Dermatologists — The Leading Provider

TOP INFLUENCER FOR

DEPARTMENT
Cosmetic Procedures
Skin Care Purchases

FRIENDS
34%
45%

SOCIAL MEDIA
30%
32%

OF THOSE WHO SIMILAR TO YOUR AGE, 60% WERE AN ASDS MEMBER.

Why Consumers Are Exploring Cosmetic Procedures

TOP REASONS

Turning to Cosmetic Procedures
- I want to feel more confident.
- I want to appear more attractive.
- I want to look as young as I feel or better than my age.

What Consumers Are Bothered By

- Excess weight on any part of the body: 84%
- Excess fat under the chin / neck: 73%
- Skin texture and/or discoloration: 71%
- Lines and wrinkles around the eyes: 70%

Almost 70% Considering a Cosmetic Procedure

What Cosmetic Procedures Consumers Are Having Done

MOST POPULAR PROCEDURES
58% Body sculpting
56% Skin tightening or smoothing of wrinkles using ultrasound, laser, light or radiofrequency
51% Microdermabrasion
51% Laser hair removal
47% Injectable wrinkle-relasers

TOP SATISFACTION RATINGS
- 65% or higher
- Injectable wrinkle-relasers and fillers
- Ultrasound, laser, light or radiofrequency to tighten skin or smooth wrinkles
- Laser tattoo removal
- Microdermabrasion
- Chemical peels
- Laser / Light therapy for skin tone

Digital Influence

SOCIAL MEDIA

41% of patients follow their current or potential provider on social media.

43% of consumer’s decisions to have a cosmetic treatment were influenced by a provider’s social media presence.

69% of consumer’s decisions to have a cosmetic treatment were impacted by rate and review websites.

Top Rate and Review Sites Visited:
WebMD 20%
Facebook 12%
Physician website 11%
Yelp 11%
Healthgrades 10%

Methodology

*Source: American Society for Dermatologic Surgery (ASDS) 2019 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 3,645 consumers through a blind online survey in 2019.