



2010 REPORT of the 2009 STATISTICS
NATIONAL CLEARINGHOUSE
of Plastic Surgery Statistics



AMERICAN SOCIETY OF
PLASTIC SURGEONS

The Symbol of Excellence in Plastic Surgery®

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2010 Report of the 2009 Statistics

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About the American Society of Plastic Surgeons

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The American Society of Plastic Surgeons®

ASPS®, a non-profit organization, supports members in their efforts to provide the highest quality patient care through education, research and advocacy. It is the only organization with nearly two decades of plastic surgery statistics – 1992-2009. ASPS is the largest organization of board-certified plastic surgeons in the world. With more than 7,000 members, the Society is recognized as a leading authority and information source on cosmetic and reconstructive plastic surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery, Inc.® (ABPS®) or The Royal College of Physicians and Surgeons of Canada.

The ASPS mission is to advance quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice, and research in plastic surgery.

ASPS Member Surgeons are uniquely qualified to perform cosmetic and reconstructive plastic surgery on the face and all areas of the body.

Consumers may visit the ASPS Website at www.plasticsurgery.org to find ASPS Member Surgeons in their area and learn more about cosmetic and reconstructive plastic surgery.

ASPS Spokespersons Network

The ASPS Spokespersons Network is a valuable plastic surgery resource. It comprises more than 100 plastic surgeons from across the United States and Canada trained and available to assist journalists.

These spokespersons provide expert perspectives on a broad range of plastic surgery topics including procedural details, the patient-physician relationship, emerging trends, teens, and minorities.

They are also knowledgeable about the Society's positions on health care reform, scope of practice and other issues that affect patient care.

To arrange interviews with members of the ASPS Spokespersons Network, contact the ASPS Public Relations Department.

www.plasticsurgery.org

The ASPS online newsroom is the most comprehensive site for journalistic research on cosmetic and reconstructive plastic surgery on the Internet. The latest news releases and the online version of the National Clearinghouse of Plastic Surgery Statistics are available.

Full color graphics and statistical graphs can be downloaded or are available by contacting the ASPS Public Relations Department.

Pre- and Postoperative Photos and B-Roll

ASPS has a complete library of pre- and postoperative images and B-roll available to the media by contacting the ASPS Public Relations Department.

ASPS Member Surgeons have the following qualifications:

- ✓ Are **certified** by The American Board of Plastic Surgery and **trained** specifically in plastic surgery.
 - ✓ Have at least **6 years** surgical training, minimum of 3 years plastic surgery training.
 - ✓ Operate only in **accredited** medical facilities.
 - ✓ Adhere to a strict code of **ethics**.
 - ✓ Fulfill continuing education requirements, including **patient safety** techniques.
 - ✓ Are **partners** with patients in cosmetic and reconstructive plastic surgery.
-



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Methodology and Validity

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National Clearinghouse of Plastic Surgery Statistics

Methodology

Since 1992, the American Society of Plastic Surgeons® (ASPS®) has been the source of cosmetic and reconstructive plastic surgery statistical trends in the U.S., and this series represents nearly two decades of procedural data. ASPS has partnered with Data Harbor Solutions, a health care industry data management and technology development company, to ensure objectivity in the gathering, analysis and publication of its procedural statistics.

Since 2000, the report represents a universal and comprehensive estimate of cosmetic and reconstructive plastic surgery procedures performed by ASPS Member Surgeons as well as other physicians most likely to perform plastic surgery procedures. These physicians are all certified by American Board of Medical Specialties (ABMS) recognized boards.

ABMS is the umbrella organization for the 24 approved medical specialty boards in the United States. Established in 1933, ABMS serves to provide information concerning issues involving specialization and certification in medicine. ABPS represents physicians who are certified by The American Board of Plastic Surgery® (ABPS®), the only ABMS member board that certifies surgeons in plastic surgery of the face and entire body.

ASPS offers the most comprehensive, reliable statistics on plastic surgery procedures collected through the first online national database for plastic surgery procedures, Tracking Operations and Outcomes for Plastic SurgeonsSM (TOPSSM). This data is combined with the annual survey sent to ABMS board-certified physicians. All responses are aggregated and extrapolated to the entire population of more than 24,000 physicians most likely to perform cosmetic and reconstructive plastic surgery procedures, resulting in the most accurate census available.

Validity

Results of the survey are based on a 95 percent confidence level with a maximum error range of ± 3.9 percent.



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2009 Quick Facts

Cosmetic and Reconstructive Plastic Surgery Trends

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All of the below percentage changes are for 2009 vs. 2008

2009 TOTALS

12.5 million cosmetic procedures ↓ 1%

- **1.5 million** cosmetic surgical procedures ↓ 9%
- **11 million** cosmetic minimally-invasive procedures ↑ 1%

5.2 million reconstructive procedures ↑ 5%

AGE

People age 13-19 had the least number of cosmetic procedures last year, only 2% of the total. The most common procedures for teens were: laser hair removal, nose reshaping, laser treatment of leg veins, and laser skin resurfacing.

20-29 year olds

734,000 total cosmetic procedures ↓ 2%
249,000 surgical ↓ 8%
485,000 minimally-invasive ↑ 1%

30-39 year olds

2.3 million total cosmetic procedures *no change*
352,000 surgical ↓ 10%
1.9 million minimally-invasive ↑ 2%

40-54 year olds

Make up the largest segment of cosmetic procedures – 47% of the total.

5.7 million total cosmetic procedures *no change*
502,000 surgical ↓ 9%
5.2 million minimally-invasive ↑ 1%

55 and over

3.1 million total cosmetic procedures ↓ 1%
344,000 surgical ↓ 8%
2.8 million minimally-invasive *no change*

GENDER

Female

91% of all cosmetic procedures

11 million cosmetic procedures *no change*
1.3 million surgical ↓ 9%
9.6 million minimally-invasive ↑ 1%

Male

9% of all cosmetic procedures

1.1 million cosmetic procedures ↓ 2%
200,000 surgical ↓ 9%
900,000 minimally-invasive *no change*

ETHNIC

Cosmetic procedures only

Hispanic ↑ 12%
African-American ↑ 5%
Asian-American ↓ 17%

DID YOU KNOW...

- \$10 billion spent on cosmetic procedures in the U.S., down nearly 3%
- Office-based cosmetic procedures are up 6%
- Region with the most cosmetic procedures performed in the U.S. is Mountain/Pacific – 3.6 million procedures

A DECADE IN PLASTIC SURGERY

Percentage change 2009 vs. 2000

Total cosmetic procedures ↑ 69%

- Cosmetic surgical procedures ↓ 20%
- Cosmetic minimally-invasive procedures ↑ 99%

2009 TOP 5 PROCEDURES

Cosmetic Surgical

	2009 vs. 2008	2009 vs. 2000
Breast augmentation	↓ 6%	↑ 36%
Nose reshaping	↓ 8%	↓ 34%
Eyelid surgery	↓ 8%	↓ 38%
Liposuction	↓ 19%	↓ 44%
Tummy Tuck	↓ 5%	↑ 84%

Facelifts were among the Top 5 Cosmetic Surgical procedures from 2000-2004, but were replaced by tummy tucks in 2005 as more people turned towards body contouring and minimally-invasive treatments for facial rejuvenation. Breast augmentation became the top surgical procedure in 2006 and has experienced substantial growth over the past decade. In 2009, 50% of all breast augmentations were done with silicone breast implants.

Cosmetic Minimally-Invasive

	2009 vs. 2008	2009 vs. 2000
Botulinum Toxin Type A	↓ 4%	↑ 509%
Soft tissue fillers	↑ 7%	↑ 164%
Chemical peel	↑ 9%	↓ 1%
Microdermabrasion	↑ 8%	↑ 5%
Laser hair removal	<i>no change</i>	↑ 21%

Sclerotherapy was among the Top 5 Cosmetic Minimally-Invasive procedures from 2000-2005 until it was replaced by soft tissue fillers.

