
American Academy of Cosmetic Surgery 2009 Procedural Census



**Prepared by: RH Research
February 2010**

2009 AMERICAN ACADEMY OF COSMETIC SURGERY (AACS) PROCEDURAL CENSUS KEY FINDINGS

The estimated total number of procedures performed by all AACS member practices in 2009 is about 1.7 million (1,692,847). The total number of procedures performed by AACS members has increased by about 8%, or 128,028 procedures, since 2008.

An estimated 17 million cosmetic procedures were performed on all patients in the US in 2009, by all physicians. By procedure type, just less than 4 million were invasive cosmetic procedures, and 13.7 million were less-invasive cosmetic procedures. By gender, over 2.5 million cosmetic procedures were performed on males while about 15 million were performed on females.

An increase in the number of both invasive and less-invasive procedures was seen among both males and females from 2008 to 2009, at 2% and 9%, respectively.

The most commonly offered invasive cosmetic surgery procedures at AACS member practices in 2009 were liposuction – traditional (63.0%), blepharoplasty (57.5%), facelift (53.9%), forehead lift (44.9%), and abdominoplasty (41.7%). The top five procedures have not changed since 2008.

Among the top 15 most common invasive procedures at AACS member practices in 2009, the number of procedures performed on all patients from 2005 to 2009 has increased the most for abdominoplasty (a 171% increase), blephaoplasty (a 132% increase), rhinoplasty (a 102% increase) and breast lift (97%).

Among the top 15 most common invasive procedures at AACS member practices in 2009, the number of procedures has increased the most from 2005 to 2009 for blepharoplasty (a 190% increase) among men and abdominoplasty (a 173% increase) among women.

Among the top seven most common less-invasive procedures at AACS member practices in 2009, the number of patients treated has increased the most since 2005 for laser resurfacing (a 370% increase), chemical peels (a 252% increase) and Fillers (a 245% increase). By gender, the number of patients who received laser resurfacing treatments has increased the most from 2005 to 2009 for females (a 378% increase) while fillers have shown the greatest increase among males (a 550% increase).

The most commonly offered less-invasive cosmetic surgery procedures at AACS member practices in 2009 were Botox® (95.7%), Fillers (91.3%), chemical peels (76.4%), laser hair removal (61.8%) and laser resurfacing (61.4%).

The mean cost per cosmetic surgery procedure as reported by AACS members in 2009 was highest among the top 15 invasive procedures for facelift (\$7,032), abdominoplasty (\$6,845) and breast reduction (\$6,532). Among the top seven less-invasive procedures the mean cost was highest in 2009 for fat injections (\$2,225), laser resurfacing (\$2,221) and fillers (\$708).

The mean age of patients treated by AACS members among the top 15 most commonly performed invasive procedures performed in 2009 has increased slightly for every procedure except malar augmentation since 2008. The mean age of patients has increased the most from 2008 to 2009 for rhinoplasty (5.6 years), genioplasty (3.8 years), and breast reduction (3.6 years).

The mean age of patients treated by AACS members among the top seven most commonly performed less-invasive procedures performed in 2009 has increased slightly for every procedure. The mean age of patients has increased the most from 2008 to 2009 for Botox® (a 2.3 year increase).

Study Background

The collection of accurate, timely statistical information is used by AACS to help promote cosmetic surgery to other organizations, state and federal decision-makers, and the public. Specifically, AACS publishes its annual Procedural Census representing the cosmetic procedures performed by AACS members in the past year. The specific objective of the 2009 AACS Procedural Census was to gather statistics from AACS member practices with regard to the types of procedures performed, the number patients served and the cost per procedure.

The design, implementation, and analysis of the survey was conducted by RH Research (www.rhresearch.com), an independent research and consulting firm specializing in surveys and statistics for non-profit, trade and professional associations. Members were invited via email to complete the survey online or by fax in early January 2010. Several e-mail reminders were sent following the initial invitation.

Of the 1,900 AACS members with email addresses, 1,643 AACS members had valid emails and were invited to participate. A total of 254 responses were received, representing a response rate of 16 percent (254/1,643). This report does not include non-U.S. based surgeons for lack of audience size.

Methods and Sampling

Sampling error (or margin of error) describes the statistical reliability of a random sample as an estimate of the entire population. The margin of error for a sample size of 254 out of a population of 1,643 is plus or minus 5.5%. For the estimated total AACS procedural volume, confidence intervals are provided, showing the lower and upper limits at the 95% confidence level, based on the sample size of 254 out of 1,643.

This year, in addition to the procedural census, a supplemental survey of a sample of over 10,000 physicians was conducted to estimate that proportion of physicians that perform cosmetic surgery. After one mailing, 197 physicians responded, representing a margin of error of plus or minus 6.9%.

Demographics

Figure 1. Number of Years Responding AACS Members Have Practiced Cosmetic Surgery (N=254)

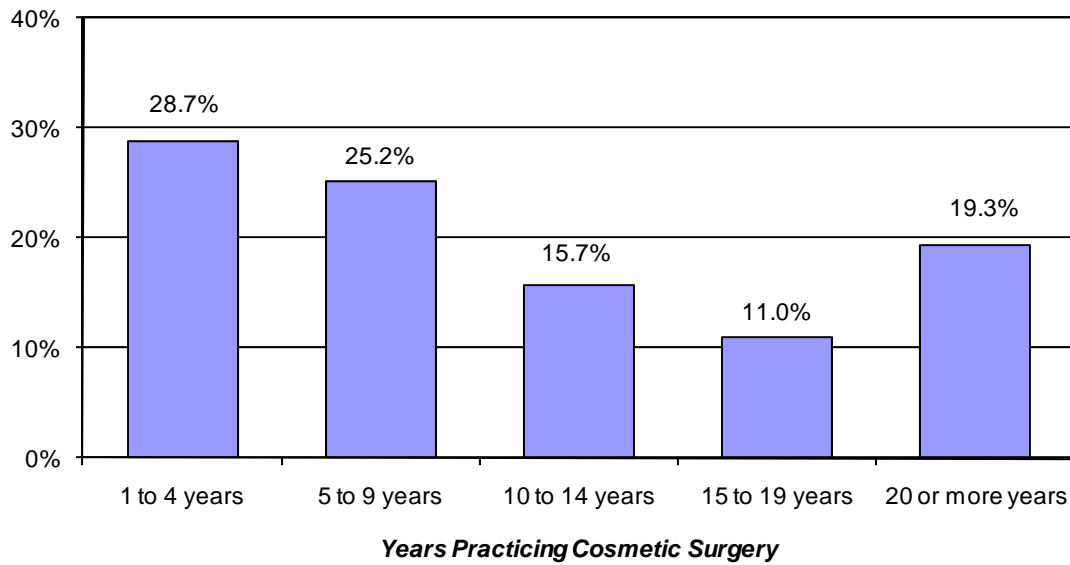
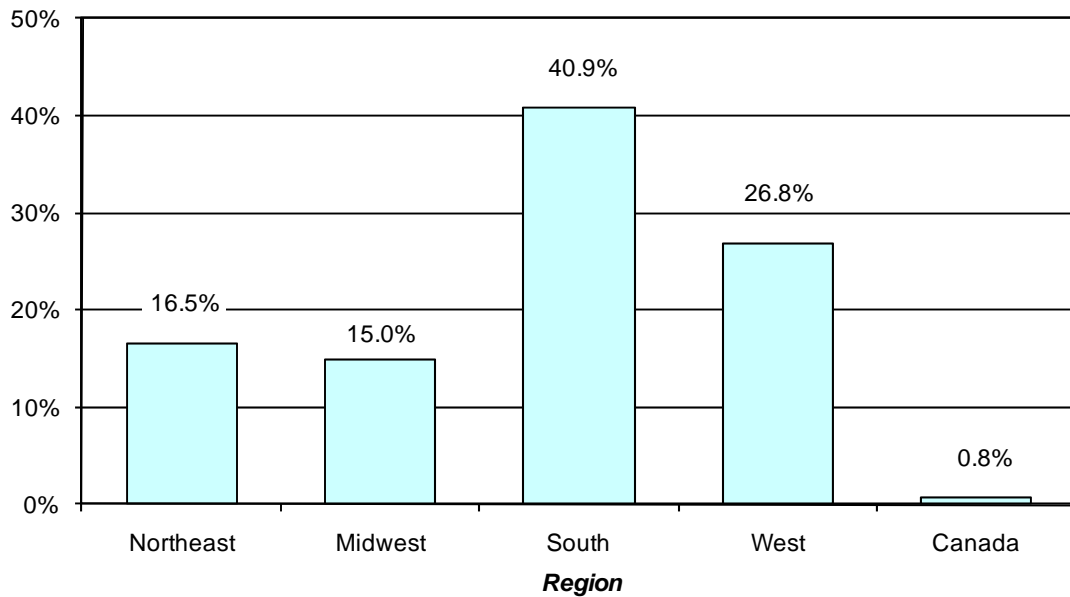


