

2017

ASDS Consumer Survey on Cosmetic Dermatologic Procedures*

ASDS
American Society for
Dermatologic Surgery

COSMETIC AND RECONSTRUCTIVE EXPERTISE
FOR YOUR skin health and beautySM

WHAT has the most influence?

Top 4 of 11 factors influencing the selection of a practitioner

- 49%** Price
- 41%** SPECIALTY in which the physician is board-certified
- 37%** Referral from a physician
- 32%** Level of LICENSURE of the practitioner

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

- 50%** DERMATOLOGIST
- 40%** Friends
- 34%** Primary care physicians

Of 7,322 surveyed...

NEARLY

7 in 10

are considering a
COSMETIC PROCEDURE

MOST POPULAR

Top 4 procedures consumers are considering

- 58%** Body sculpting
- 57%** Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- 53%** Microdermabrasion
- 47%** Laser hair removal

Top Satisfaction Ratings (90% and above)

- Injectable wrinkle-relaxers and fillers
- Laser and light treatments for redness, tone or scars
- Laser tattoo removal
- Microdermabrasion
- Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- Vein Treatments
- Chemical peels

WHY are consumers turning to cosmetic procedures?

Top 3 reasons

- I want to feel more confident
- I want to appear more attractive
- I want to look as young as I feel or better for my age

Percentage of Population Somewhat to Extremely Bothered by...

- Excess fat on any part of the body **85%**
- Lines and wrinkles in the forehead area **64%**
- Lines and wrinkles between my eyebrows **61%**
- Lines and wrinkles around and under the eyes **74%**
- Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth **67%**
- Sagging facial skin **63%**
- Excess fat under the chin / neck **73%**
- Lines and wrinkly skin on neck / chest **62%**
- Skin texture and/or discoloration **71%**
- Seborrheic keratoses (brown rough, scaly spots) **40%**
- Hair loss **48%**
- Acne scars **41%**



Physician of choice for COSMETIC medical procedures: DERMATOLOGIST (in 8 of 10 categories)

- Injectable wrinkle-relaxers
- Soft-tissue fillers
- Laser and light treatments for redness, tone and scars
- Chemical peels
- Laser tattoo removal
- Varicose and spider vein treatments
- Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- Laser tattoo removal

Dermatologist of choice for COSMETIC medical procedures:

ASDS MEMBER DERMATOLOGIST

Patients: **10** of **10** categories

Prospective patients: **10** of **10** categories

*Source: American Society for Dermatologic Surgery (ASDS) 2017 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 7,322 consumers through a blind online survey in spring 2017.

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