2018 ASDS Consumer Survey on Cosmetic Dermatologic Procedures
Methodology

- Developed by ASDS Survey Work Group
- Online survey fielded by Survata May 1 to July 21, 2018
- 3,525 respondents
- Survey split in four parts with some overlapping questions
ASDS MEMBER DERMATOLOGISTS are the provider of choice for the 3rd year in a row!

- Patients
  10 of 10 categories
- Prospective Patients
  10 of 10 categories
Who has the most INFLUENCE on having a PROCEDURE and SKIN CARE purchases?

Out of 14 factors influencing these decisions

DERMATOLOGISTS Ranked No. 1
**Physician of choice in 5 categories:**

1. Injectable wrinkle-relaxers
2. Varicose and spider vein treatments
3. Laser / light therapy for skin redness, tone and scars
4. Soft-tissue fillers
5. Laser hair removal*

*tie with another specialty
WHO has the most INFLUENCE on SKIN CARE purchases?

No. 1 influencer product purchases

DERMATOLOGIST
WHY are consumers exploring cosmetic procedures?

Top 3 reasons for 6 consecutive years!

I want to feel more confident.

I want to appear more attractive.

I want to look as young as I feel for my age.
ALMOST 70% of consumers are considering a COSMETIC PROCEDURE.
Consumers MOST bothered by…

Excess weight on any part of the body 86%
Excess fat under the chin/neck 73%
Skin texture and/or discoloration 73%
Lines and wrinkles around and under the eyes 72%

Skin discoloration increases as a concern, reinforcing the need for sun protection education.
Top 5 Procedures consumers are considering...

57% Ultrasound, laser, light and radiofrequency treatments for skin tightening and wrinkles

57% Body sculpting

51% Microdermabrasion

48% Laser hair removal

47% Injectable wrinkle-relaxers
Why are consumers WAITING?

Top 4 reasons

- Cost
- May be painful
- May not get the results I’m looking for
- Don’t know what type of practitioner to see
What has the most INFLUENCE on PRACTITIONER?

One of the top 3 factors influencing the selection of a practitioner

SPECIALTY in which the physician is board-certified
Top SATISFACTION ratings*

- Injectable wrinkle-relaxers and fillers
- Body sculpting
- Vein treatments
- Chemical peels
- Laser / light therapy for skin tone
- Laser tattoo removal

*90% or higher
COST PER MONTH personal skin care products

More than 70% of consumers are spending up to $100 on skin care products per month.
How do they PREFER TO PAY for skin care?

More than **HALF OF CONSUMERS** would prefer to **pay more up front** to lower their costs annually.

Paying more up front for cosmetic procedures can offset higher annual costs of skin care products.
Dermatologists are ranked as the No.1 influencer on the decision to have a cosmetic procedure and skin care decisions.

Specialty board certification repeatedly ranked as top factor influencing the selection of a practitioner.

10 out of 10 patients and prospective patients would chose an ASDS member dermatologist.

Almost 70% of consumers are considering cosmetic procedures.

More than half of consumers would rather pay more up front for skin care needs, resulting in a lower cost annually.