Figure 2. Respondent Practice Location by U.S. Census Region (N=254)



Procedures Offered

Table 1. Procedures Offered by AACS Members

Invasive Procedures (N=254)	# Offering Procedure	% Offering Procedure
(1) Liposuction - traditional	160	63.0%
(2) Blepharoplasty (eyelid surgery)	146	57.5%
(3) Facelift	137	53.9%
(4) Forehead lift	114	44.9%
(5) Abdominoplasty (tummy tuck)	106	41.7%
(6) Rhinoplasty (nose reshaping)	106	41.7%
(7) Breast augmentation	105	41.3%
(8) Genioplasty (chin reshaping)	97	38.2%
(9) Gynecomastia (male breast reduction)	94	37.0%
(10) Breast lift	92	36.2%
(11) Malar augmentation (cheek implant)	86	33.9%
(12) Liposuction - laser assisted	85	33.5%
(13) Lip implant	81	31.9%
(14) Otoplasty (ear surgery)	71	28.0%
(15) Breast reduction	70	27.6%
(16) Sclerotherapy (spider vein treatment)	59	23.2%
(17) Buttock lift	49	19.3%
(18) Lower body lift	49	19.3%
(19) Hair transplant/restoration	40	15.7%
(20) Thigh lift	40	15.7%
(21) Thread lift	31	12.2%
(22) Penile enlargement	30	11.8%
(23) Vaginal rejuvenation	30	11.8%
(24) Buttock implants	23	9.1%
(25) Liposuction - water jet assisted	19	7.5%
(26) Calf implants	12	4.7%
(27) Pectoral implants	12	4.7%
Less-invasive Procedures (N=254)		
(1) Botox®	243	95.7%
(2) Fillers	232	91.3%
(3) Chemical peels	194	76.4%
(4) Laser hair removal	157	61.8%
(5) Laser resurfacing	156	61.4%
(6) Fat injections	143	56.3%
(7) Microdermabrasion	143	56.3%
(8) Collagen injections	105	41.3%
(9) Dermabrasion	99	39.0%
(10) Thermage®	41	16.1%

Number of Procedures

Table 2. 2009 Estimated¹ Male and Female Patients Treated by all AACS Member Practices with Row Percent Detail²

<i>Invasive</i>	<i>Male Patients</i>			<i>Female Patients</i>			<i>All Patients</i>			
	<i>Number</i>	<i>Percent Male</i>	<i>N</i>	<i>Number</i>	<i>Percent Female</i>	<i>N</i>	<i>Number</i>	<i>N</i>	<i>Lower 95% CI</i>	<i>Upper 95% CI</i>
Abdominoplasty	841	5.7%	31	13,943	94.3%	76	14,784	77	13,501	16,067
Blepharoplasty	17,232	28.5%	87	43,275	71.5%	109	60,507	111	53,005	68,009
Breast augmentation	1,087	2.9%	8	36,903	97.1%	75	37,991	76	33,488	42,493
Breast lift	-- ³	--	3	9,292	99.0%	63	9,387	64	8,532	10,242
Breast reduction	359	6.3%	11	5,341	93.7%	46	5,700	47	5,180	6,220
Buttock implants	--	--	4	2,477	97.4%	13	2,543	13	1,805	3,281
Buttock lift	227	9.5%	6	2,155	90.5%	32	2,382	32	2,030	2,734
Calf implants	--	--	3	--	--	4	--	4	96	130
Facelift	3,923	13.3%	74	25,509	86.7%	103	29,432	104	26,517	32,290
Forehead lift	2,127	18.5%	49	9,339	81.5%	76	11,466	76	10,560	12,372
Genioplasty	2,013	33.1%	39	4,074	66.9%	64	6,088	70	5,549	6,626
Gynecomastia	3,356	84.9%	52	596	15.1%	9	3,951	61	3,528	4,375
Hair transplant/restore	6,286	86.5%	22	983	13.5%	17	7,269	24	5,480	9,058
Lip implant	388	5.2%	8	7,052	94.8%	55	7,439	56	6,458	8,420
Liposuction - traditional	11,324	17.3%	93	53,994	82.7%	115	65,318	119	60,228	70,409
Liposuction - laser	3,961	14.8%	45	22,809	85.2%	62	26,770	62	23,961	29,580
Liposuction - water jet	--	--	4	652	82.1%	14	794	14	584	1,004
Lower body lift	350	19.7%	14	1,427	80.3%	25	1,777	27	1,537	2,017
Malar augmentation	1,323	23.9%	31	4,206	76.1%	45	5,530	50	4,021	7,039
Otoplasty	955	41.6%	33	1,342	0.0%	38	2,297	45	2,067	2,527
Pectoral implants	66	100.0%	5	0	0.0%	0	66	5	59	74
Penile enlargement	643	27.2%	14	1,720	72.8%	18	2,363	18	2,052	2,674
Rhinoplasty	6,144	28.3%	52	15,586	71.7%	72	21,730	78	19,936	23,566
Sclerotherapy	2,628	10.4%	21	22,687	89.6%	38	25,314	39	22,345	28,284
Thigh lift	340	19.1%	8	1,437	80.9%	19	1,777	19	1,472	2,082
Thread lift	--	--	2	2,335	98.4%	13	2,373	14	1,486	3,259
Vaginal rejuvenation	--	--	2	5,161	97.3%	22	5,303	23	4,061	6,545
Subtotal Invasive	66,103	18.3%		294,362	81.7%		360,465		319,538	401,377
Less-invasive										
Botox®	61,887	14.2%	151	372,665	85.8%	190	434,552	192	391,481	477,623
Chemical peels	11,287	6.9%	65	151,698	93.1%	135	162,984	137	139,287	186,681
Collagen injections	3,564	20.1%	21	14,189	79.9%	58	17,752	58	14,841	20,663
Dermabrasion	3,100	16.6%	39	15,531	83.4%	50	18,631	55	14,578	22,684
Fat injections	3,687	13.2%	46	24,256	86.8%	94	27,942	97	24,826	31,059
Fillers	52,500	17.3%	117	250,327	82.7%	180	302,828	182	260,965	344,691
Laser hair removal	26,657	17.6%	92	124,511	82.4%	117	151,168	120	139,340	162,996
Laser resurfacing	8,933	13.7%	81	56,159	86.3%	114	65,092	115	58,163	72,021
Microdermabrasion	17,573	13.3%	55	114,728	86.7%	93	132,300	93	120,047	144,554
Thermage®	2,221	11.6%	22	16,911	88.4%	35	19,132	35	16,001	22,264
Subtotal Less-invasive	191,408	14.4%		1,140,974	85.6%		1,332,382		1,179,528	1,485,236
Total all procedures	257,511	15.2%		1,435,336	84.1%		1,692,847		1,499,066	1,886,613

¹Estimated statistics were derived by weighting sample statistics up to the entire population.

²Row percents were calculated by dividing the number of males or females treated for a procedure by the total number of males and females treated for the procedure.

³Insufficient sample size to report reliable statistics.

Number of Procedures

Table 3. 2009 Estimated¹ Male and Female Patients Treated by All AACS Member Practices with Column Percent Detail²