Reconstructive

	2009 vs. 2008	2009 vs. 2000
Tumor removal	↑ 5%	<i>unavailable</i>
Laceration repair	↑ 8%	↓ 7%
Scar revision	↑ 5%	↓ 23%
Hand surgery	↑ 10%	<i>unavailable</i>
Maxillofacial surgery	↑ 5%	↑ 14%

Breast reduction was among the Top 5 Reconstructive procedures in 2000-2008, but was replaced by maxillofacial surgery in 2009.



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2000/2008/2009 National Plastic Surgery Statistics

Cosmetic and Reconstructive Procedure Trends

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Top five procedures in bold.

				% CHANGE 2009 vs. 2008	% CHANGE 2009 vs. 2000		
SURGICAL	COSMETIC SURGICAL PROCEDURES						
	Breast augmentation (Augmentation mammoplasty)**	289,328	307,230	212,500	-6%	36%	
	Breast implant removals (Augmentation patients only)	19,857	20,967	40,787	-5%	-51%	
	Breast lift (Mastopexy)	87,386	92,461	52,836	-5%	65%	
	Breast reduction in men (Gynecomastia)	17,326	17,902	20,351	-3%	-15%	
	Buttock implants	799	853	*	-6%	*	
	Buttock lift	3,143	3,554	1,356	-12%	132%	
	Calf augmentation	259	247	*	5%	*	
	Cheek implant (Malar augmentation)	8,789	8,828	10,427	0%	-16%	
	Chin augmentation (Mentoplasty)	13,110	14,117	26,924	-7%	-51%	
	Dermabrasion	63,764	78,954	42,218	-19%	51%	
	Ear surgery (Otoplasty)	27,332	29,434	36,295	-7%	-25%	
	Eyelid surgery (Blepharoplasty)	203,309	221,398	327,514	-8%	-38%	
	Facelift (Rhytidectomy)	103,625	112,933	133,856	-8%	-23%	
	Forehead lift	42,365	42,063	120,971	1%	-65%	
	Hair transplantation	17,787	17,580	44,694	1%	-60%	
	Lip augmentation (other than injectable materials)	21,651	20,728	18,589	4%	16%	
	Liposuction	198,251	245,138	354,015	-19%	-44%	
	Lower body lift	8,867	9,286	207	-5%	4184%	
	Nose reshaping (Rhinoplasty)	255,972	279,218	389,155	-8%	-34%	
	Pectoral implants	230	1,335	*	-83%	*	
	Thigh lift	8,563	9,088	5,303	-6%	61%	
	Tummy tuck (Abdominoplasty)	115,191	121,653	62,713	-5%	84%	
	Upper arm lift	14,505	14,059	338	3%	4191%	
TOTAL COSMETIC SURGICAL PROCEDURES		1,521,409	1,669,026	1,901,049	-9%	-20%	
MINIMALLY-INVASIVE	COSMETIC MINIMALLY-INVASIVE PROCEDURES						
	Botulinum Toxin Type A (Botox®, Dysport®)***	4,795,357	5,014,446	786,911	-4%	509%	
	Cellulite treatment (Velosmooth®, Endermology®)	34,278	36,858	23,952	-7%	43%	
	Chemical peel	1,142,949	1,048,577	1,149,457	9%	-1%	
	Intense Pulsed Light (IPL) treatment	429,734	452,352	*	-5%	*	
	Laser hair removal	893,054	891,712	735,996	0%	21%	
	Laser skin resurfacing	434,830	400,262	170,951	9%	154%	
	Ablative	110,931	103,394	*	7%	*	
	Non-ablative (Fraxel®, etc.)	323,899	296,868	*	9%	*	
	Laser treatment of leg veins	219,827	222,047	245,424	-1%	-10%	
	Microdermabrasion	910,168	841,733	868,315	8%	5%	
	Sclerotherapy	390,341	375,328	866,555	4%	-55%	
	Soft Tissue Fillers	1,722,054	1,613,609	652,885	7%	164%	
	Calcium hydroxylapatite (Radiesse®)	192,053	179,489	*	7%	*	
	Collagen	169,292	178,899	587,615	-5%	-71%	
	Porcine/bovine-based (Evolve®, Zyderm®, Zylplast®)	36,688	33,563	*	9%	*	
	Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	132,604	145,336	*	-9%	*	
	Fat	50,598	46,218	65,270	9%	-22%	
	Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	1,209,217	1,109,373	*	9%	*	
	Polylactic acid (Sculptra®)	85,883	79,653	*	8%	*	
	Polymethyl-methacrylate microspheres (Artefill®)	15,011	19,977	*	-25%	*	
	TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES		10,972,592	10,896,924	5,500,446	1%	99%
	TOTAL COSMETIC PROCEDURES		12,494,001	12,565,950	7,401,495	-1%	69%
	RECONSTRUCTIVE	RECONSTRUCTIVE PROCEDURES					
Dog bite repair^		30,484	28,232	43,089	8%	-29%	
Birth defect reconstruction		31,472	31,950	40,076	-1%	-21%	
Breast implant removals (Reconstructive patients only)^		16,058	12,689	16,287	27%	-1%	
Breast reconstruction^^		86,424	79,458	78,832	9%	10%	
Breast reduction		78,427	88,732	84,780	-12%	-7%	
Burn care		21,298	19,501	*	9%	*	
Hand surgery (excluding microsurgical)		110,280	100,354	*	10%	*	
Laceration repair		332,314	307,485	358,666	8%	-7%	
Maxillofacial surgery		90,347	86,301	79,331	5%	14%	
Microsurgery (other than breast)		13,372	12,248	*	9%	*	
Scar revision		171,237	162,803	221,858	5%	-23%	
Tumor removal (including skin cancer)		3,949,895	3,769,503	*	5%	*	
Other reconstructive procedures		264,398	242,685	376,270	9%	-30%	
TOTAL RECONSTRUCTIVE PROCEDURES		5,196,006	4,941,941	*	5%	*	

All figures are projected.

* Data unavailable.

**In 2009, 50% of total breast implants were saline; 50% were silicone.

***Botulinum Toxin Type A numbers are of anatomic sites injected.

^In 2000 number included all animal bites.

^^Projections of procedures performed by ASPS member surgeons only.

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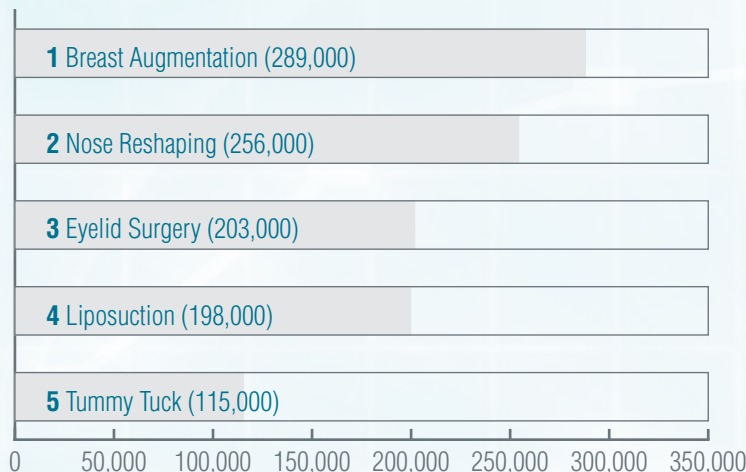
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2009 Top Five Plastic Surgery Procedures Charts

