
Sclerotherapy	733	0.2%	52,403	14.8%	167,105	47.1%	113,968	32.1%	20,522	5.8%
<b>Totals - Other Nonsurgical Procedures</b>	<b>48,256</b>	<b>3.4%</b>	<b>438,046</b>	<b>31.2%</b>	<b>587,842</b>	<b>41.9%</b>	<b>277,034</b>	<b>19.7%</b>	<b>51,612</b>	<b>3.7%</b>
<b>Totals - Nonsurgical Procedures</b>	<b>97,214</b>	<b>1.3%</b>	<b>1,338,212</b>	<b>17.7%</b>	<b>3,281,754</b>	<b>43.4%</b>	<b>2,176,990</b>	<b>28.8%</b>	<b>661,817</b>	<b>8.8%</b>
<b>TOTALS ALL PROCEDURES</b>	<b>131,877</b>	<b>1.4%</b>	<b>1,794,612</b>	<b>19.5%</b>	<b>3,947,135</b>	<b>42.9%</b>	<b>2,559,368</b>	<b>27.8%</b>	<b>761,518</b>	<b>8.3%</b>

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

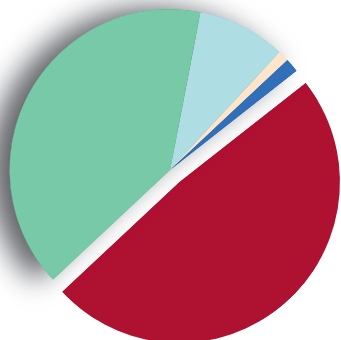
Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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

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# 2011 Age Distribution for Cosmetic Procedures

## Breast Augmentation Procedures by Age:

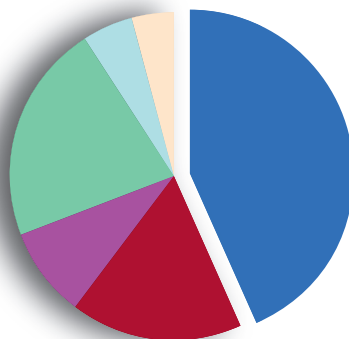


Source: American Society for Aesthetic Plastic Surgery

- 1.5% Ages 18 and under
- 49.0% Ages 19-34
- 40.0% Ages 35-50
- 9.0% Ages 51-64
- 1.0% Ages 65+

Total population (rounded) = 100%

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



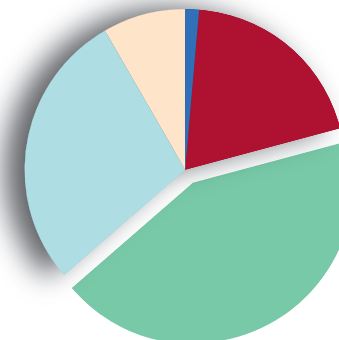
Source: American Society for Aesthetic Plastic Surgery

- 44% Purely cosmetic bilateral breast augmentation\*\*
- 17% Severe asymmetry
- 9% Congenital micromastia (severe underdevelopment)
- 22% Tubular breast deformity
- 5% Poland's syndrome (congenital absent breast)
- 4% Other

\*In 2011, there were 4,830 procedures performed on women 18 and under, less than 2% of the total number of breast augmentations.

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

## Percent of Total All Surgical and Non Surgical Procedures by Age



Source: American Society for Aesthetic Plastic Surgery

- 1.4% Ages 18 and under
- 19.5% Ages 19-34
- 42.9% Ages 35-50
- 27.8% Ages 51-64
- 8.3% Ages 65+

