2018 ASDS Consumer Survey
on Cosmetic Dermatologic Procedures*

AS|DS.
American Society for Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE **EXPERTISE**
FOR YOUR *skin health and beauty*℠

Dermatologists - The Leading Provider

TOP INFLUENCER FOR

	Cosmetic Procedures	Skin Care Purchases
DERMATOLOGIST	51%	50%
Friends	40%	48%
Primary Care Physicians	32%	33%
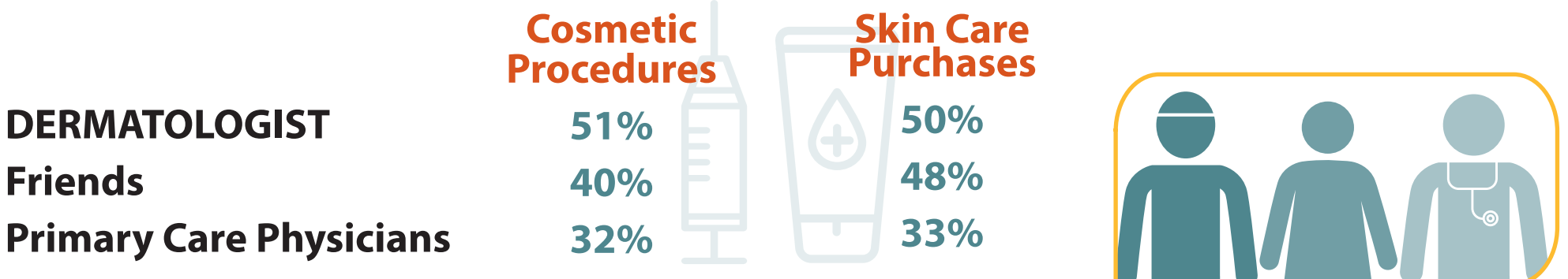
ASDS Member Dermatologists are the
PROVIDERS OF CHOICE
by Patients and Perspective Patients for 3 consecutive years!
10 of **10** categories

Why Consumers Are Exploring Cosmetic Procedures

TOP 3 REASONS

Turning to Cosmetic Procedures
I want to feel more confident.
I want to appear more attractive.
I want to look as young as I feel or better than my age.

Waiting to Have Cosmetic Procedures
Cost.
May be painful.
May not get the results I'm looking for.

What Consumers Are Bothered By

Turning to Cosmetic Procedures
86% Excess weight on any part of the body.
72% Lines and wrinkles around the eyes.
73% Excess fat under the chin / neck.
73% Skin texture and / or discoloration.

Almost **70%** Considering a Cosmetic Procedure
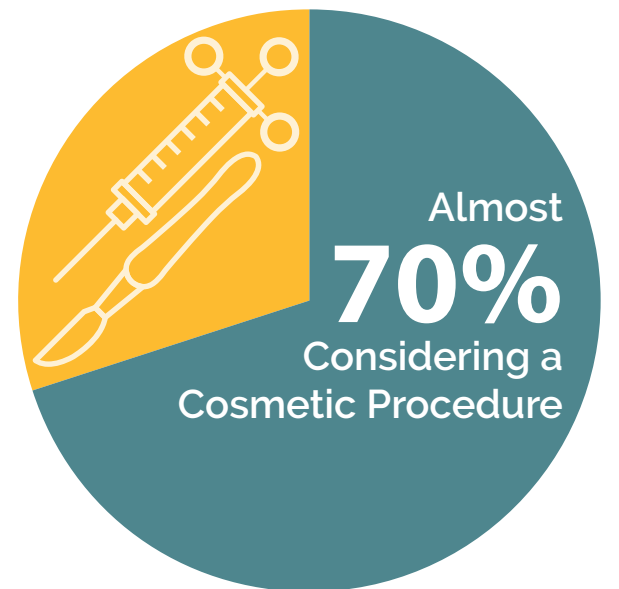
What Cosmetic Procedures Consumers Are Having Done

MOST POPULAR PROCEDURES

57% Body sculpting
57% Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
51% Microdermabrasion
48% Laser hair removal

TOP SATISFACTION RATINGS

• Injectable wrinkle-relaxers and fillers
• Body sculpting laser and light treatments for redness, tone or scars
• Laser tattoo removal
• Vein treatments
• Chemical peels

Skin Care Costs

Spend on Personal Skin Care
Almost **80%** of consumers spend up to $100 per month on skin care products.

Prefer to Pay for Skin Care
More than **HALF** of consumers would prefer to pay more up front to lower their costs annually.

Methodology