

2013

Cosmetic Surgery National Data Bank

STATISTICS

- The Authoritative Source for Current US Statistics on Cosmetic Surgery
- Expanded data for 2013: Multi-year comparisons, 35 Cosmetic Procedures
- Multi-specialty Data



The American Society for Aesthetic Plastic Surgery

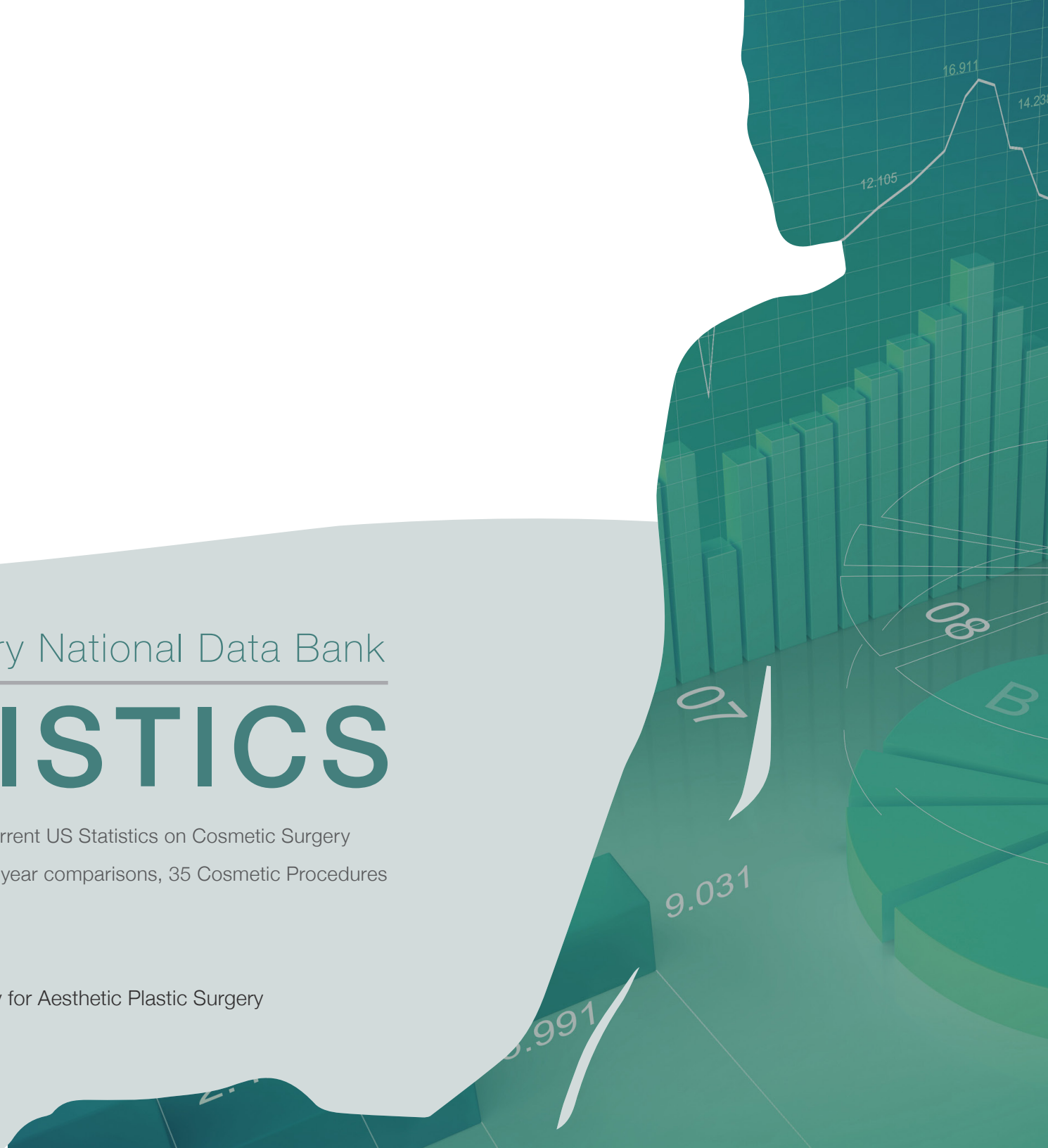


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WE ARE
AESTHETICS.

Resources for the Media

ASAPS Spokesperson Network

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

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

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

Other Resources for the Media

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

Contact The Aesthetic Society®
Communications Office at 562.799.2356
or e-mail media@surgery.org for
prompt assistance.

About The Aesthetic Society

The American Society for Aesthetic Plastic Surgery (ASAPS) was founded in 1967 when cosmetic surgery was only beginning to be recognized as the important subspecialty it is today.

Founded on a mission of education, we are now widely recognized as the leader in cosmetic surgery research, education, and procedural advances.

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

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

About the ASAPS Cosmetic Surgery National Data Bank

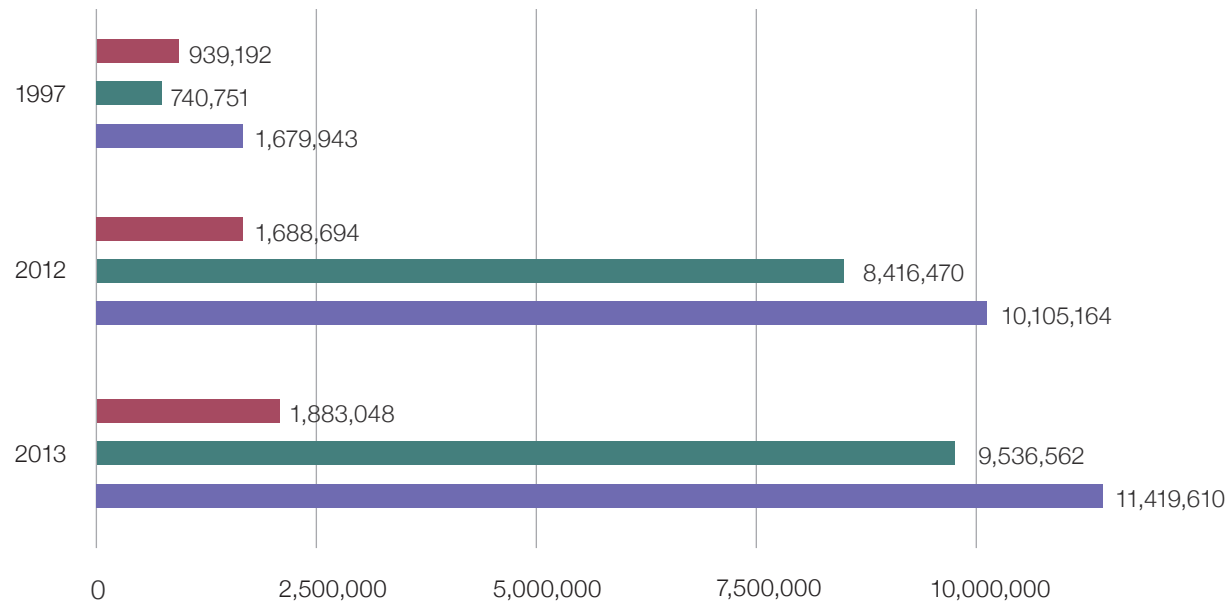
ASAPS, working with an independent research firm, compiled the 17-year national data for procedures performed from 1997-2013. A paper-based questionnaire was mailed to 23,600 board-certified physicians (9,600 dermatologists, 8,500 otolaryngologists, and 5,500 plastic surgeons). An online version of the questionnaire was also available. A total of 771 physicians returned questionnaires, of which 57 were retired or otherwise inactive during 2013. Of the 714 active respondents, the sample consisted of 326 plastic surgeons, 257 dermatologists, and 131 otolaryngologists.

Final figures have been projected to reflect nationwide statistics and are based exclusively on the board-certified plastic surgeons, otolaryngologists and dermatologists. The findings have been aggregated and extrapolated to the known population of 26,700 active physicians who are board-certified in these specialties. Though the confidence intervals change by procedure, depending on the grouping's sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.62% at a 95% level of confidence.

The Survey on Cosmetic Procedures Performed in 2013 was compiled, tabulated and analyzed by Industry Insights Inc. (www.industryinsights.com), an independent research firm based in Columbus, OH.

