**WHAT** has the most influence?

Top 4 of 11 factors influencing the selection of a practitioner

- **49%** Price
- **41%** SPECIALTY in which the physician is board-certified
- **37%** Referral from a physician
- **32%** Level of LICENSURE of the practitioner

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

- **50%** DERMATOLOGIST
- **40%** Friends
- **34%** Primary care physicians

**WHY** are consumers turning to cosmetic procedures?

Top 3 reasons
- I want to feel more confident
- I want to appear more attractive
- I want to look as young as I feel or better for my age

Percentage of Population Somewhat to Extremely Bothered by...

- Excess fat on any part of the body **85%**
- Lines and wrinkles in the forehead area **64%**
- Lines and wrinkles between my eyebrows **61%**
- Lines and wrinkles around and under the eyes **74%**
- Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth **67%**
- Sagging facial skin **63%**
- Excess fat under the chin / neck **73%**
- Lines and wrinkly skin on neck / chest **62%**
- Skin texture and/or discoloration **71%**
- Seborrheic keratoses (brown rough, scaly spots) **40%**
- Hair loss **48%**
- Acne scars **41%**

**MOST POPULAR**

Top 4 procedures consumers are considering

- **58%** Body sculpting
- **57%** Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- **53%** Microdermabrasion
- **47%** Laser hair removal

Top Satisfaction Ratings (90% and above)

- Injectable wrinkle-relaxers and fillers
- Laser and light treatments for redness, tone or scars
- Laser tattoo removal
- Microdermabrasion
- Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- Vein Treatments
- Chemical peels

**Physician of choice for COSMETIC medical procedures:**

DERMATOLOGIST (in 8 of 10 categories)

1. Injectable wrinkle-relaxers
2. Soft-tissue fillers
3. Laser and light treatments for redness, tone or scars
4. Chemical peels
5. Laser tattoo removal
6. Varicose and spider vein treatments
7. Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
8. Laser tattoo removal

**Dermatologist of choice for COSMETIC medical procedures:**

ASDS MEMBER DERMATOLOGIST

Patients: **10 of 10** categories

Prospective patients: **10 of 10** categories

*Source: American Society for Dermatologic Surgery (ASDS) 2017 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 7,322 consumers through a blind online survey in spring 2017.*