



AMERICAN SOCIETY OF  
PLASTIC SURGEONS

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## 2009 Regional Distribution Cosmetic Procedures

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### Region 1:

New England (CT, ME, MA, NH, RI, VT)  
Middle Atlantic (NJ, NY, PA)

### Region 2:

East North Central (IL, IN, MI, OH, WI)  
West North Central (IA, KS, MN, MO, NE, ND, SD)

### Region 3:

South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV, PR)

### Region 4:

East South Central (AL, KY, MS, TN)  
West South Central (AR, LA, OK, TX)

### Region 5:

Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)  
Pacific (AK, CA, HI, OR, WA)

Top five procedures in bold.

	2009 TOTAL PROCEDURES	Region 1 % of Total Procedures	Region 2 % of Total Procedures	Region 3 % of Total Procedures	Region 4 % of Total Procedures	Region 5 % of Total Procedures
<b>COSMETIC SURGICAL PROCEDURES</b>						
Breast augmentation (Augmentation mammoplasty)	289,328	<b>14% (41,420)</b>	<b>16% (47,476)</b>	<b>16% (45,166)</b>	<b>16% (47,614)</b>	<b>37% (107,652)</b>
Breast implant removals (Augmentation patients only)	19,857	19% (3,818)	17% (3,438)	20% (3,988)	22% (4,337)	22% (4,276)
Breast lift (Mastopexy)	87,386	12% (10,867)	15% (13,231)	21% (18,038)	20% (17,419)	32% (27,831)
Breast reduction in men (Gynecomastia)	17,326	32% (5,604)	17% (2,963)	16% (2,809)	11% (1,910)	23% (4,040)
Buttock implants	799	16% (127)	13% (106)	29% (235)	22% (179)	19% (152)
Buttock lift	3,143	24% (744)	32% (1,005)	17% (541)	14% (440)	13% (413)
Calf augmentation	259	28% (73)	10% (27)	28% (73)	12% (31)	21% (55)
Cheek implant (Malar augmentation)	8,789	18% (1,576)	9% (829)	19% (1,701)	41% (3,619)	12% (1,064)
Chin augmentation (Mentoplasty)	13,110	24% (3,169)	15% (1,955)	15% (1,987)	11% (1,439)	35% (4,560)
Dermabrasion	63,764	13% (7,987)	30% (19,267)	23% (14,471)	12% (7,929)	22% (14,110)
Ear surgery (Otoplasty)	27,332	19% (5,297)	20% (5,339)	15% (4,226)	15% (4,104)	31% (8,366)
Eyelid surgery (Blepharoplasty)	203,309	<b>19% (38,869)</b>	<b>13% (26,320)</b>	<b>21% (42,700)</b>	<b>12% (24,189)</b>	<b>35% (71,231)</b>
Facelift (Rhytidectomy)	103,625	20% (20,215)	12% (12,231)	<b>23% (23,874)</b>	14% (14,528)	<b>32% (32,777)</b>
Forehead lift	42,365	15% (6,542)	14% (5,766)	17% (7,232)	18% (7,711)	36% (15,114)
Hair transplantation	17,787	10% (1,819)	10% (1,751)	11% (2,038)	47% (8,412)	21% (3,767)
Lip augmentation (other than injectable materials)	21,651	26% (5,589)	17% (3,597)	16% (3,562)	20% (4,258)	21% (4,645)
Liposuction	198,251	<b>17% (33,537)</b>	<b>13% (25,759)</b>	<b>22% (43,131)</b>	<b>15% (28,907)</b>	<b>34% (66,917)</b>
Lower body lift	8,867	29% (2,578)	15% (1,332)	12% (1,031)	21% (1,820)	24% (2,106)
Nose reshaping (Rhinoplasty)	255,972	<b>29% (74,198)</b>	<b>14% (36,859)</b>	<b>13% (32,970)</b>	<b>18% (44,948)</b>	<b>26% (66,997)</b>
