

2023

AS|DS
American Society for
Dermatologic Surgery
EXPERTISE FOR THE *Life* OF YOUR SKIN™



ASDS Consumer Survey on Cosmetic Dermatologic Procedures*

Why Consumers Are Considering Cosmetic Procedures

7 out of 10

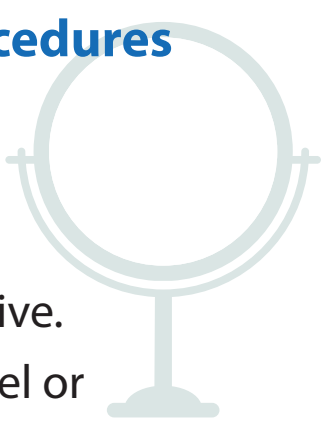
Consumers Are Considering
a Cosmetic Procedure



TOP REASONS

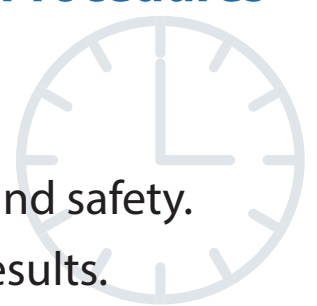
Considering Cosmetic Procedures

- I want to feel more confident.
- I want to do something for myself / reward myself.
- I want to appear more attractive.
- I want to look as young as I feel or better for my age.

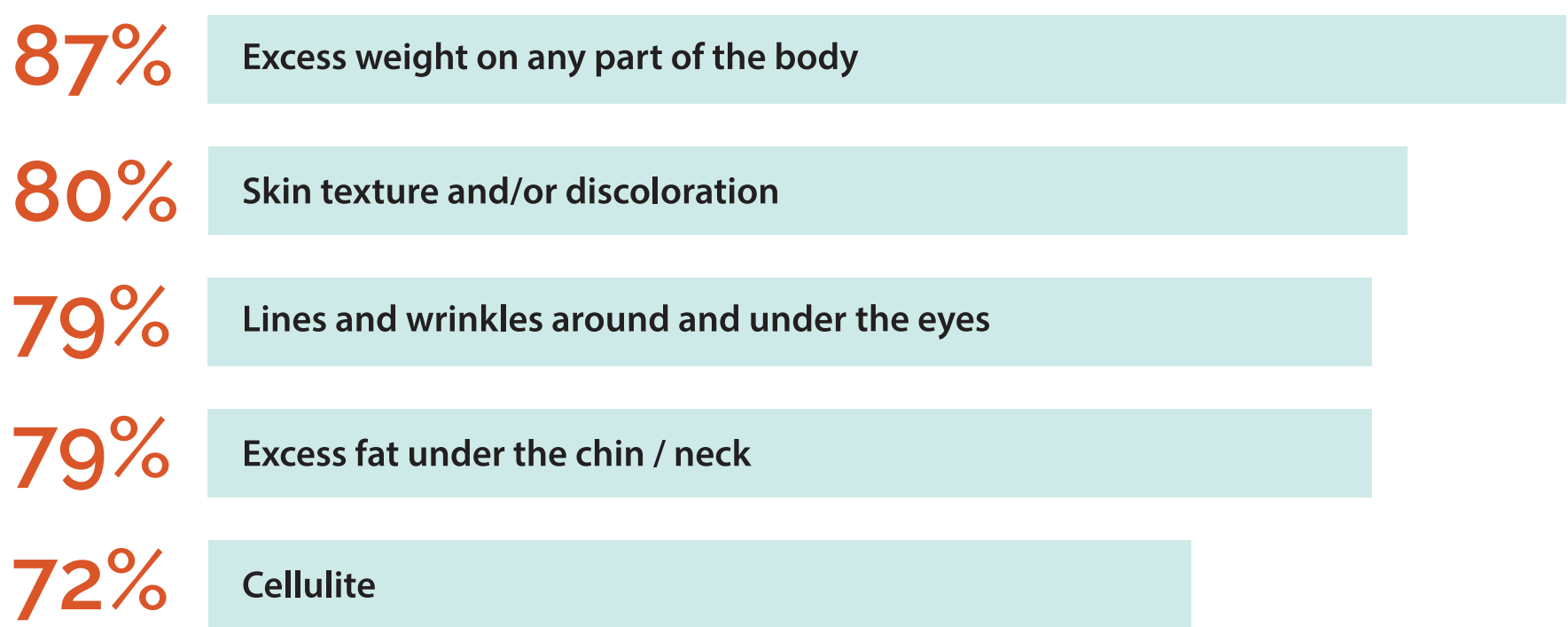


Waiting to Have Cosmetic Procedures

- Cost.
- May be painful.
- Concerns about side effects and safety.
- May not obtain the desired results.



