

2015

ASDS Consumer Survey on Cosmetic Dermatologic Procedures*

WHAT has the most influence?

Top 3 of 11 factors influencing the selection of a practitioner

55% SPECIALTY in which the physician is board-certified

45% Price

40% Referral from a physician

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

55% DERMATOLOGIST

42% Friends

37% Primary care physicians

Of 7,315 surveyed...

5 in 10

are considering a

COSMETIC PROCEDURE

MOST POPULAR

Top 4 procedures consumers are considering

66% Ultrasound, laser, light and radiofrequency treatments for skin tightening or wrinkles

55% Laser hair removal

53% Microdermabrasions

51% Laser and light treatments for redness, tone and scars

Top Satisfaction Ratings

Injectable wrinkle-relaxers (i.e., Botox, Dysport, Xeomin)

Injectable fillers (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 **88%**

Lines and wrinkles in the forehead area **56%**

Lines and wrinkles between my eyebrows **55%**

Lines and wrinkles around and under the eyes **69%**

Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth **64%**

Sagging facial skin **67%**

Excess fat under the chin / neck **67%**

Lines and wrinkly skin on neck / chest **60%**

Skin texture and/or discoloration **72%**

Hair loss **43%**

Acne scars **27%**



Physician of choice for COSMETIC medical procedures: DERMATOLOGIST (in 7 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 hair removal
- 6 Microdermabrasions
- 7 Chemical peels

Dermatologist of choice for COSMETIC medical procedures:

ASDS MEMBER DERMATOLOGIST

Patients: **8 of 10** categories

Prospective patients: **10 of 10** categories