

2024 ASPS

Procedural Statistics Release



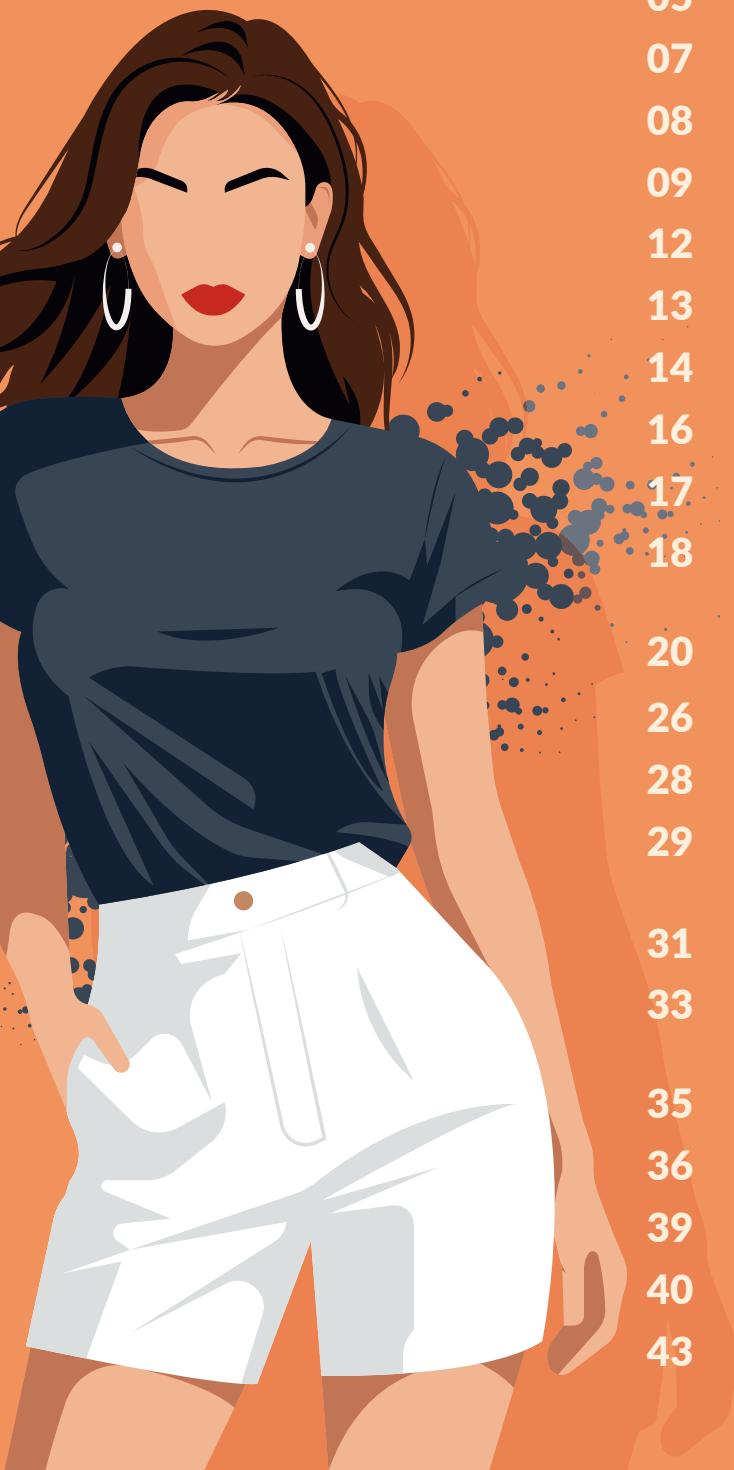
AMERICAN SOCIETY OF
PLASTIC SURGEONS®

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We Cover Complications.

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Introduction

The American Society of Plastic Surgeons (ASPS), a nonprofit organization, supports its members in their efforts to provide the highest quality patient care through education, research and advocacy.

It is the largest organization of board-certified plastic surgeons in the world. With more than 9,000 members across the globe, the Society is recognized as a leading authority and information source on cosmetic and reconstructive plastic surgery.

Founded in 1931, the Society represents physicians certified by the American Board of Plastic Surgery (ABPS) or the Royal College of Physicians and Surgeons of Canada.

The ASPS mission is to provide high-quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice and research in plastic surgery. ASPS Member Surgeons are uniquely qualified to perform cosmetic and reconstructive plastic surgery on the face and all areas of the body.

A Message from ASPS President Scott Hollenbeck, MD

These ambiguous economic times defined one clear trend: Patients continue to value and invest in plastic surgery procedures and treatments. Despite economic uncertainty, demand remained steady in 2024, showing us more and more patients are prioritizing their aesthetic health because it contributes to an overall better mental mindset and physical health. No matter the economy, people want to look and feel their best, so they feel prepared to face the challenges of everyday life.

Plastic surgery goes far beyond aesthetics. It also includes reconstructive surgeries that span every age group, from infants to seniors. In 2024, this category saw the largest growth, with a 14% increase. Trauma, illness and birth defects often leave behind visible and invisible scars that can impact patients' long-term quality of life and mental well-being. Plastic surgeons are key members of care teams who guide the healing process since they specialize in repairing complex structures, helping patients heal physically and emotionally. The data suggests reconstructive work remains in high demand.

Minimally invasive treatments remain popular, both as part of self-care regimens and as an affordable luxury. Injectables, including neuromodulators such as Botulinum toxin injections, commonly known as Botox®, fillers and lip augmentation, reign as favorites because they offer little downtime, few side effects and almost immediate results at an affordable price point.

For the first time, we measured prescription weight loss medications. These drugs help people live healthier lives, but also are reshaping their bodies and features. Plastic surgeons are a critical component in many people's weight loss journey because they rejuvenate and contour faces and bodies. This allows people to feel at ease and confident in their new bodies.

Plastic surgeons have always led the medical field in cutting-edge advancements, yet patient safety and education remain our top priorities. Board-certified plastic surgeons remain the gold standard in care by providing safe, effective treatment, both reconstructive and aesthetic. ASPS Member Surgeons are worth the investment because we empower patients by supporting their whole health and informed decision-making.

This report shows us where plastic surgery was in 2024 and provides glimpses into its future. Each number represents a real person who was transformed on the outside, and most likely the inside as well, by the skilled hands of a plastic surgeon who helps restore confidence, function or well-being. This data not only helps to create informed conversations around the intricacies of our profession but also highlights the commitment of ASPS Member Surgeons to excellence, innovation and, above all, patient safety.

I sincerely thank all ASPS Member Surgeons who contributed to this report with both data and expert insights. I am also grateful to everyone who designed and published this report to make it accessible to both plastic surgeons and the wide range of people who will use it for a variety of purposes.

This report does not close the book on plastic surgery. Instead, the data opens the dialogue for us to start writing the next chapter to shape the future of the specialty, ensuring that we always prioritize the people behind the numbers.

Sincerely,



A handwritten signature in blue ink that reads "Scott T. Hollenbeck".

Scott Hollenbeck, MD
President, American Society of Plastic Surgeons

Overall Trends

Looking back at 2024, it can feel like a lot has changed in just a few short months. We're now several years outside of a global pandemic and have had time to recover, only to see new economic uncertainty with indications of patients holding off on spending and considering a more conservative approach to their aesthetic health. Despite economic ups and downs impacting patients' wallets, healthcare and aesthetic goals, the demand for surgical and minimally invasive plastic surgery procedures remained steady in 2024, showing that Americans are still prioritizing their aesthetic health, even in times of uncertainty or little economic growth.

Overall Growth Trends for 2024

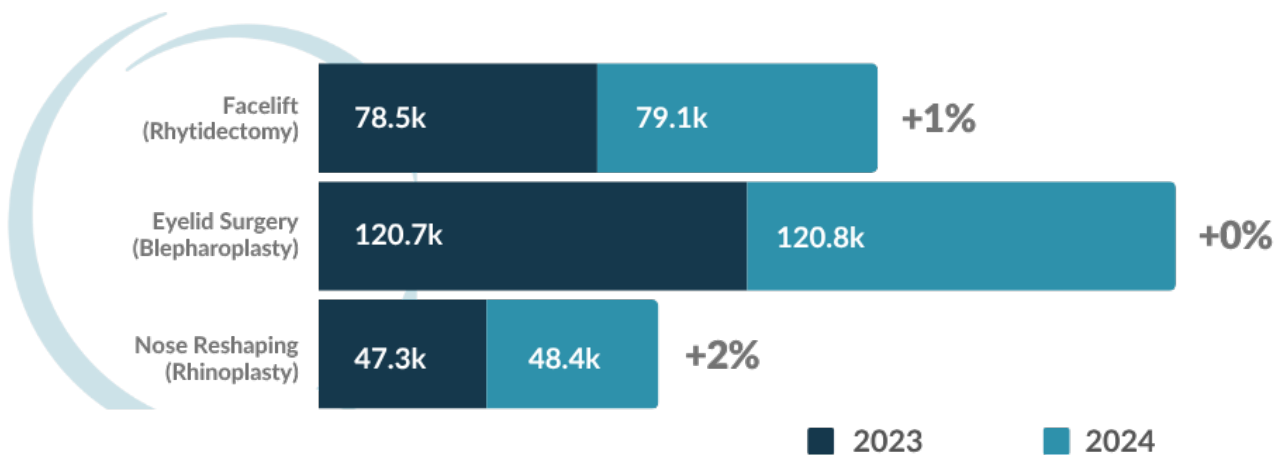
At first glance, the numbers for 2024 seem consistent. However, the story they tell suggests that the demand for surgical and minimally invasive procedures isn't going anywhere. There is no significant increase, but the most interesting aspect of these new numbers is that there was no major decrease in plastic surgery procedures among ASPS Member Surgeon practices, despite perceptions in the greater market of economic uncertainty.

Liposuction Tops the Charts Again

Liposuction tops the 2024 statistics report as the most popular surgical plastic surgery procedure, with a 1% increase in individuals opting for the procedure in 2024 vs 2023. It may be a modest increase from the previous year's numbers, but any increase is statistically interesting due to the rise in popularity of GLP-1 medications for weight loss. With more patients turning to weight loss medications, there may be an assumption that the demand for liposuction would decrease. So far, the 2024 numbers show a steady demand for the procedure.

Liposuction continues to be one of the most commonly performed procedures, valued for its versatility and ability to target specific areas of the body. Often used in combination with other surgeries or as a standalone treatment, liposuction helps contour and refine areas like the abdomen, thighs, arms, and neck, enhancing overall shape and achieving a more balanced aesthetic.

Increases in Key Face and Neck Cosmetic Surgical Procedures Since 2023



Credit: The American Society of Plastic Surgeons - Procedural Statistics Release (2024)

Overall Trends *(Continued)*

Breast Is Best

In terms of surgical procedures, breast augmentation remains one of the most popular procedures. The 2024 data shows that breast augmentation involving implant placement for both primary and revision implant surgeries, increased slightly over 2023 statistics.

Breast augmentation procedures rose 1% in 2024; it's not a huge jump, but it indicates that a procedure such as breast augmentation is still in demand despite economic uncertainty. That is an interesting outcome considering many patients are winding down their spending on "big ticket" expenditures as economic headwinds shift.

Lower Body Sculpting

One of the more notable trends in body procedures this year is the increase in lower body sculpting procedures. Thigh lifts saw a significant increase in patients during 2024, with a 3% increase in patients getting the procedure from 2023. Last year, 9,914 individuals opted for a

thigh lift. The only other surgical procedure to see a 3% increase over the previous year was also a lower body sculpting procedure – the buttock lift.

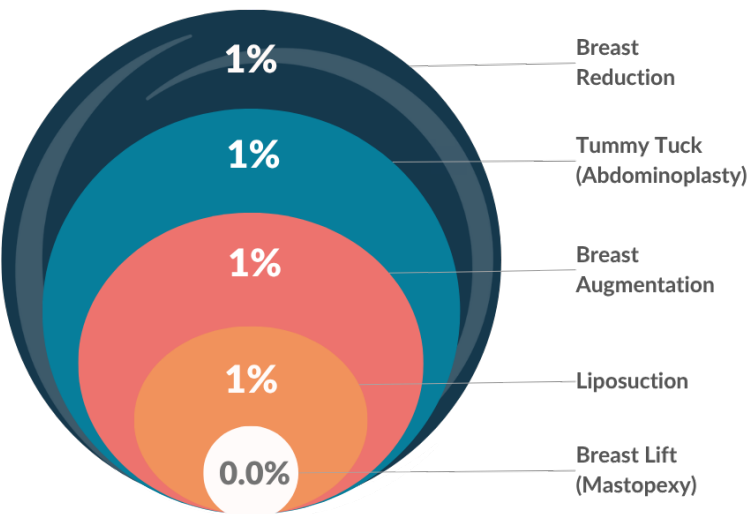
Minimally Invasive Trends

Injectables continue to be a popular option for many patients as neuromodulator injections like Botox® represent a 4% jump year over year. These injections maintain their number one spot in the minimally invasive category, possibly due to the aforementioned Botox®, but also Dysport®, Xeomin® and Jeuveau® – helping almost 10 million patients smooth fine lines in 2024.

