

**Letter to the Editor – *Palm Beach Post*
July 17, 2018**

Dear Editor,

The American Society for Dermatologic Surgery (ASDS) would like to express its concerns over the [“Plastic Surgeon or Dermatologist For Filler Treatment?”](#) advertorial by Dr. Mandal in the July 15 edition. Advertorial ads are designed to look like actual editorial content, and although indicated solely as the opinion of the contributor, presenting inaccurate information should be a concern for any publication. Consumers deserve the opportunity to make educated decisions about from whom they receive medical and cosmetic treatments based on factual information.

ASDS member dermatologists possess the understanding of facial anatomy and the aging process and are able to offer patients a variety of treatments to support overall skin health, not just skin diseases as Dr. Mandal suggests. We disagree with the characterization that dermatologists often refer skin cancer cases to plastic surgeons. Most dermatologists perform skin cancer treatments — including complex cases. For cosmetic procedures, asserting that “a few dermatologists have come to better understand the deeper facial anatomy to become suitable injectors” is a fallacy. Many ASDS members specialize in cosmetic procedures and have earned the designation of master injectors.

Taking a deeper dive into the data, the 2017 ASDS Survey on Dermatologic Procedures revealed that ASDS members performed 3.5 million skin cancer treatments and more than eight million cosmetic procedures, including over 3.7 million injectable procedures. Furthermore, *Dermatologic Surgery* published a first-of-its-kind study indicating that dermatologists are the leading pioneers in 12 of 18 categories including wrinkle-relaxers, fillers, laser hair removal, laser rejuvenation, body sculpting and more. These stats reinforce ASDS member dermatologists as the leading skin experts for cosmetic medical treatments with the ability to optimize natural, high-quality outcomes using a full-face aesthetic acumen.

We appreciate Dr. Mandal recognizing that many dermatologists are expert injectors and agree a provider’s experience and training are important factors to consider. Our mission is to educate consumers that credentials and medical training matter. In the interest of patient care and educated patient choice, please share with your readers that more information and a referral service to board-certified dermatologists can be found at asds.net.



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