

A close-up photograph of a woman's face, showing her eyes, nose, and lips. She has dark hair, brown eyes, and is wearing pink lipstick. The image is positioned on the left side of the slide.

American Society for Dermatologic Surgery

Report of 2010 Procedures

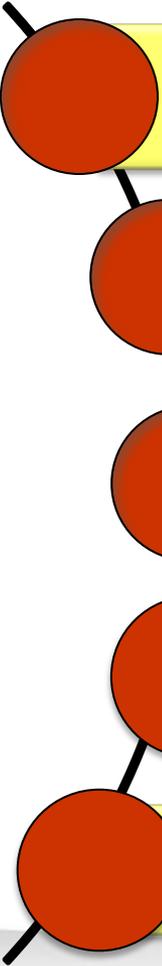
December 2011

ASDS Report of 2010 Procedures Methodology

- ▶ Conducted by LCW Research
- ▶ Survey active April 6 – June 24, 2011
- ▶ Web-based administration
- ▶ Survey link e-mailed to 3,700 practicing ASDS members
- ▶ 415 respondents (11.2% response rate)

- ▶ Data in this report were collected for the **2010** experience and generalized to represent all ASDS members

ASDS Report of 2010 Procedures Executive Summary



Members performed an estimated 3.1M **Skin Cancer Treatments**, 1.4M **Neurotoxin** and 1.4M **Laser/Light Procedures**, and over 800,000 **Soft Tissue Filler Injections**

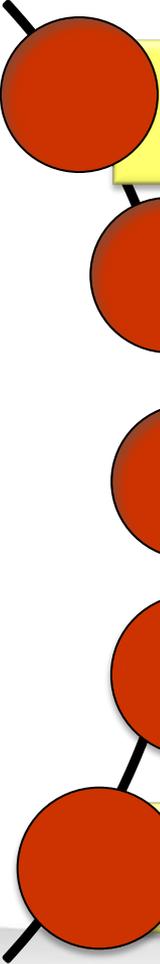
Ninety-four percent of members performed Skin Cancer Treatments; the majority – about 2.9M – were **Non-melanoma**; about 150,000 were **Melanoma**

More than eight in 10 members performed **Injectable Neurotoxin** procedures using **Botox** and **Dysport**

Nearly three-quarters of ASDS members performed **Laser/Light Procedures** for **facial redness and/or vessels** – estimated at more than 400,000 cases

About two-thirds of members performed both **Vein Treatment/Sclerotherapy** and **Chemical Peel** procedures

ASDS Report of 2010 Procedures Executive Summary



The estimated total number of **Chemical Peels** performed in 2010 was nearly 400,000

About six in 10 members performed **Laser Hair Removal** treatment sessions—totaling an estimated over 500,000 cases