Hyaluronic acid (HA) fillers are still among the most popular minimally invasive offerings, with 5,331,426 patients opting to enhance their features with fillers, and 1,589,502 patients choosing HA fillers to perfect their pout. Non-hyaluronic acid fillers, such as Radiesse, Sculptra, Bellafill and Renuva, also held steady in 2024 with 932,861 procedures performed.

Botox® and HA fillers tend to garner most of the spotlight as they are continually the most popular minimally invasive procedures, but non-HA fillers are also having a moment. Patients are increasingly choosing these fillers for longer-lasting results. Last year the number of patients opting for non-HA fillers rose 1% over the prior year.

Increases in Chest and Core Cosmetic Procedures Reported Since 2023



Credit: The American Society of Plastic Surgeons - Procedural Statistics Release (2024)

2024 Cosmetic Surgery Procedures

COSMETIC SURGERY PROCEDURES	2024	2023	% CHANGE 2024 vs 2023
COSMETIC SURGERY PROCEDURES - BREAST			
Breast augmentation (implant placement for both primary and/or revisions)**	306,196	304,181	1%
Breast implant removals (augmentation patients only)**	41,271	41,115	0%
Breast lift (mastopexy)**	153,616	153,600	0%
Breast reduction**	76,734	76,031	1%
Breast reduction in males (gynecomastia surgery)**	26,430	25,888	2%
COSMETIC SURGERY PROCEDURES - BODY			
Abdominoplasty (tummy tuck)**	171,064	170,110	1%
Buttock augmentation with fat grafting**	29,466	29,383	0%
Buttock implants**	1,245	1,234	1%
Buttock lift**	7,954	7,748	3%
Labiaplasty**	10,827	10,631	2%
Liposuction	349,728	347,782	1%
Lower body lift**	10,957	10,947	0%
Thigh Lift**	9,914	9,600	3%
Upper arm lift (brachioplasty)**	23,527	23,058	2%
COSMETIC SURGERY PROCEDURES - FACE			
Buccal fat pad removal**	4,903	4,866	1%
Cheek implant (malar augmentation)**	9,130	8,825	3%
Chin augmentation (mentoplasty)**	5,529	5,484	1%
Ear surgery (otoplasty)**	4,825	4,817	0%
Eyelid surgery (blepharoplasty)**	120,755	120,747	0%
Facelift (rhytidectomy)**	79,058	78,482	1%
Facial fat grafting**	34,260	34,216	0%
Forehead lift**	13,621	13,518	1%
Liposuction (submental/chin)**	24,000	23,667	1%
Neck lift**	22,445	22,007	2%
Nose reshaping (rhinoplasty)**	48,423	47,307	2%
TOTAL	1,585,878	1,575,244	1%

** Counts of procedures performed by ASPS Member Surgeons only.

Top 5

Cosmetic Surgical Procedures for 2024

1

Liposuction

It's no surprise that liposuction still remains the number one cosmetic surgery procedure. ASPS Member Surgeons often provide liposuction as an additional option with procedures such as abdominoplasty (tummy tuck), breast augmentation and others.



2

Breast Augmentation

Breast augmentation has long been one of the most popular surgical procedures. Innovations in breast implant design and technology can offer a more natural look and feel, and may be helping to accelerate the trend of patients looking for lower-volume implants to give them a proportional look.



3

Abdominoplasty

Making an appearance in the top five for four consecutive years is the tummy tuck. Popular as part of a “mommy makeover” for postpartum mothers, the tummy tuck may continue to remain in a top spot because of increased interest in GLP-1 weight loss medications, such as Ozempic®.



4

Breast Lift

Elevating and reshaping the breasts while leaving the size unchanged, women often seek this procedure to restore the contour of their bust after pregnancy, breastfeeding, weight fluctuation or aging. It further focuses on improved symmetry and silhouette with minimal downtime and long-lasting results without implants.



5

Blepharoplasty

Making an appearance in the top five for a third year in a row, blepharoplasty (eyelid surgery) remains a popular way to refresh the face. It removes excess skin, fat and tissue that can weigh down the eyes, giving patients a rested and refreshed aesthetic. Depending on their goals, patients can focus on the upper or lower eyelids – or both.

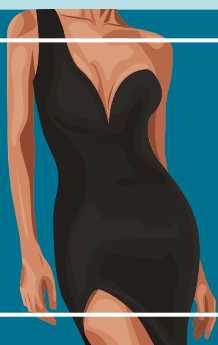


Trend to Watch: Facelift

A facelift can't stop aging, but it can refresh the face. A procedure once seemingly reserved for older generations, now younger patients, especially in Gen X, are reportedly increasingly using it to stay ahead of visible aging. The rising popularity of the facelift may be because of GLP-1 medications, such as Ozempic®. The rapid weight loss brought on by these drugs can deplete volume in the face, leading some patients to seek a facelift to restore a more youthful appearance.

Aesthetic Trend: (Weight) Loss and Lifts

Lifts and tucks had a standout year in 2024 as plastic surgery continued to evolve alongside a growing wave of patients seeking to complete their weight loss journeys. The use of GLP-1 medications like Ozempic® and Wegovy® accelerated this trend, creating new conversations about proportion, skin elasticity and body contouring procedures following substantial weight loss.



837,485
patients

were prescribed GLP-1
weight loss medications by
ASPS Member Surgeons.

Abdominoplasty, or tummy tuck, was the third most popular cosmetic surgery procedure in 2024, with 171,064 procedures performed. Similarly, breast lifts held strong with 153,616 surgeries, while lower body lifts, thigh lifts and buttock lifts each saw modest but meaningful increases. These procedures directly address excess or sagging skin, a common and often emotionally complex side effect of rapid weight loss through GLP-1 medications. Lifts are contouring tools, not weight loss procedures, and as more individuals reach their desired goals, they may increasingly explore lifts and tucks to help provide the finishing touches to their physiques.

While female patients tend to dominate plastic surgery statistics, it is also interesting to note that in 2024, 10% of lower body lift patients and 5% of thigh lift patients were male. In 2023, statistics show that males only comprised 5% of lower body lift patients and 3% of thigh lift patients. As more people become interested in taking GLP-1 medications for weight loss, more men may be interested in pursuing lifts to address weight loss-related body concerns.

Additionally, the 2024 statistics show that while only 20% of patients on GLP-1 medication have already undergone plastic surgery as a result of weight loss from GLP-1 use, an astounding 41% of those prescribed GLP-1 medications for weight loss are considering nonsurgical procedures and 39% are considering surgical procedures, perhaps setting up an interesting trend to watch in 2025.

Understanding the New Class of Weight-Loss Medications

GLP-1 medications have been used for more than a decade to help treat patients diagnosed with type 2 diabetes. One of the side effects many diabetic patients reported to their doctors was increased weight loss. By 2021, the U.S. Food and Drug Administration (FDA) approved the first semaglutide drug specifically for use as a weight-loss medication after some physicians had been prescribing it off-label due to its weight-loss results. Today, numerous GLP-1 medications, such as Ozempic®, Wegovy®, Mounjaro®, Zepbound® and compounded drugs, are competing for the weight loss spotlight.

Semaglutide and tirzepatide are the “active” ingredients of many of these weight-loss medications. They mimic the naturally occurring hormone that promotes insulin production to reduce blood-sugar levels. In certain quantities, the specific hormone also interacts with the brain to suppress appetite by signaling that a person feels full. In addition to suppressing appetite, these weight-loss medications also work by slowing digestion, increasing the time it takes for food to digest and leave the body. One study published in the *Journal of American Medicine* suggests that after three months, individuals on a semaglutide treatment lost 5.9% of their total body weight, and 10.9% at six months. The explosion in interest in GLP-1 weight-loss medications may be spurring new groups of individuals to examine their plastic surgery options in relation to improved proportionality.

Aesthetic Trend: (Weight) Loss and Lifts *(Continued)*

Why Lifts?

GLP-1 medications work by suppressing appetite and slowing digestion, often leading to significant and rapid weight loss. However, the body doesn't always respond uniformly. Patients frequently find they can't control where fat is lost, resulting in uneven volume reduction—particularly in the face, chest or limbs. Additionally, rapid weight loss doesn't allow the skin adequate time to contract and reshape as gradual weight loss might, often leading to sagging or loose skin. The term “Ozempic face” has gained popularity to describe the hollowed appearance some individuals experience due to facial fat loss.

As a result, lifts have become an increasingly popular option for patients looking to address excess skin following GLP-1-related weight loss. Procedures such as thigh, buttock, lower body, arm and neck lifts can help restore contour and remove skin that has not retracted due to the pace or extent of fat loss. These procedures not only refine physical appearance but can also improve comfort and mobility.

Sagging skin can impede psychological progress by making it difficult to “size down” for many patients and purchase clothing that helps them showcase their results. With excess skin, patients may have to wear the same size clothing as before their weight-loss results. Lifts can help remove excess skin, enhancing mental wellness and physical mobility, offering the proportionality patients are seeking and removing concerns of chaffing and rashes. It also improves their quality of life, and they are better able to move forward mentally and physically.

Another recently coined phrase, the “Ozempic makeover” is a customizable set of plastic surgery procedures that aims to address facial and body changes brought on by significant weight loss. The goal is to help patients feel comfortable in their new bodies and address specific weight loss-related concerns like excess skin, sagging breasts, stubborn fat pockets and facial volume loss. Facelifts, tummy tucks, breast lifts and arm, thigh and buttock lifts are common “Ozempic makeover” procedures.

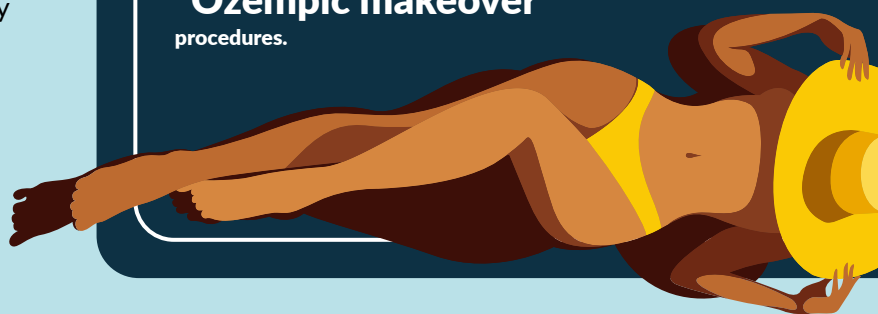
Weight loss medications may make lifts more appealing and accessible to more people. Since lifts are a sculpting procedure, a patient must be within reach of their goal weight to be eligible for surgery. Thanks to nutrition, exercise and semaglutide GLP-1 medications, access and interest in contouring procedures may increase as more individuals reach their weight-loss goals and look for aesthetic solutions to achieve physical and mental wellness. Access to dietitians, personal trainers and other medical professionals such as plastic surgeons can also help support patients on their journey.

Plastic Surgery Considerations

Combining plastic surgery procedures with significant weight-loss results from GLP-1 medications can relieve excess skin discomfort that causes irritation and chaffing, reshape and contour the body and improve self-esteem and confidence. However, it is not medically advisable to combine GLP-1 medications and surgery. Individuals interested in plastic surgery should understand that they'll usually be required to discontinue the use of any GLP-1 medication before any plastic surgery procedure.

Surgeons and anesthesiologists generally recommend that a patient stop GLP-1 weight loss medication at least two to three weeks before surgery. Again, these medications work partially by slowing digestion. When the stomach stays

Facelifts, tummy tucks, breast lifts and arm, thigh and buttock lifts are common “Ozempic makeover” procedures.



Aesthetic Trend: (Weight) Loss and Lifts *(Continued)*

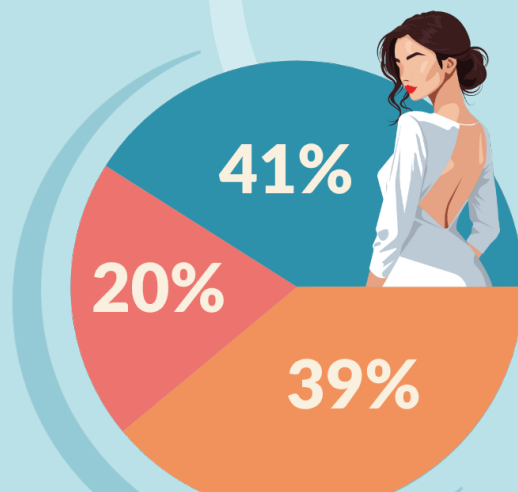
fuller for longer, there is the potential that undigested food remains in the stomach before surgery, increasing a patient's risk for aspiration while they are under anesthesia. Aspiration occurs when stomach contents are inhaled into the lungs, which can be a serious and potentially life-threatening complication.