Cosmetic and Reconstructive Procedure Trends

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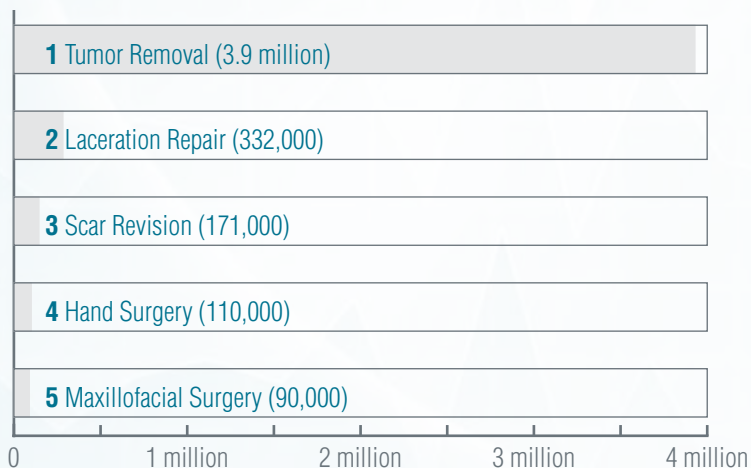
Top Five Surgical Cosmetic Procedures



Top Five Minimally-Invasive Cosmetic Procedures



Top Five Reconstructive Procedures





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2009 Cosmetic Surgery Gender Distribution

Female

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Top five procedures in bold.

		FEMALE PATIENTS			
		2009 TOTAL PROCEDURES	2009 TOTAL FEMALE	% OF PROCEDURES	% CHANGE 2009 vs. 2008
					% CHANGE 2009 vs. 2000
SURGICAL	COSMETIC SURGICAL PROCEDURES				
	Breast augmentation (Augmentation mammoplasty)	289,328	289,328	100%	-6%
	Breast implant removals (Augmentation patients only)	19,857	19,857	100%	-51%
	Breast lift (Mastopexy)	87,386	87,386	100%	65%
	Buttock implants	799	701	88%	*
	Buttock lift	3,143	2,920	93%	123%
	Calf augmentation	259	111	43%	*
	Cheek implant (Malar augmentation)	8,789	6,393	73%	-27%
	Chin augmentation (Mentoplasty)	13,110	6,838	52%	-62%
	Dermabrasion	63,764	54,985	86%	97%
	Ear surgery (Otoplasty)	27,332	16,719	61%	-13%
	Eyelid surgery (Blepharoplasty)	203,309	172,917	85%	-36%
	Facelift (Rhytidectomy)	103,625	94,029	91%	-21%
	Forehead lift	42,365	37,525	89%	-65%
	Hair transplantation	17,787	4,814	27%	18%
	Lip augmentation (other than injectable materials)	21,651	20,709	96%	13%
	Liposuction	198,251	175,950	89%	-42%
	Lower body lift	8,867	8,074	91%	*
	Nose reshaping (Rhinoplasty)	255,972	189,638	74%	-21%
	Thigh lift	8,563	8,139	95%	60%
	Tummy tuck (Abdominoplasty)	115,191	110,521	96%	83%
	Upper arm lift	14,505	14,200	98%	*
TOTAL COSMETIC SURGICAL PROCEDURES		1,521,409	1,321,754	87%	-9%
MINIMALLY-INVASIVE	COSMETIC MINIMALLY-INVASIVE PROCEDURES				
	Botulinum Toxin Type A (Botox®, Dysport®)***	4,795,357	4,487,708	94%	548%
	Cellulite treatment (Velosmooth®, Endermology®)	34,278	29,534	86%	23%
	Chemical peel	1,142,949	1,049,476	92%	11%
	Laser hair removal	893,054	734,454	82%	22%
	Laser skin resurfacing	434,830	381,223	88%	155%
	Laser treatment of leg veins	219,827	192,969	88%	-14%
	Microdermabrasion	910,168	733,627	81%	-6%
	Sclerotherapy	390,341	384,587	99%	-54%
	Soft Tissue Fillers	1,707,043	1,635,890	96%	171%
	Calcium hydroxylapatite (Radiesse®)	192,053	179,122	93%	*
	Collagen	169,292	162,090	96%	-70%
	Fat	50,598	47,310	94%	-23%
	Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	1,209,217	1,174,961	97%	*
	Poly lactic acid (Sculptra®)	85,883	72,407	84%	*
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES		10,527,847	9,629,468	91%	98%
TOTAL COSMETIC PROCEDURES		12,049,256	10,951,222	91%	72%

All figures are projected.

Note that demographic breakdowns are not available for Intense Laser Pulse (IPL) treatment or Polymethyl-methacrylate microspheres (Artefill®).

The 2009 Total Cosmetic Minimally-Invasive Procedures and Total Cosmetic Procedures reported above exclude these procedures.

* Data unavailable.

***Botulinum Toxin Type A numbers are of anatomic sites injected.



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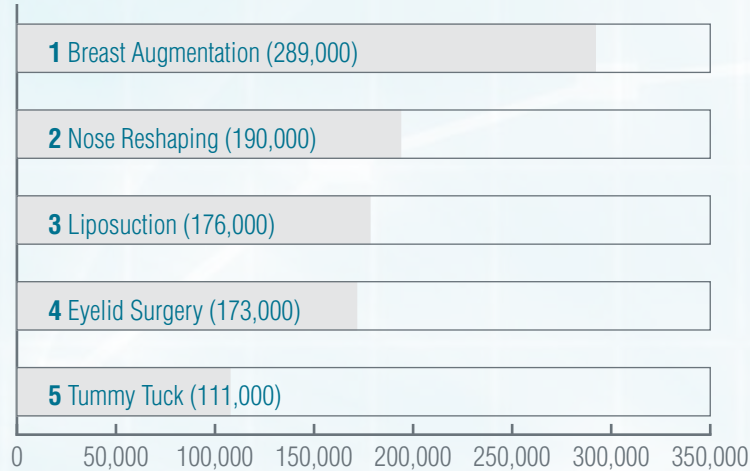
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2009 Cosmetic Surgery Gender Distribution Charts

Female

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Top Five Female Cosmetic Surgical Procedures



Top Five Female Minimally-Invasive Cosmetic Procedures





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2009 Cosmetic Surgery Gender Distribution

Male

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Top five procedures in bold.