Plastic Surgery Timelines

- Surgical Cosmetic Procedures
- Nonsurgical Cosmetic Procedures
- Surgical and Nonsurgical Cosmetic Procedures: Totals



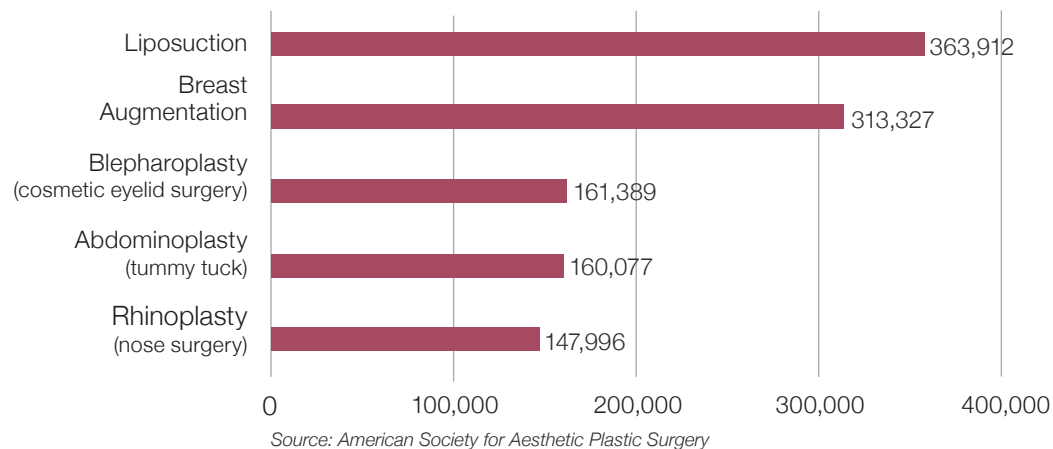
Source: American Society for Aesthetic Plastic Surgery

Quick Facts: **Highlights** of the ASAPS 2013 Statistics on Cosmetic Surgery

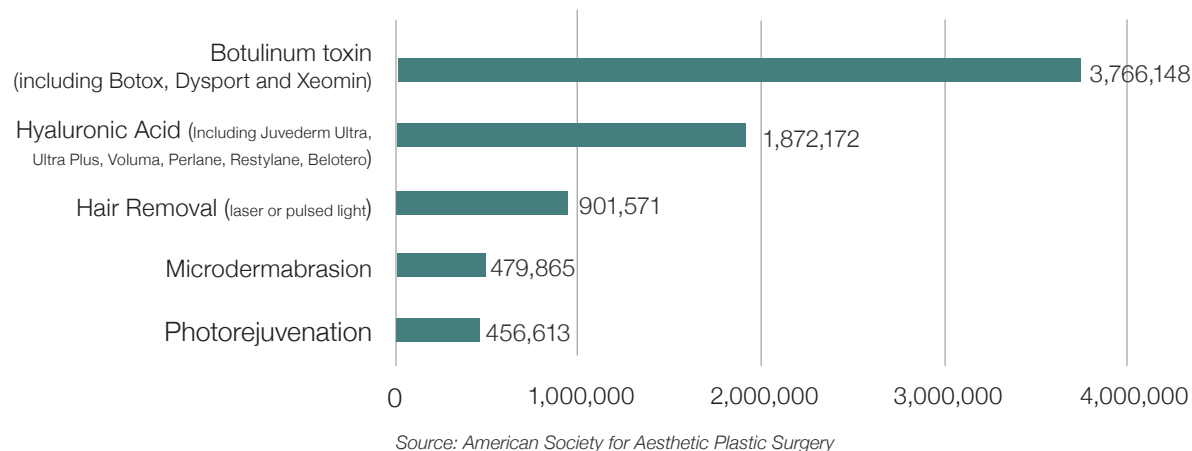
- There were over 11 million surgical and nonsurgical cosmetic procedures performed in the United States in 2013. Surgical procedures accounted for 16.5% of the total number of procedures and 58% of the total expenditures, with nonsurgical procedures making up 83.5% of the total number of procedures and 42% of total expenditures.
- From 2012-2013, there was a 6.5% increase in the total number of cosmetic surgical procedures, with almost 1.9 million surgical procedures performed this past year.
- The most popular surgical procedure in 2013 was liposuction with 363,912 procedures performed; a 16% increase compared to 2012. Breast augmentation was the second most popular procedure with 313,327 procedures performed, down 5.2% from 2012.
- Buttock augmentation and labiaplasty, which have not previously been considered 'popular' took the top spots for the most significant increases in number of procedures performed over the course of a one-year period – with buttock augmentations in the lead at 58% and labiaplasty coming in second at 44% compared to 2012. 11,527 Buttock augmentation procedures and 5,070 Labiaplasty procedures were performed in 2013.
- Since 1997, there has been a 279% increase in the total number of cosmetic procedures. Surgical procedures increased by 89% and nonsurgical procedures increased by 521%.
- The top five cosmetic surgical procedures in 2013 were: Liposuction (363,912 procedures, up 16.3%); Breast augmentation (313,327 procedures, down 5.2%); Blepharoplasty (161,389 procedures, up 5.4%); Abdominoplasty (160,077 procedures, up 2.3%); Rhinoplasty (147,996 procedures, up 2.9%).
- Nonsurgical procedures increased in 2013 by 13% with 9.5 million procedures. The top five nonsurgical procedures were: Botulinum Toxin (3,766,148 procedures, up 15.6%); Hyaluronic acid (1,872,172 procedures, up 31.5%); Hair removal (901,571 procedures, up 2%); Microdermabrasion (479,865 procedures, down 3.8%); Photorejuvenation (456,613 procedures, up 35.3%).
- Injectables overall (including Botox, Xeomin, Dysport, Radiesse, Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero, Poly-L-Lactic acid, etc.) saw a 21% increase in 2013.
- For the third year in a row, ASAPS annual survey asked doctors for the total number of nonsurgical procedures being performed in their practices by physicians, their physician assistants and nurse injectors. The TOTAL number of procedures performed in the practices surveyed: Botulinum toxin (4,854,822); Hyaluronic acid (2,254,873); Hair removal (1,339,327); Microdermabrasion (807,616) and Photorejuvenation (635,326).
- Women had more than 10.3 million cosmetic procedures, 90.6% of the total. The number of cosmetic procedures for women increased over 471% from 1997. The top five surgical procedures for women were: breast augmentation, liposuction, abdominoplasty, breast lift and blepharoplasty.
- Men had more than 1 million cosmetic procedures, 9.4% of the total. The number of cosmetic procedures for men increased over 273% from 1997. The top five surgical procedures for men were: liposuction, blepharoplasty, rhinoplasty, male breast reduction and otoplasty.
- Americans spent more than \$12 billion on cosmetic procedures in 2013, of which more than \$7 billion was spent on surgical procedures and more than \$5 billion on nonsurgical cosmetic procedures. \$2.7 billion was spent on injectables and \$1.9 billion was spent on skin rejuvenation.
- People age 35-50 had the most procedures in 2013—over 4.7 million and 42% of the total. People age 51-64 had 30%; age 19-34 had 18%; age 65 and over had 10%; and age 18 and under had 1% of procedures.
- The most common surgical procedure for people age 35-50 was liposuction; age 51-64 it was liposuction; age 65 and over it was facelift; age 19-34 it was breast augmentation; age 18 and under it was otoplasty.
- Racial and ethnic minorities had approximately 22% of all cosmetic procedures: African-Americans, 7%; Asians, 5%; Hispanics, 8%; and other non-Caucasians, 1%.
- Where cosmetic surgeries were performed: Office facility, 57%; hospital, 14%; and free-standing surgical center, 28%; other, 1%.

Top 5 Procedures: Surgical & Nonsurgical

■ Top 5 Surgical Procedures in 2013



■ Top 5 Nonsurgical Procedures in 2013



Quick Facts

- Hyaluronic acid injectables (including Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero) have quickly been gaining in popularity. ASAPS added Hyaluronic acid to the survey in 2004, and in 2013 Hyaluronic acid was among the top five nonsurgical procedures second in popularity to Botulinum toxin injectables (Botox, Dysport, Xeomin).
- For the third year in a row this survey asked the doctors for the total number of nonsurgical procedures being performed in their practices by physicians and their physician assistants and nurse injectors. The number of total procedures performed is estimated to be: Botulinum toxin (4,854,822); Hyaluronic acid (2,254,873); Hair removal (1,339,327); Microdermabrasion (807,616); and Photorejuvenation (635,326).

2013 National Totals for Cosmetic Procedures

The following list includes both surgical and nonsurgical cosmetic procedures. The top 5 surgical procedures are indicated in bold superscript letters in the column headed Number of Procedures, while the top 5 nonsurgical procedures are indicated by bold superscript numbers. The rankings of procedures by category (surgical vs. nonsurgical) are labeled as such.