Patients may also be asked to stop taking their weight-loss medication for a time after surgery to increase their nutritional intake. GLP-1 drugs can delay the body's ability to process nutrients crucial to wound healing and recovery. Some plastic surgeons recommend discontinuing weight-loss medications while increasing protein and fluid intake during recovery.

Increasing protein intake and focusing on weight training and muscle mass before surgery is also indicated to help with post-surgery recovery and maximize a patient's aesthetic results.

Conclusion

GLP-1 medications seem like the long-awaited "magic bullet" of weight loss. As the weight comes off, it can be easier to incorporate habits like exercise and nutrition into an overall healthier lifestyle that enhances physical and mental well-being. Combined with specific and personalized body contouring procedures, a proportional aesthetic may be more attainable than ever. Still, an individual should never take it without the guidance and support of a medical professional who can help a patient understand the potential



- GLP-1/GIP patients already undergone plastic surgery procedure as a result of GLP-1/GIP use
- GLP-1/GIP patients considering plastic surgery procedure
- GLP-1/GIP patients considering non-surgical procedure

side effects and make lifestyle adjustments to help them avoid "boomerang" weight gain.

New data indicates that 20% of patients on GLP-1 medication have already undergone a plastic surgery procedure due to their medication-induced weight loss. Time will tell if the popularity of weight-loss medications translates into even greater gains in specific plastic surgery procedures.

Surgeons and anesthesiologists
generally recommend that a patient stops
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**at least two to three weeks
before surgery.**

2024 Minimally Invasive Procedures

COSMETIC MINIMALLY INVASIVE PROCEDURES*	2024	2023	% CHANGE 2024 vs 2023
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	9,883,711	9,480,949	4%
Lip augmentation (with injectable materials)‡	1,449,565	1,439,291	1%
Noninvasive fat reduction (e.g., Coolsculpting®, Liposonix®, Emsculpt®, Vanquish®, Zerona®, Kybella®)	447,581	745,967	-40%
Nonsurgical skin tightening (e.g., Pelleve®, Thermage®, Ulthera®)	439,032	438,211	0%
Sclerotherapy	516,883	515,602	0%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microdermabrasion)	3,703,305	3,501,696	6%
Skin treatment using lasers (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	3,112,056	3,101,772	0%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	5,331,426	5,294,603	1%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	932,861	924,549	1%
HA fillers for lip augmentation (with injectable materials)‡**	1,589,502		
Prescribed weight loss medication (e.g., semaglutide, tirzepatide)**	837,485		
TOTAL	28,243,407	25,442,640	1.5%

** All procedures include data from ASPS members as well as non-member dermatologists and otolaryngologists.

‡ "Lip Augmentation with HA Filler" was collected as a distinct procedure for the first time in 2024. In prior years, these procedures may have been reported under "Lip Augmentation with Injectable Materials." The two categories should not be combined due to potential overlap and risk of double counting.

Top 5

Cosmetic Minimally Invasive Procedures for 2024

1

Neuromodulator Injections

These wrinkle-relaxing injections such as Botox® are a smooth operator that iron out fine lines with little downtime, acting like a real-life beauty filter for the face. This treatment saw a 4% rise in 2024, showing they remain the go-to treatment patients can't do without. It's also remained a favorite for decades because of its affordability.



2

Soft Tissue Fillers/Hyaluronic (HA) Acid Fillers

These injections act like a reboot button for your face, making them another long-time favorite treatment. HA fillers help add volume and fullness, offering patients the perfect plump and youthful aesthetic. Customizable to a patient's specific needs and requiring minimal downtime and instant results, it is no wonder HA fillers continue to remain popular on social media and the top five list.



3

Skin Resurfacing

Lasers help with hitting the reset button on your complexion. Chemical peels and dermabrasion zap damaged skin to reveal a fresh, radiant layer beneath. Skin resurfacing jumped in 2024, rising 6%. The data showed more patients are turning to these treatments to bring their inner glow to the outside.



4

Skin Treatments

Minimize skin imperfections with treatments such as laser hair removal, laser skin resurfacing and Intense Pulsed Light (IPL) therapy. These treatments tackle a wide variety of concerns, ranging from sun damage, fine lines and hyperpigmentation. The skin is the human body's largest organ, so it makes sense that these treatments are among the most popular.



5

Lip Augmentation

Lip augmentation has seen continuous year-over-year growth and has remained in the top five since ASPS began tracking it in 2022. These injections enhance lip volume, shape and symmetry for a customized treatment that will leave you grinning from ear to ear.

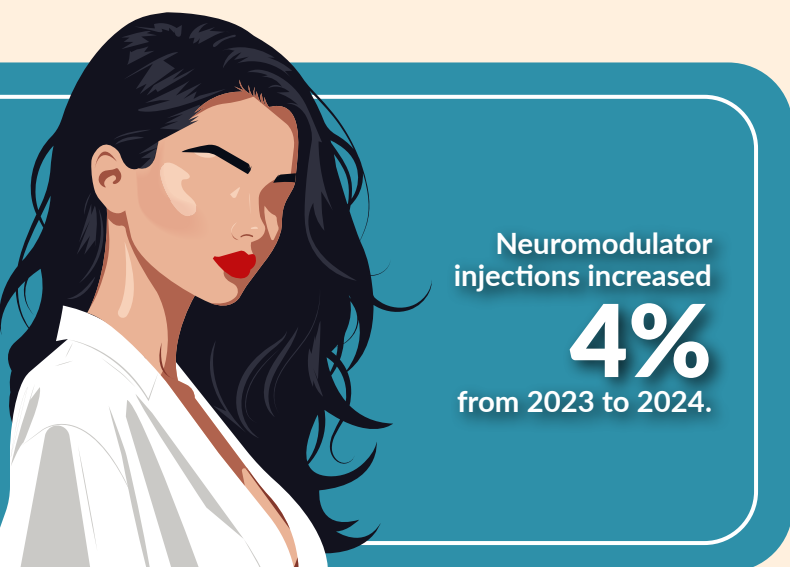


Trend to Watch: Non-Hyaluronic Acid Fillers

Non-hyaluronic acid (non-HA) fillers like Radiesse®, Sculptra®, Bellafill® and Renuva® received honorable mention in the top minimally invasive treatments category. Steady year-over-year demand means more patients are taking notice and are interested in the results that can be achieved with non-HA fillers. They are not as dissolvable as soft tissue or HA fillers, but they can offer longer-lasting results.

Minimally Invasive Trend: Incredible Injectables

Plastic surgery is a rapidly changing medical specialty, but some treatments are not just “trends” – and for a good reason. Injectables continue to dominate minimally invasive procedures. The 2024 statistics indicate an overall 1.5% increase in minimally invasive injectable treatments, well over the 1% increase seen in surgical cosmetic procedures. Why are these treatment options outpacing surgery? It’s more than celebrity influence and social media trends.



Many patients may have seen minimally invasive treatments as a more affordable way to keep looking their best while adding a touch of glamor and luxury to their lifestyle. They also remain popular because injectables can help patients achieve a more “natural” aesthetic, giving them a refreshed look that remains relatively undetectable as a plastic surgery treatment.

In addition to the other benefits, such as minimal downtime, a quick turnaround and the ability to try a new look without a long-term commitment, injectables undoubtedly continue to deliver the type of results that individuals are looking for without breaking the bank.

It's Not in the Eyes, It's in the Lips

Some say that the eyes are the first things they notice about a person when meeting them for the first time. However, lip augmentation numbers may tell a different story. Since ASPS started tracking lip augmentation data three years ago in 2022, the procedure has stayed in the top five of minimally invasive procedures. Partly due to the popularity of HA fillers, and partially due to the accessibility and affordability of the procedure, lip augmentation is one procedure that can help create the perfect pout, define lip shape, reduce fine lines and correct lip asymmetries.

Botox®: King of Injectables

Neuromodulator injections, such as Botox®, remain the undisputed “king” of minimally invasive procedures. 9,883,711 patients diminished the look of fine lines and wrinkles with neuromodulator injections in 2024, growing 4% from 2023 numbers. These age-diminishing injectables have proven to be a consistent favorite for two decades, and for a good reason. A more affordable alternative to surgical procedures like a facelift or blepharoplasty, neuromodulator injections still deliver reliable, age-defying results in a more nuanced and natural way by temporarily relaxing facial muscles.

New additions to the neuromodulator injection market, like Letybo®, approved by the FDA in February 2024 to treat frown lines between the eyes, and Daxxify®, approved in 2023, are giving patients more options than ever before. More competition in the neuromodulator injection market doesn’t just mean that patients have more options to address their skin concerns. More competition can mean more competitive prices. In this increasingly budget-conscious economy, savvy shoppers with more choices may help them stretch their dollar further.

Minimally Invasive Trend: Incredible Injectables (Continued)

The Perfect Plump with Soft Tissue HA Fillers

Soft tissue or HA fillers are the second most popular minimally invasive treatment in 2024. HA fillers help add volume and fullness, typically in the cheeks and lips. Hyaluronic acid is a naturally occurring substance found in high concentrations in the human body's soft connective tissues and the fluid surrounding the eyes. HA fillers, using a synthetic form of hyaluronic acid, plump areas that need a volume boost. They can also smooth fine lines and wrinkles and help contour facial features.

While some point to articles and social media trends calling out “filler fatigue,” the weariness associated with HA fillers, or uncanny puffiness related to an overfilled face, soft tissue filler remains an extremely popular minimally invasive procedure. In 2024, 5,331,426 patients opted to round out their appearance with HA fillers, a 1% increase over the previous year. Statistics also show that soft tissue fillers remain popular with those 40-54, who account for 50% of patients undergoing the procedure. Filler and fat grafting procedures may potentially increase to address “Ozempic face” concerns stemming from rapid weight loss.

Minimally invasive procedures continue to make their mark. While they offer some significant advantages over surgical procedures, like minimal downtime, affordability and more immediate results, patients still need to take the time to plan accordingly and prepare for what to expect after a procedure.

Not all minimally invasive treatments offer instantaneous results. Depending on the neuromodulator injections, it can take anywhere from 24 hours to three to five days to see noticeable results. By contrast, HA filler results may not be apparent for two to four weeks on average. The body is amazing, but still needs time to heal, even after minimally invasive procedures. There is no need to panic if, after one day, you still see bruising or swelling.

For the best results from minimally invasive procedures, schedule your treatment well before significant events or milestones and always see an ASPS Member Surgeon or a qualified injector overseen by an ASPS Member Surgeon.

In 2024,

5,331,426 patients

used HA filler to round out
their appearance.



2024 Reconstructive Procedures

RECONSTRUCTIVE SURGERY PROCEDURES	2024	2023	% CHANGE 2024 vs 2023
Breast implant removal (reconstructive patients only)	26,600	25,221	5%
Breast reconstruction	162,579	157,740	3%
Burn care	24,256	23,867	2%
Cleft lip and palate repair	13,488	12,918	4%
Hand surgery (e.g., carpal tunnel, arthritis, trigger finger)	208,480	207,887	0%
Head and neck reconstruction (including microsurgical)	21,875	21,618	1%
Hernia repair	13,211	13,091	1%
Laceration repair (other than facial)	45,701	45,575	0%
Liposuction for lipedema <i>only</i>	29,644		
Lower extremity reconstruction (including microsurgical)	21,668	21,427	1%
Maxillofacial	54,747	52,868	4%
Pelvic floor reconstruction	3,737	3,643	3%
Pressure ulcers	16,912	16,453	3%
Scar revision	54,280	52,000	4%
Treatment of dog bites	19,202	19,201	0%
Tumor removal (including skin cancer)	361,798	351,591	3%
TOTAL	1,048,534	1,025,100	2%

**** Counts of procedures performed by ASPS Member Surgeons only.**

Top 5

Reconstructive Procedures for 2024

1

Tumor Removal

Tumor removal remains the top reconstructive surgery procedure year after year. It involves surgically removing abnormal growths, either benign masses or cancerous tumors, such as skin cancer. Tumor removal is more than aesthetic. It addresses significant health concerns for patients and can lead to improved mental and physical well-being.



2

Hand Surgery

For the second consecutive year, hand surgery is the second most performed reconstructive procedure performed by plastic surgeons. It encompasses specialized procedures that address numerous health conditions that impact mobility, range of motion and pain in the hand, wrist and forearm, such as trauma, repetitive stress injuries like carpal tunnel and arthritis.



3

Breast Reconstruction

Breast reconstruction is among the top five reconstructive procedures for a third straight year, with a 3% increase in patients since 2023. Breast reconstruction helps restore the shape and contours of the breast after a mastectomy, lumpectomy or other breast surgery. The variety of surgical techniques and innovative implants on the market allow a board-certified plastic surgeon on a patient's medical team to help increase options and offer the best aesthetic outcome possible for their situation.