Top five procedures in bold.		MALE PATIENTS					
		TOTAL PROCEDURES	2009 TOTAL MALE	% OF PROCEDURES	% CHANGE 2009 vs. 2008	% CHANGE 2009 vs. 2000	
SURGICAL	COSMETIC SURGICAL PROCEDURES						
	Breast reduction in men (Gynecomastia)	17,326	17,326	100%	-3%	-15%	
	Buttock implants	799	98	12%	-13%	*	
	Buttock lift	3,143	223	7%	-15%	365%	
	Calf augmentation	259	148	57%	-1%	*	
	Cheek implant (Malar augmentation)	8,789	2,396	27%	-9%	44%	
	Chin augmentation (Mentoplasty)	13,110	6,272	48%	-13%	-31%	
	Dermabrasion	63,764	8,779	14%	-18%	-39%	
	Ear surgery (Otoplasty)	27,332	10,613	39%	-9%	-38%	
	Eyelid surgery (Blepharoplasty)	203,309	30,392	15%	-3%	-47%	
	Facelift (Rhytidectomy)	103,625	9,596	9%	-7%	-37%	
	Forehead lift	42,365	4,840	11%	3%	-63%	
	Hair transplantation	17,787	12,973	73%	2%	-68%	
	Lip augmentation (other than injectable materials)	21,651	942	4%	8%	306%	
	Liposuction	198,251	22,301	11%	-18%	-57%	
	Lower body lift	8,867	793	9%	-4%	283%	
	Nose reshaping (Rhinoplasty)	255,972	66,334	26%	-11%	-56%	
	Pectoral implants	230	230	100%	-83%	*	
	Thigh lift	8,563	424	5%	-8%	93%	
	Tummy tuck (Abdominoplasty)	115,191	4,670	4%	-2%	104%	
	Upper arm lift	14,505	305	2%	2%	-	
TOTAL COSMETIC SURGICAL PROCEDURES		1,521,409	199,655	13%	-9%	-49%	
MINIMALLY-INVASIVE	COSMETIC MINIMALLY-INVASIVE PROCEDURES						
	Botulinum Toxin Type A (Botox®, Dysport®)***	4,795,357	307,649	6%	-2%	227%	
	Cellulite treatment (Velosmooth®, Endermology®)	34,278	4,744	14%	-4%	*	
	Chemical peel	1,142,949	93,473	8%	8%	-54%	
	Laser hair removal	893,054	158,600	18%	-9%	19%	
	Laser skin resurfacing	434,830	53,607	12%	9%	148%	
	Laser treatment of leg veins	219,827	26,858	12%	0%	28%	
	Microdermabrasion	910,168	176,541	19%	1%	105%	
	Sclerotherapy	390,341	5,754	1%	6%	-78%	
	Soft Tissue Fillers	1,707,043	71,153	4%	9%	42%	
	Calcium hydroxylapatite (Radiesse®)	192,053	12,931	7%	8%	*	
	Collagen	169,292	7,202	4%	-5%	-84%	
	Fat	50,598	3,288	6%	9%	-16%	
	Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	1,209,217	34,256	3%	10%	*	
	Poly lactic acid (Sculptra®)	85,883	13,476	16%	17%	*	
	TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES		10,527,847	898,379	9%	0%	42%
	TOTAL COSMETIC PROCEDURES		12,049,256	1,098,034	9%	-2%	7%

All figures are projected.

Note that demographic breakdowns are not available for Intense Laser Pulse (IPL) treatment or Polymethyl-methacrylate microspheres (Artefill®).

The 2009 Total Cosmetic Minimally-Invasive Procedures and Total Cosmetic Procedures reported above exclude these procedures.

* Data unavailable.

***Botulinum Toxin Type A numbers are of anatomic sites injected.



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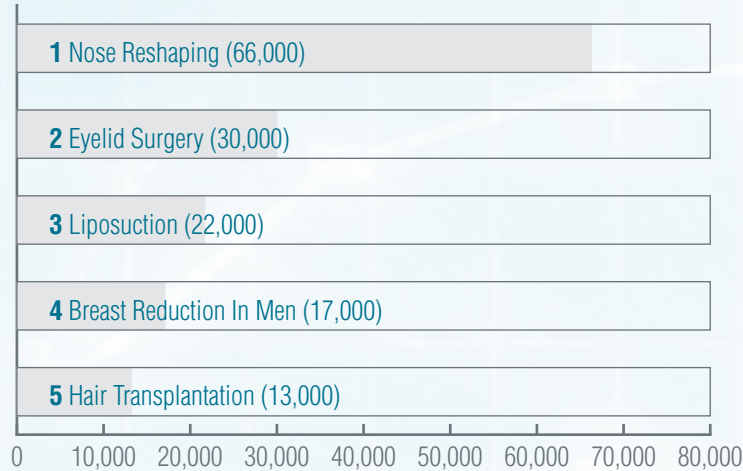
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2009 Cosmetic Surgery Gender Distribution Charts

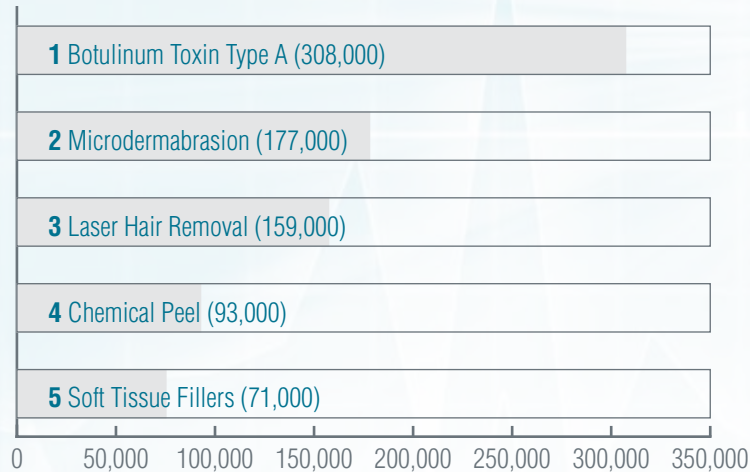
Male

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Top Five Male Cosmetic Surgical Procedures



Top Five Male Minimally-Invasive Cosmetic Procedures





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2009 Cosmetic Surgery Age Distribution (13-19)

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Top five procedures in bold.

		2009 TOTAL	13-19 % OF PROCEDURES	% CHANGE 2009 vs. 2008
COSMETIC SURGICAL PROCEDURES				
SURGICAL	Breast augmentation (Augmentation mammoplasty) [^]	8,199	3%	-9%
	Breast implant removals (Augmentation patients only) [^]	72	0%	-5%
	Breast lift (Mastopexy)	1,603	2%	-6%
	Breast reduction in men (Gynecomastia)	12,908	75%	-9%
	Chin augmentation (Mentoplasty)	1,157	9%	-16%
	Dermabrasion	2,721	4%	-16%
	Ear surgery (Otoplasty)	7,909	29%	0%
	Eyelid surgery (Blepharoplasty)	1,892	1%	-9%
	Lip augmentation (other than injectable materials)	218	1%	4%
	Liposuction	3,179	2%	-20%
	Nose reshaping (Rhinoplasty)	34,994	14%	-8%
TOTAL COSMETIC SURGICAL PROCEDURES		74,852	5%	-9%
COSMETIC MINIMALLY-INVASIVE PROCEDURES				
MINIMALLY-INVASIVE	Botulinum Toxin Type A (Botox [®] , Dysport [®])***	11,889	0%	2%
	Chemical peel	5,379	0%	7%
	Laser hair removal	65,308	7%	3%
	Laser skin resurfacing	16,310	4%	0%
	Laser treatment of leg veins	19,933	9%	-19%
	Microdermabrasion	9,563	1%	-6%
	Sclerotherapy	2,084	1%	4%
	Soft Tissue Fillers	4,235	0%	6%
	Calcium hydroxylapatite (Radiesse [®])	711	0%	1%
	Collagen	244	0%	0%
	Fat	373	1%	7%
	Hyaluronic acid (Juvederm [®] Ultra, Juvederm [®] Ultra Plus, Perlane [®] , Restylane [®])	1,915	0%	6%
	Poly lactic acid (Sculptra [®])	992	1%	11%
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES		134,701	1%	-2%
TOTAL COSMETIC PROCEDURES		209,553	2%	-4%

All figures are projected.

[^] Total represents only 18 and 19 year olds.

***Botulinum Toxin Type A numbers are of anatomic sites injected.



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2009 Cosmetic Surgery Age Distribution (20-39)

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Top five procedures in bold.

