

2021 ASDS Consumer Survey on Cosmetic Dermatologic Procedures*



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

Dermatologists — The Leading Provider

TOP INFLUENCER FOR



Of those patients that saw a dermatologist, **66%** were an **ASDS member**.

Why Consumers Are Exploring Cosmetic Procedures

TOP REASONS

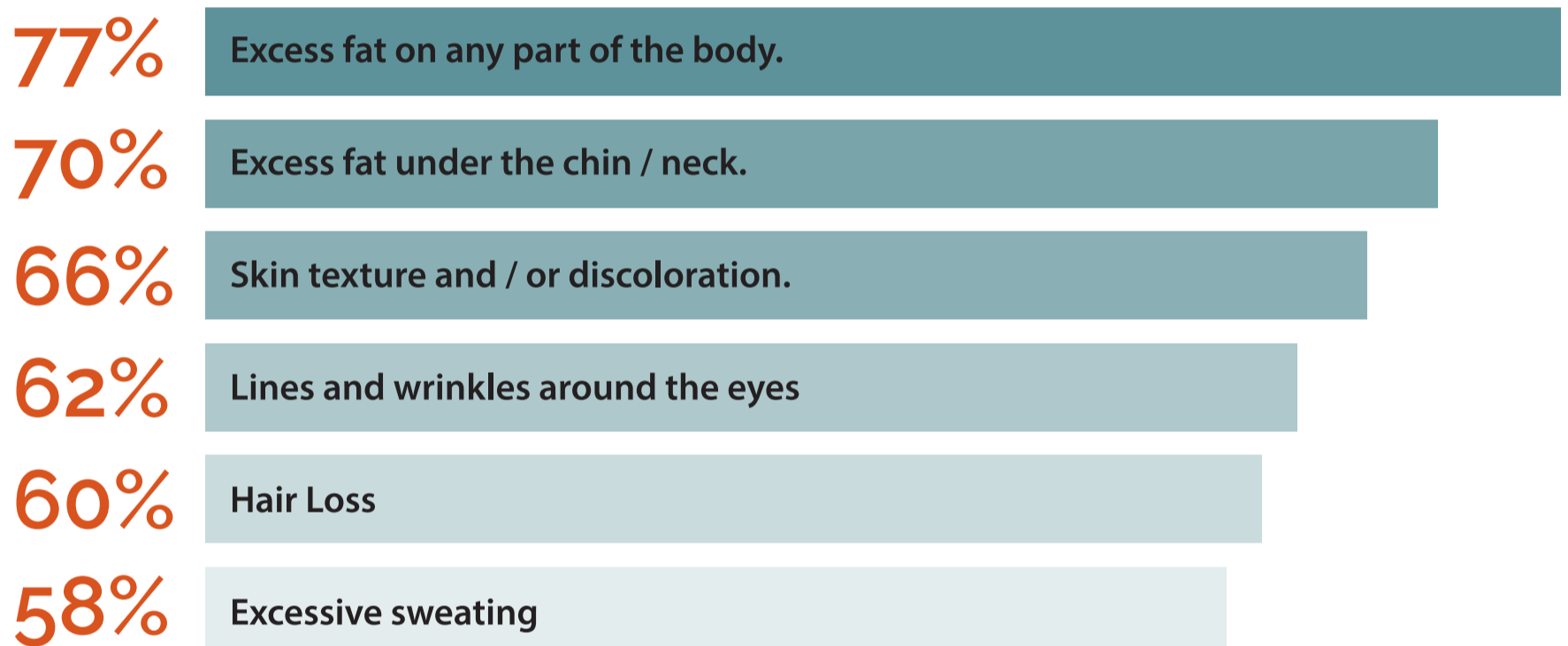
Turning to Cosmetic Procedures

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

Waiting to Have Cosmetic Procedures

- Cost
- May be painful
- May not get the results I'm looking for
- Length of recovery time
- Worried the change will be too radical