Most Bothersome Cosmetic Concerns



Consumers' Cosmetic Procedures Insights

PROCEDURES CONSIDERING

- 65% Laser Hair Removal
- 53% Laser / Energy-Based Devices for Skin Tightening and Wrinkles
- 52% Body Sculpting
- 49% Injectables Wrinkle Relaxers
- 44% Laser / Energy-based Devices for Skin Tone, Facial Redness and Scars



TOP SATISFACTION RATINGS *95% or higher

- Vein Treatments
- Platelet Rich Plasma
- Thread Lifts
- Muscle Sculpting
- Wrinkle Relaxers
- Laser Tattoo Removal
- Chemical Peels
- Microdermabrasion
- Fillers

Dermatologists — The Leading Provider



DERMATOLOGISTS: #1 most influential on cosmetic procedures and skin care purchases.



Top Factors in Provider Selection

- 33% Price
- 23% Specialty
- 23% Before-and-after photos
- 22% Physician referral
- 22% Friend referral
- 21% Level of licensure

PHYSICIAN OF CHOICE FOR

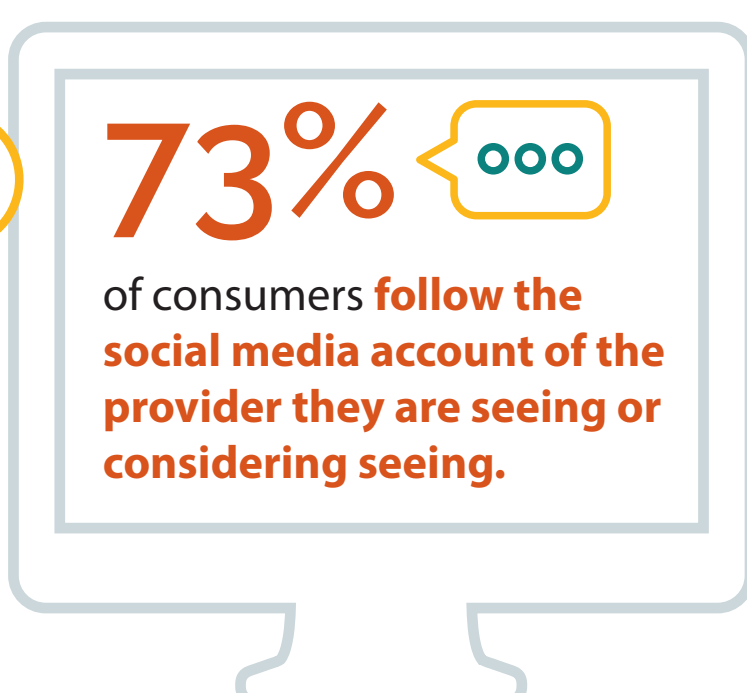
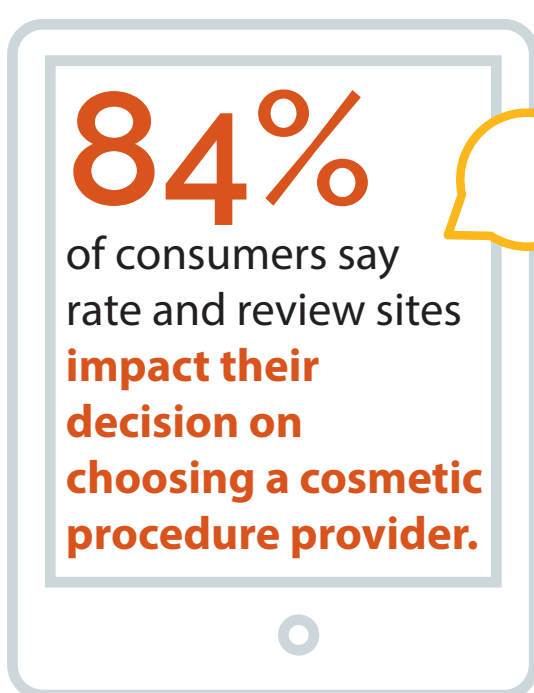
- Injectable Wrinkle Relaxers
- Chemical Peels
- Thread Lifts[†]
- Injectable Fillers
- Microneedling[†]
- Micro-coring[†]
- Platelet Rich Plasma[†]
- Vein Treatments
- Laser Tattoo Removal

Of those patients who saw a dermatologist, **70%** visited an **ASDS member**.

Digital Influence

DIGITAL RESOURCES INFLUENCING SKIN HEALTH DECISIONS

Facebook 15% Instagram 12% YouTube 11% Physician Website 10% Online Magazines 8%



More than half
of consumers **say a provider's social media presence impacts their decision to schedule an appointment.**

TOP RATE AND REVIEW SITES VISITED

Facebook 18% WebMD 15% Physician Website 13% Google My Business 12% Yelp 10%

Methodology

*Source: American Society for Dermatologic Surgery (ASDS) 2023 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 3,503 consumers through a blind online survey in 2023.

† New for 2023