<i>Invasive</i>	<i>Male Patients</i>			<i>Female Patients</i>			<i>All Patients</i>		
	<i>Number</i>	<i>Percent of Male Total</i>	<i>N</i>	<i>Number</i>	<i>Percent of Female Total</i>	<i>N</i>	<i>Number</i>	<i>Percent of All Patients</i>	<i>N</i>
Abdominoplasty	841	0.3%	31	13,943	1.0%	76	14,784	0.9%	77
Blepharoplasty	17,232	6.7%	87	43,275	3.0%	109	60,507	3.6%	111
Breast augmentation	1,087	0.4%	8	36,903	2.5%	75	37,991	2.2%	76
Breast lift	-- ³	--	3	9,292	0.6%	63	9,387	0.6%	64
Breast reduction	359	0.1%	11	5,341	0.4%	46	5,700	0.3%	47
Buttock implants	--	--	4	2,477	0.2%	13	2,543	0.2%	13
Buttock lift	227	0.1%	6	2,155	0.1%	32	2,382	0.1%	32
Calf implants	--	--	3	--	--	4	--	--	4
Facelift	3,923	1.5%	74	25,509	1.8%	104	29,432	1.7%	103
Forehead lift	2,127	0.8%	49	9,339	0.7%	76	11,466	0.7%	76
Genioplasty	2,013	0.8%	39	4,074	0.3%	64	6,088	0.4%	70
Gynecomastia	3,356	1.3%	52	596	0.0%	9	3,951	0.2%	61
Hair transplant/restore	6,286	2.4%	22	983	0.1%	17	7,269	0.4%	24
Lip implant	388	0.2%	8	7,052	0.5%	55	7,439	0.4%	56
Liposuction - traditional	11,324	4.4%	93	53,994	3.8%	115	65,318	3.9%	119
Liposuction - laser	3,961	1.5%	45	22,809	1.6%	62	26,770	1.6%	62
Liposuction - water jet	--	--	4	652	0.0%	14	794	0.0%	14
Lower body lift	350	0.1%	14	1,427	0.1%	25	1,777	0.1%	27
Malar augmentation	1,323	0.5%	31	4,206	0.3%	45	5,530	0.3%	50
Otoplasty	955	0.4%	33	1,342	0.1%	38	2,297	0.1%	45
Pectoral implants	66	0.0%	5	0	0.0%	0	66	0.0%	5
Penile enlargement	643	0.2%	14	1,720	0.1%	18	2,363	0.1%	18
Rhinoplasty	6,144	2.4%	52	32,158	1.1%	77	21,730	1.3%	78
Sclerotherapy	2,628	1.0%	21	22,687	1.6%	38	25,314	1.5%	39
Thigh lift	340	0.1%	8	1,437	0.1%	19	1,777	0.1%	19
Thread lift	--	--	2	2,335	0.2%	13	2,373	0.1%	14
Vaginal rejuvenation	--	--	2	5,161	0.4%	22	5,303	0.3%	23
Subtotal Invasive	66,103	25.7%		294,362	20.5%		360,465	21.3%	
Less-invasive									
Botox®	61,887	24.0%	149	372,665	26.0%	178	434,552	25.7%	192
Chemical peels	11,287	4.4%	67	151,698	10.6%	126	162,984	9.6%	137
Collagen injections	3,564	1.4%	26	14,189	1.0%	56	17,752	1.0%	58
Dermabrasion	3,100	1.2%	31	15,531	1.1%	51	18,631	1.1%	55
Fat injections	3,687	1.4%	49	24,256	1.7%	106	27,942	1.7%	97
Fillers	52,500	20.4%	90	250,327	17.4%	167	302,828	17.9%	182
Laser hair removal	26,657	10.4%	81	124,511	8.7%	111	151,168	8.9%	120
Laser resurfacing	8,933	3.5%	60	56,159	3.9%	102	65,092	3.8%	115
Microdermabrasion	17,573	6.8%	57	114,728	8.0%	92	132,300	7.8%	93
Thermage®	2,221	0.9%	70	16,911	1.2%	118	19,132	1.1%	35
Subtotal Less-invasive	191,408	74.3%		1,140,974	79.5%		1,332,382	78.7%	
Total all procedures	257,511	100.0%		1,435,336	100.0%		1,692,847	100.0%	

¹Estimated statistics were derived by weighting sample statistics up to the entire population.

²Column percents were calculated by dividing the number of males or females treated for a procedure by the total number treated for a procedure among all males or all females.

³Insufficient sample size to report reliable statistics.

Mean Cost of Procedures

Table 4. 2009 Cosmetic Surgery Fees per Patient at AACS Member Practices

<i>Invasive</i>	<i>N</i>	<i>Mean</i>	<i>Median</i>	<u>Percentiles</u>		
				<i>25%</i>	<i>75%</i>	<i>90%</i>
Abdominoplasty	63	\$6,845	\$6,500	\$5,800	\$8,000	\$9,000
Blepharoplasty	94	\$4,341	\$4,000	\$3,000	\$5,000	\$6,000
Breast augmentation	64	\$5,090	\$5,000	\$4,275	\$5,998	\$6,500
Breast lift	48	\$5,593	\$5,750	\$4,000	\$7,000	\$8,000
Breast reduction	36	\$6,532	\$6,400	\$5,250	\$7,720	\$9,000
Buttock implants	11	\$5,927	\$5,500	\$5,000	\$7,000	\$7,000
Buttock lift	22	\$5,740	\$5,500	\$4,000	\$8,000	\$9,000
Calf implants	5	\$4,600	\$4,700	\$4,000	\$5,000	\$5,300
Facelift	84	\$7,032	\$6,500	\$5,000	\$7,950	\$10,000
Forehead lift	60	\$4,079	\$4,000	\$3,250	\$4,900	\$5,665
Genioplasty	48	\$2,759	\$2,615	\$2,500	\$3,200	\$3,900
Gynecomastia	47	\$3,920	\$4,000	\$3,000	\$4,600	\$5,000
Hair transplant/restoration	20	\$6,033	\$5,000	\$4,000	\$6,000	\$12,125
Lip implant	43	\$1,996	\$2,000	\$1,500	\$2,500	\$3,000
Liposuction - traditional	95	\$4,243	\$4,000	\$3,200	\$5,000	\$6,000
Liposuction - laser	49	\$4,600	\$4,500	\$3,500	\$5,000	\$6,500
Liposuction - water jet	6	\$5,750	\$4,750	\$4,500	\$5,000	\$12,000
Lower body lift	23	\$6,110	\$4,500	\$3,500	\$8,950	\$10,500
Malar augmentation	43	\$3,188	\$3,375	\$2,400	\$4,000	\$4,550
Otoplasty	39	\$3,784	\$4,000	\$3,000	\$4,500	\$5,000
Pectoral implants	5	\$5,069	\$5,645	\$4,500	\$6,000	\$6,200
Penile enlargement	14	\$5,321	\$5,550	\$5,000	\$6,000	\$6,200
Rhinoplasty	59	\$4,011	\$4,900	\$850	\$6,000	\$7,000
Sclerotherapy	27	\$752	\$350	\$250	\$500	\$2,000
Thigh lift	18	\$4,922	\$4,750	\$4,000	\$6,000	\$7,500
Thread lift	11	\$5,645	\$5,000	\$3,500	\$7,900	\$8,000
Vaginal rejuvenation	20	\$4,007	\$3,250	\$2,250	\$4,825	\$8,400
Less-invasive						
Botox®	167	\$420	\$400	\$300	\$500	\$650
Chemical peels	116	\$561	\$300	\$180	\$800	\$1,017
Collagen injections	40	\$493	\$500	\$400	\$600	\$700
Dermabrasion	37	\$2,049	\$2,000	\$800	\$3,000	\$4,150
Fat injections	75	\$2,225	\$2,000	\$1,250	\$2,900	\$4,000
Fillers	151	\$708	\$650	\$500	\$800	\$1,000
Laser hair removal	97	\$318	\$250	\$175	\$350	\$600
Laser resurfacing	95	\$2,221	\$2,000	\$850	\$3,200	\$4,300
Microdermabrasion	84	\$137	\$120	\$100	\$150	\$175
Thermage®	29	\$1,914	\$2,200	\$900	\$2,900	\$3,200

¹Insufficient sample size to report reliable statistics.

Age Distribution of Patients

Table 5. 2009 Age Distribution of Patients Treated by AACS Members

<i>Invasive</i>	Mean Age	13-19 years	20-39 years	40-59 years	60+ years	N
Abdominoplasty	43.6	0.2%	35.7%	55.3%	8.7%	60
Blepharoplasty	52.3	0.6%	9.4%	57.5%	32.4%	93
Breast augmentation	35.7	3.2%	65.2%	29.1%	2.5%	64
Breast lift	44.6	0.3%	32.3%	56.0%	11.4%	49
Breast reduction	43.0	2.2%	39.1%	44.8%	14.0%	35
Buttock implants	36.6	0.8%	63.3%	35.8%	0.0%	12
Buttock lift	39.3	0.5%	52.6%	43.6%	3.3%	23
Calf implants	30.0	15.0%	72.5%	12.5%	0.0%	4
Facelift	54.1	0.0%	2.3%	63.9%	33.8%	82
Forehead lift	53.1	0.1%	6.8%	59.7%	33.4%	63
Genioplasty	40.3	6.9%	42.2%	40.9%	10.0%	49
Gynecomastia	37.2	4.0%	58.1%	33.8%	4.2%	46
Hair transplant/restoration	46.0	0.0%	27.7%	58.5%	13.8%	22
Lip implant	41.8	1.5%	41.9%	48.5%	8.1%	41
Liposuction - traditional	42.5	1.0%	39.5%	51.1%	8.4%	91
Liposuction - laser	42.4	0.6%	41.3%	49.1%	9.0%	51
Liposuction - water jet	44.5	0.0%	40.0%	40.0%	20.0%	5
Lower body lift	41.7	0.3%	45.2%	45.2%	9.2%	21
Malar augmentation	37.6	10.5%	47.2%	35.3%	6.9%	41
Otoplasty	28.0	33.3%	53.8%	10.4%	2.5%	37
Pectoral implants	36.7	2.0%	62.0%	34.0%	2.0%	5
Penile enlargement	30.1	16.7%	69.7%	12.7%	1.0%	15
Rhinoplasty	38.6	6.1%	49.5%	37.6%	6.7%	65
Sclerotherapy	46.4	0.6%	26.8%	56.0%	16.6%	31
Thigh lift	44.1	0.3%	33.5%	57.0%	9.2%	15
Thread lift	45.3	7.7%	21.3%	53.7%	17.3%	13
Vaginal rejuvenation	37.3	2.1%	61.9%	29.9%	6.1%	19
Less-invasive						
Botox®	46.6	0.2%	26.6%	56.4%	16.8%	166
Chemical peels	45.1	1.7%	32.1%	48.9%	17.3%	109
Collagen injections	48.9	0.4%	16.9%	62.9%	19.8%	42
Dermabrasion	42.9	3.0%	36.6%	48.8%	11.6%	40
Fat injections	47.0	0.9%	25.4%	54.2%	19.5%	75
Fillers	46.8	0.3%	26.5%	55.2%	18.0%	146
Laser hair removal	38.3	4.3%	53.9%	35.4%	6.5%	98
Laser resurfacing	48.9	0.4%	20.0%	56.4%	23.2%	90
Microdermabrasion	42.4	4.5%	36.8%	47.2%	11.5%	73
Thermage®	47.3	0.4%	22.4%	61.4%	15.8%	26

¹Insufficient sample size to report reliable statistics.