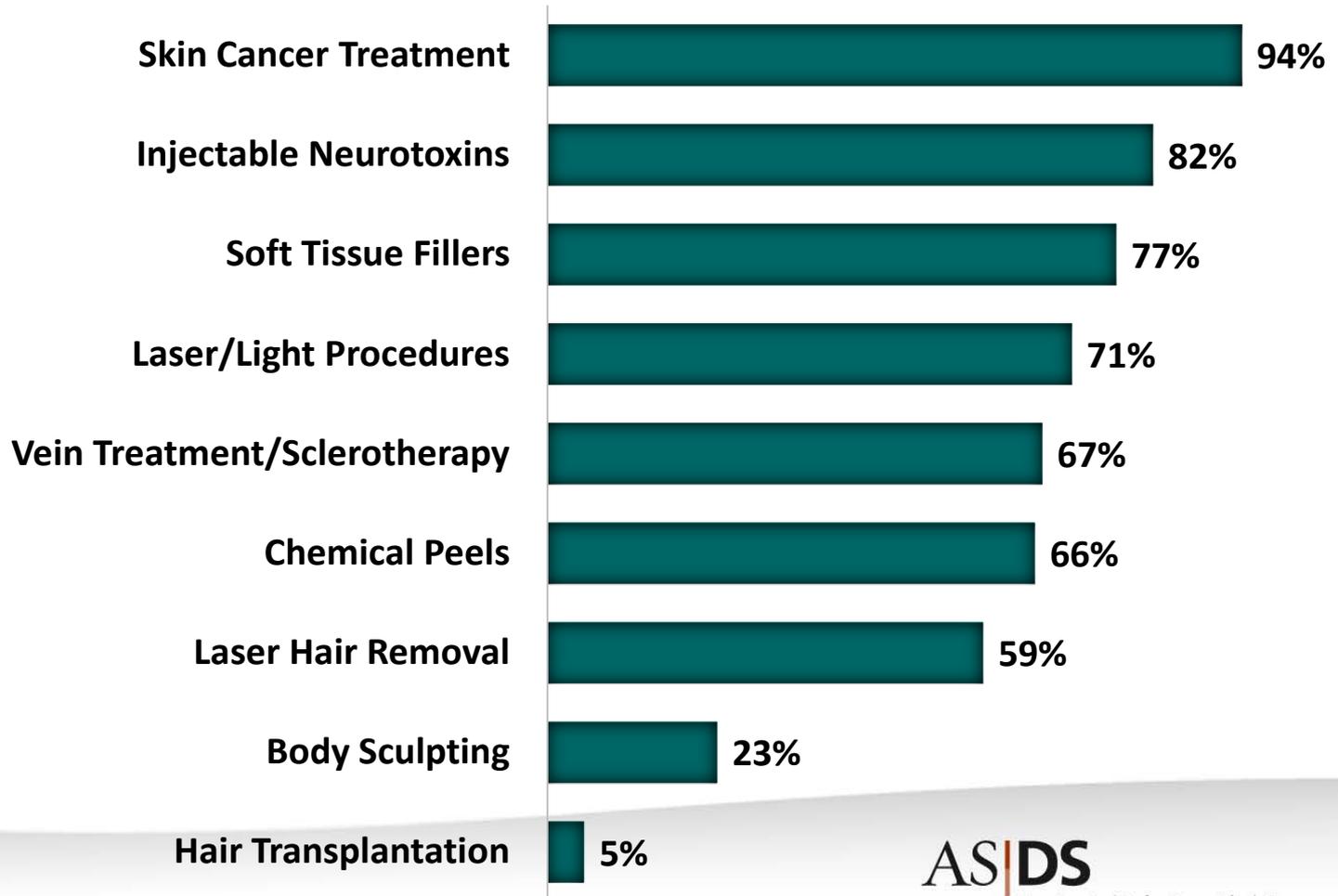
30% of members used **Laser/Light Procedures** to remove over 85,000 tattoos

Over 40% used **Laser/Light Procedures** to treat over 150,000 acne/traumatic scars

Of the nearly 60,000 **Body Sculpting Procedures** performed by ASDS members in 2010, **Tumescent Liposuction** was the most common

ASDS Report of 2010 Procedures Breakdown of Procedures Overall

% Members Performing Procedures Overall in 2010...



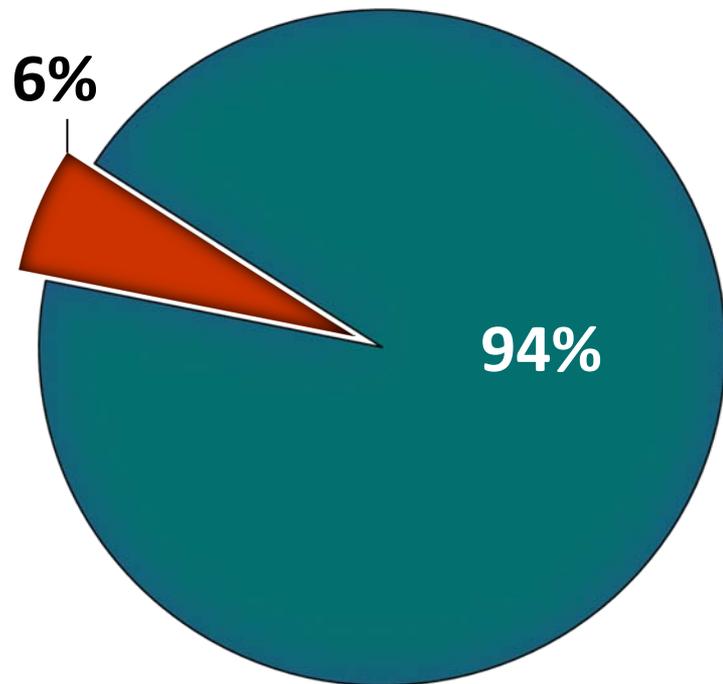
ASDS Report of 2010 Procedures Breakdown of Procedures Overall

Average # of Procedures Performed by Members in 2010...