4

Maxillofacial

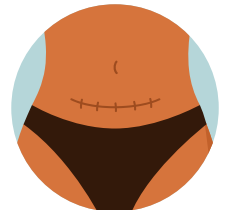
With a 4% increase over last year's numbers, maxillofacial procedures are once again in the top five reconstructive procedures. Maxillofacial surgeries aim to improve the face or jaw's form, function and appearance, restoring a patient's ability to speak, chew and breathe and giving a renewed sense of confidence.



5

Scar Revision

Addressing both cosmetic and functional concerns, scar revision helps minimize the appearance of scars caused by injury, surgery or trauma, blending them more seamlessly with surrounding skin. Up 4% from 2023, this reconstructive procedure can also relieve discomfort and restore mobility when scar tissue restricts movement, improving physical function and supporting emotional well-being.



Reconstructive Feature:

Fangs on Flesh: How Plastic Surgeons Help Heal Dog Bites

Dogs may be our most cherished loyal companions, but even a trusted pet can bite under certain circumstances. The damage done can be serious, especially to the face, hands or limbs. The 2024 statistics showed over 19,200 people had reconstructive procedures for dog bites.

Most dogs are not aggressive, but bites can happen in a split second and without warning. Any dog can bite if provoked. It's not about a dog's breed or size, but its individual history and behavior. In fact, half of dog bites come from household pets.

A crucial step to getting the best outcome is placing a plastic surgeon on a care team early, shortly after a dog bite occurs. Collaboration with an ASPS Member Surgeon helps patients understand and evaluate the full range of options based on their specific situation. A plastic surgeon can explain what treatments are available and what aesthetic results are possible while supporting the patient's mental well-being.

A Unique Skillset for a Challenging Injury

There's no typical type of dog bite. Each case is different. Dogs often clamp down with their mouths with remarkable force and can then whip their heads around. Dog bites leave a range of injuries including puncture wounds from teeth, tearing from the movement, deep cuts, crushed bones, partially or completely torn off features, or a combination of these injuries. Bites can also injure tendons, ligaments and nerves. These injuries can leave significant scars and limit movement if not correctly treated.

Children, especially those who are younger, face the highest risk of serious injury as their short stature puts them face-to-face with dogs. Younger children may also lack the motor skills or fear of dogs to move away from danger. Facial features such as the lips, nose and ears of children are especially vulnerable to bites because children are often about the same height as dogs. Dogs can easily latch on to those sensitive facial features. Conversely, adults tend to have more hand and

leg injuries from dogs. Hand injuries often happen because a child or adult is holding something a dog wants, such as food or a toy.

It's important that children who suffer dog bites see pediatric face and hand specialists early to get the best long-term results since they are still growing. A plastic surgeon will be able to restore both the appearance and functionality of the injured area in a patient of any age. That's because plastic surgeons have an advanced understanding of soft tissues, the structure of the skin and how it connects to other tissues. They also can have more experience in repairing severely damaged anatomy or sections of skin because the specialty often pioneers new medical techniques.

Act Fast: Early Medical Care Matters

Treating dog bites immediately and correctly leads to better aesthetic and functional healing. Social media advice is no substitute for expert medical care. It's important to get a bite check right away, even if it doesn't look serious.

Bites need to be properly cleaned to prevent infection from the bacteria that live in dogs' mouths. Additionally, a rabies shot might be needed if the dog's vaccination status can't be determined. These actions will help reduce complications that may affect healing.

Next, an ASPS Member Surgeon can help heal or rebuild the injuries once the wounds are stabilized. Successful aesthetic results don't only depend on the skin healing well but may also be affected by the repair of deeper tissues. This might include reattaching body parts including skin, noses, lips or ears. Or those parts may need to be reconstructed if they can't be recovered.

Bites often occur in areas with delicate, interwoven structures. These procedures can involve a complicated network of blood vessels, tendons, nerves, bones and joints. A plastic surgeon can guide healing so results resemble the pre-injury appearance as closely as possible.

Some injuries will require more than one procedure. Sometimes, several staged operations or additional

Reconstructive Feature:

Fangs on Flesh: How Plastic Surgeons Help Heal Dog Bites (*Continued*)

minimally invasive treatments will be needed. Scar revision can also be an option.

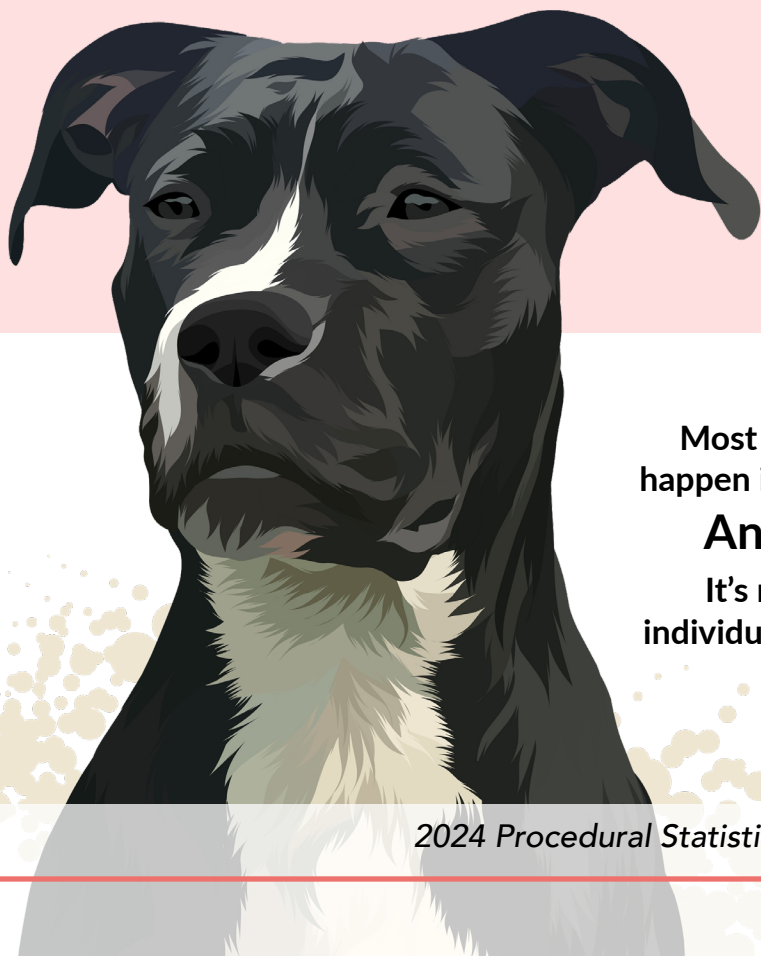
Bites Leave Both Physical and Emotional Scars

Trauma can also be a factor in dog bite cases. Families are often distraught because many bites come from a beloved family pet. Sometimes, it is the first time the animal has shown any type of aggressive behavior. There can also be trauma long after the bite, especially when someone needs to explain a facial difference.

Plastic surgeons will not only focus on repairs and reconstruction but will monitor a patient's mental health and direct them to resources, if necessary. They are trained to restore form and function,

meaning they help patients not only heal physically but also recover their appearance and confidence.

Plastic surgeons understand both the physical and mental scars a dog bite can leave. They treat the whole patient, not just the injury.



Most dogs are not aggressive, but bites can happen in a split second and without warning.

Any dog can bite if provoked.

It's not about a dog's breed or size, but its individual history and behavior. In fact, half of dog bites come from household pets.

2024 COSMETIC SURGERY AGE DISTRIBUTION (19 AND UNDER‡)	AGE 19 AND UNDER‡ 2024 TOTAL	AGE 19 AND UNDER‡ % of TOTAL PROCEDURES
COSMETIC SURGICAL PROCEDURES – BREAST		
Breast augmentation (implant placement for both primary and/or revisions)**	2,774	1%
Breast implant removals (augmentation patients only)**	13	0%
Breast lift (mastopexy)**	1,169	1%
Breast reduction (aesthetic patients only)**	5,325	7%
Breast reduction in males (gynecomastia surgery)**	2,942	11%
COSMETIC SURGICAL PROCEDURES – BODY		
Abdominoplasty (tummy tuck)**	123	0%
Buttock augmentation with fat grafting**	62	0%
Buttock implants**	9	1%
Buttock lift**	0	0%
Labiaplasty**	355	3%
Liposuction	3117	1%
Lower body lift**	17	0%
Thigh Lift**	9	0%
Upper arm lift (brachioplasty)**	9	0%
COSMETIC SURGICAL PROCEDURES – FACE		
Cheek implant (malar augmentation)**	315	3%
Chin augmentation (mentoplasty)**	408	7%
Ear surgery (otoplasty)**	1,706	35%
Eyelid surgery (blepharoplasty)**	95	0%
Facelift (rhytidectomy)**	27	0%
Facial fat grafting**	16	0%
Forehead lift**	25	0%
Neck lift**	22	0%
Nose reshaping (rhinoplasty)**	4,810	10%
PROCEDURE TOTALS	23,348	1%
COSMETIC MINIMALLY INVASIVE PROCEDURES		
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	28,685	0%
Sclerotherapy	777	0%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microderm-abrasion)	6,127	0%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	211,317	7%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	9,528	0%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	6,908	1%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	263,342	1%

** Counts of procedures performed by ASPS Member Surgeons only.

‡ While patients under the age of 18 may access plastic surgery procedures under physician guidance and with the approval of a parent or guardian, this is atypical compared to the overall patient experience and the majority of cases within this data set are focused on the ages 18 to 19 years.

Maturity – Adolescents typically experience changes in perception of body image, so it is important to assess the stability of each individual's self-image before proceeding with plastic surgery. There are four attributes associated with body image that should be considered. These include physical reality of the appearance, perceptions of appearance, importance of appearance and the degree of satisfaction with appearance.

In addition, adolescents may not have the physical and/or emotional maturity to choose plastic surgery. They may have unrealistic expectations about the surgery itself or about the outcome. They also may not understand that additional surgery may be necessary because of complications or a change in personal desire. Finally, they may not have reached full physical development.

Informed Consent – It is important that the adolescent patient completely understand the procedure, possible complications and likelihood for additional procedures at some future date. As with all cosmetic procedures, appropriate informed consent will be required. The education process associated with an informed consent should help the patient and the parent/guardian understand the risks, benefits and potential complications associated with the procedure.

2024 COSMETIC SURGERY AGE DISTRIBUTION (20-29)	AGE 20-29 2024 TOTAL	AGE 20-29 % of TOTAL PROCEDURES
COSMETIC SURGICAL PROCEDURES – BREAST		
Breast augmentation (implant placement for both primary and/or revisions)**	49,277	16%
Breast implant removals (augmentation patients only)**	1,189	3%
Breast lift (mastopexy)**	9,609	6%
Breast reduction (aesthetic patients only)**	15,458	20%
Breast reduction in males (gynecomastia surgery)**	7,417	28%
COSMETIC SURGICAL PROCEDURES – BODY		
Abdominoplasty (tummy tuck)**	5,992	4%
Buttock augmentation with fat grafting**	4,373	15%
Buttock implants**	175	14%
Buttock lift**	344	4%
Labiaplasty**	2,551	24%
Liposuction	27,785	8%
Lower body lift**	467	4%
Thigh Lift**	206	2%
Upper arm lift (brachioplasty)**	672	3%
COSMETIC SURGICAL PROCEDURES – FACE		
Cheek implant (malar augmentation)**	2,046	22%
Chin augmentation (mentoplasty)**	1,632	30%
Ear surgery (otoplasty)**	1,008	21%
Eyelid surgery (blepharoplasty)**	458	0%
Facelift (rhytidectomy)**	379	0%
Facial fat grafting**	393	1%
Forehead lift**	196	1%
Neck lift**	33	0%
Nose reshaping (rhinoplasty)**	12,782	26%
PROCEDURE TOTALS	144,442	9%
COSMETIC MINIMALLY INVASIVE PROCEDURES		
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	142,907	1%
Sclerotherapy	22,544	4%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microderm-abrasion)	6,140	0%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	631,318	20%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	141,993	3%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	30,395	3%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	975,297	3%

** Counts of procedures performed by ASPS Member Surgeons only.

2024 COSMETIC SURGERY AGE DISTRIBUTION (30-39)	AGE 30-39 2024 TOTAL	AGE 30-39 % of TOTAL PROCEDURES
COSMETIC SURGICAL PROCEDURES – BREAST		
Breast augmentation (implant placement for both primary and/or revisions)**	112,500	37%
Breast implant removals (augmentation patients only)**	7,370	18%
Breast lift (mastopexy)**	40,028	26%
Breast reduction (aesthetic patients only)**	14,412	19%
Breast reduction in males (gynecomastia surgery)**	7,554	29%
COSMETIC SURGICAL PROCEDURES – BODY		
Abdominoplasty (tummy tuck)**	46,949	27%
Buttock augmentation with fat grafting**	11,613	39%
Buttock implants**	430	35%
Buttock lift**	1,674	21%
Labiaplasty**	3,397	31%
Liposuction	91,067	26%
Lower body lift**	2,056	19%
Thigh Lift**	1,233	12%
Upper arm lift (brachioplasty)**	3,767	16%
COSMETIC SURGICAL PROCEDURES – FACE		
Cheek implant (malar augmentation)**	1,726	19%
Chin augmentation (mentoplasty)**	1,297	23%
Ear surgery (otoplasty)**	688	14%
Eyelid surgery (blepharoplasty)**	2,687	2%
Facelift (rhytidectomy)**	1,714	2%
Facial fat grafting**	1,546	5%
Forehead lift**	305	2%
Neck lift**	455	2%
Nose reshaping (rhinoplasty)**	11,413	24%
PROCEDURE TOTALS	365,881	23%
COSMETIC MINIMALLY INVASIVE PROCEDURES		
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	1,820,496	18%
Sclerotherapy	76,880	15%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microderm-abrasion)	115,874	3%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	917,654	29%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	608,379	11%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	87,921	9%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	3,627,204	13%