Trend Analysis

Table 6. Estimated Number of Cosmetic Procedures Performed on All Patients by All Physicians offering Cosmetic Surgery Procedures in the US

<i>Invasive</i>	<i>Total Male Procedures Performed</i>	<i>Total Female Procedures Performed</i>	<i>All Procedures Performed US Physicians</i>
Abdominoplasty (tummy tuck)	8,693	144,075	152,769
Blepharoplasty (eyelid surgery)	178,067	447,171	625,239
Breast augmentation	11,233	381,336	392,569
Breast lift	977	96,018	96,995
Breast reduction	3,712	55,188	58,900
Buttock implants	684	25,592	26,275
Buttock lift	2,344	22,271	24,615
Calf implants	488	684	1,172
Facelift	40,536	263,595	304,131
Forehead lift	21,978	96,506	118,484
Genioplasty (chin reshaping)	20,805	42,099	62,905
Gynecomastia (male breast reduction)	34,676	6,154	40,830
Hair transplant/restoration	64,956	10,159	75,115
Lip implant	4,005	72,868	76,873
Liposuction - traditional	117,019	557,938	674,957
Liposuction - laser assisted	40,927	235,698	276,625
Liposuction - water jet assisted	1,465	6,740	8,205
Lower body lift	3,614	14,749	18,364
Malar augmentation (cheek implant)	13,675	43,467	57,142
Otoplasty (ear surgery)	9,866	13,870	23,736
Pectoral implants	684	0	684
Penile enlargement	6,642	17,777	24,420
Rhinoplasty (nose reshaping)	63,491	161,052	224,543
Sclerotherapy (spider vein treatment)	27,155	234,428	261,582
Thigh lift	3,516	14,847	18,364
Thread lift	391	24,127	24,517
Vaginal rejuvenation	1,465	53,332	54,798
Subtotal Invasive	683,064	3,041,741	3,724,805
<i>Less-invasive</i>			
Botox®	639,500	3,850,868	4,490,368
Chemical peels	116,628	1,567,541	1,684,169
Collagen injections	36,825	146,615	183,440
Dermabrasion	32,038	160,485	192,524
Fat injections	38,095	250,642	288,737
Fillers	542,505	2,586,716	3,129,221
Laser hair removal	275,453	1,286,618	1,562,071
Laser resurfacing	92,306	580,307	672,613
Microdermabrasion	181,584	1,185,521	1,367,105
Thermage®	22,954	174,746	197,701
Subtotal Less-invasive	1,977,887	11,790,061	13,767,948
Total all procedures	2,660,952	14,831,801	17,492,753

Note: Procedures projected based on 10% membership in the AACS among all physicians offering cosmetic surgery in the US.

Trend Analysis

Table 7. Number of Procedures Performed on MALES from 2005 to 2009

<i>Invasive – Males Only</i>	2005	2006	2007	2008	2009	Percent Change 05 - 09	Percent Change 08 - 09
Abdominoplasty	346	2,064	556	661	841	143%	27%
Blepharoplasty	5,950	14,324	8,003	10,026	17,232	190%	72%
Breast augmentation	1,898	2,296	154	308	1087	-43%	253%
Breast lift	64	1,073	-1	--- ¹	---	NA	NA
Breast reduction	398	1,538	315	---	359	-10%	NA
Facelift	3,463	7,258	1,798	3,068	3,923	13%	28%
Forehead lift	1,539	2,904	1,273	1,611	2,127	38%	32%
Genioplasty	1,757	1,442	1,483	1,095	2,013	15%	84%
Gynecomastia	3,565	2,529	3,170	3,285	3,356	-6%	2%
Hair transplant/restoration	24,276	6,144	14,974	10,723	6,286	-74%	-41%
Lip Implant	654	1,743	525	534	388	-41%	-27%
Liposuction	9,580	15,110	14,096	21,392	15,427	61%	-28%
Malar augmentation	1,552	1,360	599	525	1,323	-15%	152%
Otoplasty	628	1,073	871	851	955	52%	12%
Rhinoplasty	3,065	6,110	2,528	3,303	6,144	100%	86%
Sclerotherapy	2,629	19,033	9,820	6,579	2,628	0%	-60%
Thigh Lift	13	260	---	---	340	2,515%	NA
Thread Lift	1,218	1,360	463	579	---	NA	NA
Subtotal Invasive	62,595	87,621	60,628	64,944	66,103	6%	2%
Less-invasive – Males Only							
Botox®	25,610	36,644	48,993	54,855	61,887	142%	13%
Chemical peels	5,655	21,773	12,699	18,089	11,287	100%	-38%
Collagen injections	2,501	11,385	1,903	3,194	3,564	43%	12%
Dermabrasion	2,667	3,772	3,856	1,547	3,100	16%	100%
Fat injections	2,706	5,037	4,456	3,402	3,687	36%	8%
Fillers ²	8,079	21,062	28,174	21,944	52,500	550%	139%
Laser hair removal	19,608	38,851	33,328	38,956	26,657	36%	-32%
Laser resurfacing	1,988	8,836	7,978	11,058	8,933	349%	-19%
Microdermabrasion	15,633	23,174	37,011	17,618	17,573	12%	0%
Subtotal Less-invasive	84,447	170,534	178,398	187,340	191,408	127%	2%
Total All Procedures – Males Only	147,042	258,155	239,026	252,284	257,511	75%	2%

¹Insufficient sample size to report reliable statistics.

²Procedure definition changed from 'Hyaluronic Acid' from 2005-2008 to 'Fillers' in 2009.

Note: Some procedures not shown due to lack of sample size.

Table 8. Number of Procedures Performed on FEMALES from 2005 to 2009

<i>Invasive –Females Only</i>	2005	2006	2007	2008	2009	Percent Change 05 - 09	Percent Change 08 - 09
Abdominoplasty	5,104	10,183	11,482	14,044	13,943	173%	-1%
Blepharoplasty	20,121	27,370	28,860	32,576	43,275	115%	33%
Breast augmentation	23,378	34,252	26,956	40,630	36,903	58%	-9%
Breast lift	4,642	8,754	6,847	8,207	9,292	100%	13%
Breast reduction	2,885	4,907	4,857	4,262	5,341	85%	25%
Facelift	14,491	15,014	12,149	17,410	25,509	76%	47%
Forehead lift	8,066	6,704	7,249	7,511	9,339	16%	24%
Genioplasty	2,526	2,542	3,819	3,475	4,074	61%	17%
Gynecomastia	90	--- ¹	587	579	596	562%	3%
Hair transplant/restoration	7,669	2,324	3,665	2,344	983	-87%	-58%
Lip Implant	7,246	6,171	8,856	9,194	7,052	-3%	-23%
Liposuction	40,345	52,273	54,660	91,150	77,455	92%	-15%
Malar augmentation	2,860	4,401	2,663	2,353	4,206	47%	79%
Otoplasty	1,039	1,005	1,780	1,882	1,342	29%	-29%
Rhinoplasty	7,707	6,362	7,638	9,158	15,586	102%	70%
Sclerotherapy	18,967	55,472	38,179	31,825	22,687	20%	-29%
Thigh Lift	308	608	1,298	914	1,437	367%	57%
Thread Lift	5,078	4,182	2,904	1,403	2,335	-54%	66%
Subtotal Invasive	172,522	242,524	224,449	285,095	294,362	71%	3%
Less-invasive – Females Only							
Botox®	143,630	228,932	218,301	308,839	372,665	159%	21%
Chemical peels	40,627	93,100	60,383	101,520	151,698	273%	49%
Collagen injections	14,748	22,443	11,723	18,948	14,189	-4%	-25%
Dermabrasion	5,771	23,529	9,208	7,239	15,531	169%	115%
Fat injections	13,119	24,493	17,866	21,211	24,256	85%	14%
Fillers ²	79,689	107,150	119,047	165,052	250,307	214%	52%
Laser hair removal	77,086	128,384	145,626	164,799	124,511	62%	-24%
Laser resurfacing	11,849	23,611	26,919	37,354	56,159	374%	50%
Microdermabrasion	74,572	75,092	119,226	121,807	114,728	54%	-6%
Subtotal Less-invasive	461,091	726,734	728,299	1,027,386	1,140,974	147%	11%
Total All Procedures –Females Only	633,613	969,258	952,748	1,312,481	1,435,336	127%	9%

¹Insufficient sample size to report reliable statistics.