Procedure	Average # of procedures	Product, Method or Type used in greatest quantity
Skin Cancer Treatment	3,077,993	Non-melanoma (2,945,903)
Injectable Neurotoxins	1,405,667	Botox (1,113,367)
Laser/Light Procedures	1,395,862	Facial redness and/or vessels (402,301)
Soft Tissue Fillers	838,827	Restylane/Perlane (333,814)
Laser Hair Removal	541,680	NA
Chemical Peels	389,499	NA
Vein Treatment/Sclerotherapy	150,479	NA
Body Sculpting	56,462	Tumescent Liposuction (31,413)
Hair Transplantation	10,434	NA

ASDS Report of 2010 Procedures Skin Cancer Treatment

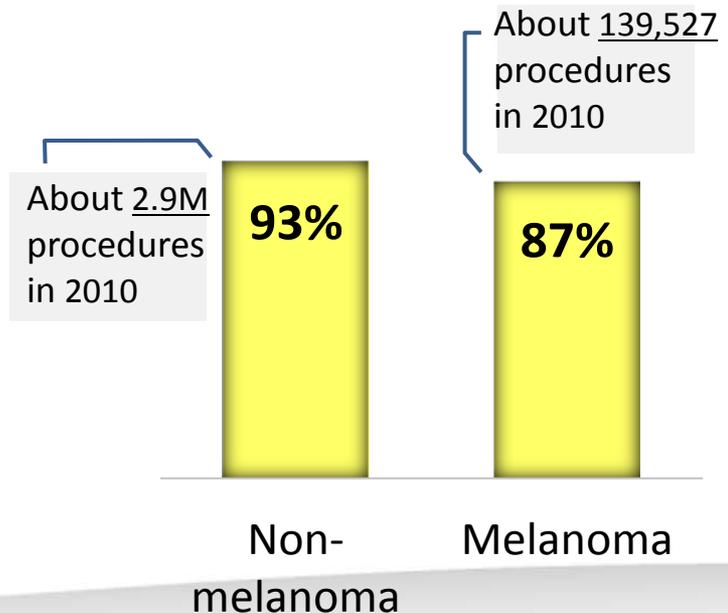
% Members Performing Skin Cancer Treatment Procedures...



- Perform
- Don't perform

Members performed an estimated **3.1 Million** Skin Cancer procedures in 2010

% Treating Various Types...

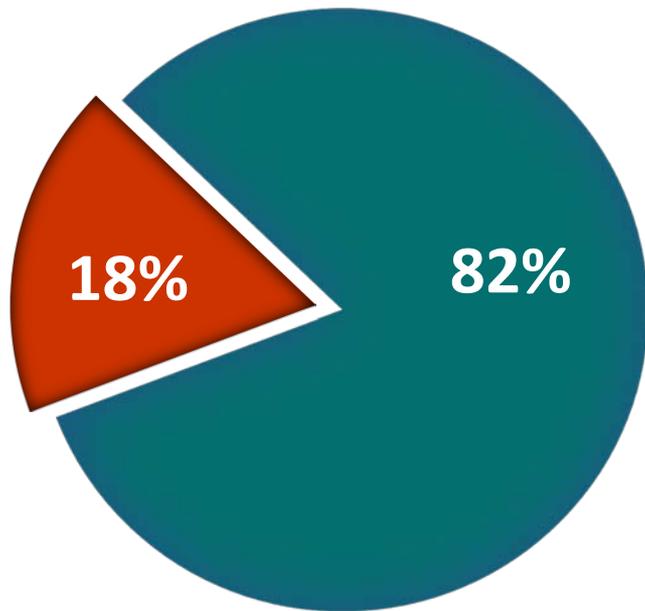


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ASDS Report of 2010 Procedures Injectable Neurotoxins