Procedure	Number of Procedures	2013 Rank within Category (Surgical/Nonsurgical)	2008 Rank within Category	2003 Rank within Category
Breast augmentation*	313,327 ^B	2	1	2
Breast lift	137,233	6	8	8
Breast reduction (women)**	122,838	8	6	5
Breast revision	55,161	10	x	x
Brow lift	29,414	12	11	11
Buttock augmentation	11,527	17	20	20
Buttock lift	3,738	22	22	22
Chin augmentation	10,519	19	15	12
Ear surgery	41,437	11	12	14
Eyelid surgery	161,389 ^C	3	3	3
Facelift	129,807	7	5	6
Fat transfer	80,108	9	x	x
Male breast reduction (for the treatment of Gynecomastia)	22,638	14	14	16
Labiaplasty	5,070	21	21	x
Lip enhancement (other than injectable materials)	8,002	20	17	15
Liposuction (lipoplasty)	363,912 ^A	1	2	1
Lower body lift	10,781	18	19	17
Neck lift	27,898	13	x	x
Nose surgery	147,996 ^E	5	7	4
Thigh lift	15,893	16	18	19
Tummy tuck	160,077 ^D	4	4	7
Upper arm lift	22,077	15	16	18
Upper body lift	2,207	23	x	x
Totals - Surgical Procedures	1,883,048			
Injectables:				
Botulinum toxin (including Botox, Dysport, Xeomin)	3,766,148 ¹	1		
Calcium hydroxylapatite (Radiesse)	160,926	10		
Hyaluronic acid (incl. Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	1,872,172 ²	2		
Poly-L-Lactic acid (Sculptra)	87,946	13		
Totals - Injectables	5,887,192			
Skin Rejuvenation:				
Chemical peel	444,268	6		
Dermabrasion (does not include microdermabrasion)	27,271	16		
Full field ablative (laser skin resurfacing)	359,404	8		
Micro-ablative resurfacing (fractional resurfacing)	90,802	12		
Microdermabrasion	479,865 ⁴	4		
Nonsurgical skin tightening (incl. Ulthera, Thermage, Pelleve)	293,388	9		
Photorejuvenation (IPL)	456,613 ⁵	5		
Polymethylmethacrylate (Artefill)	4,463	18		
Totals - Skin Rejuvenation	2,156,075			
Other:				
Cellulite treatment (Cellulaze, Cabochon, Smoothshapes, etc.)	14,628	17		
Hair removal (laser or pulsed light)	901,571 ³	3		
Nonsurgical fat reduction (incl. CoolSculpting, Vaser Shape, Liposonix)	94,922	11		
Sclerotherapy	375,446	7		
Tattoo removal	45,224	15		
Treatment of leg veins (transcutaneous and endo-laser)	61,504	14		
Totals - Other Nonsurgical Procedures	1,493,295			
Totals - Nonsurgical Procedures	9,536,562			
TOTALS ALL PROCEDURES	11,419,610			

Notes

- Liposuction replaced breast augmentation as the most popular surgical procedure in 2013 with a 16% increase in the number of procedures performed compared to 2012. 363,912 liposuction procedures were performed in 2013.
- Nonsurgical procedures increased in 2013 by 13% with 9.5 million performed. Botulinum toxin (including Botox, Dysport and Xeomin) remained the most frequently performed nonsurgical procedure with a 16% increase from 2012. Since 2000 Botox has been the most popular cosmetic nonsurgical procedure. Botox gained FDA approval as the first neurotoxin for cosmetic use in 2002. Dysport and Xeomin gained approval in 2009 and 2011 respectively. Hyaluronic acid was the second most popular nonsurgical procedure up 35% from 2012.
- Injectables overall (including Botox, Xeomin, Dysport, Radiesse, Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero, Poly-L-Lactic acid, etc.) saw a 21% increase in 2013, with 5,887,192 procedures performed.

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

* 25% of these procedures used saline implants and 75% used silicone implants.

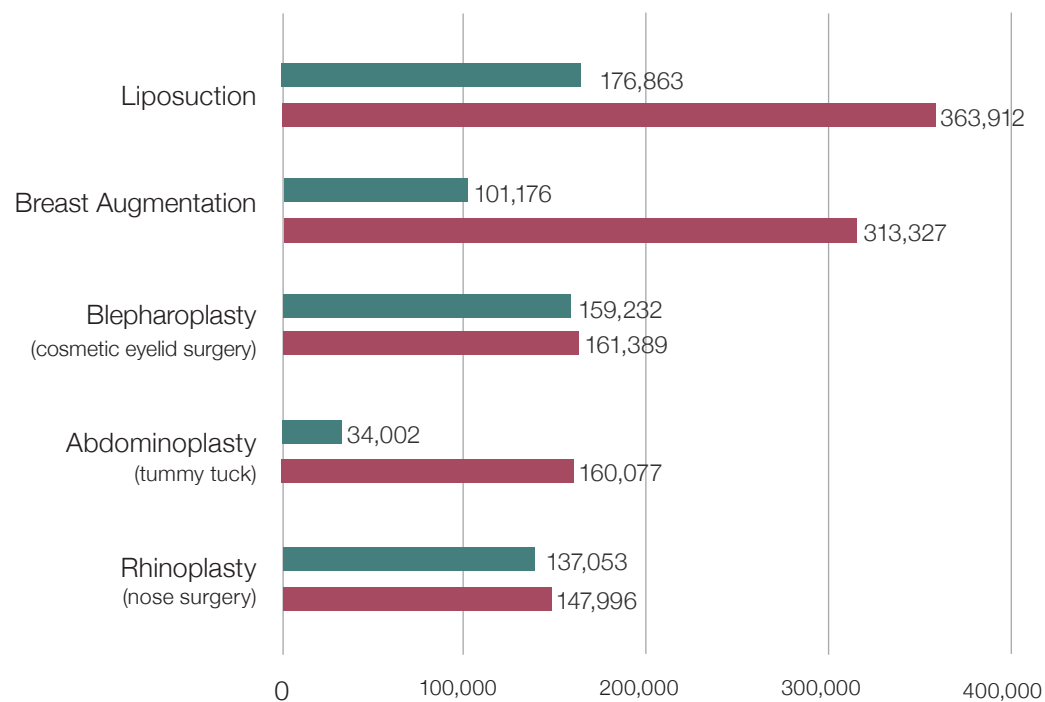
**Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors.

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

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

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Surgical Procedures: 17-Year Comparison, 1997-2013



Source: American Society for Aesthetic Plastic Surgery



Notes

- In the past 17 years, there has been a 371% increase in the number of Abdominoplasty procedures performed in the United States.
- From 1997 – 2013, there has been a 210% increase in the number of breast augmentation procedures.
- Liposuction, (the most popular surgical procedure of 2013) has seen a 106% increase since the American Society for Aesthetic Plastic Surgery began conducting its annual survey.

Percent of Change in Select Procedures: 1997 - 2013

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

Procedure	2013	2012	1997	Percent Change 2013 vs 2012	Percent Change 2013 vs 1997
Surgical					
Breast augmentation	313,327	330,631	101,176	-5.2%	209.7%
Breast lift	137,233	127,776	19,882	7.4%	590.2%
Breast reduction (women)*	122,838	112,795	47,874	8.9%	156.6%
Breast revision	55,161	na	na	na	na
Brow lift	29,414	24,431	55,090	20.4%	-46.6%
Buttock augmentation	11,527	7,286	na	58.2%	na
Buttock lift	3,738	3,655	1,549	2.3%	141.3%
Chin augmentation	10,519	10,734	27,373	-2.0%	-61.6%
Ear surgery	41,437	30,358	22,939	36.5%	80.6%
Eyelid surgery	161,389	153,171	159,232	5.4%	1.4%
Facelift	129,807	119,006	99,196	9.1%	30.9%
Fat transfer	80,108	71,845	38,259	11.5%	109.4%
Male breast reduction (for the treatment of Gynecomastia)	22,638	22,736	11,168	-0.4%	102.7%
Labiaplasty	5,070	3,521	na	44.0%	na
Lip enhancement (other than injectable materials)	8,002	7,825	na	2.3%	na
Liposuction (lipoplasty)	363,912	313,011	176,863	16.3%	105.8%
Lower body lift	10,781	10,119	2,125	6.5%	407.4%
Neck lift	27,898	na	na	na	na
Nose surgery	147,996	143,801	137,053	2.9%	8.0%
Thigh lift	15,893	16,517	2,895	-3.8%	449.0%
Tummy tuck	160,077	156,508	34,002	2.3%	370.8%
Upper arm lift	22,077	22,969	2,516	-3.9%	777.5%
Upper body lift	2,207	na	na	na	na
Totals - Surgical Procedures	1,883,048	1,688,694	939,192	6.5%	88.8%
Injectables:					
Botulinum toxin (including Botox, Dysport, Xeomin)	3,766,148	3,257,913	65,157	15.6%	5680.1%
Calcium hydroxylapatite (Radiesse)	160,926	129,674	na	24.1%	na
Hyaluronic acid (incl. Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	1,872,172	1,423,705	na	31.5%	na
Poly-L-Lactic acid (Sculptra)	87,946	69,965	na	25.7%	na
Totals - Injectables	5,887,192	4,881,258	65,157	20.6%	5680.1%
Skin Rejuvenation:					
Chemical peel	444,268	443,824	481,227	0.1%	-7.7%
Dermabrasion (does not include microdermabrasion)	27,271	23,249	40,214	17.3%	-32.2%
Full field ablative (laser skin resurfacing)	359,404	432,496	154,153	-16.9%	133.1%
Micro-ablative resurfacing (fractional resurfacing)	90,802	86,313	na	5.2%	na
Microdermabrasion	479,865	498,821	na	-3.8%	na
Nonsurgical skin tightening (incl. Ulthera, Thermage, Pelleve)	293,388	283,741	na	3.4%	na
Photorejuvenation (IPL)	456,613	337,482	na	35.3%	na
Polymethylmethacrylate (Artefill)	4,463	na	na	na	na
Totals - Skin Rejuvenation	2,156,075	2,105,926	675,594	2.2%	23.0%
Other:					
Cellulite treatment (Cellulaze, Cabochon, Smoothshapes, etc.)	14,628	na	na	na	na
Hair removal (laser or pulsed light)	901,571	883,893	na	2.0%	na
Nonsurgical fat reduction (incl. CoolSculpting, Vaser Shape, Liposonix)	94,922	76,612	na	23.9%	na
Sclerotherapy	375,446	297,501	na	26.2%	na
Tattoo removal	45,224	58,429	na	-22.6%	na
Treatment of leg veins (transcutaneous and endo-laser)	61,504	112,852	na	-45.5%	na
Totals - Other Nonsurgical Procedures	1,493,295	1,429,286	na	3.5%	na
Totals - Nonsurgical Procedures	9,536,562	8,416,470	740,751	13.1%	520.6%
TOTALS ALL PROCEDURES	11,419,610	10,105,164	1,679,943	12.0%	279.2%

