2008 Quick Facts
Percentage change 2008 vs. 2007

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2008 TOTALS
12.1 million cosmetic procedures ↑ 3%
  • 1.7 million cosmetic surgical procedures ↓ 9%
  • 10.4 million cosmetic minimally-invasive procedures ↑ 5%
4.9 million reconstructive procedures ↑ 3%

DESPITE THE ECONOMY...

<table>
<thead>
<tr>
<th>Cosmetic Surgical</th>
<th>Due to the Economy...</th>
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<tbody>
<tr>
<td>Pectoral implants</td>
<td>Liposuction ↓ 19%</td>
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<tr>
<td>Dermabrasion</td>
<td>Tummy tucks ↓ 18%</td>
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<td>Cheek implants</td>
<td>Breast augmentation ↓ 12%</td>
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<td>Buttock lift</td>
<td>Facelift ↓ 5%</td>
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<td>Lower body lift</td>
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<thead>
<tr>
<th>Cosmetic Minimally-Invasive</th>
<th>Reconstructive</th>
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<tr>
<td>Laser skin resurfacing</td>
<td>Breast reduction ↓ 16%</td>
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<td>Botox</td>
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<td>Hyaluronic fillers</td>
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<td>Laser treatment of leg veins</td>
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<td>Polylactic acid fillers</td>
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<table>
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<th>Reconstructive</th>
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<tr>
<td>Breast reconstruction</td>
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<td>Birth defect reconstruction</td>
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<td>Hand surgery</td>
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<td>Scar revision</td>
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<td>Burn care</td>
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DID YOU KNOW...

Office-based cosmetic procedures ↑ 13%
Multiple cosmetic procedures performed at once ↑ 9%
Repeat patients ↑ 7%
$10.3 billion spent on cosmetic procedures in the US ↓ 9%
Region(s) with most cosmetic procedures performed in US is Pacific/Mountain, 3.5 million
Smallest percentage year-over-year increase in cosmetic procedures since 2000 ↑ 3%
Cosmetic surgical procedures have decreased for the first time since 2004 ↓ 9%

ETHNIC
Cosmetic procedures are ↑ in all groups except Caucasians
Hispanics ↑ 18%
Asians ↑ 5%
African Americans ↑ 10%
Caucasians ↓ 2%

AGE
20-29 year olds
750,000 total cosmetic procedures ↓ 3%
271,000 surgical ↓ 9%
479,000 minimally-invasive no change

30-39 year olds
2.3 million total cosmetic procedures ↑ 1%
391,000 surgical ↓ 10%
1.9 million minimally-invasive ↑ 3%

40-54 year olds
5.7 million total cosmetic procedures ↑ 4%
553,000 surgical ↓ 9%
5.1 million minimally-invasive ↑ 6%

55 and over
3.2 million total cosmetic procedures ↑ 3%
372,000 surgical ↓ 9%
2.8 million minimally-invasive ↑ 5%

GENDER
Female
91% of all cosmetic procedures
11 million total cosmetic procedures ↑ 3%
1,449,000 surgical ↓ 10%
9.5 million minimally-invasive ↑ 5%

Male
9% of all cosmetic procedures
1.1 million total cosmetic procedures no change
220,000 surgical ↓ 5%
901,000 minimally-invasive ↑ 2%