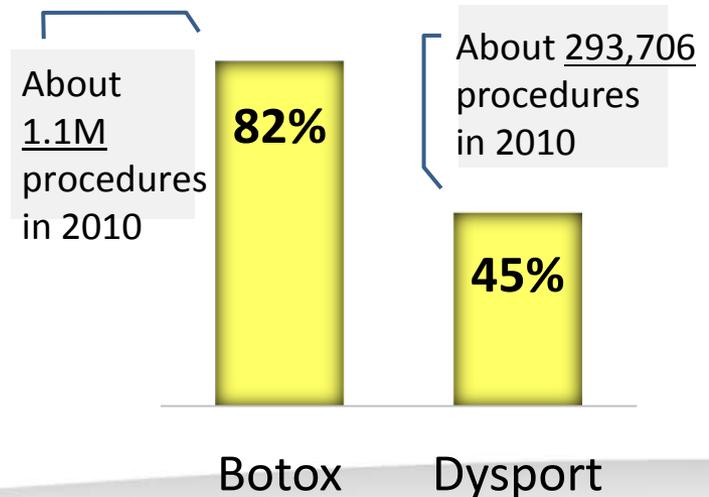
% Members Performing Neurotoxin Procedures...



■ Perform ■ Don't perform

Members performed an estimated **1.4 Million** Injectable Neurotoxin procedures in 2010

% Using Various Products...



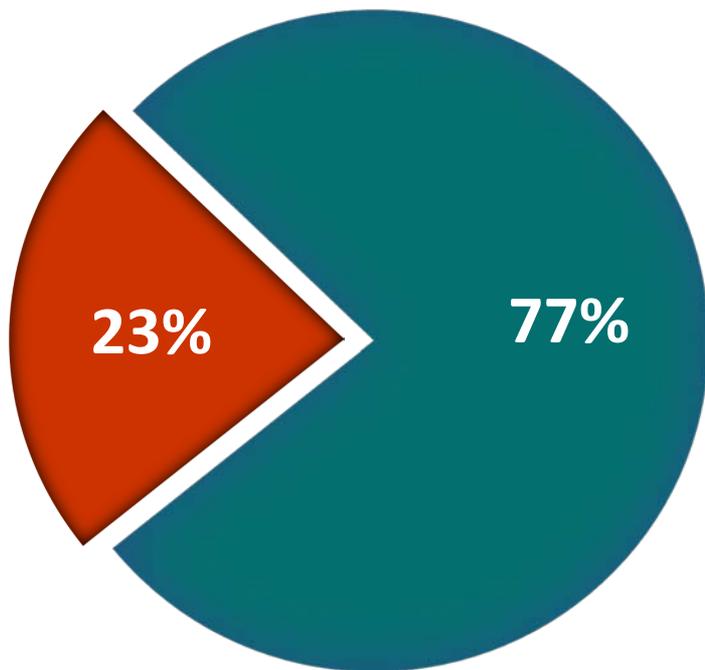
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Soft Tissue Fillers

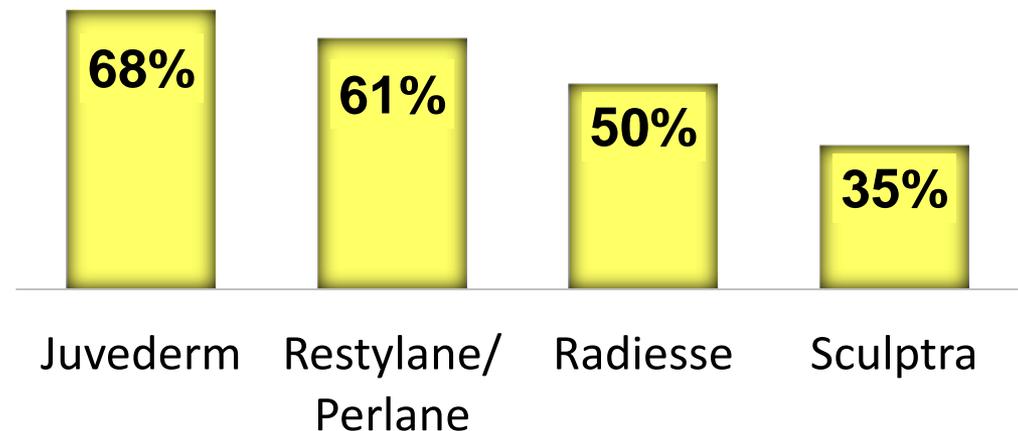
% Members Performing Soft Tissue Filler Procedures...



