2013 ASDS Consumer Survey on Cosmetic Dermatologic Procedures*



Of 6,350 surveyed...

3 in 10 are considering a

COSMETIC PROCEDURE



WHO do patients turn to for cosmetic procedures?

Physician of choice:

DERMATOLOGIST (in 9 of 10 categories)

Dermatologist of choice:

DERMATOLOGIC SURGEONS (in 9 of 10 categories)



WHAT has the most influence?

Top 3 of 11 factors influencing the selection of a practitioner 50% SPECIALTY in which the physician is board-certified 47% Price

38% Referral from a physician

Top 3 of 14 factors influencing the decision to have a procedure 47% DERMATOLOGIST

36% Friends

35% Primary care physicians

MOST POPULAR

Top 3 procedures consumers are considering

74.1% Ultrasound, laser, light and radiofrequency treatments for skin tightening or wrinkles

65.9% Laser and light treatments for redness, tone and scars

57.5% Body sculpting

Top Satisfaction Ratings

Injectable wrinkle-relaxers 92% (i.e., Botox, Dysport, Xeomin)

Injectable **□** fillers **92%**

(i.e., Restylane/Perlane, Juvederm Radiesse, Sculptra, Belotero)

WHY are consumers turning to cosmetic procedures?

Top 3 reasons

I want to look as young as I feel or better for my age

I want to appear more attractive

I want to feel more confident

Percentage of Population Somewhat to Extremely Bothered by...

Excess weight on any part of the body 83%

Lines and wrinkles around the eyes 63% -----

Skin texture and/or discoloration 62%.....

Sagging facial skin 61%

Excess fat under the chin 60%

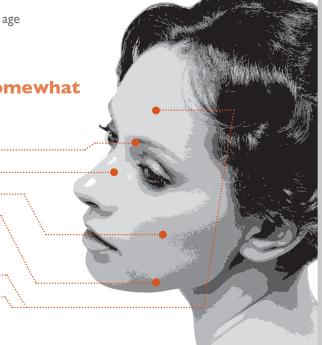
Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth 60%

Lines and wrinkles in the forehead area 51%

Lines and wrinkles between my eyebrows 50% ...

Hair loss 41%

Acne scars 24%



*Source: 2013 American Society for Dermatologic Surgery (ASDS) Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 6,350 consumers through a blind online survey in spring, 2013.