²Procedure definition changed from 'Hyaluronic Acid' from 2005-2008 to 'Fillers' in 2009.

Note: Some procedures not shown due to lack of sample size.

Table 9. Number of Procedures Performed on ALL PATIENTS from 2005 to 2009

<i>Invasive – All Patients</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>Percent Change 05 - 09</i>	<i>Percent Change 08 - 09</i>
Abdominoplasty	5,450	12,247	12,038	14,704	14,784	171%	1%
Blepharoplasty	26,071	41,694	36,862	42,602	60,507	132%	42%
Breast augmentation	25,276	36,548	27,111	40,937	37,990	50%	-7%
Breast lift	4,706	9,827	6,866	8,207	9,292	97%	13%
Breast reduction	3,283	6,445	5,172	4,262	5,700	74%	34%
Facelift	17,954	22,272	13,948	20,478	34,455	64%	44%
Forehead lift	9,605	9,608	8,522	9,121	11,466	19%	26%
Genioplasty	4,283	3,984	5,302	4,570	6,087	42%	33%
Gynecomastia	3,655	2,959	3,757	3,864	3,952	8%	2%
Hair transplant/restoration	31,945	8,468	18,638	13,067	7,269	-77%	-44%
Lip Implant	7,900	7,914	9,381	9,728	7,440	-6%	-24%
Liposuction	49,924	67,383	68,756	112,541	92,882	86%	-17%
Malar augmentation	4,411	5,761	3,263	2,878	5,529	25%	92%
Otoplasty	1,667	2,078	2,651	2,733	2,297	38%	-16%
Rhinoplasty	10,772	12,472	10,166	12,460	21,730	102%	74%
Sclerotherapy	21,569	74,505	47,998	38,404	25,315	17%	-34%
Thigh Lift	321	868	1,310	995	1,777	454%	79%
Thread Lift	6,297	5,542	3,368	1,982	2,335	-63%	18%
Subtotal Invasive	235,089	330,575	285,109	350,039	360,465	53%	3%
Less-invasive – All Patients							
Botox®	169,239	265,576	267,294	363,694	434,552	157%	19%
Chemical peels	46,282	114,873	73,082	119,609	162,985	252%	36%
Collagen injections	17,248	33,828	13,626	22,143	17,753	3%	-20%
Dermabrasion	8,438	27,301	13,064	8,786	18,631	121%	112%
Fat injections	15,825	29,530	22,321	24,613	27,943	77%	14%
Fillers ²	87,768	128,212	147,221	186,996	302,807*	245%	62%
Laser hair removal	96,694	167,235	178,954	203,754	151,168	56%	-26%
Laser resurfacing	13,837	32,447	34,897	48,412	65,092	370%	34%
Microdermabrasion	90,205	98,266	156,237	139,426	132,301	47%	-5%
Subtotal Less-invasive	545,536	897,268	906,696	1,214,726	1,332,382	144%	19%
Total All Procedures – All Patients	780,625	1,227,843	1,191,805	1,564,765	1,692,847	117%	8%

¹Procedure definition changed from 'Hyaluronic Acid' from 2005-2008 to 'Fillers' in 2009.

Table 10. Number of Procedures Performed on ALL PATIENTS from 2005 to 2008

<i>Invasive – All Patients</i>	<i>Mean Cost</i>			<i>Mean Age</i>		
	<i>2008</i>	<i>2009</i>	<i>Difference (09 – 08)</i>	<i>2008</i>	<i>2009</i>	<i>Difference (09 – 08)</i>
Abdominoplasty	\$6,876	\$6,845	(\$31)	42.7	43.6	0.9
Blepharoplasty	\$3,956	\$4,341	\$385	50.9	52.3	1.4
Breast augmentation	\$5,126	\$5,090	(\$36)	35.7	35.7	0
Breast lift	\$5,723	\$5,593	(\$130)	41.7	44.6	2.9
Breast reduction	\$6,701	\$6,532	(\$169)	39.4	43	3.6
Facelift	\$7,007	\$7,032	\$25	54	54.1	0.1
Forehead lift	\$4,149	\$4,079	(\$70)	52.4	53.1	0.7
Genioplasty	\$2,813	\$2,759	(\$54)	36.5	40.3	3.8
Gynecomastia	\$3,800	\$3,920	\$120	36	37.2	1.2
Hair transplant/restoration	\$4,879	\$6,033	\$1,154	44	46	2
Lip Implant	\$1,807	\$1,996	\$189	38.3	41.8	3.5
Liposuction	\$4,405	\$4,243	(\$162)	41.5	42.5	1
Malar augmentation	\$3,261	\$3,188	(\$73)	38.6	37.6	-1
Otoplasty	\$3,597	\$3,784	\$187	29.2	28	-1.2
Rhinoplasty	\$5,289	\$4,011	(\$1,278)	33	38.6	5.6
Sclerotherapy	\$504	\$752	\$248	43.2	46.4	3.2
Thigh Lift	\$5,702	\$4,922	(\$780)	44.5	44.1	-0.4
Thread Lift	\$2,641	\$5,645	\$3,004	47.2	45.3	-1.9
Vaginal rejuvenation	\$3,976	\$4,007	\$31	37.7	37.3	0.1
<i>Less-invasive – All Patients</i>						
Botox®	\$13	\$420	\$407	44.3	46.6	2.3
Chemical peels	\$672	\$561	(\$111)	43.9	45.1	1.2
Collagen injections	\$437	\$493	\$56	45.4	48.9	3.5
Dermabrasion	\$1,778	\$2,049	\$271	43.4	42.9	-0.5
Fat injections	\$2,339	\$2,225	(\$114)	44.7	47	2.3
Fillers ¹	\$589	\$708	\$119	44.8	46.8	2
Laser hair removal	\$263	\$318	\$55	36.6	38.3	1.7
Laser resurfacing	\$2,669	\$2,221	(\$448)	47.1	48.9	1.8
Microdermabrasion	\$164	\$137	(\$27)	40.9	42.4	1.5

¹Procedure definition changed from 'Hyaluronic Acid' from 2005-2008 to 'Fillers' in 2009.

Figure 3. Estimated Number of Invasive Procedures Performed by AACS Member Physicians on Males in 2005 and 2009