■ Perform ■ Don't perform

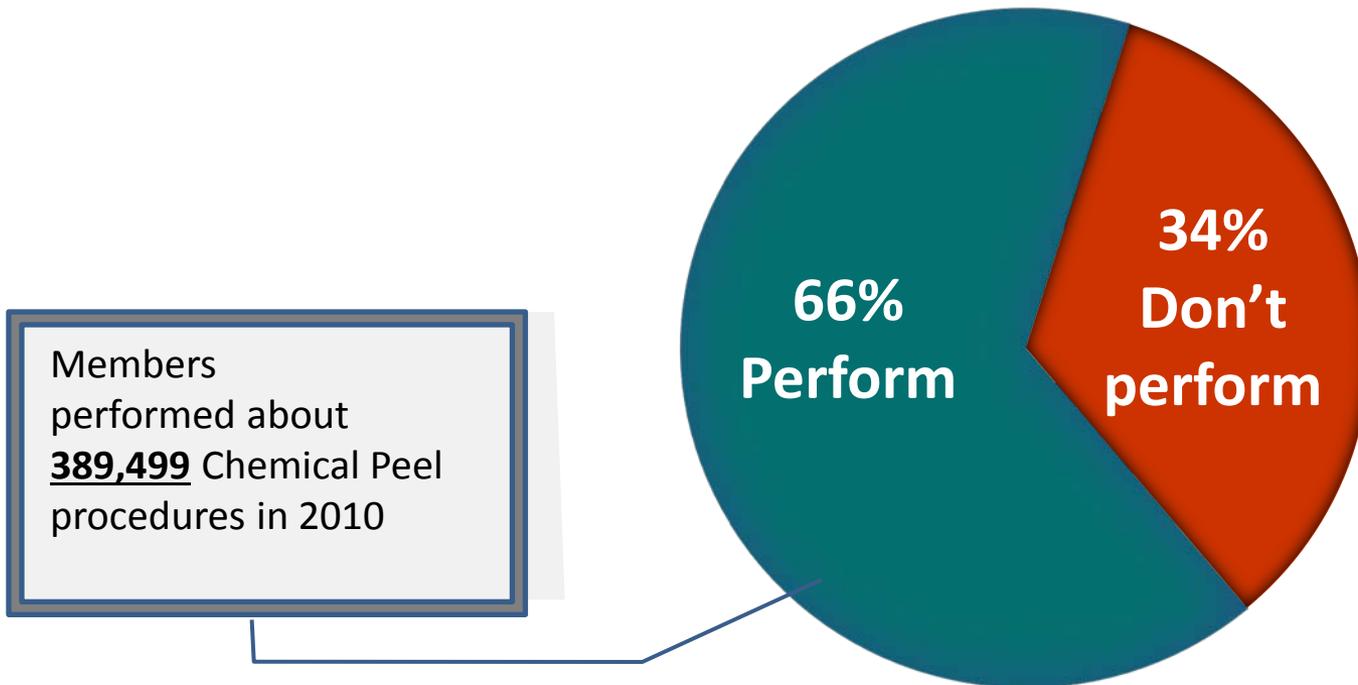
Members performed an estimated **838,827** Soft Tissue Filler procedures in 2010

% Using Various Products...