Total population (rounded) = 100%

## 2011 National Average for Physician/Surgeon Fees Per Procedure

## Notes from the 2011 National Average

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

Procedure	National Average	Total Expenditures
Abdominoplasty (tummy tuck)	\$5,278	\$788,575,521
Autologous fat grafting	\$1,781	\$124,475,394
Blepharoplasty (cosmetic eyelid surgery)	\$2,630	\$388,006,594
Breast augmentation - silicone gel implants	\$3,694	\$807,620,426
Breast augmentation - saline implants	\$3,308	\$324,914,808
Breast lift	\$4,233	\$537,764,949
Breast reduction (women)*	\$5,317	\$600,643,144
Buttock augmentation	\$3,878	\$28,630,792
Buttock lift	\$4,498	\$16,920,799
Chin augmentation	\$2,259	\$25,235,066
Facelift	\$6,408	\$743,889,536
Forehead lift	\$3,099	\$87,394,620
Gynecomastia, treatment of (male breast reduction)	\$3,277	\$57,826,547
Lip augmentation (other than injectable materials)	\$1,827	\$15,457,977
Lipoplasty	\$2,773	\$902,031,770
Lower body lift	\$7,311	\$67,081,269
Otoplasty (cosmetic ear surgery)	\$2,987	\$79,990,108
Rhinoplasty (nose reshaping)	\$4,246	\$535,430,145
Thigh lift	\$4,736	\$65,722,045
Upper arm lift	\$3,790	\$70,901,497
Vaginal Rejuvenation	\$2,342	\$5,017,399
<b>Total - Surgical Procedures</b>		<b>\$6,273,530,404</b>
<b>Injectables:</b>		
Botulinum Toxin Type A (Botox, Dysport)	\$328	\$858,095,509
Calcium hydroxylapatite (Radiesse)	\$654	\$114,154,141
Hyaluronic Acid (including Hylaform, Juvederm, Perlane/Restylane)	\$560	\$675,560,655
Poly-L-Lactic Acid (Sculptra)	\$847	\$51,578,868
<b>Totals - Injectables</b>		<b>\$1,699,389,173</b>
<b>Skin Rejuvenation:</b>		
Chemical Peel	\$588	\$225,799,585
Dermabrasion	\$1,555	\$39,072,831
Fractional Resurfacing - ablative	\$2,039	\$75,759,635
Fractional Resurfacing - nonablative	\$1,161	\$73,476,160
IPL Laser Treatment	\$366	\$160,838,325
Laser Skin Resurfacing - ablative	\$2,322	\$409,182,300
Laser Skin Resurfacing - nonablative	\$1,229	\$208,121,027
Microdermabrasion	\$114	\$56,964,644
Noninvasive Tightening	\$1,342	\$399,572,397
<b>Totals - Skin Rejuvenation</b>		<b>\$1,648,786,904</b>
<b>Other:</b>		
Laser Hair Removal	\$235	\$215,960,312
Tattoo Laser Treatment	\$327	\$13,339,071
Laser Treatment of Leg Veins	\$290	\$25,329,881
Sclerotherapy	\$301	\$106,621,497
<b>Totals - Other Nonsurgical Procedures</b>		<b>\$361,250,760</b>
<b>Totals - Nonsurgical Procedures</b>		<b>\$3,709,426,837</b>
<b>TOTALS ALL PROCEDURES</b>		<b>\$9,982,957,241</b>

Hair transplantation was excluded from the results, due to an insufficient sample of physicians who perform the procedure.

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

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

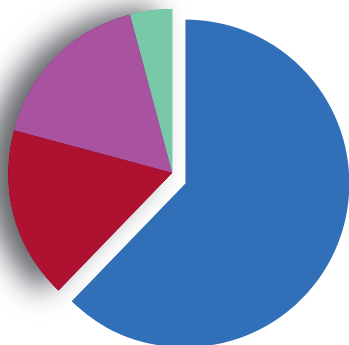
\* Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.

