

American Society of Plastic Surgeons Report of the 2010 Plastic Surgery Statistics



AMERICAN SOCIETY OF
PLASTIC SURGEONS

ASPS National Clearinghouse of
Plastic Surgery Procedural Statistics

ASPS Public Relations

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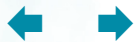




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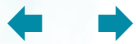
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About the American Society of Plastic Surgeons

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 – 1992-2010. 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.

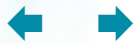




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2010 Plastic Surgery Statistics

Methodology and Validity

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. The American Board of Plastic Surgery® (ABPS®) represents physicians who are certified by 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 ± 3.8 percent margin of error.

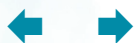




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2010 Quick Facts

Cosmetic and Reconstructive Plastic Surgery Trends

Percentage change 2010 vs. 2009

13.1 million cosmetic procedures ↑ 5%

• **1.6 million cosmetic surgical procedures** ↑ 2%

• **11.6 million cosmetic minimally-invasive procedures** ↑ 5%

5.3 million reconstructive procedures ↑ 2%

2010 Top 5 Cosmetic Surgical Procedures

Cosmetic Surgical	2010 vs. 2009
Breast augmentation	↑ 2%
Nose reshaping	↓ 1%
Eyelid surgery	↑ 3%
Liposuction	↑ 2%
Tummy Tuck	↑ 1%

Breast augmentation continues to be the top cosmetic surgical procedure and has held the title since 2006. Silicone implants were used in 60% of all breast augmentations in 2010, compared to 50% in 2009.

Although not among the Top 5 Cosmetic Surgical procedures, facelifts experienced significant growth in 2010 with nearly 113,000 procedures, up 9%. Facelifts have not experienced growth since 2007, before the recession.

2010 Top 5 Cosmetic Minimally-Invasive Procedures

Cosmetic Minimally-Invasive	2010 vs. 2009
Botulinum Toxin Type A	↑ 12%
Soft tissue fillers	↑ 3%
Chemical peel	no change
Laser hair removal	↑ 5%
Microdermabrasion	↓ 9%

Injectables remained robust in 2010, with soft tissue fillers like fat injections rising 14%.

2010 Top 5 Reconstructive Procedures

Reconstructive	2010 vs. 2009
Tumor removal	↑ 2%
Laceration repair	↑ 7%
Scar revision	↓ 6%
Hand surgery	↓ 4%
Breast reconstruction	↑ 8%

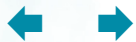
Breast reconstruction is new to the Top 5 Reconstructive procedures. It replaces maxillofacial surgery in 2010, to claim the fifth spot.



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2010 Quick Facts

Cosmetic Plastic Surgery Demographic Trends

Age

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

20-29 year olds 2010 vs. 2009

747,000 total cosmetic procedures	↑ 2%
253,000 surgical	↑ 2%
494,000 minimally-invasive	↑ 2%

30-39 year olds 2010 vs. 2009

2.4 million total cosmetic procedures	↑ 4%
361,000 surgical	↑ 3%
2 million minimally-invasive	↑ 4%

40-54 year olds 2010 vs. 2009

Make up the majority of cosmetic procedures – 48% of the total.

6 million total cosmetic procedures	↑ 6%
515,000 surgical	↑ 3%
5.5 million minimally-invasive	↑ 6%

55 and over 2010 vs. 2009

3.3 million total cosmetic procedures	↑ 4%
349,000 surgical	↑ 2%
2.9 million minimally-invasive	↑ 4%

Gender

Female 2010 vs. 2009

91% of all cosmetic procedures

11.5 million cosmetic procedures	↑ 5%
1.4 million surgical	↑ 2%
10.2 million minimally-invasive	↑ 6%

Male 2010 vs. 2009

9% of all cosmetic procedures

1.1 million cosmetic procedures	↑ 2%
203,000 surgical	↑ 2%
918,000 minimally-invasive	↑ 2%

Ethnic 2010 vs. 2009

Hispanics	↑ 2%
African Americans	↑ 6%
Asians	↑ 2%

Did you know...

- Business from repeat patients increased 13%
- \$10.1 billion spent on cosmetic procedures in the U.S., up 1.2%
- Office-based cosmetic procedures are up 5%
- Region with the most cosmetic procedures performed in the U.S. is Mountain/Pacific – 3.7 million procedures



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2010 Cosmetic Plastic Surgery Statistics

Cosmetic Procedure Trends

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	2010	2009	2000	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Breast augmentation (Augmentation mammoplasty)**	296,203	289,328	212,500	2%	39%
Breast implant removals (Augmentation patients only)	21,714	19,857	40,787	9%	-47%
Breast lift (Mastopexy)	89,931	87,386	52,836	3%	70%
Breast reduction in men (Gynecomastia)	18,280	17,326	20,351	6%	-10%
Buttock implants	806	799	*	1%	*
Buttock lift	3,289	3,143	1,356	5%	143%
Calf augmentation	418	259	*	61%	*
Cheek implant (Malar augmentation)	8,158	8,789	10,427	-7%	-22%
Chin augmentation (Mentoplasty)	12,077	13,110	26,924	-8%	-55%
Dermabrasion	68,636	63,764	42,218	8%	63%
Ear surgery (Otoplasty)	29,828	27,332	36,295	9%	-18%
Eyelid surgery (Blepharoplasty)	208,764	203,309	327,514	3%	-36%
Facelift (Rhytidectomy)	112,955	103,625	133,856	9%	-16%
Forehead lift	42,433	42,365	120,971	0%	-65%
Hair transplantation	18,996	17,787	44,694	7%	-57%
Lip augmentation (other than injectable materials)	17,143	21,651	18,589	-21%	-8%
Liposuction	203,106	198,251	354,015	2%	-43%
Lower body lift	9,625	8,867	207	9%	4550%
Nose reshaping (Rhinoplasty)	252,261	255,972	389,155	-1%	-35%
Pectoral implants	222	230	*	-3%	*
Thigh lift	9,234	8,563	5,303	8%	74%
Tummy tuck (Abdominoplasty)	116,352	115,191	62,713	1%	86%
Upper arm lift	15,183	14,505	338	5%	4392%
TOTAL COSMETIC SURGICAL PROCEDURES	1,555,614	1,521,409	1,901,049	2%	-18%

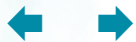
COSMETIC MINIMALLY-INVASIVE PROCEDURES	2010	2009	2000	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Botulinum Toxin Type A (Botox®, Dysport®)***	5,379,360	4,795,357	786,911	12%	584%
Cellulite treatment (e.g., Velosmooth®, Endermology)	31,227	34,278	23,952	-9%	30%
Chemical peel	1,144,865	1,142,949	1,149,457	0%	0%
Intense Pulsed Light (IPL) treatment	459,529	429,734	*	7%	*
Laser hair removal	937,602	893,054	735,996	5%	27%
Laser skin resurfacing	426,695	434,830	170,951	-2%	150%
Ablative	113,368	110,931	*	2%	*
Non-ablative (e.g., Fraxel®)	313,327	323,899	*	-3%	*
Laser treatment of leg veins	218,393	219,827	245,424	-1%	-11%
Microdermabrasion	824,706	910,168	868,315	-9%	-5%
Sclerotherapy	365,744	390,341	866,555	-6%	-58%
Soft Tissue Fillers	1,773,328	1,722,054	652,885	3%	172%
Calcium hydroxylapatite (e.g., Radiesse®)	209,973	192,053	*	9%	*
Collagen	160,000	169,292	587,615	-5%	-73%
Porcine/bovine-based (e.g., Evolence®, Zyderm®, Zylplast®)	27,919	36,688	*	-24%	*
Human-based (e.g., Cosmoderm®, Cosmoplast®, Cymetra®)	132,081	132,604	*	0%	*
Fat	57,643	50,598	65,270	14%	-12%
Hyaluronic acid (e.g., Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Restylane®, Prevelle Silk®)	1,201,368	1,209,217	*	-1%	*
Polyactic acid (Sculptra®)	120,194	85,883	*	40%	*
Polymethyl-methacrylate microspheres (Artefill®)	24,150	15,011	*	61%	*
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	11,561,449	10,972,592	5,500,446	5%	110%
TOTAL COSMETIC PROCEDURES	13,117,063	12,494,001	7,401,495	5%	77%