** Counts of procedures performed by ASPS Member Surgeons only.

2024 COSMETIC SURGERY AGE DISTRIBUTION (40-54)	AGE 40-54 2024 TOTAL	AGE 40-54 % of TOTAL PROCEDURES
COSMETIC SURGICAL PROCEDURES - BREAST		
Breast augmentation (implant placement for both primary and/or revisions)**	100,695	33%
Breast implant removals (augmentation patients only)**	17,494	42%
Breast lift (mastopexy)**	66,362	43%
Breast reduction (aesthetic patients only)**	24,381	32%
Breast reduction in males (gynecomastia surgery)**	5,572	21%
COSMETIC SURGICAL PROCEDURES - BODY		
Abdominoplasty (tummy tuck)**	84,328	49%
Buttock augmentation with fat grafting**	11,417	39%
Buttock implants**	543	44%
Buttock lift**	4,371	55%
Labiaplasty**	3,655	34%
Liposuction	156,325	45%
Lower body lift**	5,751	52%
Thigh Lift**	5,059	51%
Upper arm lift (brachioplasty)**	9,809	42%
COSMETIC SURGICAL PROCEDURES - FACE		
Cheek implant (malar augmentation)**	3,150	35%
Chin augmentation (mentoplasty)**	888	16%
Ear surgery (otoplasty)**	668	14%
Eyelid surgery (blepharoplasty)**	30,384	25%
Facelift (rhytidectomy)**	14,514	18%
Facial fat grafting**	7,260	21%
Forehead lift**	2,976	22%
Neck lift**	4,553	20%
Nose reshaping (rhinoplasty)**	12,664	26%
PROCEDURE TOTALS	572,819	36%
COSMETIC MINIMALLY INVASIVE PROCEDURES		
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	5,623,400	57%
Sclerotherapy	233,108	45%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microderm-abrasion)	728,843	20%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	1,093,794	35%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	2,679,179	50%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	435,315	47%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	10,793,639	38%

** Counts of procedures performed by ASPS Member Surgeons only.

2024 COSMETIC SURGERY AGE DISTRIBUTION (55-69)	AGE 55-69 2024 TOTAL	AGE 55-69 % of TOTAL PROCEDURES
COSMETIC SURGICAL PROCEDURES – BREAST		
Breast augmentation (implant placement for both primary and/or revisions)**	35,627	12%
Breast implant removals (augmentation patients only)**	12,722	31%
Breast lift (mastopexy)**	32,006	21%
Breast reduction (aesthetic patients only)**	15,551	20%
Breast reduction in males (gynecomastia surgery)**	2,426	9%
COSMETIC SURGICAL PROCEDURES – BODY		
Abdominoplasty (tummy tuck)**	30,651	18%
Buttock augmentation with fat grafting**	1,958	7%
Buttock implants**	88	7%
Buttock lift**	1,418	18%
Labiaplasty**	770	7%
Liposuction	64,289	18%
Lower body lift**	2,488	23%
Thigh Lift**	3,145	32%
Upper arm lift (brachioplasty)**	7,910	34%
COSMETIC SURGICAL PROCEDURES – FACE		
Cheek implant (malar augmentation)**	1,418	16%
Chin augmentation (mentoplasty)**	895	16%
Ear surgery (otoplasty)**	553	11%
Eyelid surgery (blepharoplasty)**	67,559	56%
Facelift (rhytidectomy)**	46,446	59%
Facial fat grafting**	19,095	56%
Forehead lift**	7,989	59%
Neck lift**	13,372	60%
Nose reshaping (rhinoplasty)**	5,887	12%
PROCEDURE TOTALS	374,263	24%
COSMETIC MINIMALLY INVASIVE PROCEDURES		
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	2,268,223	23%
Sclerotherapy	171,975	33%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microderm-abrasion)	2,246,597	61%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	257,973	8%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	1,892,347	35%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	372,322	40%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	7,209,437	26%

** Counts of procedures performed by ASPS Member Surgeons only.

2024 COSMETIC SURGERY AGE DISTRIBUTION (70+)	AGE 70+ 2024 TOTAL	AGE 70+ % of TOTAL PROCEDURES
COSMETIC SURGICAL PROCEDURES – BREAST		
Breast augmentation (implant placement for both primary and/or revisions)**	5,323	2%
Breast implant removals (augmentation patients only)**	2,483	6%
Breast lift (mastopexy)**	4,442	3%
Breast reduction (aesthetic patients only)**	1,607	2%
Breast reduction in males (gynecomastia surgery)**	519	2%
COSMETIC SURGICAL PROCEDURES – BODY		
Abdominoplasty (tummy tuck)**	3,021	2%
Buttock augmentation with fat grafting**	43	0%
Buttock implants**	0	0%
Buttock lift**	147	2%
Labiaplasty**	99	1%
Liposuction	7,145	2%
Lower body lift**	178	2%
Thigh Lift**	262	3%
Upper arm lift (brachioplasty)**	1,360	6%
COSMETIC SURGICAL PROCEDURES – FACE		
Cheek implant (malar augmentation)**	475	5%
Chin augmentation (mentoplasty)**	409	7%
Ear surgery (otoplasty)**	202	4%
Eyelid surgery (blepharoplasty)**	19,572	16%
Facelift (rhytidectomy)**	15,978	20%
Facial fat grafting**	5,950	17%
Forehead lift**	2,130	16%
Neck lift**	4,010	18%
Nose reshaping (rhinoplasty)**	867	2%
PROCEDURE TOTALS	76,222	5%
COSMETIC MINIMALLY INVASIVE PROCEDURES		
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	---	---
Sclerotherapy	11,599	2%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microderm-abrasion)	599,724	16%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	---	---
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	---	---
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	---	---
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	611,323	2%

** Counts of procedures performed by ASPS Member Surgeons only.

Plastic Surgery Across the Generations

Surgical cosmetic procedures were once regarded as being the domain of “older” adults. Innovative techniques, minimally invasive treatment options and a broader media footprint have made plastic surgery more of interest to a wider – and younger – audience. Famous faces and stars of the silver screen aren’t the only ones offering testimonials for plastic surgery. Social media has helped bring plastic surgery procedures to younger patients and started reshaping the generational landscape. The 2024 statistics continue to reflect these generational trends.

Gen Z is Focusing on the Breasts and Face

For this report, those 20-29 are considered early Gen Z. This generation grew up with social media, cell phones and technological innovations at their fingertips, giving them access to beauty influencers like celebrities and individuals their own age sharing experiences with plastic surgery and aesthetic culture. Breast augmentation was the most popular surgical procedure for patients in this age group in 2024, with 49,277 procedures in total.

Minimally invasive procedures are also popular with members of Gen Z. The signature signs of aging, like crow’s feet and wrinkles, may not be a concern for those in their 20s, but skin texture and appearance are, which is why skin treatments are at the top of the minimally invasive treatment list for this age group, accounting for over 631,000 procedures and 20% of the total for 2024. There may also be an increased focus on treating minor skin issues early to help prevent the need for more invasive treatments down the line.


Bust is a Must for Core Millennials

Like their younger counterparts, individuals in the 30-39 age range are also all about the face and bust. Core Millennials captured a significant portion of patients undergoing breast augmentation, representing 37% of the total number of patients choosing the plastic surgery

procedure in 2024. In the minimally invasive category, these patients also leaned toward focusing on skin treatments, such as lasers, skin resurfacing and sclerotherapy – which treats varicose and spider veins – with 29% of the procedures performed.

The Bridge: Elder Millennials and Gen X Won’t Be Forgotten

Individuals between 40-54 are both Elder Millennial and Gen X. Sometimes called the “Forgotten Generation” as they are sandwiched between the high-tech Core Millennials and one of the largest generational groups in U.S. history, the Baby Boomers. However, this bridge group on the ASPS report continues to flex its generational muscle and prove it won’t be forgotten or overshadowed by the buying power of the



Millennials represent
37%
of patients
choosing breast
augmentation.

Boomers or the Millennial influencers.

Lower body procedures are the focus of this generation, as statistics show buttock lifts, lower body lifts and thigh lifts are surging. The 2024 numbers indicate that 55% of buttock lift patients are 40-54. This age group also accounts

Plastic Surgery Across the Generations *(Continued)*

for 52% of lower body lift patients and 51% of thigh lift patients. The tummy tuck also remains popular with Gen X. Although numerous personal factors go into a plastic surgery decision, as this generation moves away from childbearing years, it is an increasingly strategic time to invest in self-care to tighten and tone areas that may have been affected by childbirth or the aging process.

Gen X makes up the most significant percentage of neuromodulator injection patients on the minimally invasive side. By targeting fine lines and wrinkles in their early stages, these patients are focusing efforts on slowing the visual signs of aging. They are also adding fullness and volume with hyaluronic acid fillers, and make up half (50%) of hyaluronic acid filler patients. These minimally invasive procedures don't just offer affordable and quick results; they may also help patients feel as if they can prolong the health and appearance of their skin as they age.

Baby Boomers Want to Put Their Best Face Forward

Patients in the 55-69 age group continue to focus on the face, prioritizing facial procedures such as the facelift, neck lift and forehead lift. In 2024, patients in the Baby Boomer age range made up more than half (59%) of all facelift patients, with 67,559 performed. The popularity of face, neck and forehead procedures indicates the continued interest in addressing the more pronounced signs of aging with the latest surgical techniques and aesthetics, which make many of these procedures virtually undetectable to family and friends.

Regarding minimally invasive treatment options, more Boomers are increasingly interested in skin resurfacing treatments, which can address specific skin concerns, discoloration and texture. In 2024, Boomers represented 61% of the patients undergoing skin resurfacing treatments.

Age may only be a number, but across the spectrum, patients at every stage of life want to look and feel confident. Although the focus of each age range may differ, more people recognize that at any age, it is okay to prioritize their aesthetic needs and desires.

55% of buttock lift patients are 40-54.

This age group also accounts for **52%** of lower body lift patients and 51% of thigh lift patients.



2024 AVERAGE SURGEON/PHYSICIAN FEES

2024

COSMETIC SURGICAL PROCEDURES - BREAST	
Breast augmentation (implant placement for both primary and/or revisions)**	\$4,575-8,000
Breast augmentation with fat grafting only (no implants)**	\$5,500-9,500
Breast implant removals (augmentation patients only)**	\$3,650-6,500
Breast lift (mastopexy)**	\$6,500-11,000
Breast reduction (aesthetic patients only)**	\$7,000-12,500
Breast reduction in males (gynecomastia surgery)**	\$5,000-9,000
COSMETIC SURGICAL PROCEDURES - BODY	
Abdominoplasty (tummy tuck)**	\$8,000-13,500
Buttock augmentation with fat grafting**	\$7,000-11,500
Buttock lift**	\$7,000-11,500
Labiaplasty**	\$3,550-6,500
Liposuction**	\$4,300-7,500
Lower body lift**	\$10,000-16,500
Thigh lift**	\$7,000-12,000
Upper arm lift (brachioplasty)**	\$6,000-10,500
COSMETIC SURGICAL PROCEDURES - FACE	
Buccal fat pad removal**	\$3,000-5,500
Chin augmentation (mentoplasty)**	\$4,000-6,000
Ear surgery (otoplasty)**	\$4,500-7,500
Eyelid surgery (upper blepharoplasty)**	\$3,000-5,500
Eyelid surgery (lower blepharoplasty)**	\$3,709-6,500
Facelift (rhytidectomy)**	\$12,000-19,000
Facial fat grafting**	\$3,000-5,500
Forehead lift**	\$4,000-7,500
Liposuction (submental/chin)**	\$3,000-5,500
Neck lift**	\$7,500-13,000
Nose reshaping (rhinoplasty)**	\$7,500-12,500

ASPS has updated the presentation of surgeon fee data to reflect a projected range rather than a single price. This shift provides a more accurate representation of real-world conditions, recognizing the diverse geographic locations and practice settings of ASPS Member Surgeons across the country. The ranges represent an aggregate projection based on averages submitted by surveyed members.