Top five procedures in bold.		20-29			30-39			
		2009 TOTAL	% OF PROCEDURES	% CHANGE 2009 vs. 2008	2009 TOTAL	% OF PROCEDURES	% CHANGE 2009 vs. 2008	
SURGICAL	COSMETIC SURGICAL PROCEDURES							
	Breast augmentation (Augmentation mammoplasty)	86,525	30%	-8%	103,738	36%	-5%	
	Breast implant removals (Augmentation patients only)	2,522	13%	-3%	6,091	31%	-4%	
	Breast lift (Mastopexy)	12,921	15%	-5%	28,105	32%	-6%	
	Breast reduction in men (Gynecomastia)	2,116	12%	19%	1,334	8%	19%	
	Buttock implants	163	20%	-5%	281	35%	-5%	
	Buttock lift	396	13%	-10%	867	28%	-13%	
	Calf augmentation	97	37%	8%	104	40%	5%	
	Cheek implant (Malar augmentation)	850	10%	-2%	1,724	20%	-2%	
	Chin augmentation (Mentoplasty)	1,745	13%	-6%	1,696	13%	-11%	
	Dermabrasion	4,174	7%	-18%	7,069	11%	-21%	
	Ear surgery (Otoplasty)	7,921	29%	-7%	4,761	17%	-13%	
	Eyelid surgery (Blepharoplasty)	3,764	2%	-8%	13,647	7%	-5%	
	Facelift (Rhytidectomy)	295	0%	-11%	1,584	2%	-12%	
	Forehead lift	231	1%	3%	1,513	4%	1%	
	Hair transplantation	1,423	8%	3%	1,690	10%	0%	
	Lip augmentation (other than injectable materials)	1,062	5%	3%	2,554	12%	4%	
	Liposuction	30,023	15%	-16%	64,578	33%	-21%	
	Lower body lift	836	9%	-3%	2,446	28%	-3%	
	Nose reshaping (Rhinoplasty)	78,051	30%	-7%	63,850	25%	-12%	
	Pectoral implants	119	52%	-80%	43	19%	-80%	
	Thigh lift	559	7%	-8%	2,402	28%	-5%	
	Tummy tuck (Abdominoplasty)	11,435	10%	-5%	39,602	34%	-6%	
	Upper arm lift	1,385	10%	6%	2,265	16%	5%	
	TOTAL COSMETIC SURGICAL PROCEDURES		248,613	16%	-8%	351,944	23%	-10%
MINIMALLY-INVASIVE	COSMETIC MINIMALLY-INVASIVE PROCEDURES							
	Botulinum Toxin Type A (Botox®, Dysport®)***	70,972	1%	-10%	917,299	19%	-3%	
	Cellulite treatment (Velosmooth®, Endermology®)	7,420	22%	-8%	18,656	54%	-8%	
	Chemical peel	13,288	1%	10%	139,198	12%	15%	
	Laser hair removal	199,439	22%	0%	263,664	30%	-1%	
	Laser skin resurfacing	26,509	6%	10%	34,053	8%	7%	
	Laser treatment of leg veins	27,528	13%	2%	65,279	30%	1%	
	Microdermabrasion	74,811	8%	9%	219,316	24%	9%	
	Sclerotherapy	16,389	4%	6%	75,698	19%	5%	
	Soft Tissue Fillers	48,681	3%	9%	196,566	11%	8%	
	Calcium hydroxylapatite (Radiesse®)	3,839	2%	6%	17,361	9%	8%	
	Collagen	7,429	4%	-4%	26,473	16%	-2%	
	Fat	2,684	5%	7%	6,284	12%	8%	
	Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	30,094	2%	12%	137,650	11%	10%	
	Polylactic acid (Sculptra®)	4,635	5%	11%	8,798	10%	7%	
	TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES		485,037	5%	1%	1,929,729	18%	2%
	TOTAL COSMETIC PROCEDURES		733,650	6%	-2%	2,281,673	19%	0%

All figures are projected.

***Botulinum Toxin Type A numbers are of anatomic sites injected.



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2009 Cosmetic Surgery Age Distribution (40-55+)

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Top five procedures in bold.

Top five procedures in bold.		40-54			55 AND OVER			
		2009 TOTAL	% OF PROCEDURES	% CHANGE 2009 vs. 2008	2009 TOTAL	% OF PROCEDURES	% CHANGE 2009 vs. 2008	
SURGICAL	COSMETIC SURGICAL PROCEDURES							
	Breast augmentation (Augmentation mammoplasty)	80,668	28%	-5%	10,198	4%	-6%	
	Breast implant removals (Augmentation patients only)	7,919	40%	-8%	3,253	16%	-4%	
	Breast lift (Mastopexy)	32,617	37%	-8%	12,140	14%	4%	
	Breast reduction in men (Gynecomastia)	679	4%	19%	289	2%	26%	
	Buttock implants	302	38%	-7%	53	7%	-10%	
	Buttock lift	1,345	43%	-12%	535	17%	-10%	
	Calf augmentation	41	16%	8%	17	7%	-15%	
	Cheek implant (Malar augmentation)	4,136	47%	-1%	2,079	24%	3%	
	Chin augmentation (Mentoplasty)	3,180	24%	-5%	5,332	41%	-5%	
	Dermabrasion	23,846	37%	-18%	25,954	41%	-21%	
	Ear surgery (Otoplasty)	3,872	14%	-8%	2,869	10%	-14%	
	Eyelid surgery (Blepharoplasty)	86,249	42%	-8%	97,757	48%	-9%	
	Facelift (Rhytidectomy)	33,325	32%	-7%	68,421	66%	-9%	
	Forehead lift	17,162	41%	2%	23,459	55%	0%	
	Hair transplantation	3,983	22%	4%	10,691	60%	0%	
	Lip augmentation (other than injectable materials)	7,649	35%	7%	10,168	47%	3%	
	Liposuction	79,231	40%	-18%	21,240	11%	-19%	
	Lower body lift	3,784	43%	-3%	1,801	20%	-11%	
	Nose reshaping (Rhinoplasty)	55,204	22%	-11%	23,873	9%	5%	
	Pectoral implants	41	18%	-87%	27	12%	-87%	
	Thigh lift	4,126	48%	-5%	1,476	17%	-9%	
	Tummy tuck (Abdominoplasty)	47,074	41%	-6%	17,080	15%	-3%	
	Upper arm lift	6,057	42%	2%	4,798	33%	3%	
	TOTAL COSMETIC SURGICAL PROCEDURES		502,490	33%	-9%	343,510	23%	-8%
MINIMALLY-INVASIVE	COSMETIC MINIMALLY-INVASIVE PROCEDURES							
	Botulinum Toxin Type A (Botox®, Dysport®)***	2,709,768	57%	-3%	1,085,429	23%	-8%	
	Cellulite treatment (Velosmooth®, Endermology®)	8,070	24%	-4%	132	0%	-6%	
	Chemical peel	512,078	45%	10%	473,006	41%	6%	
	Laser hair removal	305,387	34%	-1%	59,256	7%	5%	
	Laser skin resurfacing	176,332	41%	9%	181,626	42%	9%	
	Laser treatment of leg veins	69,140	31%	-1%	37,947	17%	6%	
	Microdermabrasion	395,032	43%	5%	211,446	23%	14%	
	Sclerotherapy	188,827	48%	7%	107,343	27%	-2%	
	Soft Tissue Fillers	826,526	48%	8%	631,035	37%	5%	
	Calcium hydroxylapatite (Radiesse®)	76,902	40%	6%	93,240	49%	8%	
	Collagen	64,088	38%	-10%	71,058	42%	-3%	
	Fat	18,113	36%	6%	23,144	46%	13%	
	Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	617,317	51%	11%	422,241	35%	6%	
	Polylactic acid (Sculptra®)	50,106	58%	10%	21,352	25%	3%	
	TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES		5,191,160	49%	1%	2,787,220	26%	0%
	TOTAL COSMETIC PROCEDURES		5,693,650	47%	0%	3,130,730	26%	-1%

All figures are projected.

***Botulinum Toxin Type A numbers are of anatomic sites injected.



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2009 Regional Distribution

Cosmetic Procedures

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Region 1:

New England (CT, ME, MA, NH, RI, VT)
Middle Atlantic (NJ, NY, PA)

Region 2:

East North Central (IL, IN, MI, OH, WI)
West North Central (IA, KS, MN, MO, NE, ND, SD)

Region 3:

South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV, PR)

Region 4:

East South Central (AL, KY, MS, TN)
West South Central (AR, LA, OK, TX)

Region 5:

Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)
Pacific (AK, CA, HI, OR, WA)

Top five procedures in bold.