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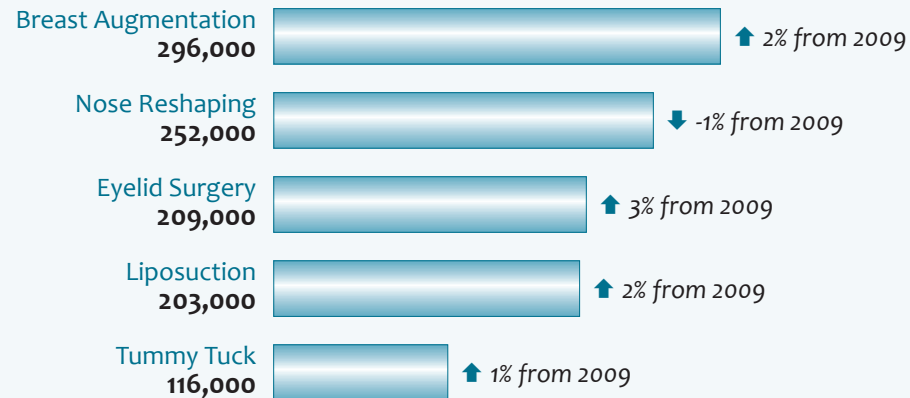
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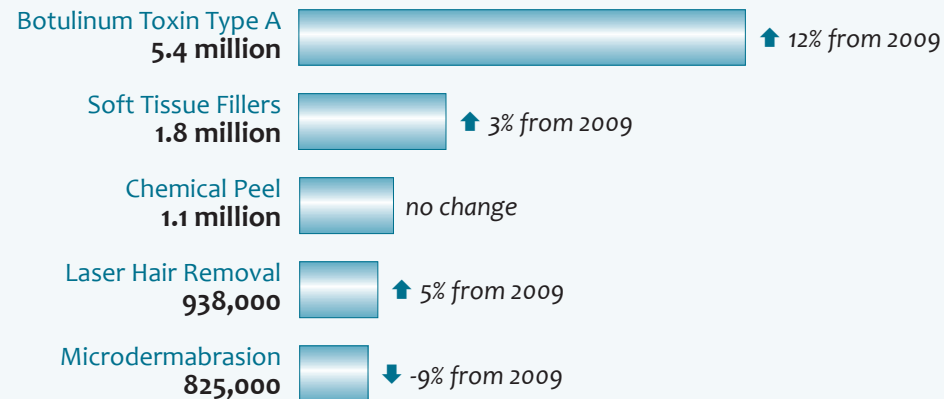
2010 Top Five Cosmetic Plastic Surgery Procedures

Cosmetic Procedure Charts

2010 TOP FIVE COSMETIC SURGICAL PROCEDURES



2010 TOP FIVE COSMETIC MINIMALLY-INVASIVE PROCEDURES

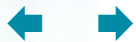




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* Data unavailable in prior year.

^In 2000 figure included all animal bites.

^^Counts of procedures performed by ASPS Member Surgeons only.

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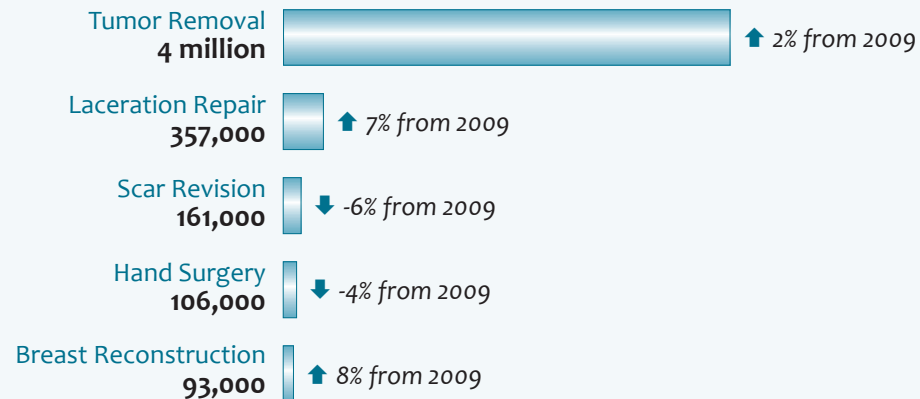
2010 Reconstructive Plastic Surgery Statistics

Reconstructive Procedure Trends

Top 5 procedures appear in bold

RECONSTRUCTIVE PROCEDURES	2010	2009	2000	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Dog bite repair^	32,961	30,484	43,089	8%	-24%
Birth defect reconstruction	34,345	31,472	40,076	9%	-14%
Breast implant removals (Reconstructive patients only)^^	14,991	16,058	16,287	-7%	-8%
Breast reconstruction	93,083	86,424	78,832	8%	18%
Breast reduction	83,241	78,427	84,780	6%	-2%
Burn care	19,369	21,298	*	-9%	*
Hand surgery (excluding microsurgical)	105,711	110,280	*	-4%	*
Laceration repair	356,601	332,314	358,666	7%	-1%
Maxillofacial surgery	87,024	90,347	79,331	-4%	10%
Microsurgery (other than breast)	17,163	13,372	*	28%	*
Scar revision	160,516	171,237	221,858	-6%	-28%
Tumor removal (including skin cancer)	4,042,955	3,949,895	*	2%	*
Other reconstructive procedures	259,276	264,398	376,270	-2%	-31%
TOTAL RECONSTRUCTIVE PROCEDURES	5,307,236	5,196,006	*	2%	*

2010 TOP FIVE RECONSTRUCTIVE PROCEDURES

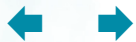




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2010 Cosmetic Surgery Gender Distribution

Female

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	2010 TOTAL PROCEDURES	2010 TOTAL FEMALE	% OF TOTAL PROCEDURES	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Breast augmentation (Augmentation mammoplasty)**	296,203	296,203	100%	2%	39%
Breast implant removals (Augmentation patients only)	21,714	21,714	100%	9%	-47%
Breast lift (Mastopexy)	89,931	89,931	100%	3%	70%
Breast reduction in men (Gynecomastia)	18,280	0	0%	*	*
Buttock implants	806	705	87%	1%	*
Buttock lift	3,289	3,047	93%	4%	133%
Calf augmentation	418	178	43%	60%	*
Cheek implant (Malar augmentation)	8,158	5,956	73%	-7%	-32%
Chin augmentation (Mentoplasty)	12,077	6,063	50%	-11%	-66%
Dermabrasion	68,636	59,516	87%	8%	113%
Ear surgery (Otoplasty)	29,828	18,014	60%	8%	-6%
Eyelid surgery (Blepharoplasty)	208,764	177,288	85%	3%	-34%
Facelift (Rhytidectomy)	112,955	102,052	90%	9%	-14%
Forehead lift	42,433	37,765	89%	1%	-65%
Hair transplantation	18,996	5,779	30%	20%	42%
Lip augmentation (other than injectable materials)	17,143	16,360	95%	-21%	-11%
Liposuction	203,106	179,207	88%	2%	-41%
Lower body lift	9,625	8,770	91%	9%	*
Nose reshaping (Rhinoplasty)	252,261	188,676	75%	-1%	-21%
Pectoral implants	222	0	0%	*	*
Thigh lift	9,234	8,762	95%	8%	72%
Tummy tuck (Abdominoplasty)	116,352	111,642	96%	1%	85%
Upper arm lift	15,183	14,849	98%	5%	*
TOTAL COSMETIC SURGICAL PROCEDURES	1,555,614	1,352,477	87%	2%	-10%