ASDS Report of 2010 Procedures Chemical Peels

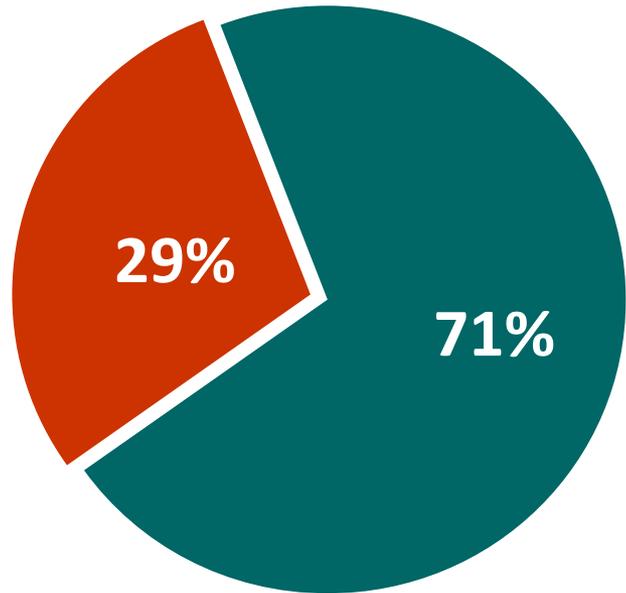
% Members Performing Various Procedures...



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Laser/Light Procedures

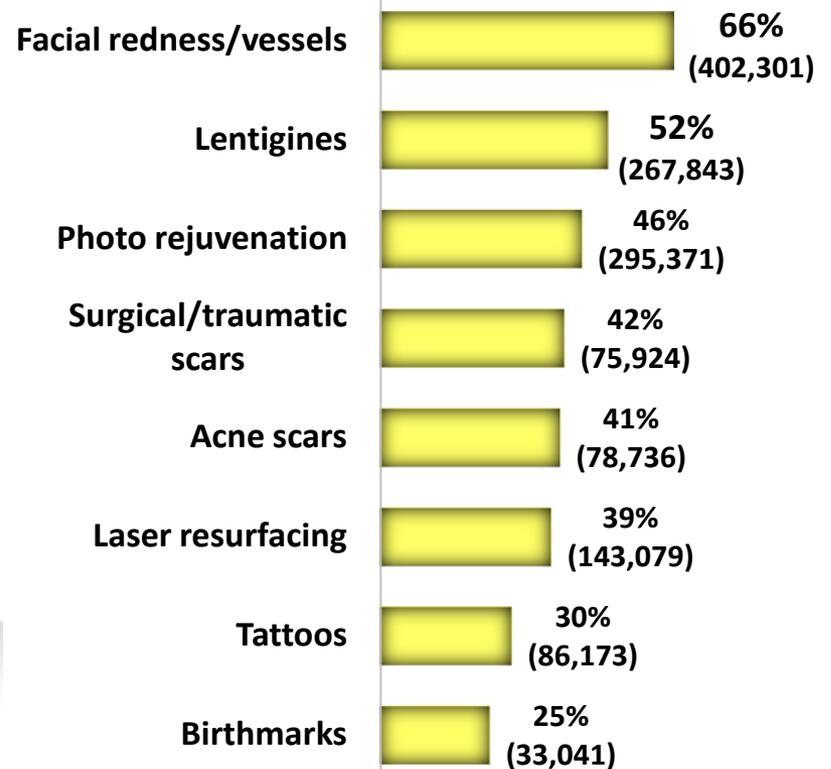
% Members Performing Laser/Light Procedures...