	2009 TOTAL PROCEDURES	Region 1 % of Total Procedures	Region 2 % of Total Procedures	Region 3 % of Total Procedures	Region 4 % of Total Procedures	Region 5 % of Total Procedures
COSMETIC SURGICAL PROCEDURES						
Breast augmentation (Augmentation mammoplasty)	289,328	14% (41,420)	16% (47,476)	16% (45,166)	16% (47,614)	37% (107,652)
Breast implant removals (Augmentation patients only)	19,857	19% (3,818)	17% (3,438)	20% (3,988)	22% (4,337)	22% (4,276)
Breast lift (Mastopexy)	87,386	12% (10,867)	15% (13,231)	21% (18,038)	20% (17,419)	32% (27,831)
Breast reduction in men (Gynecomastia)	17,326	32% (5,604)	17% (2,963)	16% (2,809)	11% (1,910)	23% (4,040)
Buttock implants	799	16% (127)	13% (106)	29% (235)	22% (179)	19% (152)
Buttock lift	3,143	24% (744)	32% (1,005)	17% (541)	14% (440)	13% (413)
Calf augmentation	259	28% (73)	10% (27)	28% (73)	12% (31)	21% (55)
Cheek implant (Malar augmentation)	8,789	18% (1,576)	9% (829)	19% (1,701)	41% (3,619)	12% (1,064)
Chin augmentation (Mentoplasty)	13,110	24% (3,169)	15% (1,955)	15% (1,987)	11% (1,439)	35% (4,560)
Dermabrasion	63,764	13% (7,987)	30% (19,267)	23% (14,471)	12% (7,929)	22% (14,110)
Ear surgery (Otoplasty)	27,332	19% (5,297)	20% (5,339)	15% (4,226)	15% (4,104)	31% (8,366)
Eyelid surgery (Blepharoplasty)	203,309	19% (38,869)	13% (26,320)	21% (42,700)	12% (24,189)	35% (71,231)
Facelift (Rhytidectomy)	103,625	20% (20,215)	12% (12,231)	23% (23,874)	14% (14,528)	32% (32,777)
Forehead lift	42,365	15% (6,542)	14% (5,766)	17% (7,232)	18% (7,711)	36% (15,114)
Hair transplantation	17,787	10% (1,819)	10% (1,751)	11% (2,038)	47% (8,412)	21% (3,767)
Lip augmentation (other than injectable materials)	21,651	26% (5,589)	17% (3,597)	16% (3,562)	20% (4,258)	21% (4,645)
Liposuction	198,251	17% (33,537)	13% (25,759)	22% (43,131)	15% (28,907)	34% (66,917)
Lower body lift	8,867	29% (2,578)	15% (1,332)	12% (1,031)	21% (1,820)	24% (2,106)
Nose reshaping (Rhinoplasty)	255,972	29% (74,198)	14% (36,859)	13% (32,970)	18% (44,948)	26% (66,997)
Pectoral implants	230	16% (36)	10% (24)	27% (61)	19% (43)	29% (66)
Thigh lift	8,563	26% (2,196)	16% (1,343)	14% (1,241)	19% (1,661)	25% (2,122)
Tummy tuck (Abdominoplasty)	115,191	19% (22,265)	18% (21,145)	18% (20,302)	17% (19,105)	28% (32,374)
Upper arm lift	14,505	29% (4,250)	15% (2,132)	21% (3,114)	13% (1,939)	21% (3,070)
TOTAL COSMETIC SURGICAL PROCEDURES	1,521,409	19% (292,776)	15% (233,895)	18% (274,491)	16% (246,542)	31% (473,705)

COSMETIC MINIMALLY-INVASIVE PROCEDURES						
Botulinum Toxin Type A (Botox®, Dysport®)***	4,795,357	20% (961,788)	14% (672,710)	23% (1,122,869)	15% (696,714)	28% (1,341,276)
Cellulite treatment (Velosmooth®, Endermology®)	34,278	23% (7,839)	22% (7,592)	21% (7,141)	11% (3,853)	23% (7,853)
Chemical peel	1,142,949	24% (279,073)	16% (181,223)	20% (224,931)	9% (102,561)	31% (355,161)
Intense Pulsed Light (IPL) treatment	429,734	27% (114,338)	15% (66,355)	18% (77,622)	9% (37,861)	31% (133,558)
Laser hair removal	893,054	18% (162,582)	13% (119,569)	22% (197,364)	16% (140,032)	31% (273,507)
Laser skin resurfacing	434,830	20% (85,301)	22% (96,676)	15% (65,962)	10% (44,800)	33% (142,091)
Laser treatment of leg veins	219,827	24% (52,107)	11% (23,885)	16% (35,341)	11% (24,344)	38% (84,150)
Microdermabrasion	910,168	25% (229,107)	19% (174,898)	21% (187,761)	11% (101,892)	24% (216,510)
Sclerotherapy	390,341	16% (63,971)	12% (47,402)	22% (86,709)	35% (136,458)	14% (55,801)
Soft Tissue Fillers	1,722,054	31% (535,994)	12% (213,058)	18% (314,339)	11% (185,087)	28% (473,576)
Calcium hydroxylapatite (Radiesse®)	192,053	35% (66,896)	16% (30,609)	20% (37,651)	15% (28,696)	15% (28,201)
Collagen	169,292	46% (77,079)	8% (12,982)	16% (27,291)	11% (19,291)	19% (32,649)
Fat	50,598	18% (8,910)	19% (9,837)	24% (12,189)	8% (4,022)	31% (15,640)
Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	1,209,217	31% (369,782)	12% (139,751)	18% (218,607)	8% (101,765)	31% (379,312)
Poly lactic acid (Sculptra®)	85,883	13% (10,901)	22% (19,064)	15% (13,227)	35% (30,324)	14% (12,367)
Polymethyl-methacrylate microspheres (Artefill®)	15,011	16% (2,426)	5% (815)	36% (5,374)	7% (989)	36% (5,407)
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	10,972,592	23% (2,492,100)	15% (1,603,368)	21% (2,320,039)	13% (1,473,602)	28% (3,083,483)

TOTAL COSMETIC PROCEDURES

12,494,001 **22% (2,784,876)** **15% (1,837,263)** **21% (2,594,530)** **14% (1,720,144)** **28% (3,557,188)**

All figures are projected.

***Botulinum Toxin Type A numbers are of anatomic sites injected.

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2009 Average Surgeon/Physician Fees

