



AMERICAN SOCIETY OF  
PLASTIC SURGEONS

## Report of the 2010 Plastic Surgery Statistics

Please credit the American Society of Plastic Surgeons  
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## 2010 Quick Facts

### Cosmetic and Reconstructive Plastic Surgery Trends

#### Percentage change 2010 vs. 2009

**13.1 million cosmetic procedures** ↑ 5%

• **1.6 million cosmetic surgical procedures** ↑ 2%

• **11.6 million cosmetic minimally-invasive procedures** ↑ 5%

**5.3 million reconstructive procedures** ↑ 2%

#### 2010 Top 5 Cosmetic Surgical Procedures

Cosmetic Surgical	2010 vs. 2009
Breast augmentation	↑ 2%
Nose reshaping	↓ 1%
Eyelid surgery	↑ 3%
Liposuction	↑ 2%
Tummy Tuck	↑ 1%

*Breast augmentation continues to be the top cosmetic surgical procedure and has held the title since 2006. Silicone implants were used in 60% of all breast augmentations in 2010, compared to 50% in 2009.*

*Although not among the Top 5 Cosmetic Surgical procedures, facelifts experienced significant growth in 2010 with nearly 113,000 procedures, up 9%. Facelifts have not experienced growth since 2007, before the recession.*

#### 2010 Top 5 Cosmetic Minimally-Invasive Procedures

Cosmetic Minimally-Invasive	2010 vs. 2009
Botulinum Toxin Type A	↑ 12%
Soft tissue fillers	↑ 3%
Chemical peel	no change
Laser hair removal	↑ 5%
Microdermabrasion	↓ 9%

*Injectables remained robust in 2010, with soft tissue fillers like fat injections rising 14%.*

#### 2010 Top 5 Reconstructive Procedures

Reconstructive	2010 vs. 2009
Tumor removal	↑ 2%
Laceration repair	↑ 7%
Scar revision	↓ 6%
Hand surgery	↓ 4%
Breast reconstruction	↑ 8%

*Breast reconstruction is new to the Top 5 Reconstructive procedures. It replaces maxillofacial surgery in 2010, to claim the fifth spot.*

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## 2010 Quick Facts

### Cosmetic Plastic Surgery Demographic Trends

#### Age

People age 13-19 had the least number of cosmetic procedures last year, only 2% of the total. Some of the most common procedures for teens were: nose reshaping, male breast reduction, ear surgery, laser hair removal, laser treatment of leg veins, and laser skin resurfacing.

#### 20-29 year olds 2010 vs. 2009

747,000 total cosmetic procedures	↑ 2%
253,000 surgical	↑ 2%
494,000 minimally-invasive	↑ 2%

#### 30-39 year olds 2010 vs. 2009

2.4 million total cosmetic procedures	↑ 4%
361,000 surgical	↑ 3%
2 million minimally-invasive	↑ 4%

#### 40-54 year olds 2010 vs. 2009

*Make up the majority of cosmetic procedures – 48% of the total.*

6 million total cosmetic procedures	↑ 6%
515,000 surgical	↑ 3%
5.5 million minimally-invasive	↑ 6%

#### 55 and over 2010 vs. 2009

3.3 million total cosmetic procedures	↑ 4%
349,000 surgical	↑ 2%
2.9 million minimally-invasive	↑ 4%

#### Gender

#### Female 2010 vs. 2009

*91% of all cosmetic procedures*

11.5 million cosmetic procedures	↑ 5%
1.4 million surgical	↑ 2%
10.2 million minimally-invasive	↑ 6%

#### Male 2010 vs. 2009

*9% of all cosmetic procedures*

1.1 million cosmetic procedures	↑ 2%
203,000 surgical	↑ 2%
918,000 minimally-invasive	↑ 2%

#### Ethnic 2010 vs. 2009

Hispanics	↑ 2%
African Americans	↑ 6%
Asians	↑ 2%

#### Did you know...

- Business from repeat patients increased 13%
- \$10.1 billion spent on cosmetic procedures in the U.S., up 1.2%
- Office-based cosmetic procedures are up 5%
- Region with the most cosmetic procedures performed in the U.S. is Mountain/Pacific – 3.7 million procedures