

2014 ASDS Consumer Survey on Cosmetic Dermatologic Procedures*

WHAT has the most influence?

Top 3 of 11 factors influencing the selection of a practitioner

- 52%** SPECIALTY in which the physician is board-certified
- 45%** Referral from a physician
- 44%** Price

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

- 53%** DERMATOLOGIST
- 44%** Friends
- 38%** Primary care physicians

Of 8,315 surveyed...

5 in 10
are considering a
**COSMETIC
PROCEDURE**

MOST POPULAR

Top 4 procedures consumers are considering

- 45%** Ultrasound, laser, light and radiofrequency treatments for skin tightening or wrinkles
- 41%** Laser and light treatments for redness, tone and scars
- 36%** Chemical peels
- 35%** Body sculpting

Top Satisfaction Ratings

- Injectable wrinkle-relaxers **93%**
(i.e., Botox, Dysport, Xeomin)
- Injectable fillers **91%**
(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 **89%**
- Lines and wrinkles in the forehead area **56%**
- Lines and wrinkles between my eyebrows **55%**
- Lines and wrinkles around and under the eyes **71%**
- Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth **65%**
- Sagging facial skin **63%**
- Excess fat under the chin / neck **68%**
- Lines and wrinkly skin on neck / chest **61%**
- Skin texture and/or discoloration **75%**
- Hair loss **41%**
- Acne scars **26%**



Physician of choice for COSMETIC medical procedures: DERMATOLOGIST (in 5 categories)

- 1** Injectable wrinkle-relaxers
- 2** Varicose and spider vein treatments
- 3** Laser/light therapy for skin redness, tone and scars
- 4** Ultrasound, laser, light and radiofrequency treatments for skin tightening and wrinkles
- 5** Laser tattoo removals