Cosmetic Procedures

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	NATIONAL AVERAGE SURGEON/PHYSICIAN FEE	TOTAL EXPENDITURE
COSMETIC SURGICAL PROCEDURES		
Breast augmentation (Augmentation mammoplasty)	\$3,331	\$963,839,020
Breast implant removals (Augmentation patients only)	\$2,339	\$46,439,336
Breast lift (Mastopexy)	\$4,185	\$365,676,235
Breast reduction in men (Gynecomastia)	\$3,099	\$53,701,407
Buttock implants	\$4,360	\$3,483,530
Buttock lift	\$4,165	\$13,091,314
Calf augmentation	\$3,649	\$945,026
Cheek implant (Malar augmentation)	\$2,550	\$22,411,950
Chin augmentation (Mentoplasty)	\$2,058	\$26,978,403
Dermabrasion	\$1,123	\$71,606,643
Ear surgery (Otoplasty)	\$3,009	\$82,250,871
Eyelid surgery (Blepharoplasty)	\$2,809	\$571,067,160
Facelift (Rhytidectomy)	\$6,396	\$662,816,771
Forehead lift	\$3,155	\$133,659,457
Hair transplantation	\$4,338	\$77,168,215
Lip augmentation (other than injectable materials)	\$1,736	\$37,583,995
Liposuction	\$2,769	\$548,888,786
Lower body lift	\$7,141	\$63,317,460
Nose reshaping (Rhinoplasty)	\$4,216	\$1,079,085,702
Pectoral implants	\$3,915	\$900,542
Thigh lift	\$4,329	\$37,072,628
Tummy tuck (Abdominoplasty)	\$4,936	\$568,616,604
Upper arm lift	\$3,568	\$51,760,933
COSMETIC MINIMALLY-INVASIVE PROCEDURES		
Botulinum Toxin Type A (Botox®, Dysport®)	\$405	\$970,297,777
Cellulite treatment (Velosmooth®, Endermology®)	\$225	\$7,712,550
Chemical peel	\$764	\$872,969,568
Intense Pulsed Light (IPL) treatment	\$491	\$211,070,321
Laser hair removal	\$405	\$361,294,234
Laser skin resurfacing		
Ablative	\$2,193	\$243,237,148
Non-ablative (Fraxel®, etc.)	\$1,167	\$378,077,203
Laser treatment of leg veins	\$400	\$87,951,409
Microdermabrasion	\$152	\$138,770,848
Sclerotherapy	\$356	\$139,027,097
Soft Tissue Fillers		
Calcium hydroxylapatite (Radiesse®)	\$649	\$124,685,732
Collagen		
Porcine/bovine-based (Evolve®, Zyderm®, Zyplast®)	\$480	\$17,625,034
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	\$510	\$67,609,097
Fat	\$1,647	\$83,343,205
Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	\$592	\$716,142,669
Poly lactic acid (Sculptra®)	\$1,060	\$91,024,374
Polymethyl-methacrylate microspheres (Artefill®)	\$1,384	\$20,773,287
TOTAL 2009 EXPENDITURES		\$10,013,973,541

All figures are projected.

Fees generally vary according to region of country and patient needs.

These fees are averages only. Fees do not include anesthesia, operating room facilities or other related expenses.



AMERICAN SOCIETY OF
PLASTIC SURGEONS

Please credit the **American Society of Plastic Surgeons** when citing statistical data or using graphics.

2009 Cosmetic and Reconstructive Demographics

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Email media@plasticsurgery.org ■ **Website** www.plasticsurgery.org

	2009	% 2009	2008	% 2008	% CHANGE 2009 vs. 2008
COSMETIC PATIENTS WHO ARE REPEAT PATIENTS		47%		44%	
PATIENTS HAVING MULTIPLE COSMETIC PROCEDURES AT THE SAME TIME		44%		45%	
COSMETIC PROCEDURES PERFORMED IN					
Office	8,659,502	69%	8,155,547	65%	6%
Hospital	1,415,150	11%	1,904,454	15%	-26%
Free-standing Ambulatory Surgical Facility	2,419,348	19%	2,505,948	20%	-3%
ETHNICITY BREAKDOWN OF COSMETIC PROCEDURES					
Caucasian	8,738,944	70%	9,169,778	73%	-5%
Hispanic	1,455,094	12%	1,302,930	10%	12%
African-American	985,807	8%	942,571	8%	5%
Asian-American	742,784	6%	899,455	7%	-17%
Other	571,372	5%	251,216	2%	127%

MOST COMMONLY REQUESTED COSMETIC PROCEDURES FOR ETHNIC PATIENTS	African-American	Asian-American	Hispanic
SURGICAL	Liposuction	Nose-reshaping	Breast augmentation
	Nose-reshaping	Eyelid surgery	Liposuction
	Breast reduction	Breast augmentation	Nose-reshaping
MINIMALLY-INVASIVE	Botulinum Toxin Type A (Botox®, Dysport®)	Injectable fillers	Injectable fillers
	Injectable fillers	Botulinum Toxin Type A (Botox®, Dysport®)	Botulinum Toxin Type A (Botox®, Dysport®)
	Chemical peel	Microdermabrasion	Chemical peel

	2009	% 2009	2008	% 2008	% CHANGE 2009 vs. 2008
RECONSTRUCTIVE PROCEDURES PERFORMED IN					
Office	2,279,754	44%	2,273,293	46%	0%
Hospital	1,984,649	38%	1,779,099	36%	12%
Free-standing Ambulatory Surgical Facility	931,603	18%	889,549	18%	5%

All figures are projected.



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2009 Reconstructive Surgery Trends

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ASPS MEMBER SURGEON DATA ONLY

Top five procedures in bold.

	2009	2008	2000	% CHANGE 2009 vs. 2008	% CHANGE 2009 vs. 2000
RECONSTRUCTIVE PROCEDURES					
Dog bite repair [^]	17,720	16,411	13,503	8%	31%
Birth defect reconstruction	24,343	24,713	36,968	-1%	-34%
Cleft lip and palate	15,030	14,286	*	5%	*
Breast implant removals (Reconstructive patients only)	16,058	12,689	16,287	27%	-1%
Breast reconstruction	86,424	79,458	78,832	9%	10%
Implant alone	9,097	5,128	*	77%	*
Tissue expander and implant	56,978	50,711	*	12%	*
TRAM Flap	9,327	9,987	*	-7%	*
DIEP Flap	4,424	6,018	*	-26%	*
Latissimus Dorsi Flap	6,598	7,614	*	-13%	*
Breast reduction	78,078	88,337	83,638	-12%	-7%
Burn care	15,415	12,272	15,087	26%	2%
Hand surgery (excluding microsurgical)	106,703	95,913	190,874	11%	-44%
Carpal tunnel	40,075	36,269	*	10%	*
Arthritis	10,356	7,655	*	35%	*
Trigger finger	22,245	21,946	*	1%	*
Laceration repair	117,029	108,285	67,064	8%	75%
Maxillofacial surgery	19,195	16,201	22,547	18%	-15%
Microsurgery (other than breast)	10,999	9,305	22,270	18%	-51%
Scar revision	61,189	53,303	47,989	15%	28%
Tumor removal (including skin cancer)	487,146	464,898	578,161	5%	-16%
Skin cancer tumor removal	344,076	318,890	*	8%	*
Basal cell	181,637	167,205	*	9%	*
Squamous cell	79,756	80,921	*	-1%	*
Melanoma	29,926	28,266	*	6%	*
Other reconstructive procedures	128,593	112,728	167,972	14%	-23%
TOTAL RECONSTRUCTIVE PROCEDURES	1,168,892	1,094,513	1,341,192	7%	-13%

All figures are projected.

* Data unavailable.

[^]In 2000 figure included all animal bites.



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2009 Reconstructive Breast Procedures

With age distribution

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ASPS MEMBER SURGEON DATA ONLY

	TOTAL PATIENTS	13-19	20-29	30-39	40-54	55 AND OVER
RECONSTRUCTIVE PROCEDURES						
Breast reconstruction	86,424	521	2,261	10,580	43,271	29,791
Implant alone	9,097	-	-	-	-	-
Tissue expander and implant	56,978	-	-	-	-	-
TRAM flap	9,327	-	-	-	-	-
DIEP flap	4,424	-	-	-	-	-
Latissimus Dorsi Flap	6,598	-	-	-	-	-
Breast reduction	78,427	4,346	12,820	19,123	28,259	13,879
Breast implant removals (Reconstructive patients only)	16,058	141	1,098	3,063	7,318	4,438

All figures are projected.



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Cosmetic Trends

2000, 2008, 2009

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ASPS MEMBER SURGEON DATA ONLY

Top five procedures in bold.