** Counts of procedures performed by ASPS Member Surgeons only.

In a Slowed Economy, Patients Still Prioritized Aesthetic Health

The economy experienced slowed growth in 2024, and Americans faced concerns about stretching their dollars as much as possible. Post-COVID inflation remained sticky, leading to higher prices at grocery stores and for goods and services. Despite easing interest rates and slowly improving growth, consumer sentiment remained uncertain. The end of 2024 culminated with a presidential election, questions about the direction of the economy, and concerns about whether AI advancements would displace jobs. However, plastic surgery overall showed resilience in the face of more conservative spending by Americans.

In times of economic uncertainty, Americans typically reduce spending or put off financing of larger purchases in anticipation of financial storms. The first things cut from household budgets are nearly always luxuries or nonessential items. But something slightly different happened in 2024. Statistics suggest that despite an unsure outlook, plastic surgery patients still prioritized their aesthetic health in their budgets.

The Demand for Plastic Surgery

Perhaps surprisingly, the 2024 statistics show that demand for plastic surgery procedures remained steady. No significant increases were noted, but the overall number of patients pursuing plastic surgery did not decrease year over year. Surgical plastic surgery procedures saw a modest 1% increase over 2023, while minimally invasive procedures were up approximately 3%.

Plastic surgery is still most popular with those who are 40-54, accounting for the majority at 38% of patients, and individuals 55-69, who account for 25%. These patients may have more financial stability and disposable income to invest in plastic surgery. They may also be more motivated to maintain a competitive edge in the workplace to better navigate a shifting job market with greater confidence.

Plastic surgery may be elective, but patients are still opting to undergo procedures that make them feel more confident and better able to tackle the challenges that an evolving economic landscape and career may bring. As more people experience worries about job security, downsizing and uncertainty in the workplace, they have expressed utilizing plastic surgery and minimally invasive procedures to keep a competitive edge.

In 2024, plastic surgery overall showed resilience in the face of more conservative spending by Americans.



In recent years, patients have opted to combine procedures in one setting to harness savings in terms of anesthesia costs, operating room fees and medical staff. That strategy has changed. Reports from ASPS Member Surgeons indicate that beginning in 2024, patients more and more requested a staged or strategic approach to their aesthetic goals. Keeping the end in mind, patients are working with their plastic surgeons to finance their plastic surgery journey and take it one step at a time paying as they go while still pursuing their final results.

In a Slowed Economy, Patients Still Prioritized Aesthetic Health *(Continued)*

Plastic Surgery by the Numbers

Some of the reasons for the continued popularity and growth of minimally invasive procedures are their cost and accessibility. Many patients consider minimally invasive procedures an affordable luxury or an essential part of their self-care routine.

Newcomers to the neuromodulator injection market, like Letybo® and Daxxify®, may also keep the cost of injectables competitive, meaning a potential for continued, steady demand for of these procedures. While “filler fatigue” grabbed headlines, lip augmentations with filler remained popular and has been since ASPS began tracking the procedure in 2022. Alongside both neuromodulators and lip augmentation, skin resurfacing similarly saw an increase in year-over-year demand. The continued popularity of each of these procedures indicates that patients still want to look and feel their best and are willing to invest in ongoing aesthetic maintenance to do so.

Beauty on a Budget

As economic headwinds remain top of mind for many well into 2025, it becomes imperative for patients who want to maintain their aesthetic with plastic surgery or explore their options to remain smart and safe. Plastic surgery carries real risks and potential health and aesthetic complications, and it is not the area to cut corners.

Be sure to always do your research and seek out ASPS Member Surgeons. In the long run, you may save money by reducing your risk of complications or needing expensive reconstruction or revision surgeries.

If you are interested in plastic surgery but concerned about the financial costs associated with a procedure, talk to your physician or their office staff for help. They can address your concerns and help you find solutions that fit your budget and aesthetic goals, whether it's a minimally invasive procedure as you save for something more significant or exploring financing options.

Should recent numbers be any indication, many individuals are not yet willing to give up their aesthetic luxuries and continue to include plastic surgery in their self-care regimens alongside other investments in physical and mental wellness. With responsible financial planning, plastic surgery and minimally invasive procedures may continue to be an investment patients prioritize as they wait for steadier economic times



The continued popularity of minimally invasive procedure indicates that patients still want to look and feel their best and are willing to invest in ongoing aesthetic maintenance to do so.

2024 COSMETIC SURGERY GENDER DISTRIBUTION (FEMALE)	2024 TOTAL PROCEDURES	2024 TOTAL FEMALE	% of TOTAL PROCEDURES	% CHANGE 2024 vs 2023
COSMETIC SURGICAL PROCEDURES - BREAST				
Breast augmentation (implant placement for both primary and/or revisions)**	306,196	304,334	99%	0.7%
Breast implant removals (augmentation patients only)**	41,271	41,180	100%	0.4%
Breast lift (mastopexy)**	153,616	153,278	100%	0.0%
Breast reduction (aesthetic patients only)**	76,734	74,495	97%	0.9%
Breast reduction in males (gynecomastia surgery)**	26,430	---	100%	---
COSMETIC SURGICAL PROCEDURES - BODY				
Abdominoplasty (tummy tuck)**	171,064	166,912	98%	0.5%
Buttock augmentation with fat grafting**	29,466	29,034	99%	0.3%
Buttock implants**	1,245	1,166	94%	0.9%
Buttock lift**	7,954	7,758	98%	2.7%
Labiaplasty**	10,827	10,827	100%	2.2%
Liposuction	349,728	328,646	94%	0.5%
Lower body lift**	10,957	9,862	90%	0.1%
Thigh Lift**	9,914	9,425	95%	3.3%
Upper arm lift (brachioplasty)**	23,527	23,082	98%	2.0%
COSMETIC SURGICAL PROCEDURES - FACE				
Cheek implant (malar augmentation)**	9,130	6,766	74%	3.4%
Chin augmentation (mentoplasty)**	5,529	4,312	78%	0.9%
Ear surgery (otoplasty)**	4,825	3,202	66%	0.1%
Eyelid surgery (blepharoplasty)**	120,755	105,404	87%	0.1%
Facelift (rhytidectomy)**	79,058	73,239	93%	0.8%
Facial fat grafting**	34,260	31,548	92%	0.1%
Forehead lift**	13,621	12,630	93%	0.8%
Neck lift**	22,445	19,672	88%	2.0%
Nose reshaping (rhinoplasty)**	48,423	41,405	86%	2.4%
PROCEDURE TOTALS	1,585,878	1,458,177	94%	0.6%
COSMETIC MINIMALLY INVASIVE PROCEDURES				
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	9,883,711	9,289,857	94%	4.2%
Sclerotherapy	516,883	488,574	95%	0.3%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microdermabrasion)	3,703,305	3,445,819	93%	5.7%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	3,112,056	2,623,375	84%	0.3%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	5,331,426	5,184,475	97%	0.7%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	932,861	826,196	89%	0.9%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	28,243,407	21,858,296	93%	2.9%

** Counts of procedures performed by ASPS Member Surgeons only.

2024 COSMETIC SURGERY GENDER DISTRIBUTION (MALE)	2024 TOTAL PROCEDURES	2024 TOTAL MALE	% of TOTAL PROCEDURES	% CHANGE 2024 vs 2023
COSMETIC SURGICAL PROCEDURES - BREAST				
Breast augmentation (implant placement for both primary and/or revisions)**	306,196	1,862	1%	1.1%
Breast implant removals (augmentation patients only)**	41,271	91	0%	0.0%
Breast lift (mastopexy)**	153,616	338	0%	0.0%
Breast reduction (aesthetic patients only)**	76,734	2,239	3%	1.1%
Breast reduction in males (gynecomastia surgery)**	26,430	26,430	100%	10.9%
COSMETIC SURGICAL PROCEDURES - BODY				
Abdominoplasty (tummy tuck)**	171,064	4,152	2%	1.0%
Buttock augmentation with fat grafting**	29,466	432	1%	0.5%
Buttock implants**	1,245	79	6%	1.3%
Buttock lift**	7,954	196	2%	2.6%
Labiaplasty**	10,827	---	0%	---
Liposuction	349,728	21,082	6%	1.0%
Lower body lift**	10,957	1,095	10%	0.4%
Thigh Lift**	9,914	489	5%	2.7%
Upper arm lift (brachioplasty)**	23,527	445	2%	2.3%
COSMETIC SURGICAL PROCEDURES - FACE				
Cheek implant (malar augmentation)**	9,130	2,364	26%	3.6%
Chin augmentation (mentoplasty)**	5,529	1,217	22%	0.6%
Ear surgery (otoplasty)**	4,825	1,623	34%	0.2%
Eyelid surgery (blepharoplasty)**	120,755	15,351	13%	-0.3%
Facelift (rhytidectomy)**	79,058	5,819	7%	0.4%
Facial fat grafting**	34,260	2,712	8%	0.1%
Forehead lift**	13,621	991	7%	0.8%
Neck lift**	22,445	2,773	12%	1.7%
Nose reshaping (rhinoplasty)**	48,423	7,018	14%	2.2%
PROCEDURE TOTALS	1,585,878	98,798	6%	3.4%
COSMETIC MINIMALLY INVASIVE PROCEDURES				
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	9,883,711	593,854	6%	4.3%
Sclerotherapy	516,883	28,309	5%	-0.2%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microdermabrasion)	3,703,305	257,486	7%	6.1%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	3,112,056	488,681	16%	0.3%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	5,331,426	146,951	3%	0.7%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	932,861	106,665	11%	0.9%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	28,243,407	1,621,946	7%	2.7%

** Counts of procedures performed by ASPS Member Surgeons only.

Botox®, Blephs and Beyond:

More Men Are Investing in Their Aesthetic Health

Traditionally, women have dominated plastic surgery statistics. While that is still true to a degree, more men are becoming interested in looking and feeling better through cosmetic treatment. Plastic surgery is not the taboo subject that many once thought it was, and more patients than ever before are posting, blogging and video journaling their plastic surgery journey for all to see, adding credibility and visibility that is gaining the attention of more women and men, and empowering them to explore their own aesthetic journeys.



The numbers paint a picture of increasing awareness and potentially less stigma associated with men considering plastic surgery.

The Number of Men Seeking Plastic Surgery Results Increasing

Plastic surgery isn't just about looking better or advancing a career trajectory. The number of men getting plastic surgery to achieve their aesthetic goals is slowly but steadily increasing. The 2024 statistics suggest that 7% of all plastic surgery patients were men, a modest 1% increase over 2023. The numbers are telling because they paint a picture of increasing awareness and potentially less stigma associated with men considering plastic surgery as a viable option for their goals. In

contrast, traditionally, plastic surgery was strongly associated with women.

While certainly less controversial or stigmatized thanks to social media and other trends, men's pursuit of cosmetic surgery may be a way to get a leg up in an uncertain economy. An increasingly competitive job market may be fueling renewed interest for men in aesthetic health because it offers an opportunity for men to improve their confidence.

Investing in one's aesthetic health may also help patients feel more confident and attractive in a world where there are fewer "third spaces" to organically meet friends and potential romantic partners. Online filter fatigue is a noted phenomenon, and if your photos don't match how you show up to a prospective date in real life, a love connection may end before it begins.

Breasts and Chests

Men and women are focusing on smaller, more athletic and proportional upper bodies. However, the athletic aesthetic looks different for men and women. For women, the top breast procedure remains breast augmentation. Yet, trends show that more women are opting for smaller and more proportional implants that offer just the right amount of cleavage. Breast lifts also remained steady in 2024, with 153,616 patients choosing the procedure, giving them more lift and shape.

For men, gynecomastia surgery, or male breast reduction, numbers increased compared to 2023, with a 2% rise in the number of men getting the procedure. Gynecomastia surgery has steadily seen an increase in men for the past several years, moving from 24,517 in 2023 to 26,430 patients in 2024.

The Eyes Have It

Men's and women's facial features are distinct. Most men are looking for a more sculpted and chiseled face with a masculine, defined jaw and chin, while women tend to prefer softer, fuller features that signal youth. The outcomes may differ, but both sexes are turning to plastic surgery

Botox®, Blephs and Beyond:

More Men Are Investing in Their Aesthetic Health (Continued)

to address the same concerns – the eyes.

Blepharoplasty, or eyelid surgery, was popular with men and women seeking to enhance the appearance of their eyes. Statistics show that 87% of patients undergoing the procedure were women. Ear surgery was even more popular with men, who made up 34% of patients choosing to focus on their ears. Men also sought chin augmentation and cheek implants, allowing them to sculpt and sharpen these facial features.

A Strong and Tight Core

Liposuction and tummy tucks are still overwhelmingly sought by women, with 98% of tummy tuck and 94% of liposuction patients being female. However, as GLP-1 weight loss medications gain in popularity with both sexes, liposuction and tummy tucks as part of an “Ozempic makeover” may start to change the numbers, giving men that hard-to-achieve V-shaped lower torso, and women a slim and more defined waist.

