



AMERICAN SOCIETY OF
PLASTIC SURGEONS

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2009 Cosmetic and Reconstructive Demographics

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| | 2009 | % 2009 | 2008 | % 2008 | % CHANGE 2009 vs. 2008 |
|--|-----------|--------|-----------|--------|---------------------------|
| COSMETIC PATIENTS WHO ARE REPEAT PATIENTS | | 47% | | 44% | |
| PATIENTS HAVING MULTIPLE COSMETIC PROCEDURES AT THE SAME TIME | | 44% | | 45% | |
| COSMETIC PROCEDURES PERFORMED IN | | | | | |
| Office | 8,659,502 | 69% | 8,155,547 | 65% | 6% |
| Hospital | 1,415,150 | 11% | 1,904,454 | 15% | -26% |
| Free-standing Ambulatory Surgical Facility | 2,419,348 | 19% | 2,505,948 | 20% | -3% |
| ETHNICITY BREAKDOWN OF COSMETIC PROCEDURES | | | | | |
| Caucasian | 8,738,944 | 70% | 9,169,778 | 73% | -5% |
| Hispanic | 1,455,094 | 12% | 1,302,930 | 10% | 12% |
| African-American | 985,807 | 8% | 942,571 | 8% | 5% |
| Asian-American | 742,784 | 6% | 899,455 | 7% | -17% |
| Other | 571,372 | 5% | 251,216 | 2% | 127% |

| | African-American | Asian-American | Hispanic |
|--|---|---|---|
| MOST COMMONLY REQUESTED COSMETIC PROCEDURES FOR ETHNIC PATIENTS | | | |
| SURGICAL | Liposuction | Nose-reshaping | Breast augmentation |
| | Nose-reshaping | Eyelid surgery | Liposuction |
| | Breast reduction | Breast augmentation | Nose-reshaping |
| MINIMALLY-INVASIVE | Botulinum Toxin Type A (Botox®, Dysport®) | Injectable fillers | Injectable fillers |
| | Injectable fillers | Botulinum Toxin Type A (Botox®, Dysport®) | Botulinum Toxin Type A (Botox®, Dysport®) |
| | Chemical peel | Microdermabrasion | Chemical peel |

| | 2009 | % 2009 | 2008 | % 2008 | % CHANGE 2009 vs. 2008 |
|---|-----------|--------|-----------|--------|---------------------------|
| RECONSTRUCTIVE PROCEDURES PERFORMED IN | | | | | |
| Office | 2,279,754 | 44% | 2,273,293 | 46% | 0% |
| Hospital | 1,984,649 | 38% | 1,779,099 | 36% | 12% |
| Free-standing Ambulatory Surgical Facility | 931,603 | 18% | 889,549 | 18% | 5% |

All figures are projected.