

NEARLY 20% OF THE POPULATION ASPIRES TO HAVE COSMETIC SURGERY IN THE FUTURE, DO YOU?

American Academy of Cosmetic Surgery Announces 2006 Consumer Perception Survey Results

Chicago, IL. (September 13, 2006) – The American Academy of Cosmetic Surgery (AACS) is announcing the results of its 2006 Consumer Perception Survey. The survey was conducted on behalf of the Academy to gauge current consumer perceptions as it relates to celebrity “must-have” features, cosmetic procedures and consumer misconceptions on practitioners’ education, qualifications and training.

The survey showed that cosmetic surgery is something that only 6% of the adult population has done, but that almost 20% of the population aspires to do at some point in their lifetime. The survey also provides insights about the perceptions and myths surrounding cosmetic surgery. For example, the results show that only about half of consumers are aware of the difference between a cosmetic surgeon and a plastic surgeon – which emphasizes the need for patient education surrounding cosmetic surgery.

Additional highlights of the results report include:

- An overwhelming five out of six consumers believe that personal appearance is key to professional success.
- When asked how open they would be about a cosmetic surgery procedure, 33% of consumers said they would tell only those who asked, while 18% said they would tell only close friends and family.
- The two most wanted celebrity features, according to the survey, are Jennifer Aniston’s eyes for women (46%) and Nick Lachey’s abs for men (51%).
- If there was disposable income to be had, 46% of consumers say they would forego an expensive vacation or luxury car to pay for cosmetic surgery.
- About 12% of the men surveyed believe they will have cosmetic surgery at some point in the future.
- Only 18% of consumers cited fear of pain as a reason for foregoing cosmetic surgery. Instead, the cost is what would discourage 54% of those surveyed from having a procedure.
- About 20% of consumers are unclear on what a cosmetic surgeon is.

The AACS Consumer Perception Survey was conducted by Synovate, Inc., and included a total of 1,510 representative interviews. Additional survey methodology and statistics can be obtained by contacting the Academy.

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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. Members of the AACS are dermatologic surgeons, facial plastic surgeons, plastic surgeons, ocular plastic surgeons, oral and maxillofacial surgeons or other surgical backgrounds – 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.