### 2010 Cosmetic Demographics

#### Patient Behavior

<table>
<thead>
<tr>
<th>Patient Behavior</th>
<th>% 2010</th>
<th>% 2009</th>
<th>% CHANGE 2010 vs. 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmetic patients who are repeat patients</td>
<td>50%</td>
<td>47%</td>
<td>13%</td>
</tr>
<tr>
<td>Patients having multiple cosmetic procedures at the same time</td>
<td>47%</td>
<td>44%</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### Cosmetic procedures performed in

<table>
<thead>
<tr>
<th>Location</th>
<th>2010</th>
<th>% 2010</th>
<th>2009</th>
<th>% 2009</th>
<th>% CHANGE 2010 vs. 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>9,061,719</td>
<td>69%</td>
<td>8,659,502</td>
<td>69%</td>
<td>5%</td>
</tr>
<tr>
<td>Hospital</td>
<td>1,468,260</td>
<td>11%</td>
<td>1,415,150</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Free-standing Ambulatory Surgical Facility</td>
<td>2,587,084</td>
<td>20%</td>
<td>2,419,348</td>
<td>19%</td>
<td>7%</td>
</tr>
</tbody>
</table>

#### Ethnicity breakdown of cosmetic procedures

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2010</th>
<th>% 2010</th>
<th>2009</th>
<th>% 2009</th>
<th>% CHANGE 2010 vs. 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>9,237,393</td>
<td>70%</td>
<td>8,738,944</td>
<td>70%</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1,460,152</td>
<td>11%</td>
<td>1,455,094</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>African-American</td>
<td>1,047,420</td>
<td>8%</td>
<td>985,807</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Asian-American</td>
<td>760,691</td>
<td>6%</td>
<td>742,784</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>582,407</td>
<td>4%</td>
<td>571,372</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

#### Most commonly requested cosmetic surgical procedures for ethnic patients

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>African-American</th>
<th>Asian-American</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surgical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liposuction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nose reshaping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breast reduction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eyelid surgery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Botulinum Toxin Type A (Botox®, Dysport®)</td>
<td>Injectible fillers</td>
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</tr>
<tr>
<td>Injectible fillers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chemical peel</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Most commonly requested cosmetic minimally-invasive procedures for ethnic patients

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>African-American</th>
<th>Asian-American</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimally-invasive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Botulinum Toxin Type A (Botox®, Dysport®)</td>
<td>Injectible fillers</td>
<td>Injectible fillers</td>
<td>Injectible fillers</td>
</tr>
<tr>
<td>Injectible fillers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chemical peel</td>
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