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

**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**

*Source: American Society for Dermatologic Surgery (ASDS) 2015 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 7,315 consumers through a blind online survey in spring 2015.*