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

dna = Does not apply

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

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

Notes

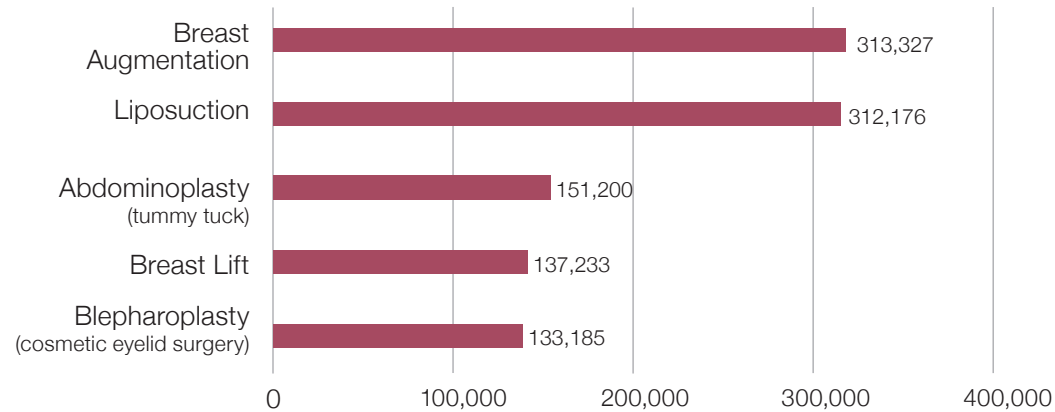
- In the past 17 years there has been nearly a 90% increase in the total number of surgical procedures performed.
- From 2012 – 2013, there has been more than a 13% increase in the total number of nonsurgical procedures performed.
- Buttock augmentation and labiaplasty, which have not previously been considered 'popular' took the top spots for the most significant increases in number of procedures performed over the course of a one-year period, with buttock augmentation in the lead at 58% compared to 2012 and labiaplasty coming in second at 44% compared to 2012. In 2013, 11,527 buttock augmentation procedures and 5,070 labiaplasty procedures were performed.
- From 1997 – 2013, the total number of nonsurgical procedures performed, has increased by more than 500%.
- Since 1997, the total number of procedures (surgical and nonsurgical) performed in the United States has increased by more than 279%.

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

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Top 5 Cosmetic Surgeries by Gender

Top 5 Cosmetic Surgeries for Women in 2013

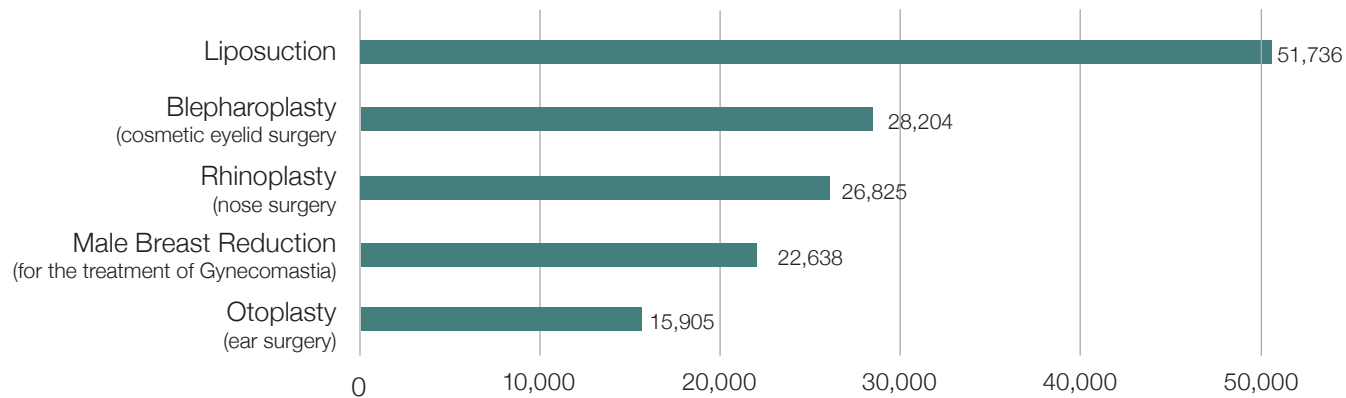


Source: American Society for Aesthetic Plastic Surgery

Notes

- Women had more than 10.3 million cosmetic procedures, 91% of the total.
- The number of cosmetic procedures for women increased over 471% from 1997.
- Men had more than 1 million cosmetic procedures, 9% of the total.
- The number of cosmetic procedures for men increased over 273% from 1997.

Top 5 Cosmetic Surgeries for Men in 2013



Source: American Society for Aesthetic Plastic Surgery

2013 Gender Distribution for Cosmetic Procedures

The following list includes both surgical and nonsurgical cosmetic procedures.

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

Procedure	FEMALE			MALE		
	Number of Procedures	Percent of Total	Rank within Category (Surgical/Nonsurgical)	Number of Procedures	Percent of Total	Category (Surgical/Nonsurgical)
Surgical						
Breast augmentation	313,327	100.0%	1	dna	dna	dna
Breast lift	137,233	100.0%	4	dna	dna	dna
Breast reduction (women)*	122,838	100.0%	6	dna	dna	dna
Breast revision	55,161	100.0%	10	dna	dna	dna
Brow lift	25,885	88.0%	11	3,529	12.0%	10
Buttock augmentation	11,302	98.0%	16	225	2.0%	18
Buttock lift	3,465	92.7%	21	274	7.3%	16
Chin augmentation	8,429	80.1%	18	2,090	19.9%	11
Ear surgery	25,533	61.6%	12	15,905	38.4%	5
Eyelid surgery	133,185	82.5%	5	28,204	17.5%	2
Facelift	117,554	90.6%	8	12,253	9.4%	6
Fat transfer	71,541	89.3%	9	8,567	10.7%	8
Male breast reduction (for the treatment of Gynecomastia)	dna	dna	dna	22,638	100.0%	4
Labiaplasty	5,070	100.0%	20	dna	dna	dna
Lip enhancement (other than injectable materials)	7,638	95.4%	19	364	4.6%	15
Liposuction (lipoplasty)	312,176	85.8%	2	51,736	14.2%	1
Lower body lift	9,284	86.1%	17	1,497	13.9%	12
Neck lift	23,140	82.9%	13	4,758	17.1%	9
Nose surgery	121,171	81.9%	7	26,825	18.1%	3
Thigh lift	15,494	97.5%	15	399	2.5%	13
Tummy tuck	151,200	94.5%	3	8,877	5.5%	7
Upper arm lift	21,688	98.2%	14	389	1.8%	14
Upper body lift	1,975	89.5%	22	232	10.5%	17
Totals - Surgical Procedures	1,694,287	90.0%		188,762	10.0%	
Nonsurgical						
Injectables:						
Botulinum toxin (including Botox, Dysport, Xeomin)	3,381,476	89.8%	1	384,672	10.2%	1
Calcium hydroxylapatite (Radiesse)	147,441	91.6%	10	13,484	8.4%	10
Hyaluronic acid (incl. Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	1,738,999	92.9%	2	133,173	7.1%	2
Poly-L-Lactic acid (Sculptra)	74,759	85.0%	13	13,187	15.0%	11
Totals - Injectables	5,342,675	90.8%		544,517	9.2%	
Skin Rejuvenation:						
Chemical peel	412,870	92.9%	6	31,398	7.1%	5
Dermabrasion (does not include microdermabrasion)	22,793	83.6%	16	4,478	16.4%	15
Full field ablative (laser skin resurfacing)	334,026	92.9%	8	25,378	7.1%	8
Micro-ablative resurfacing (fractional resurfacing)	83,490	91.9%	11	7,311	8.1%	14
Microdermabrasion	452,351	94.3%	4	27,514	5.7%	7
Nonsurgical skin tightening (incl. Ulthera, Thermage, Pelleve)	262,637	89.5%	9	30,752	10.5%	6
Photorejuvenation (IPL)	413,186	90.5%	5	43,427	9.5%	4
Polymethylmethacrylate (Artefill)	3,654	81.9%	18	809	18.1%	17
Totals - Skin Rejuvenation	1,985,008	92.1%		171,067	7.9%	
Other:						
Cellulite treatment (Cellulaze, Cabochon, Smoothshapes, etc.)	13,947	95.3%	17	681	4.7%	18
Hair removal (laser or pulsed light)	773,278	85.8%	3	128,292	14.2%	3
Nonsurgical fat reduction (incl. CoolSculpting, Vaser Shape, Liposonix)	79,640	83.9%	12	15,282	16.1%	9
Sclerotherapy	367,384	97.9%	7	8,062	2.1%	13
Tattoo removal	32,888	72.7%	15	12,336	27.3%	12
Treatment of leg veins (transcutaneous and endo-laser)	60,078	97.7%	14	1,426	2.3%	16
Totals - Other Nonsurgical Procedures	1,327,217	88.9%		166,078	11.1%	
Totals - Nonsurgical Procedures	8,654,899	90.8%		881,663	9.2%	
TOTALS ALL PROCEDURES	10,349,186	90.6%		1,070,424	9.4%	