Minimally Invasive Treatments: The Affordable Way for Men and Women to Get Results Fast

Men and women are increasingly turning to minimally invasive treatment options as an affordable way to enhance their looks with minimal downtime. Neuromodulator injections, such as Botox®, Dysport®, Xeomin® and Jeuveau®, along with other newcomers to the market, are proving that the popularity of injectables among both sexes shows no signs of slowing. 2024 numbers show that 94% of neuromodulator patients were women and 6% were men looking to soften wrinkles and erase fine lines.

Men are discovering the benefits of neuromodulator injections to address signs of

aging and build self-confidence without turning to surgical procedures. More men are also recognizing the benefits of skin care and self-care. These concepts go beyond traditional soap and water and include an interest in skin care products, treatments and minimally invasive procedures as a way to enhance their appearance and boost confidence socially and in the workplace.

Another popular noninvasive treatment for 2024 was skin treatments, which include laser hair removal, Intense Pulsed Light (IPL) treatments and laser tattoo removal. Laser skin treatments reached 3,112,056 patients, with 16% of those patients being men. A significant portion of plastic surgery patients who underwent enhancement with non-hyaluronic acid (non-HA) fillers were men at 11%, while HA fillers remained more popular for women.

Conclusion

More women may still be choosing the plastic surgery route, but men are slowly and surely adopting their own approaches to aesthetic care. Plastic surgery is for everyone because it gives equal opportunity to voice their concerns, make positive changes to their appearance and pursue aesthetic results that can help boost their confidence and mental wellness.

Men are discovering the benefits of **neuromodulator injections**, to address signs of aging and build self-confidence without turning to invasive surgical procedures.



2024 COSMETIC AND RECONSTRUCTIVE DEMOGRAPHICS

COSMETIC PROCEDURES PERFORMED IN	2024	% of 2024
Office	11,691,562	42%
Hospital	4,531,855	16%
Free-standing ambulatory surgical facility	11,481,756	41%
RECONSTRUCTIVE PROCEDURES PERFORMED IN	2024	% of 2024
Office	219,679	19%
Hospital	660,029	56%
Free-standing ambulatory surgical facility	289,885	25%

2024 COSMETIC AND RECONSTRUCTIVE DEMOGRAPHICS

BREAST AUG	2024	% of 2024
w/Breast Lift	79,921	26%
w/o Breast Lift	226,275	74%
TOTAL	306,196	

2024 RECONSTRUCTIVE BREAST PROCEDURES

RECONSTRUCTIVE PROCEDURES		2024	% of 2024
Timing	Immediate	120,963	74%
	Delayed	41,616	26%
Type	Tissue expander to implant	88,491	54%
	Direct to implant	37,744	25%
	Pedicle TRAM	1,139	1%
	Free TRAM	2,422	1%
	DIEP Flap	21,391	13%
	Lasissimus Dorsi Flap	5,532	3%
	Other Free Flap	5,860	4%
Acellular Dermal Matrix		82,442	51%
Position	Prepectoral	109,758	68%
	Subpectoral	52,821	32%
TOTAL		162,579	

All figures are projected.

*Breast reconstruction procedures are more often for congenital and developmental breast deformities rather than cancer reconstruction.

† While patients under the age of 18 may access plastic surgery procedures under physician guidance and with the approval of a parent or guardian, this is atypical and the majority of cases within this data set are focused on the ages 18 to 19 years.

Maturity – Adolescents typically experience changes in perception of body image, so it is important to assess the stability of each individual's self image before proceeding with plastic surgery. There are four attributes associated with body image that should be considered. These include physical reality of the appearance, perceptions of appearance, importance of appearance and the degree of satisfaction with appearance.

In addition, adolescents may not have the physical and/or emotional maturity to choose plastic surgery. They may have unrealistic expectations about the surgery itself or about the outcome. They also may not understand that additional surgery may be necessary because of complications or a change in personal desire. Finally, they may not have reached full physical development.

Informed Consent – It is important that the adolescent patient completely understand the procedure, possible complications and likelihood for additional procedures at some future date. As with all cosmetic procedures, appropriate informed consent will be required. The education process associated with an informed consent should help the patient and the parent/guardian understand the risks, benefits and potential complications associated with the procedure.



Region 1

Region 1:
New England (CT, ME, MA, NH, RI, VT)
Middle Atlantic (NJ, NY, PA)



Region 2

Region 2:
East North Central (IL, IN, MI, OH, WI)
West North Central (IA, KS, MN, MO, NE, ND, SD)



Region 3

Region 3:
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)



Region 4

Region 4:
East South Central (AL, KY, MS, TN)
West South Central (AR, LA, OK, TX)



Region 5

Region 5:
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)
Pacific (AK, CA, HI, OR, WA)

2024 REGIONAL DISTRIBUTION COSMETIC SURGICAL PROCEDURES	TOTAL	% of PROCEDURES	TOTAL	% of PROCEDURES
COSMETIC SURGICAL PROCEDURES - BREAST	Region 1		Region 2	
Breast augmentation (implant placement for both primary and/or revisions)**	34,406	11%	46,226	15%
Breast implant removals (augmentation patients only)**	3,527	9%	4,703	11%
Breast lift (mastopexy)**	15,022	10%	21,930	14%
Breast reduction (aesthetic patients only)**	9,468	12%	12,046	16%
Breast reduction in males (gynecomastia surgery)**	3,942	15%	5,000	19%
COSMETIC SURGICAL PROCEDURES - BODY				
Abdominoplasty (tummy tuck)**	20,377	12%	27,496	16%
Buttock augmentation with fat grafting**	2,465	8%	1,319	4%
Buttock implants**	70	6%	9	1%
Buttock lift**	2,147	27%	420	5%
Labiaplasty**	955	9%	1,232	11%
Liposuction	30,753	9%	46,173	13%
Lower body lift**	1,098	10%	1,986	18%
Thigh lift**	1,219	12%	1,468	15%
Upper arm lift (brachioplasty)**	3,036	13%	4,255	18%
COSMETIC SURGICAL PROCEDURES - FACE				
Buccal fat pad removal**	334	7%	527	11%
Cheek implant (malar augmentation)**	244	3%	577	6%
Chin augmentation (mentoplasty)**	563	10%	1,822	33%
Ear surgery (otoplasty)**	459	10%	621	13%
Eyelid surgery (blepharoplasty)**	14,277	12%	16,177	13%
Facelift (rhytidectomy)**	9,854	12%	10,110	13%
Facial fat grafting**	4,115	12%	4,987	15%
Forehead lift**	1,419	10%	1,585	12%
Liposuction (submental/chin)	4,143	17%	1,914	8%
Neck lift**	1,681	7%	4,000	18%
Nose reshaping (rhinoplasty)**	8,333	17%	8,372	17%
TOTAL COSMETIC SURGICAL PROCEDURES	173,907	11%	224,955	14%
COSMETIC MINIMALLY INVASIVE PROCEDURES				
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Jeaveau®, Daxxify®)	1,237,630	13%	1,302,670	13%
Lip augmentation (with injectable materials)	244,371	17%	238,016	16%
Noninvasive fat reduction (e.g., CoolSculpting®, Liposonix®, Emsculpt®, Vanquish®, Zerona®, Kybella®)	76,089	17%	49,234	11%
Non-surgical skin tightening (e.g., Pelleve®, Thermage®, Ulthera®)	31,270	7%	65,069	15%
Sclerotherapy	37,969	7%	168,898	33%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, micro-dermabrasion)	307,638	8%	649,091	18%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	345,591	11%	562,968	18%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	885,005	17%	712,284	13%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	100,894	11%	174,240	19%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	3,266,457	13%	3,922,470	15%

** Counts of procedures performed by ASPS Member Surgeons only.

2024 REGIONAL DISTRIBUTION COSMETIC SURGICAL PROCEDURES	TOTAL	% of PROCEDURES	TOTAL	% of PROCEDURES	TOTAL	% of PROCEDURES
COSMETIC SURGICAL PROCEDURES - BREAST	Region 3		Region 4		Region 5	
Breast augmentation (implant placement for both primary and/or revisions)**	62,274	20%	51,214	17%	112,076	37%
Breast implant removals (augmentation patients only)**	11,602	28%	6,821	17%	14,618	35%
Breast lift (mastopexy)**	43,478	28%	30,568	20%	42,618	28%
Breast reduction (aesthetic patients only)**	20,384	27%	12,699	17%	22,137	29%
Breast reduction in males (gynecomastia surgery)**	6,354	24%	4,132	16%	7,002	26%
COSMETIC SURGICAL PROCEDURES - BODY						
Abdominoplasty (tummy tuck)**	45,911	27%	34,313	20%	42,967	25%
Buttock augmentation with fat grafting**	14,759	50%	4,625	16%	6,298	21%
Buttock implants**	198	16%	534	43%	434	35%
Buttock lift**	1,873	24%	2,534	32%	980	12%
Labiaplasty**	2,483	23%	1,923	18%	4,234	39%
Liposuction	122,724	35%	66,930	19%	83,148	24%
Lower body lift**	1,936	18%	2,930	27%	3,007	27%
Thigh lift**	2,625	26%	2,182	22%	2,420	24%
Upper arm lift (brachioplasty)**	6,635	28%	4,595	20%	5,006	21%
COSMETIC SURGICAL PROCEDURES - FACE						
Buccal fat pad removal**	849	17%	543	11%	2,650	54%
Cheek implant (malar augmentation)**	123	1%	1,428	16%	6,758	74%
Chin augmentation (mentoplasty)**	752	14%	599	11%	1,793	32%
Ear surgery (otoplasty)**	1,006	21%	765	16%	1,974	41%
Eyelid surgery (blepharoplasty)**	35,887	30%	18,739	16%	35,675	30%
Facelift (rhytidectomy)**	22,718	29%	13,455	17%	22,921	29%
Facial fat grafting**	6,835	20%	6,450	19%	11,873	35%
Forehead lift**	2,646	19%	2,074	15%	5,897	43%
Liposuction (submental/chin)	7,798	32%	4,999	21%	5,146	21%
Neck lift**	4,917	22%	5,138	23%	6,709	30%
Nose reshaping (rhinoplasty)**	11,105	23%	8,505	18%	12,108	25%
TOTAL COSMETIC SURGICAL PROCEDURES	437,872	28%	288,695	18%	460,449	29%
COSMETIC MINIMALLY INVASIVE PROCEDURES						
Neuromodulator injection (Botox®, Dysport®, Xeomin®, Javeau®, Daxxify®)	3,009,097	30%	2,025,025	20%	2,309,289	23%
Lip augmentation (with injectable materials)	413,526	29%	226,113	16%	327,539	23%
Noninvasive fat reduction (e.g., CoolSculpting®, Liposonix®, Em-sculpt®, Vanquish®, Zerona®, Kybella®)	107,419	24%	58,186	13%	161,129	36%
Non-surgical skin tightening (e.g., Pelleve®, Thermage®, Ulthera®)	86,522	20%	60,866	14%	195,305	44%
Sclerotherapy	126,080	24%	110,813	21%	73,123	14%
Skin resurfacing (e.g., dermabrasion, chemical peel, ablative/non-ablative lasers, microdermabrasion)	785,655	21%	880,950	24%	1,079,971	29%
Skin treatment (combination lasers) (e.g., laser hair removal, IPL treatment, laser tattoo removal, laser treatment of leg veins)	540,818	17%	397,609	13%	1,265,070	41%
HA fillers (e.g., Juvederm Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella®, Restylane®)	1,118,518	21%	838,497	16%	1,777,122	33%
Non-HA fillers (e.g., Radiesse®, Sculptra®, Bellafill®, Renuva®)	240,958	26%	83,082	9%	333,687	36%
TOTAL COSMETIC MINIMALLY INVASIVE PROCEDURES	6,428,593	25%	4,681,141	18%	7,522,235	29%

** Counts of procedures performed by ASPS Member Surgeons only.

Statement of Methodology

Since 1992, the American Society of Plastic Surgeons (ASPS) has been the source of cosmetic and reconstructive plastic surgery statistical trends in the United States, and this series represents more than three decades of procedural data.

ASPS is dedicated to bringing you the most accurate and reliable data in the specialty. For 2024, the Society used data from member surgeons and ASPS Endorsed Partner CosmetAssure. Combined, these sources give the data added breadth and depth to provide a more comprehensive report, strengthening credibility as a resource for doctors, patients, researchers and the media.

The Society offers the most comprehensive, reliable statistics on cosmetic and reconstructive plastic surgery procedures performed in the United States. The annual questionnaire was distributed to over 5,000 ABPS board-certified plastic surgeon members of ASPS. We received almost 1,000 responses which were included in the final sample.

All responses are aggregated and extrapolated to the entire population most likely to perform cosmetic and reconstructive plastic surgery procedures, resulting in the most accurate census available.

Statement of Validity

The results of the survey are based on a 95% confidence level with a +/- 4.62 percent margin of error.



As the gold standard in complications insurance, CosmetAssure has been providing an extra measure of financial safety and peace of mind to board certified plastic surgeons and their patients for the past 20 years. CosmetAssure works to preserve the surgeon-patient relationship in difficult times when unexpected post-surgery complications delay recovery.