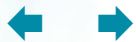
COSMETIC MINIMALLY-INVASIVE PROCEDURES	2010 TOTAL PROCEDURES	2010 TOTAL FEMALE	% OF TOTAL PROCEDURES	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Botulinum Toxin Type A (Botox®, Dysport®)***	5,379,360	5,042,526	94%	12%	628%
Cellulite treatment (e.g., Velosmooth®, Endermology)	31,227	26,796	86%	-9%	12%
Chemical peel	1,144,865	1,054,568	92%	0%	11%
Intense Pulsed Light (IPL) treatment	459,529	-	-	-	-
Laser hair removal	937,602	773,066	82%	5%	28%
Laser skin resurfacing	426,695	374,608	88%	-2%	151%
Ablative	113,368	-	-	-	-
Non-ablative (e.g., Fraxel®)	313,327	-	-	-	-
Laser treatment of leg veins	218,393	190,465	87%	-1%	-15%
Microdermabrasion	824,706	666,438	81%	-9%	-15%
Sclerotherapy	365,744	360,458	99%	-6%	-57%
Soft Tissue Fillers	1,749,178	1,670,706	96%	2%	177%
Calcium hydroxylapatite (e.g., Radiesse®)	209,973	195,896	93%	9%	*
Collagen	160,000	152,861	96%	-6%	-72%
Porcine/bovine-based (e.g., Evolence®, Zyderm®, Zylplast®)	27,919	-	-	-	-
Human-based (e.g., Cosmoderm®, Cosmoplast®, Cymetra®)	132,081	-	-	-	-
Fat	57,643	54,033	94%	14%	-12%
Hyaluronic acid (e.g., Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Restylane®, Prevelle Silk®)	1,201,368	1,166,046	97%	-1%	*
Poly lactic acid (Sculptra®)	120,194	101,870	85%	41%	*
Polymethyl-methacrylate microspheres (Artefill®)	24,150	-	-	-	-
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	11,077,770	10,159,631	92%	6%	109%
TOTAL COSMETIC PROCEDURES	12,633,384	11,512,108	91%	5%	81%



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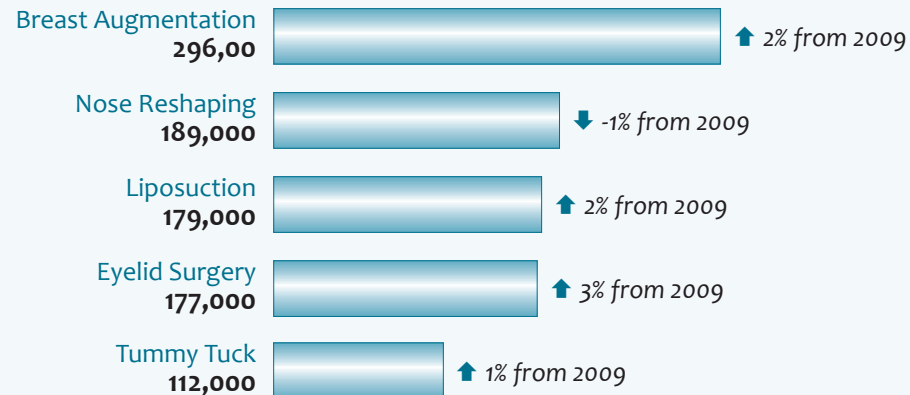
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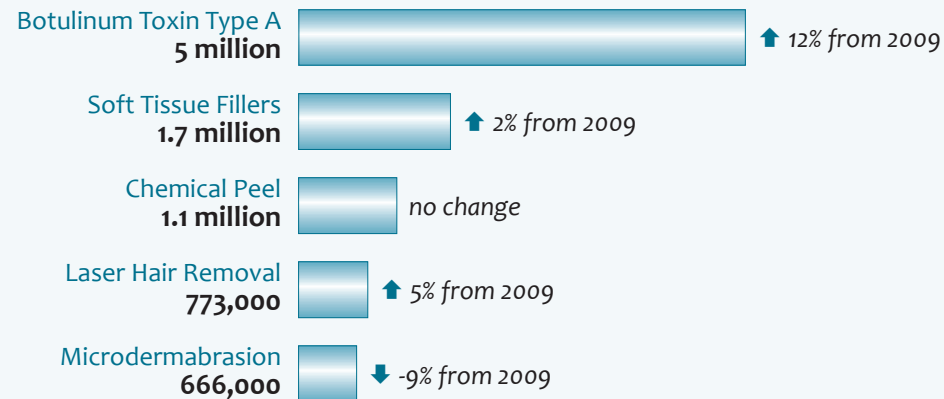
2010 Cosmetic Surgery Gender Distribution Charts

Female

2010 TOP FIVE FEMALE COSMETIC SURGICAL PROCEDURES



2010 TOP FIVE FEMALE COSMETIC MINIMALLY-INVASIVE PROCEDURES

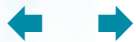




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* Data unavailable in prior year.

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2010 Cosmetic Surgery Gender Distribution

Male

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	2010 TOTAL PROCEDURES	2010 TOTAL MALE	% OF TOTAL PROCEDURES	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Breast augmentation (Augmentation mammoplasty)	296,203	0	0%	-	-
Breast implant removals (Augmentation patients only)	21,714	0	0%	-	-
Breast lift (Mastopexy)	89,931	0	0%	-	-
Breast reduction in men (Gynecomastia)	18,280	18,280	100%	6%	-10%
Buttock implants	806	101	13%	3%	*
Buttock lift	3,289	242	7%	9%	404%
Calf augmentation	418	240	57%	62%	*
Cheek implant (Malar augmentation)	8,158	2,202	27%	-8%	32%
Chin augmentation (Mentoplasty)	12,077	6,014	50%	-4%	-34%
Dermabrasion	68,636	9,120	13%	4%	-36%
Ear surgery (Otoplasty)	29,828	11,814	40%	11%	-31%
Eyelid surgery (Blepharoplasty)	208,764	31,476	15%	4%	-45%
Facelift (Rhytidectomy)	112,955	10,903	10%	14%	-28%
Forehead lift	42,433	4,668	11%	-4%	-64%
Hair transplantation	18,996	13,217	70%	2%	-67%
Lip augmentation (other than injectable materials)	17,143	783	5%	-17%	238%
Liposuction	203,106	23,899	12%	7%	-54%
Lower body lift	9,625	855	9%	8%	313%
Nose reshaping (Rhinoplasty)	252,261	63,585	25%	-4%	-58%
Pectoral implants	222	222	100%	-3%	*
Thigh lift	9,234	472	5%	11%	115%
Tummy tuck (Abdominoplasty)	116,352	4,710	4%	1%	105%
Upper arm lift	15,183	334	2%	10%	-
TOTAL COSMETIC SURGICAL PROCEDURES	1,555,614	203,137	13%	2%	-48%

COSMETIC MINIMALLY-INVASIVE PROCEDURES	2010 TOTAL PROCEDURES	2010 TOTAL MALE	% OF TOTAL PROCEDURES	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Botulinum Toxin Type A (Botox®, Dysport®)***	5,379,360	336,834	6%	9%	258%
Cellulite treatment (e.g., Velosmooth®, Endermology)	31,227	4,431	14%	-7%	*
Chemical peel	1,144,865	90,297	8%	-3%	-55%
Intense Pulsed Light (IPL) treatment	459,529	-	-	-	-
Laser hair removal	937,602	164,536	18%	4%	24%
Laser skin resurfacing	426,695	52,087	12%	-3%	141%
Ablative	113,368	-	-	-	-
Non-ablative (e.g., Fraxel®)	313,327	-	-	-	-
Laser treatment of leg veins	218,393	27,928	13%	4%	33%
Microdermabrasion	824,706	158,268	19%	-10%	84%
Sclerotherapy	365,744	5,286	1%	-8%	-80%
Soft Tissue Fillers	1,749,178	78,472	4%	10%	57%
Calcium hydroxylapatite (e.g., Radiesse®)	209,973	14,077	7%	9%	*
Collagen	160,000	7,139	4%	-1%	-85%
Porcine/bovine-based (e.g., Evolence®, Zyderm®, Zyplast®)	27,919	-	-	-	-
Human-based (e.g., Cosmoderm®, Cosmoplast®, Cymetra®)	132,081	-	-	-	-
Fat	57,643	3,610	6%	10%	-8%
Hyaluronic acid (e.g., Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Restylane®, Prevelle Silk®)	1,201,368	35,322	3%	3%	*
Poly lactic acid (Sculptra®)	120,194	18,324	15%	36%	*
Polymethyl-methacrylate microspheres (Artefill®)	24,150	-	-	-	-
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	11,077,770	918,139	8%	2%	45%

