



AMERICAN SOCIETY OF
PLASTIC SURGEONS

Report of the 2010 Plastic Surgery Statistics

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2010 Cosmetic Demographics

| Patient Behavior | | % 2010 | | % 2009 | % CHANGE 2010 vs. 2009 |
|---|--|--------|--|--------|---------------------------|
| Cosmetic patients who are repeat patients | | 50% | | 47% | 13% |
| Patients having multiple cosmetic procedures at the same time | | 47% | | 44% | 12% |

| Cosmetic procedures performed in | 2010 | % 2010 | 2009 | % 2009 | % CHANGE 2010 vs. 2009 |
|--|-----------|--------|-----------|--------|---------------------------|
| Office | 9,061,719 | 69% | 8,659,502 | 69% | 5% |
| Hospital | 1,468,260 | 11% | 1,415,150 | 11% | 4% |
| Free-standing Ambulatory Surgical Facility | 2,587,084 | 20% | 2,419,348 | 19% | 7% |

| Ethnicity breakdown of cosmetic procedures | 2010 | % 2010 | 2009 | % 2009 | % CHANGE 2010 vs. 2009 |
|--|-----------|--------|-----------|--------|---------------------------|
| Caucasian | 9,237,393 | 70% | 8,738,944 | 70% | 6% |
| Hispanic | 1,489,152 | 11% | 1,455,094 | 12% | 2% |
| African-American | 1,047,420 | 8% | 985,807 | 8% | 6% |
| Asian-American | 760,691 | 6% | 742,784 | 6% | 2% |
| Other | 582,407 | 4% | 571,372 | 5% | 2% |

| Most commonly requested cosmetic surgical procedures for ethnic patients | African-American | Asian-American | Hispanic |
|--|------------------|---------------------|---------------------|
| Surgical | Liposuction | Breast augmentation | Breast augmentation |
| | Nose reshaping | Nose reshaping | Liposuction |
| | Breast reduction | Eyelid surgery | Nose reshaping |

| Most commonly requested cosmetic minimally-invasive procedures for ethnic patients | African-American | Asian-American | Hispanic |
|--|---|---|---|
| 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 | Chemical peel | Chemical peel |

ASPS Public Relations
Phone: 847-228-9900
Fax: 847-228-7485
Email: media@plasticsurgery.org
Website: www.plasticsurgery.org

All values are projected.

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