\*\* Figures are for physician/surgeon fees only and do not include fees for the surgical facility, anesthesia, medical tests, prescriptions, surgical garments, or other miscellaneous costs related to surgery. Figures for procedures often performed on more than one site in the same session reflect typical fees for one site

**“Americans spent nearly \$10 billion on cosmetic procedures in 2011; of that, approximately 63% was on surgical procedures, 17% was on injectables, 16% was on skin rejuvenation, and 4% was on other treatment options.”**

# Economic, Regional and Ethnic Information

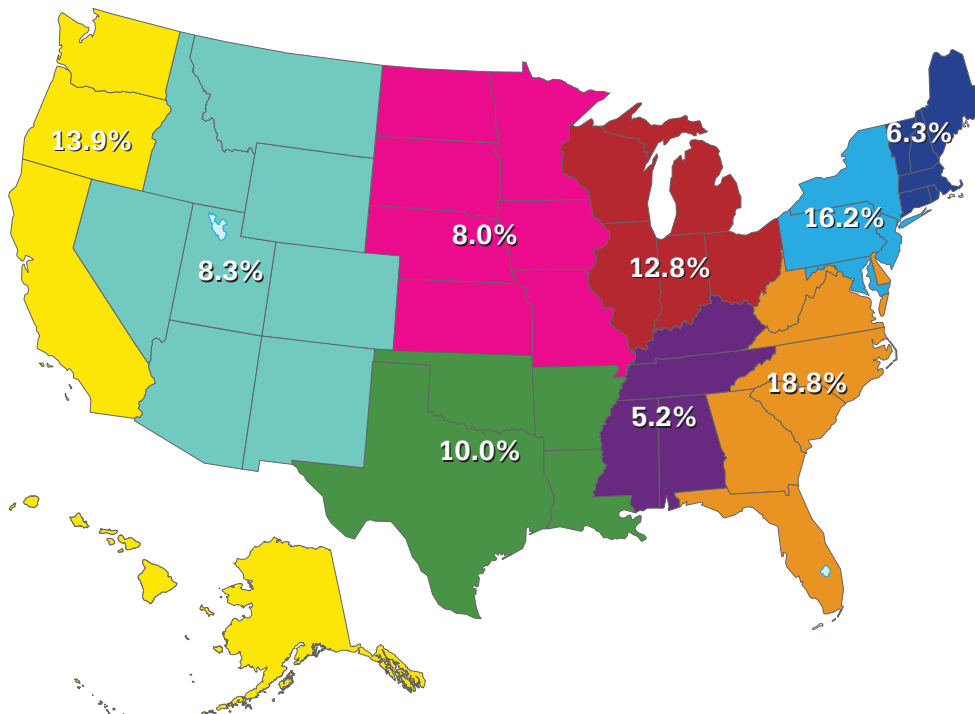
**Americans Spent Nearly \$10 Billion on Cosmetic Procedures in 2011. Percentage of Procedure based on Expenditures.**



Source: American Society for Aesthetic Plastic Surgery

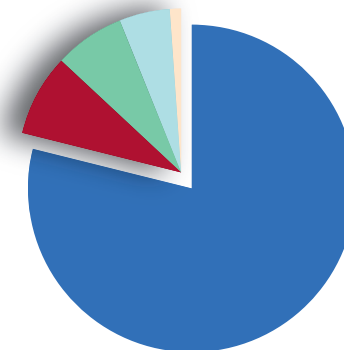
- \$6.3 Surgical Procedures
- \$1.7 Injectable Procedures
- \$1.7 Skin Rejuvenation Procedures
- \$.4 Other nonsurgical Procedures

\$ in billions



Practice Locations by Region	%
New England (CT, ME, MA, NH, RI, VT)	6.3%
Middle Atlantic (MD, NJ, NY, PA, DC)	16.2%
South Atlantic (DE, FL, GA, NC, SC, VA, WV)	18.8%
East North Central (IL, IN, MI, OH, WI)	12.8%
East South Central (AL, KY, MS, TN)	5.2%
West North Central (IA, KS, MN, MO, NE, ND, SD)	8.0%
West South Central (AR, LA, OK, TX)	10.0%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	8.3%
Pacific (AK, CA, HI, OR, WA)	13.9%
Other	0.5%

**Percent of Total Procedures According to Race/Ethnicity**



Source: American Society for Aesthetic Plastic Surgery

- 79% Caucasian
- 8% Hispanics
- 7% African-American
- 5% Asians
- 1% Other

Total ethnic minority population (rounded) = 21%

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

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## ASAPS Procedure Quick Facts

Surgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Back to Work
Abdominoplasty (tummy tuck)	Protruding abdomen; excess fat and skin; weak abdominal muscles	\$5,278	2-5 hours	One	2-4 weeks
Autologous Fat	Folds, lips, frown lines, and facial recontouring, buttocks, other body sites	\$1,781	1-4 hours depending on the sites	Highly variable, repeat treatments	1-4 days, Extensive 7-14 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,630	1-3 hours	One	Within 10 days
Breast Augmentation (saline)	Small breasts, breast asymmetry	\$3,308	1-2 hours	One	1-2 weeks
Breast Augmentation (silicone)		\$3,694			
Breast Lift	Sagging, poorly shaped breasts	\$4,233	1 1/2-3 1/2 hours	One	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,317	2-4 hours	One	1-2 weeks
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,498	2 hours	One	2-4 weeks
Chin Augmentation/Genioplasty	Receding chin	\$2,259	1 hour	One	1-2 weeks
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled, drooping skin of upper eyelids; bags, puffiness under eyes	\$2,630	1-3 hours	One	Within 10 days
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,408	2-3 hours	One	Within 2 weeks
Forehead Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,099	1-2 hours	One	Within 10 days
Gynecomastia	Male breast reduction	\$3,277	2 hours	One	1 week
Lip augmentation (surgical)	Thin lips	\$1,827	1 hour	One	Within 1 week
Lipoplasty (various techniques)	Normal weight with isolated fatty areas	\$2,733	45 minutes - 2 hours	One	1-2 weeks
Lower Body Lift	Laxity of thighs, buttock, and abdomen	\$7,311	Up to 8 hours	One	Up to 4 weeks
Otoplasty (ear reshaping)	Protruding or disproportionate ears	\$3,048	2-3 hours	One	5-14 days
Rhinoplasty	Nose too large, wide, or tip needs reshaping, deformity after trauma	\$4,246	1-2 hours	One	7-10 days
Thigh Lift	Loose, excess skin	\$4,736	2 hours	One	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$3,790	2 hours	One	1-2 weeks
Vaginal Rejuvenation	Enlarged labia minora, often assymmetric, often protrudes beyond the labia majora	\$2,342	1 hour	One	1 week

\* National average; surgeon fees are based on ASAPS 2009 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

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

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## ASAPS Procedure Quick Facts continued

Non-surgical Procedures	Best Candidate	Physician/Surgeon Fees		Length of Procedure	Number of Treatments	Back to Work
		Per Procedure *				
Botulinum Toxin Type A (Botox, Dysport)	Frown lines and crow's feet	\$328		30 minutes	Repeat treatments 4-6 months (onset of actions in 1-5 days)	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged or unevenly pigmented skin	\$588		1/2 hour - 3 hours Depends on type of peel	One or multiple Depends on type of peel	Depends on type of peel
Dermabrasion	Acne, wrinkles around mouth, sun-damaged skin	\$1,555		A few minutes - 1 1/2 hours	Multiple sessions	7-10 days
Laser Hair Removal	Unwanted hair on face or body	\$235		1-2 hours Depends on area	Multiple sessions	No downtime
Laser Skin Resurfacing	Fair, non-oily skin; sun-damaged facial skin, wrinkles around mouth and eyes, acne scars	\$2,322 \$1,229		Variable, up to 1 1/2 hours	One or multiple depending on laser and skin condition	Variable, up to 14 days
Laser Treatment of Leg Veins	Very small spider veins	\$290		30 minutes - 1 hour	Multiple sessions	No downtime
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$114		30 minutes - 1 hour	Multiple sessions 2-3 week intervals	No downtime
Sclerotherapy	Spider veins	\$301		30 minutes - 1 hour	3-4 Treatments Injections	No downtime
Tattoo Laser Treatment	Unwanted tattoo	\$327		10 minutes - 1 hour	Multiple sessions	No downtime
<b>Soft Tissue Fillers</b>						
Calcium hydroxylapatite (Radiesse)	Nasolabial folds, frown lines, crow's feet, and lips	\$654		Less than 1 hour	Repeat treatments 2 years or longer	No downtime
Collagen (Human)	Frown lines, crow's feet, nasolabial folds	\$673		Less than 1 hour	Repeat treatments 3-6 months	No downtime
Hyaluronic acid (Hylaform, Juvederm, Perlane/ Restylane)	Nasolabial folds, forehead wrinkles, smile lines, and lips	\$558		Less than 1 hour	Repeat treatments 4 months – 1 year	No downtime