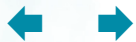
TOTAL COSMETIC PROCEDURES	12,633,384	1,121,276	9%	2%	9%
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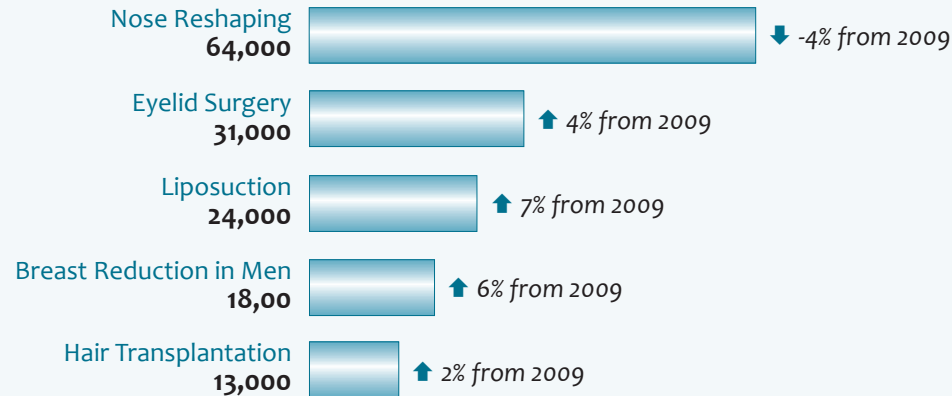
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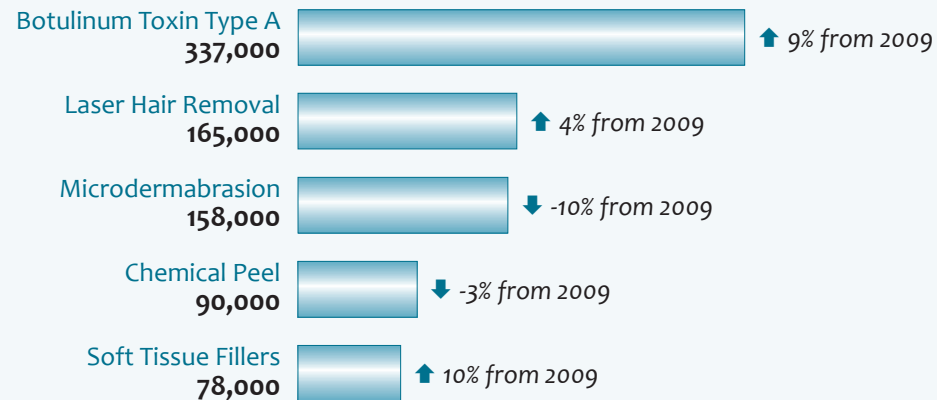
2010 Cosmetic Surgery Gender Distribution Charts

Male

2010 TOP FIVE MALE COSMETIC SURGICAL PROCEDURES



2010 TOP FIVE MALE COSMETIC MINIMALLY-INVASIVE PROCEDURES





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^ Total represents only 18 and 19 year olds.

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2010 Cosmetic Surgery Age Distribution

Age 13-19

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	AGE 13-19 2010 TOTAL	AGE 13-19 % OF TOTAL PROCEDURES	AGE 13-19 % CHANGE 2010 vs 2009
Breast augmentation (Augmentation mammoplasty) [^]	8,525	3%	4%
Breast implant removals (Augmentation patients only) [^]	78	0%	8%
Breast lift (Mastopexy)	1,665	2%	4%
Breast reduction in men (Gynecomastia)	13,530	74%	5%
Chin augmentation (Mentoplasty)	1,070	9%	-8%
Dermabrasion	2,907	4%	7%
Ear surgery (Otoplasty)	8,763	29%	11%
Eyelid surgery (Blepharoplasty)	1,922	1%	2%
Lip augmentation (other than injectable materials)	171	1%	-22%
Liposuction	3,205	2%	1%
Nose reshaping (Rhinoplasty)	35,005	14%	0%
TOTAL COSMETIC SURGICAL PROCEDURES	76,841	5%	3%

COSMETIC MINIMALLY-INVASIVE PROCEDURES	AGE 13-19 2010 TOTAL	AGE 13-19 % OF TOTAL PROCEDURES	AGE 13-19 % CHANGE 2010 vs 2009
Botulinum Toxin Type A (Botox®, Dysport®)***	13,467	0%	13%
Chemical peel	5,474	0%	2%
Laser hair removal	66,664	7%	2%
Laser skin resurfacing	19,466	5%	19%
Laser treatment of leg veins	20,991	10%	5%
Microdermabrasion	9,091	1%	-5%
Sclerotherapy	2,030	1%	-3%
Soft Tissue Fillers	4,885	0%	15%
Calcium hydroxylapatite (Radiesse®)	790	0%	11%
Collagen	247	0%	1%
Fat	440	1%	18%
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	2,077	0%	8%
Poly lactic acid (Sculptra®)	1,331	1%	34%
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	142,068	1%	5%
TOTAL COSMETIC PROCEDURES	218,909	2%	4%

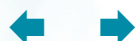




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2010 Cosmetic Surgery Age Distribution

Age 20-29

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	AGE 20-29 2010 TOTAL	AGE 20-29 % OF TOTAL PROCEDURES	AGE 20-29 % CHANGE 2010 vs 2009
Breast augmentation (Augmentation mammoplasty)	90,273	30%	4%
Breast implant removals (Augmentation patients only)	2,771	13%	10%
Breast lift (Mastopexy)	13,065	15%	1%
Breast reduction in men (Gynecomastia)	2,206	12%	4%
Buttock implants	162	20%	-1%
Buttock lift	419	13%	6%
Calf augmentation	157	38%	62%
Cheek implant (Malar augmentation)	787	10%	-7%
Chin augmentation (Mentoplasty)	1,637	14%	-6%
Dermabrasion	4,556	7%	9%
Ear surgery (Otoplasty)	8,717	29%	10%
Eyelid surgery (Blepharoplasty)	3,820	2%	1%
Facelift (Rhytidectomy)	323	0%	9%
Forehead lift	229	1%	-1%
Hair transplantation	1,542	8%	8%
Lip augmentation (other than injectable materials)	852	5%	-20%
Liposuction	31,205	15%	4%
Lower body lift	896	9%	7%
Nose reshaping (Rhinoplasty)	75,546	30%	-3%
Pectoral implants	113	51%	-5%
Thigh lift	613	7%	10%
Tummy tuck (Abdominoplasty)	11,654	10%	2%
Upper arm lift	1,434	9%	4%
TOTAL COSMETIC SURGICAL PROCEDURES	252,977	16%	2%