■ Perform ■ Don't perform

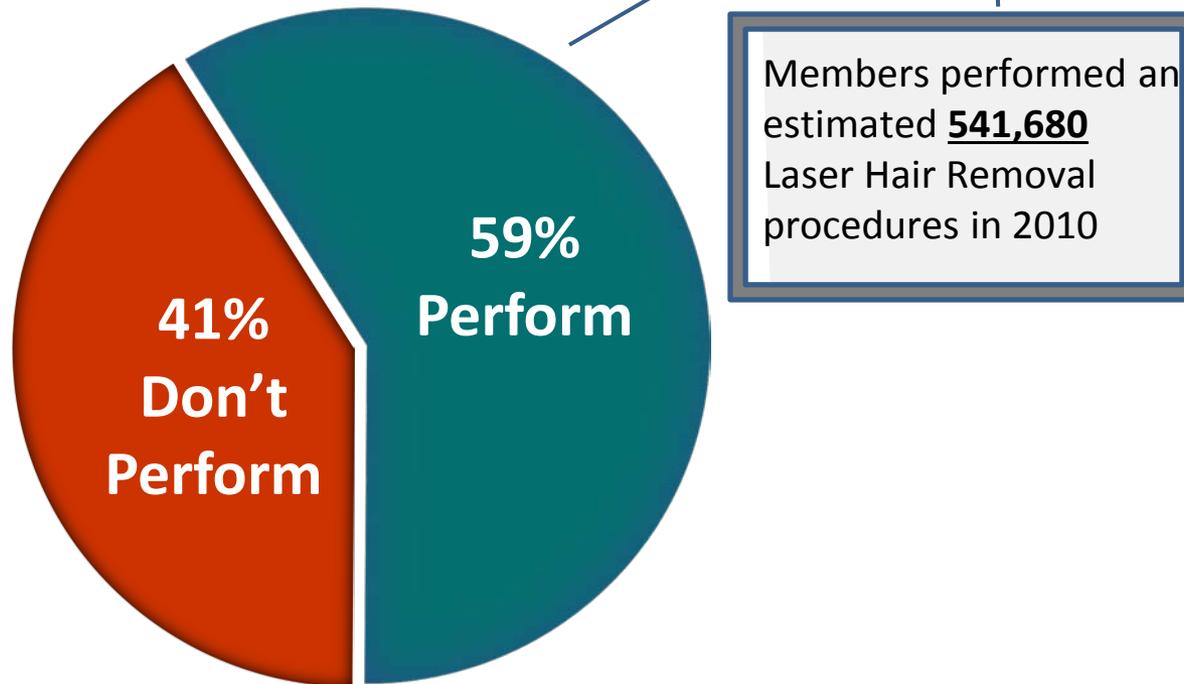
Members performed an estimated **1.4 Million** Laser/Light Procedures in 2010

% Performing Various Types... (Average # of procedures in 2010)



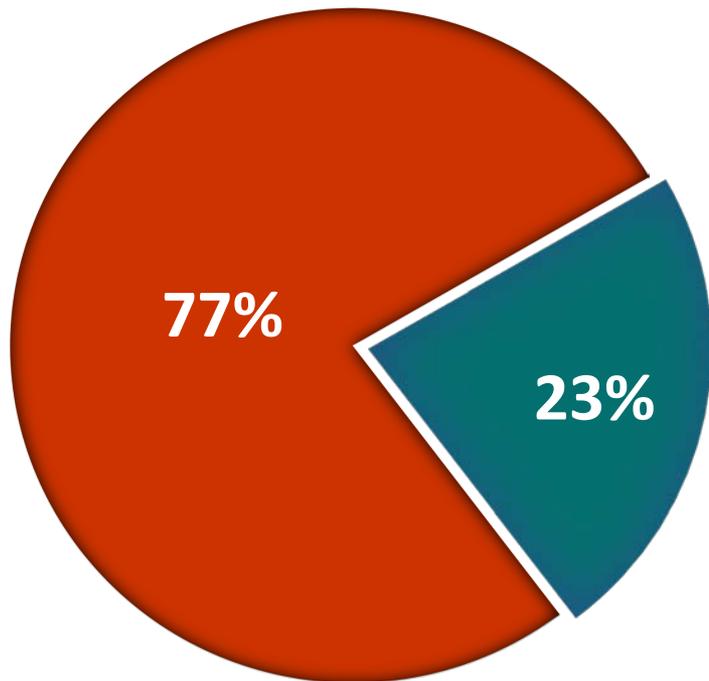
ASDS Report of 2010 Procedures Laser Hair Removal

% Members Performing Various Procedures...



ASDS Report of 2010 Procedures Body Sculpting

% Members Performing Body Sculpting Procedures...



■ Perform ■ Don't perform

Members performed an estimated **56,462** Body Sculpting procedures in 2010

% Using Various Methods...

About 31,413 procedures in 2010



Tumescent liposuction

About 16,798 procedures in 2010

Cryolipolysis

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About 8,288 procedures in 2010