Glossary

Abdominoplasty (Tummy Tuck): A surgical procedure to correct the apron of excess skin that hangs over the abdomen.

American Board of Medical Specialties: A nationally recognized, not-for-profit organization that sets professional standards for medical specialty practice and certification in partnership with its 24 certifying member boards.

American Board of Plastic Surgery: Certifying board for plastic surgeons in the United States. One of 24 specialty boards recognized by the American Board of Medical Specialties. Credential guarantees the surgeon graduated from an accredited medical school and completed at least five years of additional training as a resident surgeon. This includes a minimum of five years of residency training in all areas of surgery, including at least two years solely in plastic surgery. The surgeon then completes comprehensive written and oral exams.

Blepharoplasty (Eyelid Surgery): Surgery to improve the eyelids - upper lids, lower lids, or both.

Board-Certified Plastic Surgeon: A surgeon who chooses to obtain additional education in the specialty of plastic surgery. The surgeon has satisfactorily completed an approved residency training program and passed a rigorous specialty examination through the American Board of Plastic Surgery, which is recognized by the American Board of Medical Specialties. This certification is different from possessing a medical license, which is the minimum required by law to practice medicine and is not specialty specific.

Brachioplasty (Upper Arm Lift): A surgical procedure to reshape the underside of the upper arm from the underarm region to the elbow.

Breast Augmentation: Breast enlargement by surgery using implants or fat grafting. Medically known as augmentation mammoplasty.

Breast Implant Removal: To take out breast implants and possibly the breast capsule, which is scar tissue that forms after the placement of a breast implant. Also known as explant surgery.

Breast Lift (Mastopexy): A surgical procedure that raises the breasts by removing excess skin and tightens the surrounding tissue to reshape and support the new breast contour.

Breast Reconstruction: Plastic surgery techniques that attempt to restore a breast to near-normal shape, appearance and size following a mastectomy.

Breast Reduction: Surgically decreasing the size of the breast. Also known as reduction mammoplasty.

Breast Reduction in Males (Gynecomastia Surgery): Reduces the breast size in men by flattening and enhancing the chest contours.

Buccal Fat Pad Removal: A surgical procedure to extract the naturally occurring pad of fat in the cheek hollow area.

Buttock Augmentation with Fat Grafting: The transfer of fat from one area of the body using liposuction into the tissues of the buttocks. This technique is popularly referred to as Brazilian butt lift or BBL.

Buttock Implants: Silicone-filled devices that are surgically placed deep within the tissues of the buttock to enhance the shape and size of the posterior.

Buttock Lift: A surgical procedure to improve the shape and tone of the underlying tissue that supports skin and fat in the buttock area. Also known as a gluteal lift.

Burn Care: A reconstructive surgical procedure to repair skin or tissue damage usually caused by heat.

Cheek Implant (Malar Augmentation): A surgical procedure to add volume with implants or fat grafting (using the patient's own fat) that lifts the cheeks.

Chin Augmentation (Mentoplasty): A surgical procedure to reshape the chin either by enhancing it with an implant or reducing the bone.

Cleft Lip and Palate Repair: A reconstructive surgical procedure to close a gap in the upper lip and roof of the mouth usually caused by a birth defect when tissues do not completely join together.

Cosmetic Surgery: Procedures performed to enhance a person's overall aesthetic appearance by reshaping and adjusting normal anatomy to make it visually more appealing. It is not considered medically necessary and often not covered by medical insurance plans. Recovery can take considerable time before a patient can return to their day-to-day routine. Examples include facelifts, tummy tucks, rhinoplasty (nose reshaping) and breast augmentation.

Ear Surgery (Otoplasty): A surgical procedure to improve the shape, position or proportion of the ear.

Eyelid Surgery (Blepharoplasty): Surgery to improve the eyelids - upper lids, lower lids, or both.

Facelift (Rhytidectomy): A surgical procedure to reduce sagging of the mid-face, jowls and neck.

Facial Fat Grafting: A surgical procedure where fat is transferred from one area of the body to the face to add volume.

Glossary

Forehead Lift: A surgical procedure to correct a low-positioned or sagging brow. Smooths wrinkles that develop horizontally across the forehead and the vertical creases that develop between the eyebrows. Also known as a brow lift.

GLP-1 (Semaglutide): A medication used to treat obesity for long-term weight management. It is a peptide similar to the hormone glucagon-like peptide-1. It can be injected or taken orally. Brand names include Ozempic® and Wegovy®.

Gynecomastia Surgery: Breast reduction in males to flatten and enhance the chest contours.

Hand Surgery: A reconstructive surgical procedure to repair, improve or rehabilitate injuries or abnormalities that affect the strength, function or flexibility of the wrist or fingers. Treatments can improve carpal tunnel syndrome, arthritis or trigger finger.

Head and Neck Reconstruction: A surgical procedure to rebuild or reshape the face and neck using blood vessels, bone, tissue, muscle and skin from other parts of the body.

Hernia Repair: A reconstructive surgical procedure that fixes a bulging, usually of the stomach or intestines, through the wall of the cavity containing it. Medically known as a herniorrhaphy.

Hyaluronic Acid Fillers: Injections used to diminish facial lines and restore volume and fullness to the face. Hyaluronic acid is found naturally in the body. The dermal filler attracts water, which hydrates the skin and plumps it. This is a minimally invasive procedure. Examples include Juvederm®, Ultra®, Ultra Plus®, Voluma®, Volbella®, Vollure®, Restylane Lyft®, Restylane Silk®, Belotero®, Bolvella® and Restylane®.

Labiaplasty: A surgical procedure to decrease the size of the labia minora (inner tissue of the female genitalia) so that it is flush with the labia majora (outer part of the female genitalia).

Laceration Repair: A reconstructive surgical procedure to fix a tear or cut in the skin, tissue or muscle.

Lip Augmentation: A minimally invasive cosmetic procedure where dermal filler, usually hyaluronic acid filler, is injected to plump lips, enhance the contours or diminish facial lines.

Liposuction: This procedure vacuums out fat from beneath the skin's surface to reduce fullness. Medically known as lipoplasty or suction lipectomy.

Lower Body Lift: The surgical removal of excess skin and fat from the abdomen, waist, hips, buttocks and thighs to improve the shape and tone of these areas.

Lower Extremity Reconstruction: A surgical procedure to restore form and function to an area from the hip to the toes.

Malar Augmentation (Cheek Augmentation): A surgical procedure to add volume with implants or fat grafting (using the patient's own fat) that lifts the cheeks.

Mastopexy (Breast Lift): A surgical procedure that raises the breasts by removing excess skin and tightens the surrounding tissue to reshape and support the new breast contour.

Maxillofacial: Relates to the mouth, jaw, face and neck. Surgical procedures focusing on this area can restore or improve essential functions such as speaking, chewing, swallowing and breathing. It can be both reconstructive and cosmetic. Procedures include facial fracture repairs, facial laceration repairs and orthognathic (jaw straightening) surgery.

Mentoplasty (Chin Augmentation): A surgical procedure to reshape the chin either by enhancing it with an implant or reducing the bone.

Microdermabrasion: A treatment that uses a minimally abrasive instrument to gently sand skin, removing the thicker, uneven outer layer. It helps to thicken collagen in the skin, which results in a younger-looking complexion. This is a minimally invasive procedure.

Minimally Invasive Procedures: An alternative to an invasive surgical operation that does not involve anesthesia and can be done on an outpatient basis. The recovery process post-procedure is typically not as intense, long or in-depth as with surgery. Examples include neuromodulator injections, hyaluronic fillers, skin resurfacing, laser treatments and more.

Neck Lift: A surgical procedure that improves visible signs of aging such as sagging jowls, muscle banding in the neck or excess fat in the jawline. Also known as a lower rhytidectomy.

Neuromodulator: An injectable that temporarily reduces or eliminates facial fine lines and wrinkles, made from a purified substance derived from bacteria. Injections block the nerve signals to the muscle in which it is injected, making the muscle unable to contract. This is a minimally invasive procedure. Examples include Botox®, Dysport®, Xeomin®, Jeuveau® and Daxxify®.

Non-Hyaluronic Acid Fillers: Injectable dermal filler that uses different active ingredients than hyaluronic acid. It is used to fill in facial lines to reduce wrinkles and is semi-permanent, lasting longer than hyaluronic acid fillers. This is a minimally invasive procedure. Examples include Radiesse®, Sculptra®, Bellafill® and Renuva®.

Glossary

Noninvasive Fat Reduction: Nonsurgical, minimally invasive treatment that uses lasers, heat, cooling or sound waves to destroy fat cells that will be removed from the body as metabolic products. Examples include CoolSculpting®, Lipsonix®, Emsculpt®, Vanquish®, Zerona® and Kybella®.

Noninvasive Skin Tightening: A minimally invasive procedure to firm sagging skin that uses targeted energy to heat deeper layers of skin, which stimulates collagen and elastin production and gradually improves skin tone and texture. Examples include Pelleve®, Thermage® and Ulthera®.

Nose Reshaping (Rhinoplasty): A surgical procedure that enhances facial harmony and proportions of the nose. It can also correct impaired breathing caused by structural defects in the nose. Commonly referred to as a nose job.

Otoplasty (Ear Surgery): A surgical procedure to improve the shape, position or proportion of the ear.

Pelvic Floor Reconstruction: A surgical procedure used to treat pelvic organ prolapse, when one or more of the organs including the uterus, bowel or bladder slip down from their normal position and bulge into the vagina.

Plastic Surgery: A surgical specialty that is not confined to a single organ system involving repairing, reconstructing or altering the human body either to restore form and function or improve its aesthetic. This includes both reconstruction and cosmetic procedures.

Reconstructive Procedures: Surgery or treatments performed to restore function and normal appearance or to correct deformities created by birth defects, trauma or medical conditions including cancer. It is considered medically necessary and is covered by most health insurance plans. Examples include breast reconstruction as well as cleft lip and cleft palate repair.

Rhinoplasty (Nose Reshaping): A surgical procedure that enhances facial harmony and proportions of the nose. It can also correct impaired breathing caused by structural defects in the nose. Commonly referred to as a nose job.

Rhytidectomy (Facelift): A surgical procedure to reduce sagging of the mid-face, jowls and neck.

Scar Revision: A reconstructive surgery that attempts to minimize markings from an injury so that it is less visible and blends more with the surrounding skin tone and texture.

Sclerotherapy: A minimally invasive treatment to reduce spider veins. The most common treatment involves injecting a solution into each affected vein, causing the vein to collapse and fade. Laser treatments are also available.

Skin Resurfacing: A minimally invasive procedure to remove the outer layer of skin called the epidermis while simultaneously heating the underlying skin, called the dermis. This action works to stimulate the growth of new collagen allowing the new skin that forms to be smoother and firmer. Treatments include dermabrasion, chemical peels, ablative and non-ablative lasers as well as microdermabrasion.

Skin Treatment: A minimally invasive procedure that improves the appearance of the skin using lasers. Treatments include combination lasers, laser hair removal, intense pulsed light (IPL), laser tattoo removal and laser treatment of leg veins.

Submental Liposuction: A minimally invasive surgical procedure to remove excess fat from under the chin and neck region. It can reduce the appearance of a double chin and contour the neck and jawline. Commonly referred to as chin liposuction or chin lipo.

Thigh Lift: A surgical procedure to reshape the thighs by reducing excess skin and fat, resulting in smoother skin and better-proportioned contours of the lower body.

Treatment of Dog Bites: A reconstructive surgery that repairs wounds to the skin, bones, tendons, nerves, vessels, muscles and joints sustained when a body part is seized by the teeth of a dog.

Tummy Tuck (Abdominoplasty): A surgical procedure to correct the apron of excess skin that hangs over the abdomen.

Tumor Removal: A reconstructive surgery to eliminate an abnormal growth or mass, which may be cancerous or benign, while leaving the surrounding healthy tissue intact. This includes skin cancer excisions.

Upper Arm Lift (Brachioplasty): A surgical procedure to reshape the underside of the upper arm from the underarm region to the elbow.

Further Information

Exclusive Full-Color Graphics and Comprehensive Statistical Graphs at Your Fingertips

Full-color graphics and statistical graphs for this release are available by contacting the ASPS Public Relations Department. We invite you to contact us via media@plasticsurgery.org or at (847) 228-3333.

ASPS Spokespersons Network

Looking for expert insights on plastic surgery? The ASPS Spokespersons Network boasts over 100 plastic surgeons from the U.S. and Canada. They're not just experts in procedural details but are also well-versed in patient-physician dynamics, emerging trends and even societal impacts like healthcare reform. If you're a journalist seeking an informed perspective, contact the ASPS Public Relations Department to schedule an interview.

PlasticSurgery.org

The ASPS online newsroom is the most comprehensive site for journalistic research on cosmetic and reconstructive plastic surgery on the Internet. Discover the most comprehensive journalistic resources on cosmetic and reconstructive plastic surgery. At PlasticSurgery.org, you'll find:

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