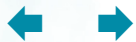
COSMETIC MINIMALLY-INVASIVE PROCEDURES	AGE 20-29 2010 TOTAL	AGE 20-29 % OF TOTAL PROCEDURES	AGE 20-29 % CHANGE 2010 vs 2009
Botulinum Toxin Type A (Botox®, Dysport®)***	78,452	1%	11%
Cellulite treatment (Velosmooth®, Endermology)	6,760	22%	-9%
Chemical peel	13,507	1%	2%
Intense Pulsed Light (IPL) treatment	-	-	-
Laser hair removal	209,886	22%	5%
Laser skin resurfacing	25,522	6%	-4%
Ablative	-	-	-
Non-ablative (Fraxel®, etc.)	-	-	-
Laser treatment of leg veins	27,321	13%	-1%
Microdermabrasion	66,617	8%	-11%
Sclerotherapy	15,464	4%	-6%
Soft Tissue Fillers	50,912	3%	5%
Calcium hydroxylapatite (Radiesse®)	4,205	2%	10%
Collagen	7,023	4%	-5%
Porcine/bovine-based (Evolve® [®] , Zyderm®, Zylplast®)	-	-	-
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	-	-	-
Fat	3,025	5%	13%
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	30,190	3%	0%
Poly lactic acid (Sculptra®)	6,469	5%	40%
Polymethyl-methacrylate microspheres (Artefill®)	-	-	-
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	494,441	4%	2%
TOTAL COSMETIC PROCEDURES	747,418	6%	2%



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2010 Cosmetic Surgery Age Distribution

Age 30-39

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	AGE 30-39 2010 TOTAL	AGE 30-39 % OF TOTAL PROCEDURES	AGE 30-39 % CHANGE 2010 vs 2009
Breast augmentation (Augmentation mammoplasty)	107,638	36%	4%
Breast implant removals (Augmentation patients only)	6,743	31%	11%
Breast lift (Mastopexy)	28,550	32%	2%
Breast reduction in men (Gynecomastia)	1,414	8%	6%
Buttock implants	288	36%	2%
Buttock lift	909	28%	5%
Calf augmentation	168	40%	62%
Cheek implant (Malar augmentation)	1,611	20%	-7%
Chin augmentation (Mentoplasty)	1,532	13%	-10%
Dermabrasion	7,627	11%	8%
Ear surgery (Otoplasty)	5,190	17%	9%
Eyelid surgery (Blepharoplasty)	14,143	7%	4%
Facelift (Rhytidectomy)	1,717	2%	8%
Forehead lift	1,499	4%	-1%
Hair transplantation	1,827	10%	8%
Lip augmentation (other than injectable materials)	2,045	12%	-20%
Liposuction	67,382	33%	4%
Lower body lift	2,695	28%	10%
Nose reshaping (Rhinoplasty)	62,447	25%	-2%
Pectoral implants	42	19%	-2%
Thigh lift	2,606	28%	8%
Tummy tuck (Abdominoplasty)	40,706	35%	3%
Upper arm lift	2,327	15%	3%
TOTAL COSMETIC SURGICAL PROCEDURES	361,106	23%	3%

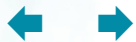
COSMETIC MINIMALLY-INVASIVE PROCEDURES	AGE 30-39 2010 TOTAL	AGE 30-39 % OF TOTAL PROCEDURES	AGE 30-39 % CHANGE 2010 vs 2009
Botulinum Toxin Type A (Botox®, Dysport®)***	1,014,098	19%	11%
Cellulite treatment (Velosmooth®, Endermology)	16,995	54%	-9%
Chemical peel	139,631	12%	0%
Intense Pulsed Light (IPL) treatment	-	-	-
Laser hair removal	276,174	29%	5%
Laser skin resurfacing	32,842	8%	-4%
Ablative	-	-	-
Non-ablative (Fraxel®, etc.)	-	-	-
Laser treatment of leg veins	64,810	30%	-1%
Microdermabrasion	199,617	24%	-9%
Sclerotherapy	71,788	20%	-5%
Soft Tissue Fillers	198,546	11%	1%
Calcium hydroxylapatite (Radiesse®)	19,298	9%	11%
Collagen	24,812	16%	-6%
Porcine/bovine-based (Evolve® [®] , Zyderm®, Zylplast®)	-	-	-
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	-	-	-
Fat	7,277	13%	16%
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	134,990	11%	-2%
Polyactic acid (Sculptra®)	12,169	10%	38%
Polymethyl-methacrylate microspheres (Artefill®)	-	-	-
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	2,014,501	18%	4%
TOTAL COSMETIC PROCEDURES	2,375,607	19%	4%



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2010 Cosmetic Surgery Age Distribution

Age 40-54

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	AGE 40-54 2010 TOTAL	AGE 40-54 % OF TOTAL PROCEDURES	AGE 40-54 % CHANGE 2010 vs 2009
Breast augmentation (Augmentation mammoplasty)	82,666	28%	2%
Breast implant removals (Augmentation patients only)	8,681	40%	10%
Breast lift (Mastopexy)	33,391	37%	2%
Breast reduction in men (Gynecomastia)	728	4%	7%
Buttock implants	300	37%	-1%
Buttock lift	1,408	43%	5%
Calf augmentation	65	16%	59%
Cheek implant (Malar augmentation)	3,783	46%	-9%
Chin augmentation (Mentoplasty)	2,875	24%	-10%
Dermabrasion	26,139	38%	10%
Ear surgery (Otoplasty)	4,179	14%	8%
Eyelid surgery (Blepharoplasty)	88,501	42%	3%
Facelift (Rhytidectomy)	36,533	32%	10%
Forehead lift	17,477	41%	2%
Hair transplantation	4,231	22%	6%
Lip augmentation (other than injectable materials)	6,086	36%	-20%
Liposuction	81,163	40%	2%
Lower body lift	4,119	43%	9%
Nose reshaping (Rhinoplasty)	54,822	22%	-1%
Pectoral implants	40	18%	-2%
Thigh lift	4,367	47%	6%
Tummy tuck (Abdominoplasty)	47,486	41%	1%
Upper arm lift	6,413	42%	6%
TOTAL COSMETIC SURGICAL PROCEDURES	515,453	33%	3%

COSMETIC MINIMALLY-INVASIVE PROCEDURES	AGE 40-54 2010 TOTAL	AGE 40-54 % OF TOTAL PROCEDURES	AGE 40-54 % CHANGE 2010 vs 2009
Botulinum Toxin Type A (Botox®, Dysport®)***	3,059,501	57%	13%
Cellulite treatment (Velosmooth®, Endermology)	7,460	24%	-8%
Chemical peel	503,281	44%	-2%
Intense Pulsed Light (IPL) treatment	-	-	-
Laser hair removal	321,882	34%	5%
Laser skin resurfacing	172,681	40%	-2%
Ablative	-	-	-
Non-ablative (Fraxel®, etc.)	-	-	-
Laser treatment of leg veins	69,627	32%	1%
Microdermabrasion	352,018	43%	-11%
Sclerotherapy	180,337	49%	-4%
Soft Tissue Fillers	856,780	48%	4%
Calcium hydroxylapatite (Radiesse®)	83,449	40%	9%
Collagen	59,390	37%	-7%
Porcine/bovine-based (Evolve® [®] , Zyderm®, Zylplast®)	-	-	-
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	-	-	-
Fat	20,744	36%	15%
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	623,062	52%	1%
Polyactic acid (Sculptra®)	70,135	58%	40%
Polymethyl-methacrylate microspheres (Artefill®)	-	-	-
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	5,523,567	50%	6%
TOTAL COSMETIC PROCEDURES	6,039,020	48%	6%

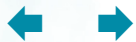




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2010 Cosmetic Surgery Age Distribution