	2009	2008	2000	% CHANGE 2009 vs. 2008	% CHANGE 2009 vs. 2000
COSMETIC SURGICAL PROCEDURES					
Breast augmentation (Augmentation mammoplasty)	277,136	294,284	187,755	-6%	48%
Saline Implants	139,221	167,125	*	-17%	*
Silicone Implants	137,915	127,159	*	8%	*
Breast implant removals (Augmentation patients only)	19,785	20,891	37,984	-5%	-48%
Breast lift (Mastopexy)	85,141	90,086	45,537	-5%	87%
Breast lift after massive weight loss	16,133	25,543	*	-37%	*
Breast reduction in men (Gynecomastia)	15,050	15,550	9,199	-3%	64%
Buttock implants	799	853	*	-6%	*
Buttock lift	2,786	3,228	1,356	-14%	105%
Calf augmentation	259	247	*	5%	*
Cheek implant (Malar augmentation)	3,397	3,412	3,304	0%	3%
Chin augmentation (Mentoplasty)	5,571	5,999	7,087	-7%	-21%
Dermabrasion	12,504	18,542	*	-33%	*
Ear surgery (Otoplasty)	8,419	9,526	9,911	-12%	-15%
Eyelid surgery (Blepharoplasty)	91,133	103,318	172,244	-12%	-47%
Facelift (Rhytidectomy)	61,673	67,213	70,882	-8%	-13%
Forehead lift	27,499	27,303	41,668	1%	-34%
Hair transplantation	1,074	884	1,958	21%	-45%
Lip augmentation (other than injectable materials)	8,493	8,131	*	4%	*
Liposuction	164,736	203,697	229,588	-19%	-28%
Lower body lift	8,257	8,647	*	-5%	*
Nose reshaping (Rhinoplasty)	43,727	47,698	50,617	-8%	-14%
Pectoral implants	230	1,335	*	-83%	*
Thigh lift	8,013	8,504	5,096	-6%	57%
Thigh lift after massive weight loss	5,632	6,066	*	-7%	*
Tummy tuck (Abdominoplasty)	110,323	116,512	58,463	-5%	89%
Upper arm lift	13,798	13,374	*	3%	*
Upper arm lift after massive weight loss	6,283	8,609	*	-27%	*
TOTAL COSMETIC SURGICAL PROCEDURES	969,803	1,069,234	932,649	-9%	4%
COSMETIC MINIMALLY-INVASIVE PROCEDURES					
Botulinum Toxin Type A (Botox®, Dysport®)**	1,618,438	1,772,692	118,452	-9%	1266%
Cellulite treatment (Velosmooth®, Endermology®)	26,466	28,596	*	-7%	*
Chemical peel	82,323	75,337	68,198	9%	21%
Intense Pulsed Light (IPL) treatment	99,303	104,041	*	-5%	*
Laser hair removal	145,068	144,850	*	0%	*
Laser skin resurfacing	80,918	67,638	48,038	20%	68%
Ablative	21,488	19,331	*	11%	*
Non-ablative (Fraxel®, etc.)	59,430	48,307	*	23%	*
Laser treatment of leg veins	25,299	25,490	*	-1%	*
Microdermabrasion	182,465	158,444	*	15%	*
Sclerotherapy	26,073	25,184	*	4%	*
Soft Tissue Fillers	498,737	460,322	87,649	8%	469%
Calcium hydroxylapatite (Radiesse®)	52,936	49,593	*	7%	*
Collagen	14,898	12,930	62,839	15%	-76%
Porcine/bovine-based (Evolve®, Zyderm®, Zylplast®)	9,578	6,854	*	40%	*
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	5,320	6,076	*	-12%	*
Fat	35,813	32,204	24,810	11%	44%
Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	364,518	335,332	*	9%	*
Poly lactic acid (Sculptra®)	26,820	24,195	*	11%	*
Polymethyl-methacrylate microspheres (Artefill®)	3,752	6,068	*	-38%	*
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	2,785,090	2,862,594	322,337	-3%	764%
TOTAL COSMETIC PROCEDURES	3,754,893	3,931,828	1,254,986	-5%	199%

All figures are projected.

* Data unavailable in prior year.

**Botulinum Toxin Type A numbers are of anatomic sites injected.



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RealSelf.com Consumer Cosmetic Treatment Survey

Survey conducted by Harris Interactive on behalf of RealSelf.com.

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WOULD GET COSMETIC WORK	Q1 2010 %	Q4 2009 %	% MEN	% WOMEN
Yes	69%	54%	60%	78%
No	31%	46%	40%	22%

WOULD GET COSMETIC WORK	18-34	35-44	45-54	55+
Men	64%	67%	64%	47%
Women	82%	82%	80%	71%

Results based on adults who would choose to get cosmetic treatments if money were not an issue.

PROCEDURE		Q1 2010 %	Q4 2009 %	% MEN	% WOMEN
	COSMETIC MINIMALLY INVASIVE				
	Teeth Whitening	48%	52%	51%	46%
	Vision Correction Surgery	39%	N/A	44%	35%
	Hair Removal	27%	25%	18%	35%
	Cellulite Treatment	14%	12%	3%	21%
	Vein Treatment	13%	11%	6%	18%
	Wrinkle Filler (e.g., Juvaderm®, Restylane®)	12%	N/A	7%	15%
	Microdermabrasion	10%	11%	4%	14%
	Hair Replacement	9%	11%	16%	5%
	Laser Skin Treatment	9%	13%	7%	11%
	Chemical Face Peel	7%	8%	5%	9%
	Botox®	7%	6%	4%	9%
	COSMETIC SURGICAL				
	Tummy Tuck	29%	29%	15%	40%
	Liposuction	23%	29%	18%	26%
	Face Lift	13%	14%	8%	17%
	Breast Lift	15%	N/A	1%	26%
	Scar Removal	10%	13%	10%	11%
	Breast Augmentation (i.e., implants)	6%	10%	2%	10%
	Breast Reduction	6%	5%	2%	8%
	Rhinoplasty	4%	6%	4%	5%
	Lip Augmentation	3%	3%	4%	2%

PROCEDURE		Age 18-34	Age 35-44	Age 45-54	Age 55+
	COSMETIC MINIMALLY INVASIVE				
	Teeth Whitening	56%	54%	53%	32%
	Vision Correction Surgery	40%	38%	43%	33%
	Hair Removal	38%	35%	21%	16%
	Cellulite Treatment	18%	13%	14%	9%
	Wrinkle Filler (e.g., Juvaderm®, Restylane®)	3%	7%	12%	25%
	Microdermabrasion	12%	12%	7%	8%
	Hair Replacement	5%	5%	17%	12%
	Botox®	6%	6%	6%	9%
	COSMETIC SURGICAL				
	Tummy Tuck	25%	37%	29%	30%
	Liposuction	23%	28%	24%	19%
	Face Lift	4%	9%	12%	27%
	Breast Lift	16%	20%	15%	13%
	Breast Augmentation (i.e., implants)	10%	11%	4%	1%
	Rhinoplasty	3%	7%	5%	4%

This survey was conducted online within the United States by Harris Interactive on behalf of RealSelf.com from March 23-25, 2010 among 2,148 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact pr@realself.com



Notes

Country	1950	1960	1970	1980	1990	2000	2010	2020	2030	2040	2050
Italy	10	12	14	16	18	20	22	24	25	26	27
Germany	12	14	16	18	20	22	24	25	26	27	28
France	10	12	14	16	18	20	22	24	25	26	27
Spain	10	12	14	16	18	20	22	24	25	26	27
Japan	5	6	7	8	10	12	15	18	22	24	25
Canada	5	6	7	8	9	10	11	12	13	14	15
Sweden	8	9	10	11	12	13	14	15	16	17	18
United States	5	6	7	8	9	10	11	12	13	14	15