

# 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