Age 55 and over

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	AGE 55 AND OVER 2010 TOTAL	AGE 55 AND OVER % OF TOTAL PROCEDURES	AGE 55 AND OVER % CHANGE 2010 vs 2009
Breast augmentation (Augmentation mammoplasty)	7,101	2%	-30%
Breast implant removals (Augmentation patients only)	3,441	16%	6%
Breast lift (Mastopexy)	13,260	15%	9%
Breast reduction in men (Gynecomastia)	402	2%	39%
Buttock implants	56	7%	6%
Buttock lift	553	17%	3%
Calf augmentation	28	7%	65%
Cheek implant (Malar augmentation)	1,977	24%	-5%
Chin augmentation (Mentoplasty)	4,963	41%	-7%
Dermabrasion	27,407	40%	6%
Ear surgery (Otoplasty)	2,979	10%	4%
Eyelid surgery (Blepharoplasty)	100,378	48%	3%
Facelift (Rhytidectomy)	74,382	66%	9%
Forehead lift	23,228	55%	-1%
Hair transplantation	11,396	60%	7%
Lip augmentation (other than injectable materials)	7,989	47%	-21%
Liposuction	20,151	10%	-5%
Lower body lift	1,915	20%	6%
Nose reshaping (Rhinoplasty)	24,441	10%	2%
Pectoral implants	27	12%	0%
Thigh lift	1,648	18%	12%
Tummy tuck (Abdominoplasty)	16,506	14%	-3%
Upper arm lift	5,009	33%	4%
TOTAL COSMETIC SURGICAL PROCEDURES	349,237	22%	2%

COSMETIC MINIMALLY-INVASIVE PROCEDURES	AGE 55 AND OVER 2010 TOTAL	AGE 55 AND OVER % OF TOTAL PROCEDURES	AGE 55 AND OVER % CHANGE 2010 vs 2009
Botulinum Toxin Type A (Botox®, Dysport®)***	1,213,842	23%	12%
Cellulite treatment (Velosmooth®, Endermology)	12	0%	-91%
Chemical peel	482,972	42%	2%
Intense Pulsed Light (IPL) treatment	-	-	-
Laser hair removal	62,996	7%	6%
Laser skin resurfacing	176,184	41%	-3%
Ablative	-	-	-
Non-ablative (Fraxel®, etc.)	-	-	-
Laser treatment of leg veins	35,644	16%	-6%
Microdermabrasion	197,363	24%	-7%
Sclerotherapy	96,125	26%	-10%
Soft Tissue Fillers	638,055	36%	1%
Calcium hydroxylapatite (Radiesse®)	102,231	49%	10%
Collagen	68,528	43%	-4%
Porcine/bovine-based (Evolve® [®] , Zyderm®, Zylplast®)	-	-	-
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	-	-	-
Fat	26,157	45%	13%
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	411,049	34%	-3%
Poly lactic acid (Sculptra®)	30,090	25%	41%
Polymethyl-methacrylate microspheres (Artefill®)	-	-	-
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	2,903,193	26%	4%
TOTAL COSMETIC PROCEDURES	3,252,430	26%	4%



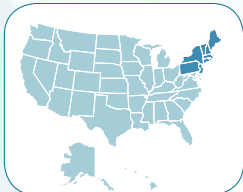


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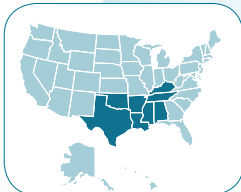
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Region 1



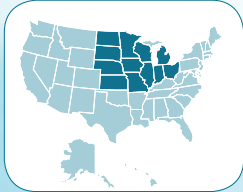
New England (CT, ME, MA, NH, RI, VT)
Middle Atlantic (NJ, NY, PA)

Region 4



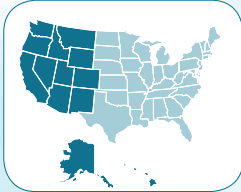
East South Central (AL, KY, MS, TN)
West South Central (AR, LA, OK, TX)

Region 2



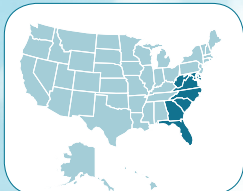
East North Central (IL, IN, MI, OH, WI)
West North Central (IA, KS, MN, MO, NE, ND, SD)

Region 5



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

Region 3



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

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2010 Regional Distribution

Regional Distribution

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	2010 TOTAL PROCEDURES	% OF TOTAL PROCEDURES				
		Region 1	Region 2	Region 3	Region 4	Region 5
Breast augmentation (Augmentation mammoplasty)	296,203	14% (42,663)	16% (47,925)	15% (45,620)	16% (48,666)	38% (111,329)
Breast implant removals (Augmentation patients only)	21,714	19% (4,138)	17% (3,798)	20% (4,354)	22% (4,762)	21% (4,662)
Breast lift (Mastopexy)	89,931	13% (11,301)	15% (13,813)	20% (18,305)	20% (17,647)	32% (28,865)
Breast reduction in men (Gynecomastia)	18,280	32% (5,933)	17% (3,098)	16% (2,958)	11% (2,016)	23% (4,275)
Buttock implants	806	16% (130)	13% (107)	29% (236)	23% (183)	19% (150)
Buttock lift	3,289	24% (779)	32% (1,040)	17% (567)	14% (465)	13% (438)
Calf augmentation	418	28% (118)	10% (43)	28% (118)	12% (49)	22% (90)
Cheek implant (Malar augmentation)	8,158	18% (1,439)	9% (774)	20% (1,604)	42% (3,397)	12% (944)
Chin augmentation (Mentoplasty)	12,077	25% (2,980)	15% (1,769)	15% (1,854)	11% (1,331)	34% (4,143)
Dermabrasion	68,636	12% (8,536)	31% (20,977)	22% (15,435)	13% (8,618)	22% (15,070)
Ear surgery (Otoplasty)	29,828	19% (5,684)	20% (5,899)	16% (4,690)	15% (4,491)	30% (9,064)
Eyelid surgery (Blepharoplasty)	208,764	19% (39,150)	13% (27,260)	21% (43,065)	12% (24,832)	36% (74,457)
Facelift (Rhytidectomy)	112,955	20% (22,404)	12% (13,166)	23% (25,556)	14% (15,986)	32% (35,843)
Forehead lift	42,433	15% (6,449)	13% (5,723)	17% (7,272)	18% (7,826)	36% (15,163)
Hair transplantation	18,996	10% (1,937)	10% (1,844)	12% (2,215)	47% (9,010)	21% (3,990)
Lip augmentation (other than injectable materials)	17,143	25% (4,346)	17% (2,918)	17% (2,872)	19% (3,338)	21% (3,669)
Liposuction	203,106	17% (34,844)	13% (26,495)	22% (44,075)	14% (29,101)	34% (68,591)
Lower body lift	9,625	29% (2,764)	15% (1,436)	12% (1,125)	21% (1,988)	24% (2,312)
Nose reshaping (Rhinoplasty)	252,261	29% (73,831)	14% (35,672)	13% (31,940)	17% (43,670)	27% (67,148)
Pectoral implants	222	16% (35)	10% (23)	27% (60)	19% (42)	28% (62)
Thigh lift	9,234	26% (2,408)	16% (1,454)	14% (1,334)	20% (1,823)	24% (2,215)
Tummy tuck (Abdominoplasty)	116,352	19% (22,381)	19% (21,652)	18% (20,695)	16% (19,083)	28% (32,541)
Upper arm lift	15,183	30% (4,519)	15% (2,251)	21% (3,246)	13% (2,012)	21% (3,155)
TOTAL COSMETIC SURGICAL PROCEDURES	1,555,614	19% (298,769)	15% (239,137)	18% (279,196)	16% (250,336)	31% (488,176)