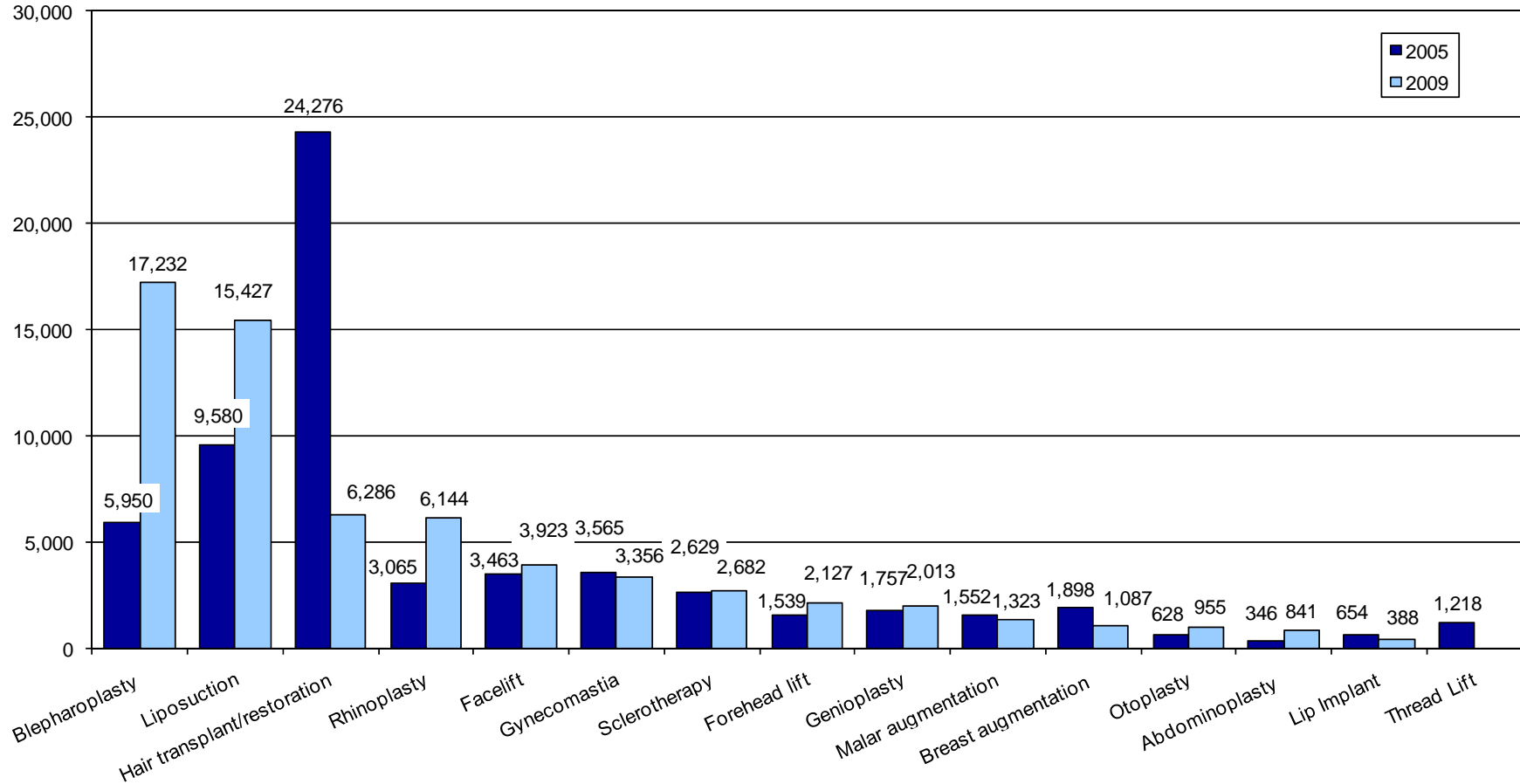
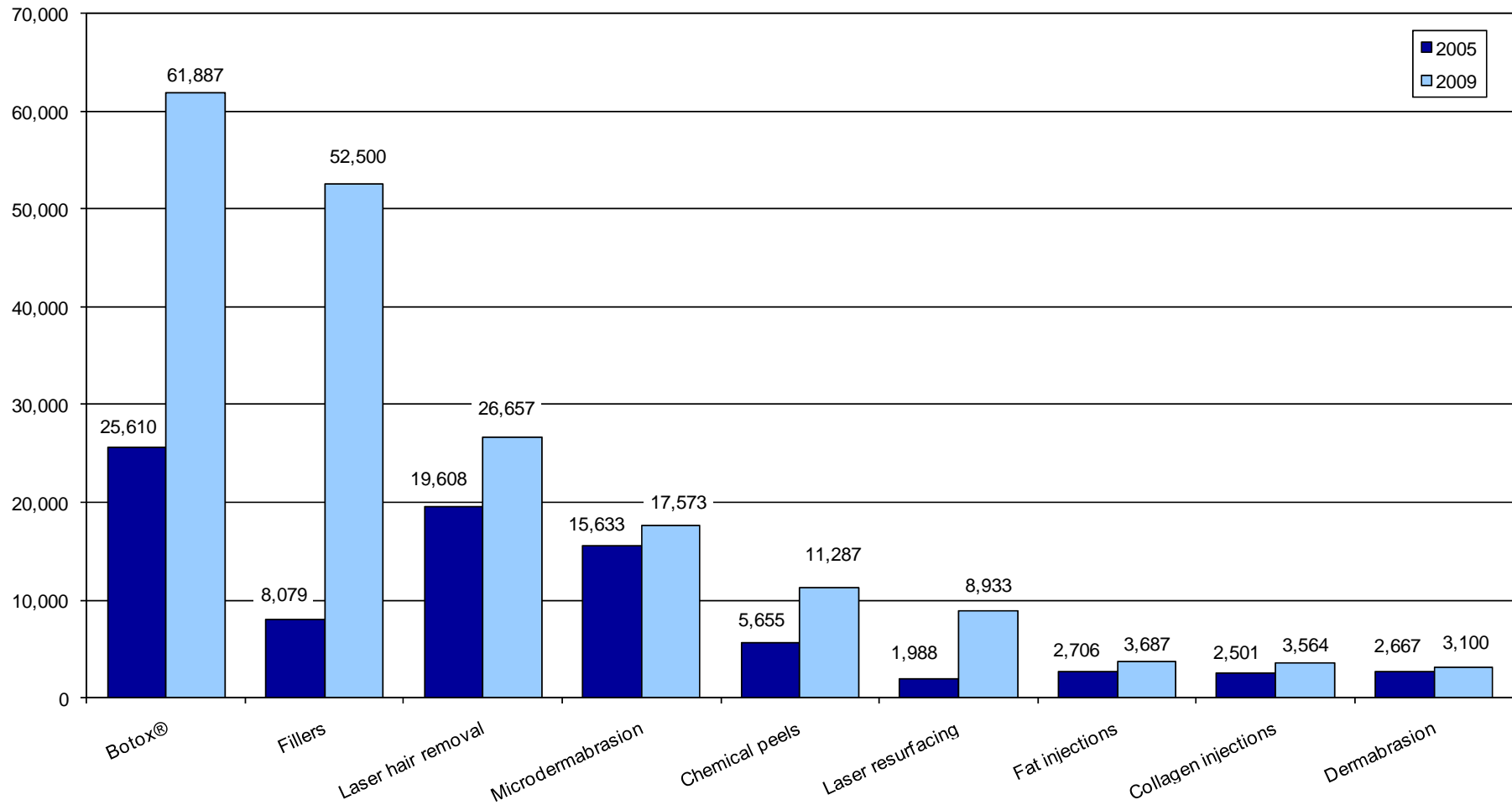


Figure 4. Estimated Number of Less-invasive Procedures Performed by AACS Member Physicians on Males in 2005 and 2009



Note: Procedure definition changed from 'Hyaluronic Acid' in 2005 to 'Fillers' in 2009.

Figure 5. Estimated Number of Invasive Procedures Performed by AACS Member Physicians on Females in 2005 and 2009

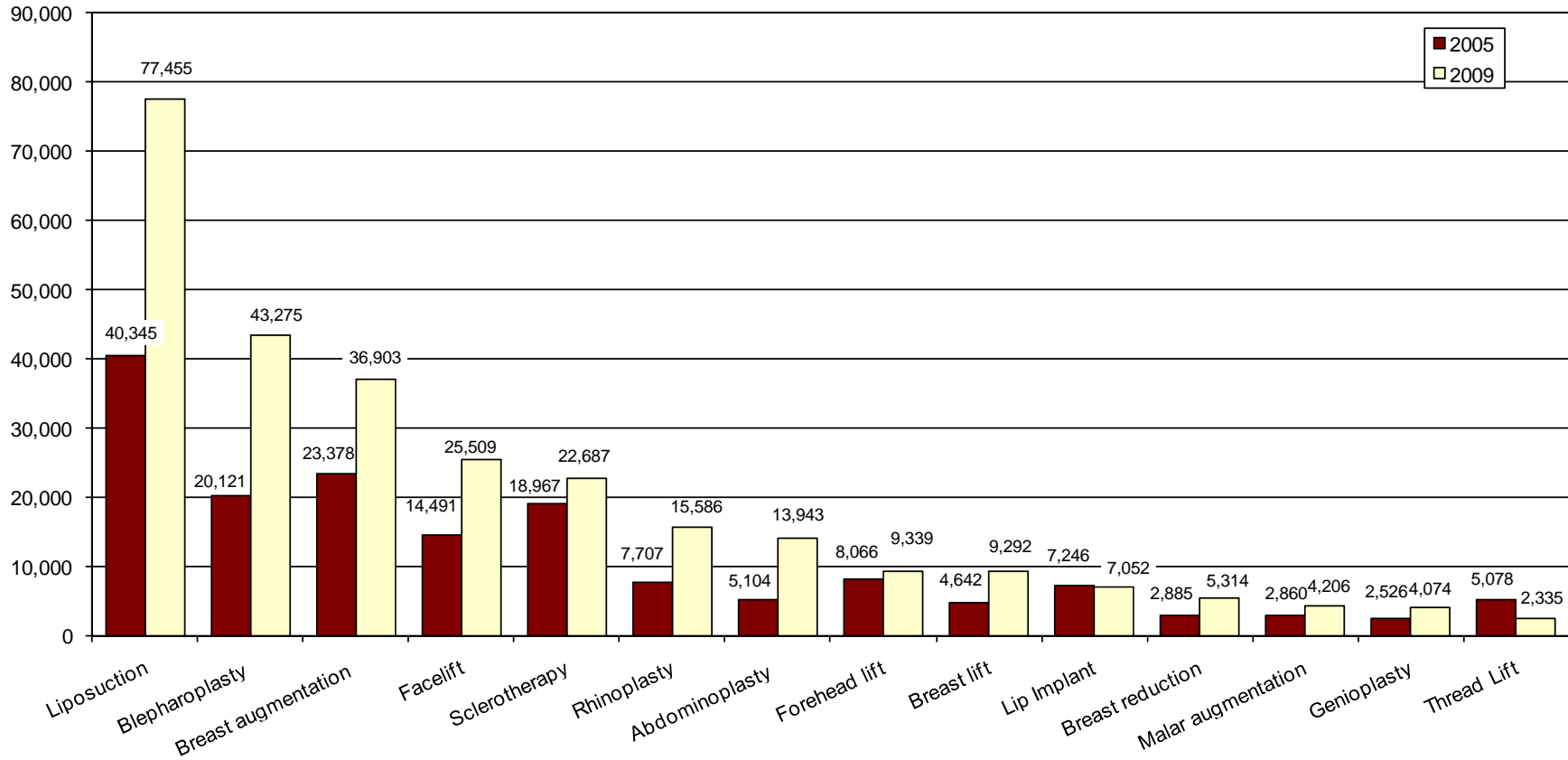


Figure 6. Estimated Number of Less-invasive Procedures Performed by AACS Member Physicians on Females in 2005 and 2009