What Consumers Are Bothered By



Consumers' Cosmetic Procedures Insights

PROCEDURES CONSIDERING

- 52% Laser, light, ultrasound, radiofrequency to tighten skin or smooth wrinkles
- 48% Laser, light treatments to reduce facial redness, improve skin tone or improve scars
- 48% Injectable wrinkle-relaxers
- 47% Body sculpting
- 44% Microdermabrasion



TOP SATISFACTION RATINGS *95% or higher

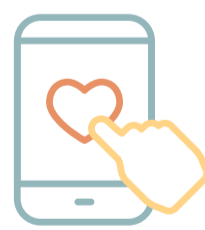
- Injectable wrinkle-relaxers and fillers
- Laser tattoo removal
- Vein treatments
- Body sculpting treatments
- Microdermabrasion

ALMOST 70% of Responders Considering a Cosmetic Procedure

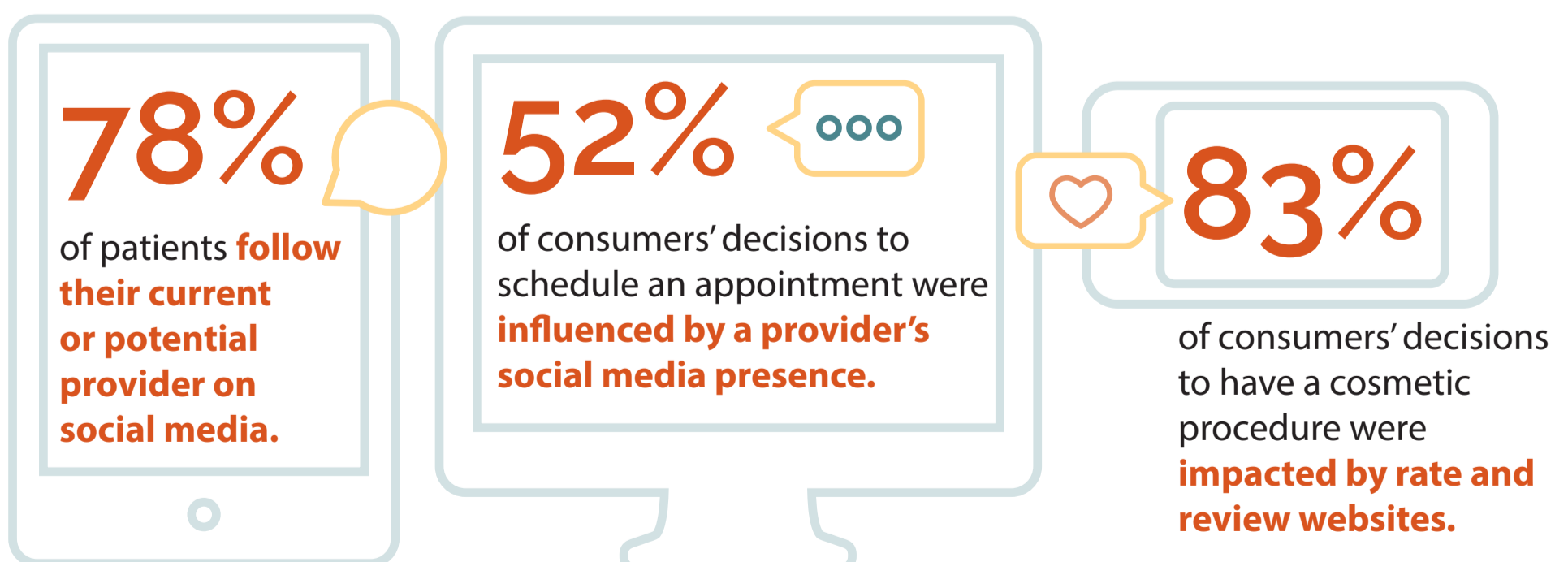
Digital Influence

SOCIAL MEDIA

Ranked as the **SECOND** factors in buying decisions for **skin care products**



Ranked as the **THIRD** among factors influencing the decision to have a **cosmetic treatment**.



Top Rate and Review Sites Visited:

Facebook 20% Physician Website 14% WebMD 13% Healthgrades 9%

Methodology

*Source: American Society for Dermatologic Surgery (ASDS) 2021 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 3,527 consumers through a blind online survey in 2021.