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

dna = Does not apply

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

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2013 Age Distribution for Cosmetic Procedures

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

Procedure	18 and Under		19-34		35-50		51-64		65+	
	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total	Number of Procedures	Percent of Procedural Total
Surgical										
Breast augmentation	3,325	1.1%	160,535 ^A	51.2%	116,242 ^B	37.1%	29,476	9.4%	3,748	1.2%
Breast lift	613	0.4%	34,207	24.9%	73,110	53.3%	25,910	18.9%	3,392	2.5%
Breast reduction (women)*	4,353 ^C	3.5%	39,225	31.9%	51,701	42.1%	23,307	19.0%	4,251	3.5%
Breast revision	235	0.4%	13,797	25.0%	26,393	47.8%	11,921	21.6%	2,815	5.1%
Brow lift	0	0.0%	751	2.6%	8,228	28.0%	15,165	51.6%	5,270	17.9%
Buttock augmentation	0	0.0%	6,139	53.3%	4,168	36.2%	920	8.0%	300	2.6%
Buttock lift	0	0.0%	912	24.4%	2,097	56.1%	638	17.1%	91	2.4%
Chin augmentation	227	2.2%	3,908	37.1%	3,841	36.5%	1,849	17.6%	695	6.6%
Ear surgery	13,096 ^A	31.6%	15,661	37.8%	6,568	15.9%	3,499	8.4%	2,613	6.3%
Eyelid surgery	404	0.3%	5,938	3.7%	47,391	29.4%	72,790 ^C	45.1%	34,865 ^B	21.6%
Facelift	0	0.0%	260	0.2%	17,855	13.8%	73,217 ^B	56.4%	38,476 ^A	29.6%
Fat transfer	134	0.2%	8,786	11.0%	27,598	34.5%	30,907	38.6%	12,683	15.8%
Male breast reduction (for the treatment of Gynecomastia)	1,802	8.0%	12,231	54.0%	6,373	28.2%	1,802	8.0%	429	1.9%
Labiaplasty	158	3.1%	2,587	51.0%	1,904	37.6%	368	7.3%	53	1.0%
Lip enhancement (other than injectable materials)	69	0.9%	1,803	22.5%	2,313	28.9%	2,567	32.1%	1,249	15.6%
Liposuction (lipoplasty)	2,093	0.6%	95,330 ^B	26.2%	177,729 ^A	48.8%	74,136 ^A	20.4%	14,624 ^C	4.0%
Lower body lift	0	0.0%	2,196	20.4%	6,089	56.5%	2,196	20.4%	299	2.8%
Neck lift	0	0.0%	483	1.7%	5,126	18.4%	15,194	54.5%	7,096	25.4%
Nose surgery	9,708 ^B	6.6%	67,693 ^C	45.7%	48,177	32.6%	18,433	12.5%	3,984	2.7%
Thigh lift	0	0.0%	1,995	12.6%	8,845	55.7%	4,255	26.8%	798	5.0%
Tummy tuck	239	0.1%	34,691	21.7%	87,012 ^C	54.4%	32,621	20.4%	5,513	3.4%
Upper arm lift	0	0.0%	1,947	8.8%	9,980	45.2%	7,619	34.5%	2,531	11.5%
Upper body lift	0	0.0%	407	18.4%	1,104	50.0%	639	28.9%	58	2.6%
Totals - Surgical Procedures	36,457	1.9%	511,481	27.2%	739,844	39.3%	449,431	23.9%	145,835	7.7%
Nonsurgical										
Injectables:										
Botulinum toxin (including Botox, Dysport, Xeomin)	1,149	0.0%	546,124 ¹	14.5%	1,718,804 ¹	45.6%	1,158,580 ¹	30.8%	341,491 ¹	9.1%
Calcium hydroxylapatite (Radiesse)	61	0.0%	14,227	8.8%	62,958	39.1%	60,292	37.5%	23,388	14.5%
Hyaluronic acid (incl. Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	1,448	0.1%	248,908 ³	13.3%	772,227 ²	41.2%	635,769 ²	34.0%	213,821 ²	11.4%
Poly-L-Lactic acid (Sculptra)	0	0.0%	6,247	7.1%	29,773	33.9%	37,959	43.2%	13,967	15.9%
Totals - Injectables	2,658	0.0%	815,507	13.9%	2,583,762	43.9%	1,892,600	32.1%	592,666	10.1%
Skin Rejuvenation:										
Chemical peel	6,772 ²	1.5%	75,474	17.0%	169,545	38.2%	139,886	31.5%	52,591	11.8%
Dermabrasion (does not include microdermabrasion)	673	2.5%	3,461	12.7%	6,543	24.0%	10,639	39.0%	5,954	21.8%
Full field ablative (laser skin resurfacing)	4,783	1.3%	22,885	6.4%	111,304	31.0%	142,197	39.6%	78,234 ³	21.8%
Micro-ablative resurfacing (fractional resurfacing)	69	0.1%	11,222	12.4%	34,586	38.1%	31,539	34.7%	13,386	14.7%
Microdermabrasion	5,962 ³	1.2%	94,430	19.7%	195,790	40.8%	139,401	29.0%	44,283	9.2%
Nonsurgical skin tightening (incl. Ulthera, Thermage, Pelleve)	245	0.1%	29,531	10.1%	107,742	36.7%	117,644	40.1%	38,227	13.0%
Photorejuvenation (IPL)	1,972	0.4%	67,758	14.8%	170,854	37.4%	162,754 ³	35.6%	53,275	11.7%
Polymethylmethacrylate (Artefill)	61	1.4%	368	8.2%	1,116	25.0%	2,048	45.9%	870	19.5%
Totals - Skin Rejuvenation	20,537	1.0%	305,129	14.2%	797,480	37.0%	746,107	34.6%	286,822	13.3%
Other:										
Cellulite treatment (Cellulaze, Cabochon, Smoothshapes, etc.)	123	0.8%	4,995	34.1%	6,266	42.8%	3,060	20.9%	184	1.3%
Hair removal (laser or pulsed light)	52,614 ¹	5.8%	321,274 ²	35.6%	339,873 ³	37.7%	158,999	17.6%	28,810	3.2%
Nonsurgical fat reduction (incl. CoolSculpting, Vaser Shape, Liposonix)	277	0.3%	18,538	19.5%	42,374	44.6%	25,727	27.1%	8,006	8.4%
Sclerotherapy	997	0.3%	34,922	9.3%	187,149	49.8%	118,359	31.5%	34,019	9.1%
Tattoo removal	261	0.6%	23,368	51.7%	19,046	42.1%	2,124	4.7%	424	0.9%
Treatment of leg veins (transcutaneous and endo-laser)	0	0.0%	6,260	10.2%	29,593	48.1%	20,175	32.8%	5,477	8.9%
Totals - Other Nonsurgical Procedures	54,271	3.6%	409,357	27.4%	624,302	41.8%	328,444	22.0%	76,920	5.2%
Totals - Nonsurgical Procedures	77,467	0.8%	1,529,993	16.0%	4,005,544	42.0%	2,967,150	31.1%	956,408	10.0%
TOTALS ALL PROCEDURES	113,924	1.0%	2,041,474	17.9%	4,745,388	41.6%	3,416,581	29.9%	1,102,243	9.7%

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

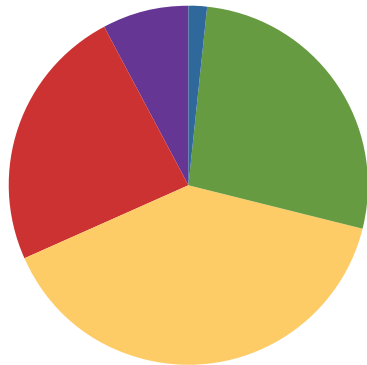
Hair transplantation was excluded from the results due to an insufficient sample of physicians who perform the procedure.