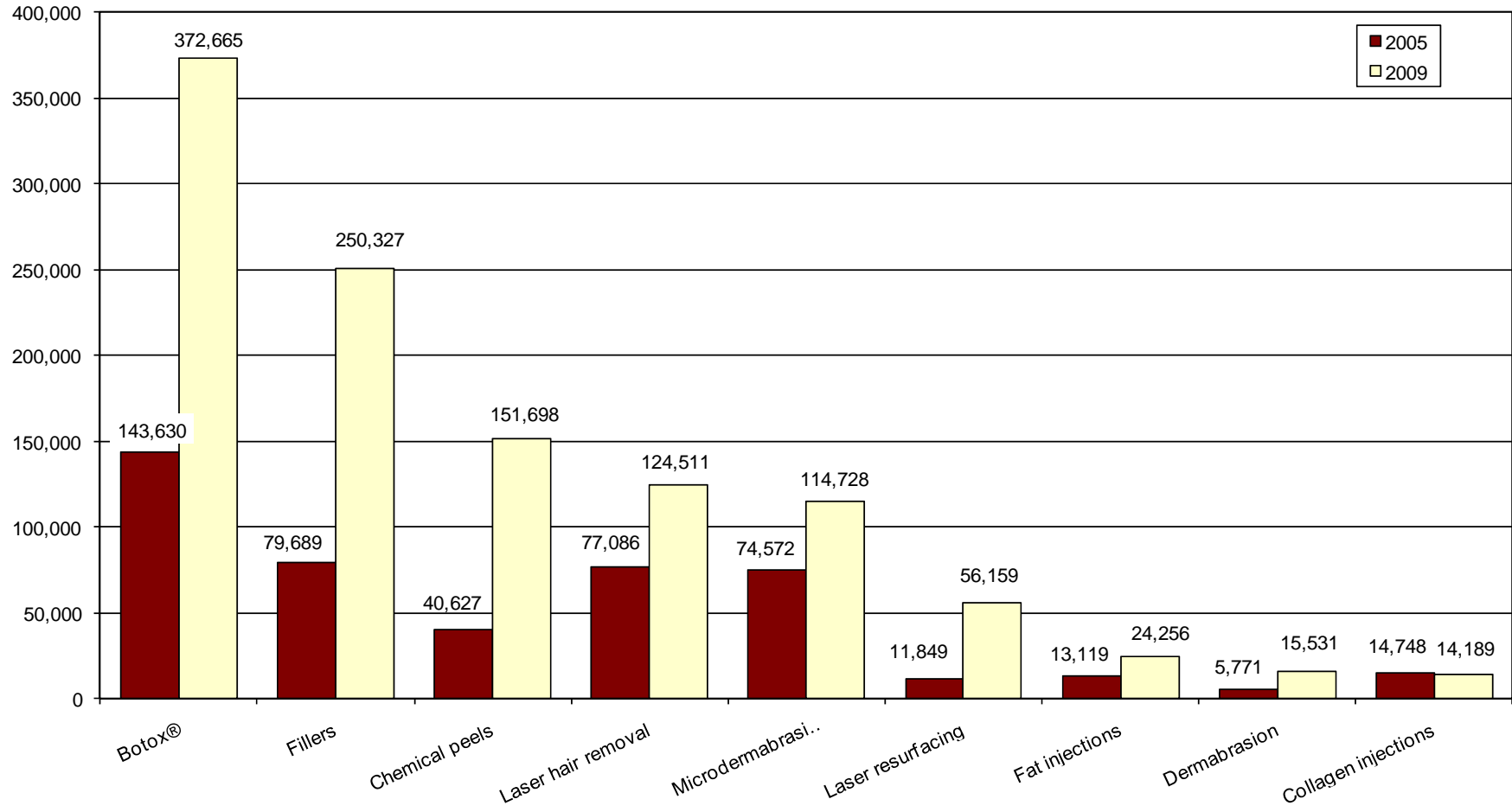


Figure 7. Estimated Number of Invasive Procedures Performed by AACS Member Physicians on All Patients in 2005 and 2009

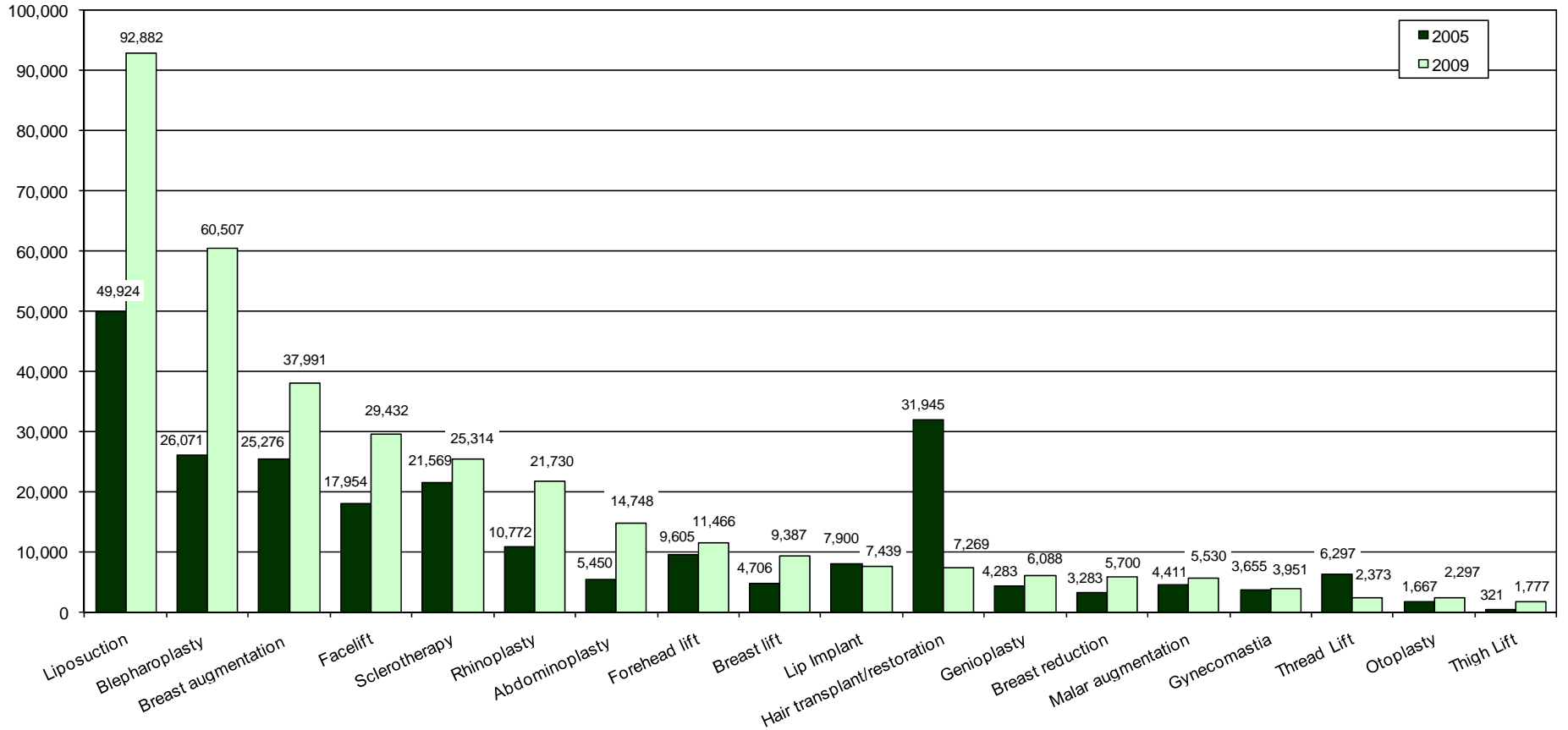
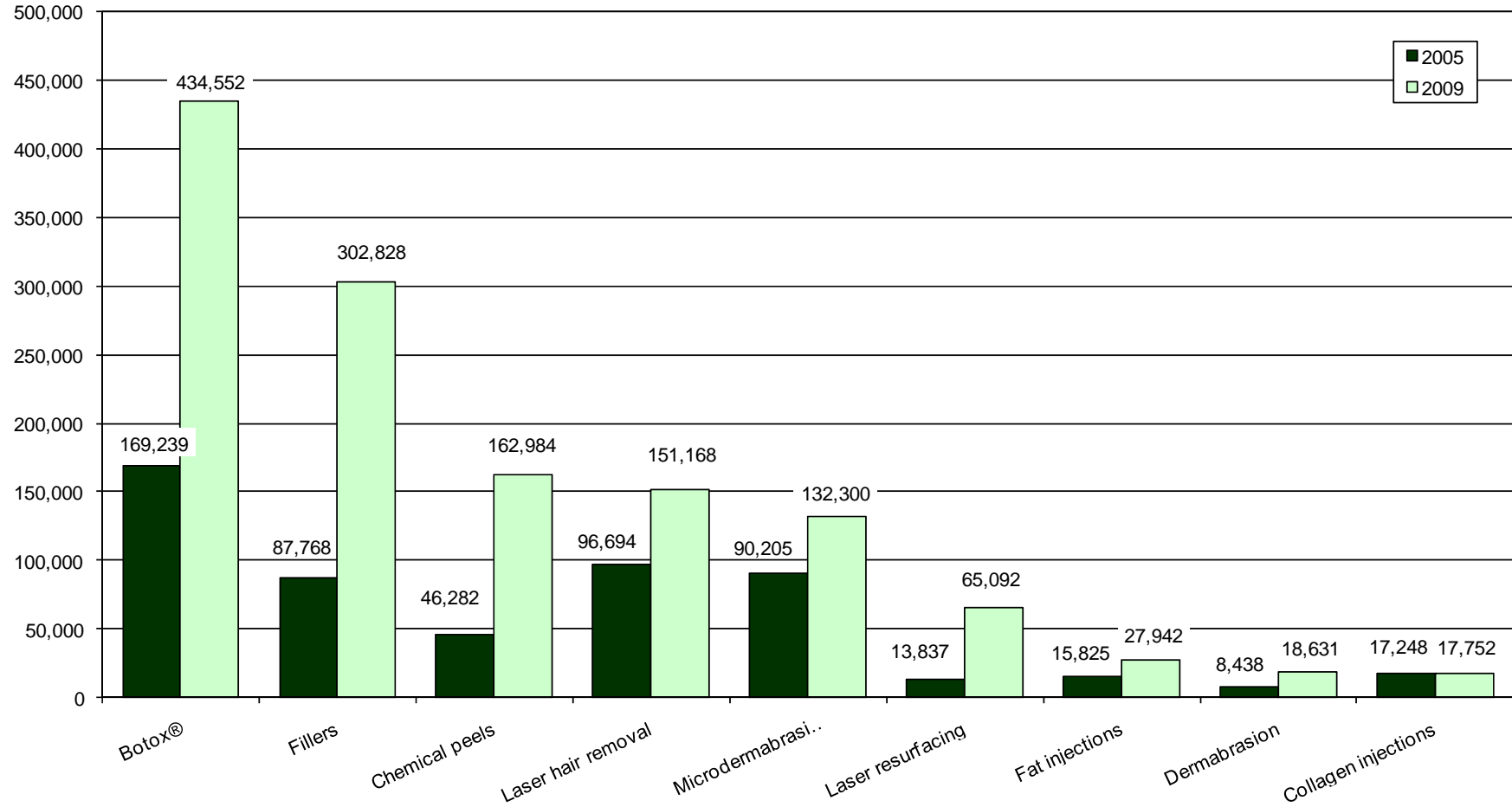