\* National average; surgeon fees are based on ASAPS 2009 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

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

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

Contact: ASAPS Communications • 212.921.0500 • [media@surgery.org](mailto:media@surgery.org) • [www.surgery.org](http://www.surgery.org) • fax: 212.921.0011

## RealSelf Worth It Ratings for ASAPS Statistics Top 5 Surgical and Nonsurgical Procedures

### Surgical

#### 1. Lipoplasty



Worth It Rating: **73.5%**

#### 2. Breast Augmentation



Worth It Rating: **84.5%**

#### 3. Abdominoplasty



Worth It Rating: **93%**

#### 4. Blepharoplasty



Worth It Rating: **74%**

#### 5. Breast Lift



Worth It Rating: **82%**

### Nonsurgical

#### 1. Toxins (Botox, Dysport)



Worth It Rating: **61%**

#### 2. Hyaluronic Acid



Worth It Rating: **65%**

#### 3. Laser Hair Removal



Worth It Rating: **68%**

#### 4. Microdermabrasion



Worth It Rating: **60%**

#### 5. IPL Laser Treatment



Worth It Rating: **53%**

### RealSelf Worth It Rating

The RealSelf Worth It Rating reflects the combined opinions of thousands of RealSelf community members. Each member shares whether an elective surgery or treatment was “worth it” all things considered. Worth It Ratings are expressed as a percentage, for example, an 80% Worth It Rating means 8 out of 10 patients would do it again.

### RealSelf

RealSelf.com is the most visited online community for learning about and sharing information and results for medical-beauty treatments. Dedicated to helping people make suitable and empowered elective decisions, the site features consumer reviews, Worth It Ratings, pricing information, and thousands of before and after photographs that collectively tell the ‘real story.’

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

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## ASAPS Quick Facts

- ◆ The American Society for Aesthetic Plastic Surgery (ASAPS)
- ◆ Founded in 1967
- ◆ Primary mission: education and research in cosmetic plastic surgery
- ◆ Over 2600 members, mostly in the U.S. and Canada
- ◆ International members in 38 countries
- ◆ U.S. members are plastic surgeons certified by the American Board of Plastic Surgery (in Canada, by the Royal College of Physicians and Surgeons of Canada) and specializing in cosmetic surgery of the face and body
- ◆ Accredited sponsor of cosmetic surgery Continuing Medical Education (CME) for qualified plastic surgeons since 1974
- ◆ Sponsor of the Cosmetic Surgery National Data Bank since 1997
- ◆ Peer-reviewed publication: *Aesthetic Surgery Journal*, the world's most widely read clinical journal of cosmetic surgery
- ◆ Members must perform a minimum number of aesthetic cases to be eligible for membership and perform all surgical procedures in an accredited facility
- ◆ All members, due to their extensive training in anatomy of the face and body, are uniquely qualified to perform both surgical and non-invasive procedures
- ◆ The Aesthetic meeting has long been considered the premier educational event for board-certified plastic surgeons – its attendance is restricted to this physician group

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

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## websites

- ◆ **The Aesthetic Society has a number of websites to help consumers make informed choices.**

Among them are:

[www.surgery.org](http://www.surgery.org),

[www.projectbeauty.com](http://www.projectbeauty.com),

[www.breastimplantsafety.org](http://www.breastimplantsafety.org)

(with ASPS) and [www.injectablesafety.org](http://www.injectablesafety.org),

the web presence of the Physicians

Coalition for Injectable safety



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