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

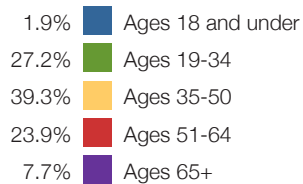
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2013 Age Distribution for Cosmetic Procedures

■ Percent of Total Surgical Procedures by Age

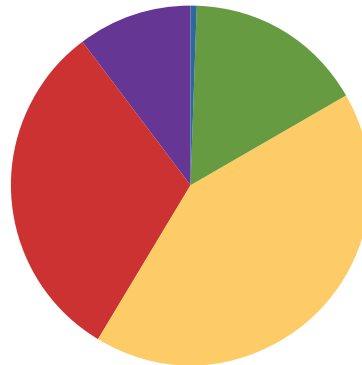


Source: American Society for Aesthetic Plastic Surgery

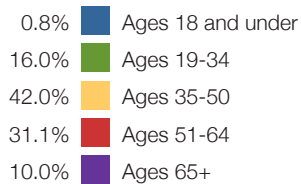


Total population (rounded) = 100%

■ Percent of Total Nonsurgical Procedures by Age

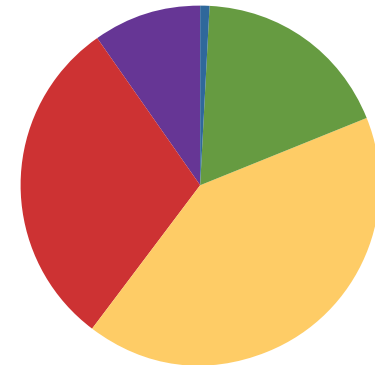


Source: American Society for Aesthetic Plastic Surgery

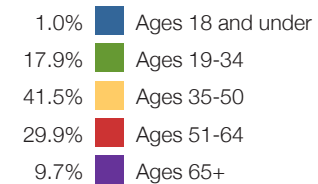


Total population (rounded) = 100%

■ Percent of Total Surgical and Nonsurgical Procedures by Age



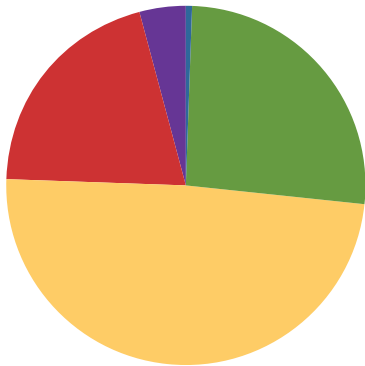
Source: American Society for Aesthetic Plastic Surgery



Total population (rounded) = 100%

2013 Age Distribution for Cosmetic Procedures continued

■ Liposuction Procedures by Age

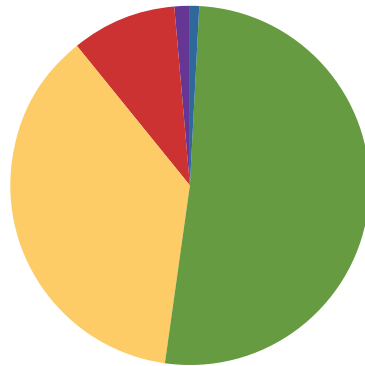


Source: American Society for Aesthetic Plastic Surgery

0.6%	■	Ages 18 and under
26.2%	■	Ages 19-34
48.8%	■	Ages 35-50
20.4%	■	Ages 51-64
4.0%	■	Ages 65+

Total population (rounded) = 100%

■ Breast Augmentation Procedures by Age

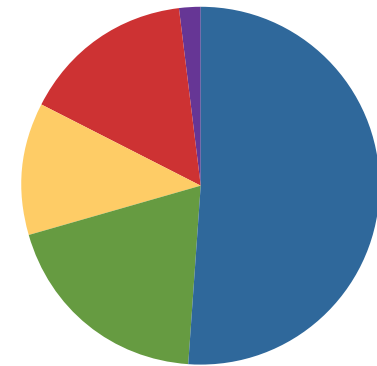


Source: American Society for Aesthetic Plastic Surgery

1.1%	■	Ages 18 and under
51.2%	■	Ages 19-34
37.1%	■	Ages 35-50
9.4%	■	Ages 51-64
1.2%	■	Ages 65+

Total population (rounded) = 100%

■ Breast Augmentation Procedures Performed in Women 17 and Under* According to Reason for Surgery



Source: American Society for Aesthetic Plastic Surgery

51.3%	■	Purely cosmetic bilateral breast augmentation**
19.4%	■	Severe asymmetry
12.1%	■	Congenital micromastia (severe underdevelopment)
15.4%	■	Tubular breast deformity
1.9%	■	Poland's syndrome (congenital absent breast)
0.0%	■	Other

*In 2013, there were 3,325 procedures performed on women 18 and under, about 1% of the total number of breast augmentations.

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

2013 National Average for Physician/Surgeon Fees Per Procedure

	Procedure	National Average	Total Expenditures
Surgical	Breast augmentation - saline implants	\$3,268	\$255,964,340
	Breast augmentation - silicone gel implants	\$3,618	\$850,261,103
	Breast lift	\$4,174	\$572,851,360
	Breast reduction (women)*	\$5,146	\$632,154,868
	Breast revision	\$3,133	\$172,821,619
	Brow lift	\$3,092	\$90,941,488
	Buttock augmentation	\$4,329	\$49,894,981
	Buttock lift	\$4,385	\$16,391,577
	Chin augmentation	\$2,244	\$23,609,068
	Ear surgery	\$2,885	\$119,533,463
	Eyelid surgery	\$2,726	\$439,990,383
	Facelift	\$6,675	\$866,492,876
	Fat transfer	\$1,875	\$150,210,418
	Male breast reduction (for the treatment of Gynecomastia)	\$3,310	\$74,922,879
	Labiaplasty	\$2,286	\$11,590,317
	Lip enhancement (other than injectable materials)	\$1,486	\$11,893,372
	Liposuction (lipoplasty)	\$2,815	\$1,024,292,592
	Lower body lift	\$6,840	\$73,748,784
	Neck lift	\$4,110	\$114,670,265
	Nose surgery	\$4,352	\$644,057,036
	Thigh lift	\$4,872	\$77,435,068
	Tummy tuck	\$5,391	\$862,963,699
Upper arm lift	\$3,876	\$85,563,102	
Upper body lift	\$5,609	\$12,378,644	
Total - Surgical Procedures			\$7,234,633,302
Nonsurgical	Injectables:		
	Botulinum toxin (including Botox, Dysport, Xeomin)	\$392	\$1,477,120,835
	Calcium hydroxylapatite (Radiesse)	\$635	\$102,136,413
	Hyaluronic acid (incl. Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	\$552	\$1,032,577,929
	Poly-L-Lactic acid (Sculptra)	\$862	\$75,774,415
	Totals - Injectables		\$2,687,609,592
	Skin Rejuvenation:		
	Chemical peel	\$542	\$240,913,192
	Dermabrasion (does not include microdermabrasion)	\$1,412	\$38,511,524
	Full field ablative (laser skin resurfacing)	\$2,176	\$782,175,308
	Micro-ablative resurfacing (fractional resurfacing)	\$1,077	\$97,825,242
	Microdermabrasion	\$121	\$58,049,329
	Nonsurgical skin tightening (incl. Ulthera, Thermage, Pelleve)	\$1,724	\$505,839,688
	Photorejuvenation (IPL)	\$341	\$155,673,111
	Polymethylmethacrylate (Artefill)	\$1,018	\$4,541,772
	Totals - Skin Rejuvenation		\$1,883,529,165
	Other:		
Cellulite treatment (Cellulaze, Cabochon, Smoothshapes, etc.)	\$2,350	\$34,371,997	
Hair removal (laser or pulsed light)	\$265	\$238,627,701	
Nonsurgical fat reduction (incl. CoolSculpting, Vaser Shape, Liposonix)	\$1,275	\$120,987,923	
Sclerotherapy	\$326	\$122,357,766	
Tattoo removal	\$588	\$26,584,096	
Treatment of leg veins (transcutaneous and endo-laser)	\$355	\$21,836,414	
Totals - Other Nonsurgical Procedures		\$564,765,896	
Totals - Nonsurgical Procedures			\$5,135,904,653
TOTALS ALL PROCEDURES			\$12,370,537,954

Notes on Physician Fees

“In 2013, Americans spent 12% more on surgical and nonsurgical procedures than they did in 2012, exceeding the \$12 billion mark for the first time since 2008. Of that total, more than \$7 billion was spent on surgical procedures and more than \$2.6 billion was spent on injectables alone. Nearly \$1.9 billion was spent on skin rejuvenation, a fast-growing sector of the aesthetic surgical industry.”