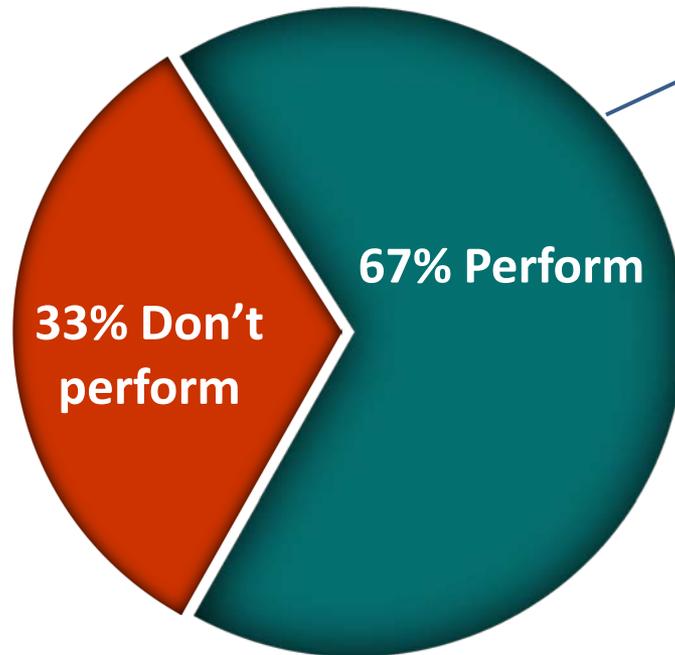


Laser lipolysis

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ASDS Report of 2010 Procedures Vein Treatment/Sclerotherapy

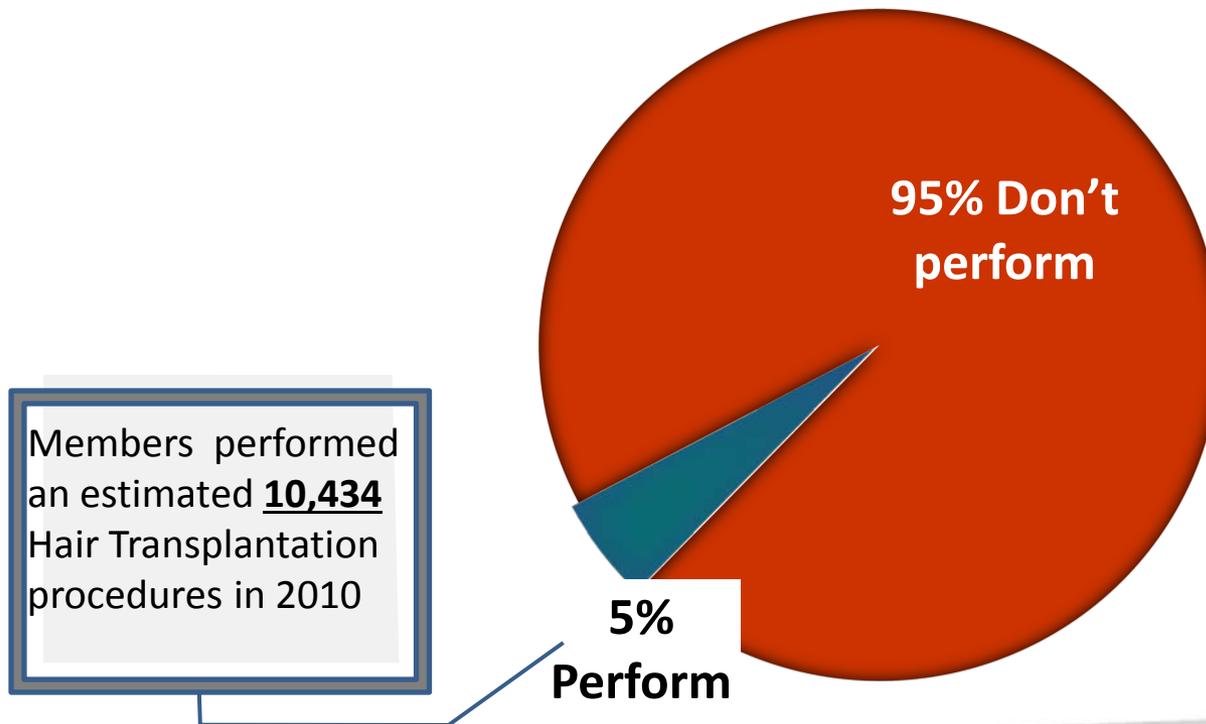
% Members Performing Various Procedures...



Members performed about **150,479** Vein Treatment/Sclerotherapy procedures in 2010

ASDS Report of 2010 Procedures Hair Transplantation

% Members Performing Various Procedures...



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