COSMETIC MINIMALLY-INVASIVE PROCEDURES	2010 TOTAL PROCEDURES	% OF TOTAL PROCEDURES				
		Region 1	Region 2	Region 3	Region 4	Region 5
Botulinum Toxin Type A (Botox®, Dysport®)***	5,379,360	20% (1,079,041)	14% (767,334)	24% (1,270,639)	14% (771,586)	28% (1,490,760)
Cellulite treatment (Velosmooth®, Endermology)	31,227	23% (7,084)	22% (6,994)	20% (6,369)	11% (3,433)	24% (7,347)
Chemical peel	1,144,865	24% (276,933)	16% (182,198)	19% (220,905)	9% (104,765)	31% (360,064)
Intense Pulsed Light (IPL) treatment	459,529	25% (114,338)	14% (66,355)	17% (77,622)	8% (37,861)	29% (133,558)
Laser hair removal	937,602	18% (168,765)	13% (123,553)	22% (205,020)	16% (147,567)	31% (292,697)
Laser skin resurfacing	426,695	19% (83,160)	23% (96,280)	15% (65,601)	10% (44,581)	32% (137,073)
Ablative	113,368	-	-	-	-	-
Non-ablative (Fraxel®, etc.)	313,327	-	-	-	-	-
Laser treatment of leg veins	218,393	24% (52,508)	11% (23,667)	16% (34,409)	11% (23,809)	38% (84,000)
Microdermabrasion	824,706	25% (203,409)	20% (161,278)	21% (173,146)	11% (90,815)	24% (196,058)
Sclerotherapy	365,744	16% (59,084)	12% (43,554)	22% (81,855)	35% (127,192)	15% (54,059)
Soft Tissue Fillers	1,773,328	31% (547,268)	13% (222,903)	18% (321,672)	11% (200,760)	27% (471,586)
Calcium hydroxylapatite (Radiesse®)	209,973	35% (73,371)	16% (33,370)	20% (41,042)	15% (31,268)	15% (30,922)
Collagen	160,000	45% (71,447)	8% (12,044)	16% (26,292)	11% (18,312)	20% (31,905)
Porcine/bovine-based (Evolve®, Zyderm®, Zylplast®)	27,919	-	-	-	-	-
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	132,081	-	-	-	-	-
Fat	57,643	18% (10,212)	20% (11,378)	24% (13,986)	8% (4,609)	30% (17,458)
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	1,201,368	31% (374,383)	12% (138,982)	18% (216,610)	9% (102,965)	31% (368,428)
Poly lactic acid (Sculptra®)	120,194	13% (15,429)	22% (26,314)	15% (18,368)	35% (42,617)	15% (17,466)
Polymethyl-methacrylate microspheres (Artefill®)	24,150	10% (2,426)	3% (815)	22% (5,374)	4% (989)	22% (5,407)
COSMETIC MINIMALLY-INVASIVE PROCEDURES	11,561,449	22% (2,591,590)	15% (1,694,116)	21% (2,457,238)	13% (1,552,369)	28% (3,227,202)

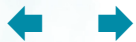
TOTAL COSMETIC PROCEDURES	13,117,063	22% (2,890,359)	15% (1,933,253)	21% (2,736,434)	14% (1,802,705)	28% (3,715,378)
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Fees generally vary according to region of country and patient needs.

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2010 Average Surgeon/Physician Fees

Cosmetic Procedures

COSMETIC SURGICAL PROCEDURES	NATIONAL AVERAGE SURGEON/PHYSICIAN FEE	TOTAL EXPENDITURE
Breast augmentation (Augmentation mammoplasty)	\$3,351	\$992,432,214
Breast implant removals (Augmentation patients only)	\$2,288	\$49,689,719
Breast lift (Mastopexy)	\$4,207	\$378,310,208
Breast reduction in men (Gynecomastia)	\$3,013	\$55,068,500
Buttock implants	\$4,500	\$3,627,000
Buttock lift	\$4,379	\$14,402,242
Calf augmentation	\$3,900	\$1,630,335
Cheek implant (Malar augmentation)	\$2,739	\$22,344,309
Chin augmentation (Mentoplasty)	\$2,000	\$24,154,000
Dermabrasion	\$1,200	\$82,363,200
Ear surgery (Otoplasty)	\$3,054	\$91,105,025
Eyelid surgery (Blepharoplasty)	\$2,828	\$590,328,829
Facelift (Rhytidectomy)	\$6,231	\$703,805,832
Forehead lift	\$3,161	\$134,114,530
Hair transplantation	\$4,676	\$88,819,252
Lip augmentation (other than injectable materials)	\$1,683	\$28,848,962
Liposuction	\$2,884	\$585,668,787
Lower body lift	\$7,247	\$69,752,647
Nose reshaping (Rhinoplasty)	\$4,306	\$1,086,142,208
Pectoral implants	\$3,810	\$845,811
Thigh lift	\$4,507	\$41,617,065
Tummy tuck (Abdominoplasty)	\$5,130	\$596,935,062
Upper arm lift	\$3,729	\$56,619,969

COSMETIC MINIMALLY-INVASIVE PROCEDURES	NATIONAL AVERAGE SURGEON/PHYSICIAN FEE	TOTAL EXPENDITURE
Botulinum Toxin Type A (Botox®, Dysport®)***	\$375	\$1,008,630,000
Cellulite treatment (e.g., Velosmooth®, Endermology)	\$230	\$7,182,210
Chemical peel	\$706	\$807,807,900
Intense Pulsed Light (IPL) treatment	\$470	\$216,077,809
Laser hair removal	\$383	\$359,148,446
Laser skin resurfacing		
Ablative	\$2,040	\$231,256,264
Non-ablative (e.g., Fraxel®)	\$1,156	\$362,235,159
Laser treatment of leg veins	\$404	\$88,190,141
Microdermabrasion	\$146	\$120,202,549
Sclerotherapy	\$354	\$129,459,309
Soft Tissue Fillers		
Calcium hydroxylapatite (e.g., Radiesse®)	\$650	\$136,482,450
Collagen		
Porcine/bovine-based (e.g., Evolence®, Zyderm®, Zylplast®)	\$468	\$13,055,456
Human-based (e.g., Cosmoderm®, Cosmoplast®, Cymetra®)	\$475	\$62,793,129
Fat	\$1,700	\$97,978,188
Hyaluronic acid (e.g., Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Restylane®, Prevelle Silk®)	\$547	\$657,069,702
Polylactic acid (Sculptra®)	\$940	\$112,953,021
Polymethyl-methacrylate microspheres (Artefill®)	\$1,099	\$26,541,629

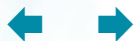
Total 2010 Expenditures	\$10,135,689,068
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2010 Cosmetic Demographics

Patient Behavior		% 2010		% 2009	% CHANGE 2010 vs. 2009
Cosmetic patients who are repeat patients		50%		47%	13%
Patients having multiple cosmetic procedures at the same time		47%		44%	12%

Cosmetic procedures performed in	2010	% 2010	2009	% 2009	% CHANGE 2010 vs. 2009
Office	9,061,719	69%	8,659,502	69%	5%
Hospital	1,468,260	11%	1,415,150	11%	4%
Free-standing Ambulatory Surgical Facility	2,587,084	20%	2,419,348	19%	7%

Ethnicity breakdown of cosmetic procedures	2010	% 2010	2009	% 2009	% CHANGE 2010 vs. 2009
Caucasian	9,237,393	70%	8,738,944	70%	6%
Hispanic	1,489,152	11%	1,455,094	12%	2%
African-American	1,047,420	8%	985,807	8%	6%
Asian-American	760,691	6%	742,784	6%	2%
Other	582,407	4%	571,372	5%	2%

Most commonly requested cosmetic surgical procedures for ethnic patients	African-American	Asian-American	Hispanic
Surgical	Liposuction	Breast augmentation	Breast augmentation
	Nose reshaping	Nose reshaping	Liposuction
	Breast reduction	Eyelid surgery	Nose reshaping

Most commonly requested cosmetic minimally-invasive procedures for ethnic patients	African-American	Asian-American	Hispanic
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	Chemical peel	Chemical peel



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2010 Reconstructive Demographics

Reconstructive procedures performed in	2010	% 2010	2009	% 2009	% CHANGE 2010 vs. 2009
Office	2,560,474	48%	2,279,754	44%	12%
Hospital	1,921,375	36%	1,984,649	38%	-3%
Free-standing Ambulatory Surgical Facility	825,387	16%	931,603	18%	-11%

2010 Reconstructive Breast Procedures (with age distribution)

RECONSTRUCTIVE PROCEDURES	TOTAL PROCEDURES	13-19	20-29	30-39	40-54	55 AND OVER
Breast reconstruction	93,083	555	2,466	11,203	47,155	31,704
Saline Implants	18,334	-	-	-	-	-
Silicone Implants	50,559	-	-	-	-	-
Implant alone	9,452	-	-	-	-	-
Tissue expander and implant	62,081	-	-	-	-	-
TRAM flap	6,758	-	-	-	-	-
DIEP flap	5,118	-	-	-	-	-
Latissimus Dorsi Flap	6,335	-	-	-	-	-
Breast reduction	83,241	4,645	13,464	19,950	30,251	14,931
Breast implant removals (Reconstructive patients only)	14,991	134	1,031	2,870	6,779	4,177

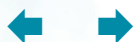




AMERICAN SOCIETY OF
PLASTIC SURGEONS

Report of the 2010 Plastic Surgery Statistics

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All values are projected.

