

2019 ASDS Consumer Survey on Cosmetic Dermatologic Procedures*



ASDS
American Society for
Dermatologic Surgery
COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beautySM

Dermatologists — The Leading Provider

TOP INFLUENCER FOR



Of those patients that saw a dermatologist, **60%** were an **ASDS member**.

Why Consumers Are Exploring Cosmetic Procedures

TOP 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.



What Consumers Are Bothered By

Excess weight on any part of the body.

Excess fat under the chin / neck.

Skin texture and / or discoloration.

Lines and wrinkles around the eyes.

84%

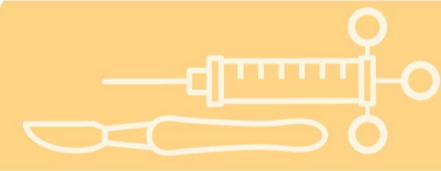
73%

71%

70%

Of survey responders,

Almost **70%** Considering a Cosmetic Procedure



What Cosmetic Procedures Consumers Are Having Done

MOST POPULAR PROCEDURES

- 58%** Body sculpting
- 56%** Skin tightening or smoothing of wrinkles using ultrasound, laser, light or radiofrequency
- 51%** Microdermabrasion
- 51%** Laser hair removal
- 47%** Injectable wrinkle-relaxers



TOP SATISFACTION RATINGS * 95% or higher

- Injectable wrinkle-relaxers and fillers
- Ultrasound, laser, light or radiofrequency to tighten skin or smooth wrinkles
- Laser tattoo removal
- Microdermabrasion
- Chemical peels
- Laser / Light therapy for skin tone

Digital Influence

SOCIAL MEDIA

Ranked in the **TOP THREE** factors in buying decisions for **skin care products**



Ranked **SIXTH PLACE** among factors influencing the decision to have a **cosmetic treatment**.

41%

of patients follow their current or potential provider on social media.

43%

of consumers' decisions to schedule an appointment were influenced by a provider's social media presence.

69%

of consumers' decisions to have a cosmetic procedure were impacted by rate and review websites.

Top Rate and Review Sites Visited:

WebMD 20% **Facebook 12%** **Physician website 11%** **Yelp 11%** **Healthgrades 10%**

Methodology

*Source: American Society for Dermatologic Surgery (ASDS) 2019 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 3,645 consumers through a blind online survey in 2019.