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

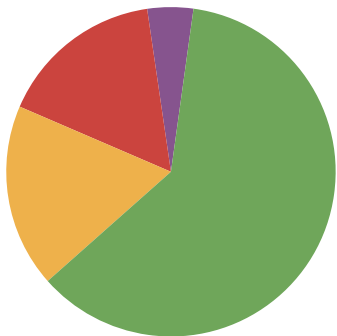
* Breast reduction may be covered by insurance, depending on terms of the policy and individual patient factors. Fees may vary.

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

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

Economic, Regional and Ethnic Information

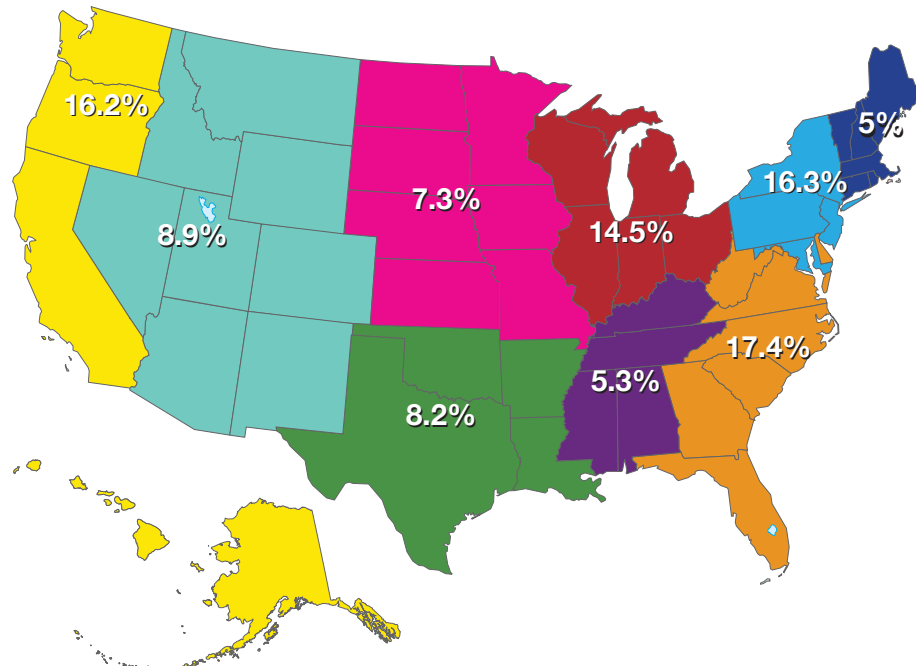
Americans Spent More Than \$12 Billion on Cosmetic Procedures in 2013.



Source: American Society for Aesthetic Plastic Surgery

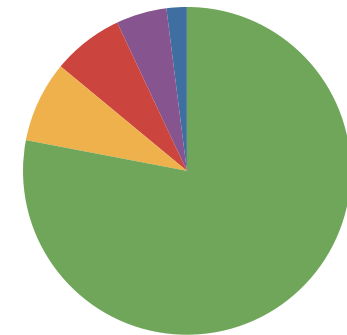
- \$7.2 Surgical Procedures
- \$2.7 Injectable Procedures
- \$1.9 Skin Rejuvenation Procedures
- \$.6 Other nonsurgical Procedures

\$ in billions



Practice Locations by Region	%
New England (CT, ME, MA, NH, RI, VT)	5.0%
Middle Atlantic (MD, NJ, NY, PA, DC)	16.3%
South Atlantic (DE, FL, GA, NC, SC, VA, WV)	17.4%
East North Central (IL, IN, MI, OH, WI)	14.5%
East South Central (AL, KY, MS, TN)	5.3%
West North Central (IA, KS, MN, MO, NE, ND, SD)	7.3%
West South Central (AR, LA, OK, TX)	8.2%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	8.9%
Pacific (AK, CA, HI, OR, WA)	16.2%
Other	0.9%

Percent of Total Procedures According to Race/Ethnicity



Source: American Society for Aesthetic Plastic Surgery

- 78.1% Caucasian
- 8.4% Hispanics
- 7.1% African-American
- 5.3% Asians
- 1.1% Other

Total ethnic minority population (rounded) = 22%

ASAPS Procedure Quick Facts

Surgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Back to Work
Abdominoplasty (tummy tuck)	Protruding abdomen, excess fat and skin, weak abdominal muscles	\$5,391	2-5 hours	One	2-4 weeks
Autologous Fat	Folds, lips, frown lines, facial recontouring, buttocks, other body sites	\$1,875	1-4 hours depending on the sites	Highly variable, repeat treatments	1-4 days, Extensive 7-14 days
Blepharoplasty (cosmetic eyelid surgery)	Excess fat, wrinkled or drooping skin, upper eyelids, bags, puffiness under eyes	\$2,726	1-3 hours	One	Within 10 days
Breast Augmentation (saline)	Small breasts, breast asymmetry	\$3,268	1-2 hours	One	1-2 weeks
Breast Augmentation (silicone)		\$3,618			
Breast Lift	Sagging, poorly shaped breasts	\$4,174	1 1/2-3 1/2 hours	One	1-2 weeks
Breast Reduction	Large, heavy, pendulous, or disproportionate breasts	\$5,146	2-4 hours	One	1-2 weeks
Brow Lift	Sagging, low eyebrows, forehead creases, frown lines	\$3,092	1-2 hours	One	Within 10 days
Buttock Augmentation	Weight loss or minimal volume buttock	\$4,329	1-2 hours	One	1 week
Buttock Lift	Sagging skin, excess fat, weakened muscles in thigh/buttocks area	\$4,385	2 hours	One	2-4 weeks
Chin Augmentation/Genioplasty	Receding chin	\$2,244	1 hour	One	1-2 weeks
Facelift	Loose skin, deep lines, wrinkles, jowls	\$6,675	2-3 hours	One	Within 2 weeks
Labiaplasty	Enlarged labia minora, often assymmetric, often protrudes beyond the labia majora	\$2,286	1 hour	One	1 week
Lip Augmentation (surgical)	Thin lips	\$1,486	1 hour	One	Within 1 week
Liposuction (various techniques)	Normal weight with isolated fatty areas	\$2,815	45 minutes - 2 hours	One	1-2 weeks
Lower Body Lift	Laxity of thighs, buttock, and abdomen	\$6,840	Up to 8 hours	One	Up to 4 weeks
Male Breast Reduction	Gynecomastia	\$3,310	2 hours	One	1 week
Otoplasty (ear surgery)	Protruding or disproportionate ears	\$2,885	2-3 hours	One	5-14 days
Rhinoplasty (nose surgery)	Nose too large, wide, or tip needs reshaping, deformity after trauma	\$4,352	1-2 hours	One	7-10 days
Thigh Lift	Loose, excess skin	\$4,872	2 hours	One	2-4 weeks
Upper Arm Lift	Excess skin and fat on underside of arm	\$3,876	2 hours	One	1-2 weeks

* National average; surgeon fees are based on ASAPS 2013 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

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

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

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ASAPS Procedure Quick Facts continued