Pectoral implants	230	16% (36)	10% (24)	27% (61)	19% (43)	29% (66)
Thigh lift	8,563	26% (2,196)	16% (1,343)	14% (1,241)	19% (1,661)	25% (2,122)
Tummy tuck (Abdominoplasty)	115,191	<b>19% (22,265)</b>	<b>18% (21,145)</b>	18% (20,302)	<b>17% (19,105)</b>	28% (32,374)
Upper arm lift	14,505	29% (4,250)	15% (2,132)	21% (3,114)	13% (1,939)	21% (3,070)
<b>TOTAL COSMETIC SURGICAL PROCEDURES</b>	<b>1,521,409</b>	<b>19% (292,776)</b>	<b>15% (233,895)</b>	<b>18% (274,491)</b>	<b>16% (246,542)</b>	<b>31% (473,705)</b>
<b>COSMETIC MINIMALLY-INVASIVE PROCEDURES</b>						
Botulinum Toxin Type A (Botox®, Dysport®)***	4,795,357	<b>20% (961,788)</b>	<b>14% (672,710)</b>	<b>23% (1,122,869)</b>	<b>15% (696,714)</b>	<b>28% (1,341,276)</b>
Cellulite treatment (Velosmooth®, Endermology®)	34,278	23% (7,839)	22% (7,592)	21% (7,141)	11% (3,853)	23% (7,853)
Chemical peel	1,142,949	<b>24% (279,073)</b>	<b>16% (181,223)</b>	<b>20% (224,931)</b>	<b>9% (102,561)</b>	<b>31% (355,161)</b>
Intense Pulsed Light (IPL) treatment	429,734	27% (114,338)	15% (66,355)	18% (77,622)	9% (37,861)	31% (133,558)
Laser hair removal	893,054	<b>18% (162,582)</b>	<b>13% (119,569)</b>	<b>22% (197,364)</b>	<b>16% (140,032)</b>	<b>31% (273,507)</b>
Laser skin resurfacing	434,830	20% (85,301)	22% (96,676)	15% (65,962)	10% (44,800)	33% (142,091)
Laser treatment of leg veins	219,827	24% (52,107)	11% (23,885)	16% (35,341)	11% (24,344)	38% (84,150)
Microdermabrasion	910,168	<b>25% (229,107)</b>	<b>19% (174,898)</b>	<b>21% (187,761)</b>	11% (101,892)	<b>24% (216,510)</b>
Sclerotherapy	390,341	16% (63,971)	12% (47,402)	22% (86,709)	<b>35% (136,458)</b>	14% (55,801)
Soft Tissue Fillers	1,722,054	<b>31% (535,994)</b>	<b>12% (213,058)</b>	<b>18% (314,339)</b>	<b>11% (185,087)</b>	<b>28% (473,576)</b>
Calcium hydroxylapatite (Radiesse®)	192,053	35% (66,896)	16% (30,609)	20% (37,651)	15% (28,696)	15% (28,201)
Collagen	169,292	46% (77,079)	8% (12,982)	16% (27,291)	11% (19,291)	19% (32,649)
Fat	50,598	18% (8,910)	19% (9,837)	24% (12,189)	8% (4,022)	31% (15,640)
Hyaluronic acid (Juvederm® Ultra, Juvederm® Ultra Plus, Perlane®, Restylane®)	1,209,217	31% (369,782)	12% (139,751)	18% (218,607)	8% (101,765)	31% (379,312)
Polyactic acid (Sculptra®)	85,883	13% (10,901)	22% (19,064)	15% (13,227)	35% (30,324)	14% (12,367)
Polymethyl-methacrylate microspheres (Artefill®)	15,011	16% (2,426)	5% (815)	36% (5,374)	7% (989)	36% (5,407)
<b>TOTAL COSMETIC MINIMALLY-INVASIVE PROCEDURES</b>	<b>10,972,592</b>	<b>23% (2,492,100)</b>	<b>15% (1,603,368)</b>	<b>21% (2,320,039)</b>	<b>13% (1,473,602)</b>	<b>28% (3,083,483)</b>
<b>TOTAL COSMETIC PROCEDURES</b>	<b>12,494,001</b>	<b>22% (2,784,876)</b>	<b>15% (1,837,263)</b>	<b>21% (2,594,530)</b>	<b>14% (1,720,144)</b>	<b>28% (3,557,188)</b>

All figures are projected.

\*\*\*Botulinum Toxin Type A numbers are of anatomic sites injected.