Figure 8. Estimated Number of Less-invasive Procedures Performed by AACS Member Physicians on All Patients in 2005 and 2009



Results from All Physician Survey

Do you perform any cosmetic or aesthetic surgical or non-surgical procedures (i.e. Botox® injections, liposuction or dermabrasion)?

	Percent	Total
Yes	15.7%	31
No	84.3%	166
Total	100.0%	197

What percentage of your practice is devoted to cosmetic or aesthetic procedures?

	N	Mean	Min	Median	Max	Std Dev.
Percent devoted to cosmetic or aesthetic procedures	26	0.22%	0.01%	0.13%	0.8%	0.2%

Please report the total number of cosmetic procedures performed by you on patients in 2009?

Invasive Procedures	N	Mean	Min	Median	Max	Std Dev.
Abdominoplasty	9	18.4	2	6	80	24.7
Blepharoplasty	10	54.6	4	45	200	59.3
Breast augmentation	9	50.1	3	18	250	79.1
Breast lift	5	30.4	5	25	65	26.5
Breast reduction	7	18.3	5	20	40	12.1
Buttock implants	0	N/A	N/A	N/A	N/A	N/A
Buttock lift	1	N/A	N/A	N/A	N/A	N/A
Calf implants	0	N/A	N/A	N/A	N/A	N/A
Facelift	6	34.0	5	11.5	150	57.1
Forehead lift	6	12.3	3	4	50	18.7
Genioplasty	3	11.3	3	6	25	11.9
Gynecomastia	9	8.1	2	2	35	10.7
Hair transplant	1	N/A	N/A	N/A	N/A	N/A
Lip implant	1	N/A	N/A	N/A	N/A	N/A
Liposuction	7	48.4	5	32	200	68.5
Lower body lift	3	5.7	2	5	10	4.0
Malar aug.	2	N/A	N/A	N/A	N/A	N/A
Otoplasty	7	7.7	1	2	40	14.3
Pectoral implants	1	N/A	N/A	N/A	N/A	N/A
Penile enlargement	0	N/A	N/A	N/A	N/A	N/A
Rhinoplasty	6	18.5	2	14.5	40	16.7
Sclerotherapy	8	63.3	3	30	250	85.5
Thigh lift	5	6.6	1	2	25	10.3
Thread lift	0	N/A	N/A	N/A	N/A	N/A
Vaginal rejuvenation	2	N/A	N/A	N/A	N/A	N/A

Please report the **total number of cosmetic procedures** performed by this physician on patients in 2009?

Less-invasive Procedures	N	Mean	Min	Median	Max	Std Dev.
Botox®	14	184.5	1	75	800	236.2
Chemical peels	7	14.7	1	3	70	24.9
Dermabrasion	5	39.8	2	12	125	51.1
Laser hair removal	8	75.0	5	62.5	200	67.9
Laser resurfacing	7	40.0	1	8	150	60.0
Microdermabrasion	6	162.5	25	175	250	89.1
Thermage®	0	N/A	N/A	N/A	N/A	N/A
Collagen injections	4	189.5	3	127.5	500	237.3
Fat injections	4	12.5	2	14	20	8.2
Restylane®/Hylaform®	10	96.7	2	50	400	121.9
Radiesse®/Radiance®	5	158.0	10	100	500	194.7
Sculptra®	4	33.8	10	32.5	60	25.0

Which of the following national organizations are you a member of? (N=139)

	N	Percent
American Academy of Cosmetic Surgery	3	2.2%
American Academy of Facial Plastic and Reconstructive Surgeons	2	1.4%
American Academy of Family Physicians	8	5.8%
American Academy of Pediatrics	6	4.3%
American Association of Colleges of Osteopathic Medicine	1	0.7%
American Association of Plastic Surgeons	3	2.2%
American Board of Medical Specialties	12	8.7%
American College of Obs and Gynecologists	28	20.3%
American College of Physicians	12	8.7%
American College of Surgeons	33	23.9%
American Medical Association	31	22.5%
American Osteopathic Association	9	6.5%
American Psychiatric Association	13	9.4%
American Society of Anesthesiologists	13	9.4%
American Society of Plastic Surgeons	9	6.5%

Responses to 'other specify' for 'Which of the following national organizations are you a member of?'

1. AAC
2. AAO, HNS
3. AAO-HNS
4. AAPS, AAOS
5. ACCS, ASDS, ASCOAS
6. ACEP, AAEM, SAEM
7. American Academy of Otolaryngology
8. American Academy of Dermatology (7 responses)
9. American Academy of Ophthalmology (13 responses)
10. American Academy of Orthopedic Surgeons (2 responses)
11. American Academy of Laryngology
12. American Academy of Osteopathic Surgeons
13. American Academy of Otolaryngology (2 responses)
14. American Academy of Rheumatology
15. American Association of Otolaryngology
16. American Board of Psychology and Neurology
17. American Board of Urology
18. American Cardiology
19. American College of Cardiology (2 responses)
20. American College of Chest Physicians
21. American College of Emergency Physicians (3 responses)
22. American College of Gastroenterologists
23. American College of Rheumatology
24. American College of Emergency Physicians
25. American Osteopathic Academy of Orthopedics
26. American Psychiatric Association
27. American Rhinologic Association
28. American Society of Breast Surgeons
29. American Society of Ophthalmologic Plastic and Reconstructive Surgeons
30. American Urogynecological Society
31. American Urological Association
32. American Urological Association
33. AOAA
34. ASGE
35. ASN
36. Association of Women Surgeons
37. AVA
38. Cardiology
39. College of American Pathologists
40. Emergency Dept Physicians
41. ENT
42. Mass medical society, mass thoracic society
43. NING
44. NYS Medical Society
45. Pediatrics Surgery in Exlie
46. Preventive Medicine
47. Society of Laproscopic Surgeons
48. Society of Obstetric Anesthesiologists and Perinatologists
49. Vascular Society of NJ