Nonsurgical Procedures	Best Candidate	Physician/Surgeon Fees*	Length of Procedure	Number of Treatments	Back to Work
Botulinum toxin (Botox, Dysport, Xeomin)	Frown lines, crow's feet	\$392	30 minutes	Repeat treatments 4-6 months (onset of actions in 1-5 days)	No downtime
Calcium hydroxylapatite (Radiesse)	Nasolabial folds, frown lines, crow's feet, lips	\$635	Less than 1 hour	Repeat treatments 2 years or longer	No downtime
Chemical Peel (ranges from light to deep)	Sun-damaged, unevenly pigmented skin	\$542	1/2 hour - 3 hours Depends on type of peel	One or multiple Depends on type of peel	Depends on type of peel
Dermabrasion	Acne, wrinkles around mouth, sun-damaged skin	\$1,412	A few minutes - 1 1/2 hours	Multiple sessions	7-10 days
Full Field Ablative (laser skin resurfacing)	Fair, non-oily skin; sun-damaged facial skin, wrinkles around mouth and eyes, acne scars	\$2,176	Variable, up to 1 1/2 hours	One or multiple depending on laser and skin condition	Variable, up to 14 days
Hyaluronic acid (including Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	Nasolabial folds, forehead wrinkles, smile lines, and lips	\$552	Less than 1 hour	Repeat treatments 4 months – 1 year	No downtime
Laser Hair Removal	Unwanted hair on face or body	\$265	1-2 hours Depends on area	Multiple sessions	No downtime
Micro-Ablative Resurfacing (fractional resurfacing)	Actinic changes, lines, acne scars Pigment, superficial lines	\$1,077	30 minutes - 1 hour	1-6 depending	1-10 days depending
Microdermabrasion	Fine lines, crow's feet, age spots, acne scars	\$121	30 minutes - 1 hour	Multiple sessions 2-3 week intervals	No downtime
Non-Invasive Fat Reduction (including CoolSculpting, Vaser Shape, Liposonix)	Diet-resistant fat, mild lipodystrophy	\$1,275	1-3 hours	1-6	No downtime, minimal soreness
Noninvasive Skin Tightening (including Ulthera, Thermage, Pelleve)	Early skin laxity with good skin tone and elasticity	\$1,724	1-2 hours	1-6	Minimal downtime
Photorejuvenation (IPL)	Pigment, superficial lines	\$341	10-30 minutes	3-5	No downtime
Poly-L-Lactic Acid (Sculptra)	Cheeks, temple, jawline, volume loss, fat in face	\$862	Less than 1 hour	2-4	Minimal downtime
Sclerotherapy	Spider veins	\$326	30 minutes - 1 hour	3-4 Treatments Injections	No downtime
Tattoo Laser Treatment	Unwanted tattoo	\$588	10 minutes - 1 hour	Multiple sessions	No downtime
Treatment of Leg Veins (Transcutaneous and endo-laser)	Very small spider veins	\$355	30 minutes - 1 hour	Multiple sessions	No downtime

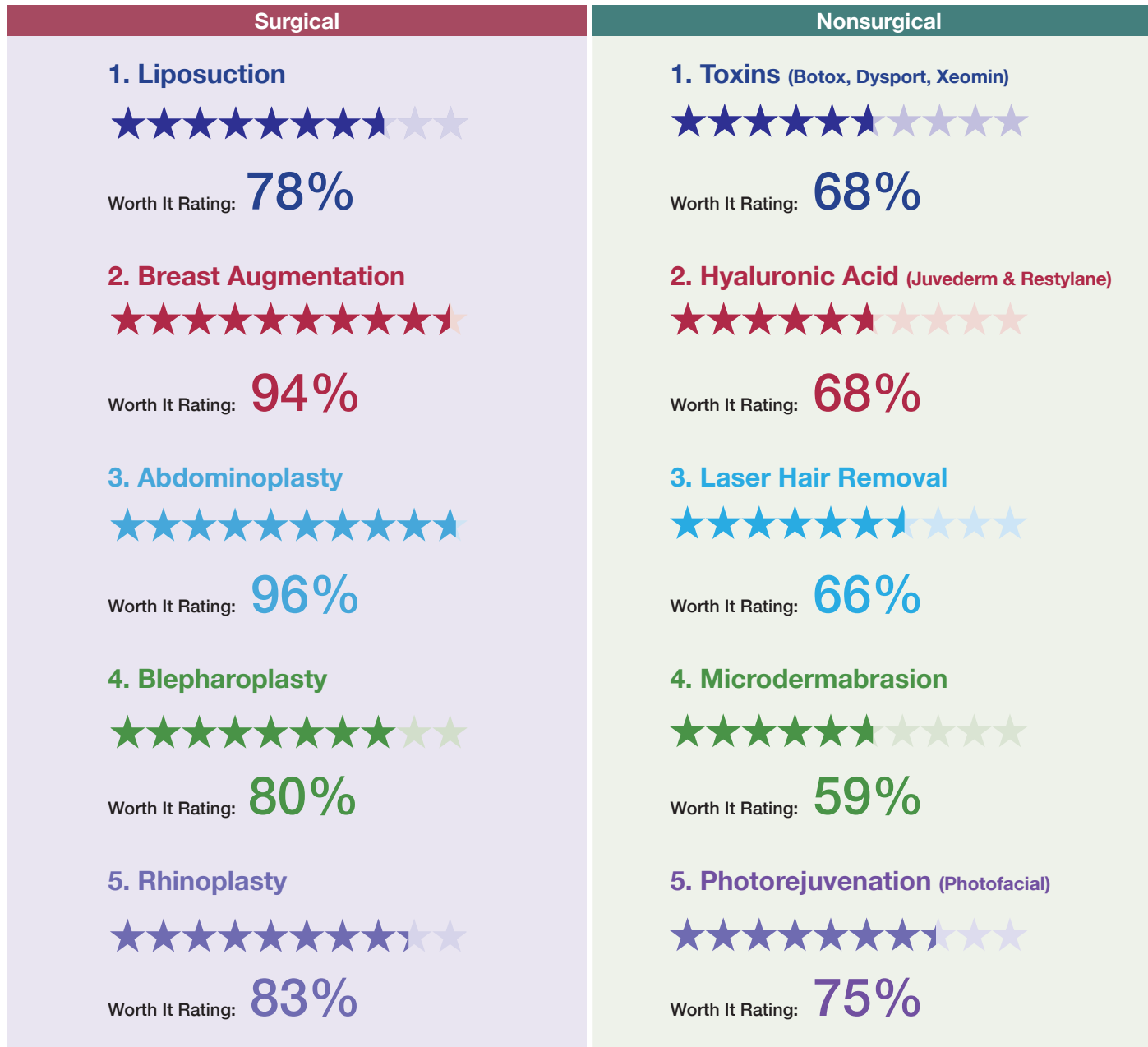
* National average; surgeon fees are based on ASAPS 2013 Statistics. Fees vary considerably by geographic region. Facility fees, anesthesia and other surgical costs not included.

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RealSelf Worth-It Ratings for ASAPS Top 5 Surgical and Nonsurgical Procedures – 2013



RealSelf Worth It Rating

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

RealSelf

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

Last year RealSelf.com saw a record number of consumers conducting online research for cosmetic surgery consistent with ASAPS’ top five surgical procedures. From 2012 to 2013, liposuction increased 76%, breast augmentation 62%, blepharoplasty 58%, abdominoplasty 48%, and Rhinoplasty 53%. One of the most active communities on RealSelf is around the Brazilian Butt Lift—with consumer interest more than doubling from 2012 to 2013.

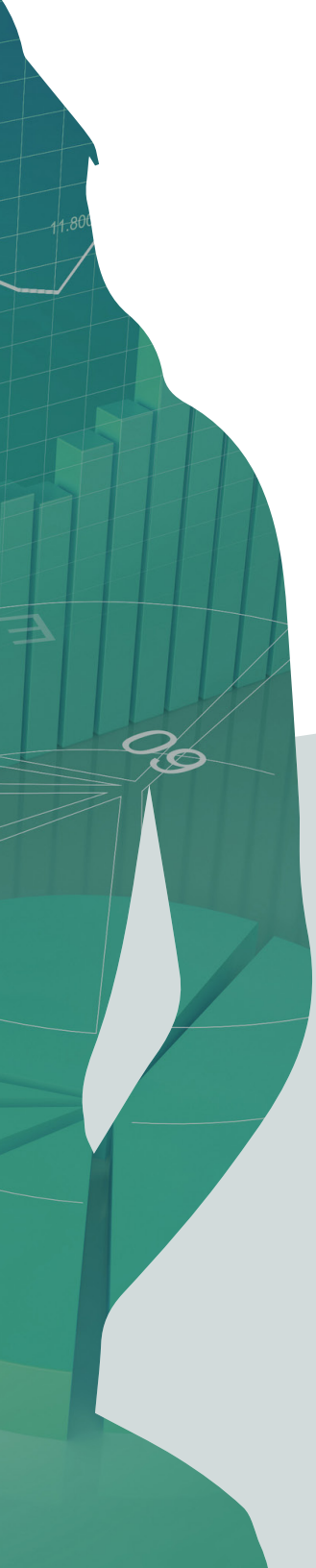
Reviews

www.realself.com/Liposuction/reviews
www.realself.com/breast-augmentation
www.realself.com/Tummy-tuck/reviews
www.realself.com/Rhinoplasty/Nose-job/reviews
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www.realself.com/Photofacial/reviews

ASAPS Quick Facts

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

WE ARE
AESTHETICS.



The American Society for Aesthetic Plastic Surgery

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

Among them are:

www.surgery.org,

www.smartbeautyguide.com,

www.breastimplantsafety.org and

www.injectablesafety.org, the web presence of the Physicians Coalition for Injectable safety

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