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New survey indicates more than 17 million cosmetic procedures performed last year in U.S.

Procedures by AACS members increased 8 percent since 2008

CHICAGO (March 9, 2010) – A procedural survey conducted by the American Academy of Cosmetic Surgery says more than 17 million cosmetic surgery procedures were performed in the United States in 2009.

The total number of procedures from this first-time study far surpasses any number that has previously been reported in the U.S. This is the first nationwide survey of its kind done by the AACS. In addition to the annual polling of its own members, the AACS also surveyed random physicians across the country to find out who is performing cosmetic surgery procedures.

The total number of procedures performed by AACS members has increased by eight percent since 2008.

“The cosmetic surgery industry continues to grow at a rate many people never thought it would reach,” said AACS President Mark Berman, MD. “With the aging of the baby boomer generation, I don’t think we’ve come close to hitting the ceiling yet. That 17 million is only going to expand.”

Among AACS member practices, the biggest increase in invasive procedures in the last five years are in blepharoplasty (eyelid lift), abdominoplasty (tummy tuck) and rhinoplasty (nose). For less-invasive procedures, the biggest increase over that five-year period is in laser resurfacing, chemical peels and fillers.

For AACS members, rhinoplasty surgeries jumped from 12,460 in 2008 to 21,730 in 2009, a 74 percent increase. Facelifts were also up this year, from 20,478 in '08 to 34,455 in '09, a 44 percent spike.

“As the economy recovers slowly but surely, we are seeing patients come back and feel better about doing some things for themselves that maybe they’d been putting off for a while,” Berman said.

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The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. Most members of the AACS are dermatologic surgeons, facial plastic surgeons, head and neck surgeons, general surgeons, oral and maxillofacial surgeons, plastic surgeons – all of whom specialize in cosmetic surgery. AACS is an organization that represents all cosmetic surgeons in the American Medical Association through its seat in the AMA House of Delegates.