

# 2013 ASDS Consumer Survey on Cosmetic Dermatologic Procedures\*

Of 6,350 surveyed...  
**3 in 10**  
are considering a  
**COSMETIC  
PROCEDURE**



**WHO** do patients turn to  
for cosmetic procedures?

**Physician of choice:**

**DERMATOLOGIST** (in 9 of 10 categories)

**Dermatologist of choice:**

**DERMATOLOGIC SURGEONS** (in 9 of 10 categories)

## WHAT has the most influence?

**Top 3 of 11 factors influencing  
the selection of a practitioner**

**50%** SPECIALTY in which the  
physician is board-certified

**47%** Price

**38%** Referral from a physician

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

**47%** DERMATOLOGIST

**36%** Friends

**35%** Primary care physicians

## MOST POPULAR

**Top 3 procedures  
consumers are  
considering**

**74.1%** Ultrasound, laser, light  
and radiofrequency treatments  
for skin tightening or wrinkles

**65.9%** Laser and light treatments  
for redness, tone and scars

**57.5%** Body sculpting

**Top Satisfaction  
Ratings**

Injectable   
wrinkle-relaxers **92%**  
(i.e., Botox, Dysport, Xeomin)

Injectable   
fillers **92%**  
(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 **83%**

Lines and wrinkles around the eyes **63%**

Skin texture and/or discoloration **62%**

Sagging facial skin **61%**

Excess fat under the chin **60%**

Lines, wrinkles and/or folds in the mid-face  
around the cheeks and mouth **60%**

Lines and wrinkles in the forehead area **51%**

Lines and wrinkles between my eyebrows **50%**

Hair loss **41%**

Acne scars **24%**