** Data unavailable in prior year.*

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

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2010 Cosmetic Plastic Surgery Trends

ASPS Member Surgeon Data Only

Top 5 procedures appear in bold

COSMETIC SURGICAL PROCEDURES	2010	2009	2000	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Breast augmentation (Augmentation mammoplasty)	283,721	277,136	187,755	2%	51%
Saline Implants	115,917	138,189	*	-16%	*
Silicone Implants	145,836	136,893	*	7%	*
Breast implant removals (Augmentation patients only)	21,635	19,785	37,984	9%	-43%
Breast lift (Mastopexy)	87,621	85,141	45,537	3%	92%
Breast reduction in men (Gynecomastia)	15,879	15,050	9,199	6%	73%
Buttock implants	806	799	*	1%	*
Buttock lift	2,915	2,786	1,356	5%	115%
Calf augmentation	418	259	*	61%	*
Cheek implant (Malar augmentation)	3,006	3,397	3,304	-12%	-9%
Chin augmentation (Mentoplasty)	5,132	5,571	7,087	-8%	-28%
Dermabrasion	15,205	12,504	*	22%	*
Ear surgery (Otoplasty)	9,894	8,419	9,911	18%	0%
Eyelid surgery (Blepharoplasty)	93,578	91,133	172,244	3%	-46%
Facelift (Rhytidectomy)	67,226	61,673	70,882	9%	-5%
Forehead lift	27,543	27,499	41,668	0%	-34%
Hair transplantation	1,147	1,074	1,958	7%	-41%
Lip augmentation (other than injectable materials)	5,689	8,493	*	-33%	*
Liposuction	168,770	164,736	229,588	2%	-26%
Lower body lift	8,963	8,257	*	9%	*
Nose reshaping (Rhinoplasty, including septoplasty)	43,093	43,727	50,617	-1%	-15%
Pectoral implants	222	230	*	-3%	*
Thigh lift	8,641	8,013	5,096	8%	70%
Tummy tuck (Abdominoplasty)	111,435	110,323	58,463	1%	91%
Upper arm lift	14,443	13,798	*	5%	*
TOTAL COSMETIC PROCEDURES	996,982	969,803	932,649	3%	7%

COSMETIC MINIMALLY-INVASIVE PROCEDURES	2010	2009	2000	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Botulinum Toxin Type A (Botox®, Dysport®)***	1,969,718	1,618,438	118,452	22%	1563%
Cellulite treatment (Velosmooth®, Endermology)	24,110	26,466	*	-9%	*
Chemical peel	82,461	82,323	68,198	0%	21%
Intense Pulsed Light (IPL) treatment	106,188	99,303	*	7%	*
Laser hair removal	169,311	145,068	*	17%	*
Laser skin resurfacing	75,570	80,918	48,038	-7%	57%
Ablative	21,960	21,488	*	2%	*
Non-ablative (Fraxel®, etc.)	53,610	59,430	*	-10%	*
Laser treatment of leg veins	25,134	25,299	*	-1%	*
Microdermabrasion	165,332	182,465	*	-9%	*
Sclerotherapy	24,430	26,073	*	-6%	*
Soft Tissue Fillers	532,703	498,737	87,649	7%	508%
Calcium hydroxylapatite (Radiesse®)	63,328	52,936	*	20%	*
Collagen	9,834	14,898	62,839	-34%	-84%
Porcine/bovine-based (Evolve®, Zyderm®, Zylplast®)	4,535	9,578	*	-53%	*
Human-based (Cosmoderm®, Cosmoplast®, Cymetra®)	5,299	5,320	*	0%	*
Fat	41,265	35,813	24,810	15%	66%
Hyaluronic acid (Juvederm Ultra®, Juvederm Ultra Plus®, Perlane®, Prevelle Silk®, Restylane®)	362,152	364,518	*	-1%	*
Poly lactic acid (Sculptra®)	47,150	26,820	*	76%	*
Polymethyl-methacrylate microspheres (Artefill®)	8,974	3,752	*	139%	*
TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES	3,174,957	2,785,090	322,337	14%	885%

TOTAL COSMETIC PROCEDURES	4,171,939	3,754,893	1,254,986	11%	232%
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^AIn 2000 figure included all animal bites.

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2010 Reconstructive Plastic Surgery Trends

ASPS Member Surgeon Data Only

Top 5 procedures appear in bold

RECONSTRUCTIVE PROCEDURES	2010	2009	2000	% CHANGE 2010 vs. 2009	% CHANGE 2010 vs. 2000
Dog bite repair ^A	19,160	17,720	13,503	8%	42%
Birth defect reconstruction	26,565	24,343	36,968	9%	-28%
Cleft lip and palate	13,706	15,030	*	-9%	*
Breast implant removals (Reconstructive patients only)	14,991	16,058	16,287	-7%	-8%
Breast reconstruction	93,083	86,424	78,832	8%	18%
Saline Implants	19,745	17,879	*	3%	*
Silicone Implants	54,450	48,196	*	5%	*
Implant alone	9,804	9,097	*	4%	*
Tissue expander and implant	64,391	56,978	*	9%	*
TRAM Flap	7,009	9,327	*	-28%	*
DIEP Flap	5,308	4,424	*	16%	*
Latissimus Dorsi Flap	6,571	6,598	*	-4%	*
Breast reduction	82,871	78,078	83,638	6%	-1%
Burn care	14,019	15,415	15,087	-9%	-7%
Hand surgery (excluding microsurgical)	102,282	106,703	190,874	-4%	-46%
Carpal tunnel	41,823	40,075	*	4%	*
Arthritis	11,484	10,356	*	11%	*
Trigger finger	24,199	22,245	*	9%	*
Laceration repair	125,582	117,029	67,064	7%	87%
Maxillofacial surgery	18,489	19,195	22,547	-4%	-18%
Microsurgery (other than breast)	14,219	10,999	22,270	29%	-36%
Scar revision	57,358	61,189	47,989	-6%	20%
Tumor removal (including skin cancer)	536,734	487,146	578,161	10%	-7%
Skin cancer tumor removal	402,464	344,076	*	17%	*
Basal cell	214,575	181,637	*	18%	*
Squamous cell	101,465	79,756	*	27%	*
Melanoma	29,100	29,926	*	-3%	*
Other reconstructive procedures	126,102	128,593	167,972	-2%	-25%
TOTAL RECONSTRUCTIVE PROCEDURES	1,231,455	1,168,892	1,341,192	5%	-8%





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2010 Body Contouring After Massive Weight Loss

ASPS Member Surgeon Data Only

BODY CONTOURING AFTER MASSIVE WEIGHT LOSS PROCEDURES	2010	2009	% CHANGE 2010 vs 2009
Breast lift (Mastopexy) after massive weight loss	17,195	16,133	7%
Lower body lift after massive weight loss	4,563	4,062	12%
Thigh lift after massive weight loss	6,001	5,632	7%
Tummy tuck (Abdominoplasty) after massive weight loss	18,179	16,706	9%
Upper arm lift after massive weight loss	6,665	6,283	6%
TOTAL BODY CONTOURING AFTER MASSIVE WEIGHT LOSS PROCEDURES	52,603	48,816	6%