



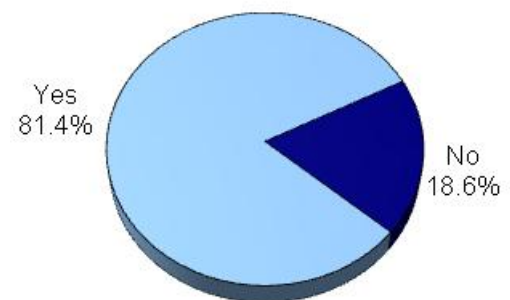
2009 AMERICAN ACADEMY OF COSMETIC SURGERY Less Common Cosmetic Surgery Procedures Fact Sheet

This survey was about public opinions regarding less common cosmetic surgery procedures and cosmetic surgery in general. For the purpose of this survey, less common cosmetic surgery procedures, or 'fringe' procedures, included the following: (1) bicep or tricep implants, (2) buttock implants, (3) calf implants, (4) eyelash restoration, (5) pectoral implants, (6) penile enlargement, (7) permanent lip augmentation (lip implant, lip lengthening, lip shortening) and (8) vaginal rejuvenation.

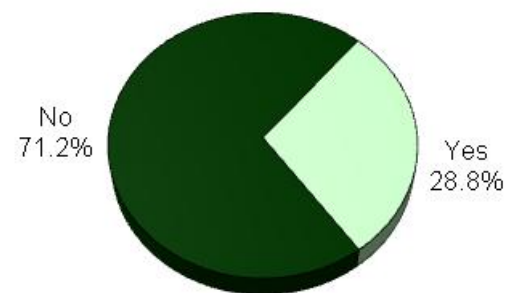
Less Common Procedures Highlights

- An estimated 7.7% of respondents have ever an invasive or non-invasive cosmetic surgery procedure while 1.6% has ever had a less common cosmetic procedure.
- The most commonly performed less common cosmetic surgery procedures include eyelash restoration (42.9%), bicep and tricep implants (28.6%) and calf implants (21.4%).
- Among men and women who've had a less common procedure, the most common procedure performed on men was bicep or tricep implants (42.9%) while the most common procedure performed on women was eyelash restoration (71.4%).

Would you consider having another less common cosmetic surgery procedure?



Would you consider having a less common cosmetic surgery procedure for the first time?



Of those who have had a less common cosmetic procedure, about 80% would consider having another less common procedure.

- Among respondents who never had a less common cosmetic surgery procedure, over one-quarter (28.8%) indicated they would consider having a less common cosmetic procedure.

An estimated 86 million people in the U.S. (over one-quarter of the population) would consider having a less common cosmetic procedure for the first time.

- When asked about concerns regarding less common cosmetic procedures, respondents were most concerned about safety and cost of the procedures.
- Over ninety percent of the population (92.7%) feels its 'very important' or 'somewhat important' that a less common cosmetic surgery procedure is FDA approved.

METHODOLOGY: The sample frame for this survey was Survey Sampling's SurveySpot panel of 1.2 million Americans who have agreed to participate in survey research. The panel is representative of the United States online population between the ages of 18 and 64 years old. The survey was conducted from June 16 to June 20, 2009. The results are based on 1,018 completed interviews obtained from the online survey. Results from the survey were weighted by gender, age, race/ethnicity, household income and employment status. The weighted results were used to estimate responses of the U.S. population according to the U.S. Census Bureau's 2007 *American Community Survey*. A sample size of 1,018 has a margin of error of approximately +/- 3.1 percent.

About the AACs

The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. For more information, visit www.cosmeticsurgery.org.

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