

Facial
Fillers

InDepth

By Rima Bedevian

ASAPS Releases 2007 Procedural Statistics

According to the latest statistics released by the American Society for Aesthetic Plastic Surgery (ASAPS), an estimated 11.7 million aesthetic surgical and nonsurgical procedures were performed in the United States in 2007—a 457% increase since the first statistics were collected in 1997.

According to the report, Americans spent more than \$13 billion on aesthetic procedures in 2007.

The top five nonsurgical procedures performed in 2007 among men and women, according to the ASAPS report, were botulinum toxin Type A injections (2,775,176), hyaluronic acid injections (1,448,716), laser hair removal (1,412,657), microdermabrasion (829,658), and laser skin resurfacing (647,707).

The top five surgical procedures performed in 2007 among men and women, according to the report, were liposuction (456,828), breast augmentation (399,440), blepharoplasty (240,763), abdominoplasty (185,335), and female breast reduction (153,087).

The statistics also show that more than 10.6 million procedures (nonsurgical and surgical) were performed on women—an increase of 1% from 2006—and more than 1 million procedures (nonsurgical and surgical) were performed on men—a 1% increase from 2006.

An important figure found in the ASAPS report was the 9% increase in minimally invasive procedures, including hyaluronic acid fillers, which jumped from the fifth most popular in 2006 to the second most popular in 2007.

Other notable figures from the ASAPS report: a 2% decrease in reconstructive plastic surgery procedures, including tumor removal (3.9 million, down 1%), laceration repair (286,000, down 9%), scar revision (150,000, down 9%), and hand surgery (142,000, down 9%).

Table 1. Surgical and Nonsurgical Aesthetic Procedures Among Men and Women in 2007

Surgical	ASAPS	ASPS	
	Abdominoplasty	185,335	148,000
Breast Augmentation	399,440	348,000	
Eyelid Surgery	240,763	241,000	
Nonsurgical	ASAPS	ASPS	
	Hyaluronic Acid	1,448,716	1.1 million
	Laser Hair Removal	1,412,657	906,000
	Microdermabrasion	829,658	897,000

“It is not surprising to me that the minimally invasive procedure numbers have increased and the reconstructive surgery numbers have decreased,” says George J. Bitar, MD, an aesthetic and reconstructive plastic surgeon who practices in Fairfax and Manassas, Va. “With minimally invasive procedures having been on the market a few years, patients are more familiar with them and less intimidated by them and away from reconstructive procedures for a simple reason,” Bitar continues. “The insurance reimbursement is deplorable. That fact is also driving OB-GYNs, ENTs, and family practitioners to do minimally invasive procedures as well, thus driving the numbers of Botox, laser hair removal, and hyaluronic acids, as well as other fillers, up the roof.”

The important thing for consumers to remember is that injectables and minimally invasive procedures require skill and follow-up, according to Bitar. Just because they are not surgery does not mean that they cannot have complications, he adds.

A skilled plastic surgeon who can also offer surgical alternatives to fixing the problem permanently, and not just temporarily, should be the professional of choice to seek, he says.

FACELIFTS MAKE A COMEBACK

With patients opting for less invasive procedures for facial rejuvenation, facelifts made a comeback in 2007 among female and male Baby Boomers. The statistics by the ASAPS report a 14% increase for women and a 16% increase for

advances in both technique and technology in facelift surgery. Instead of more extensive traditional facelifts that often left patients with long recoveries and a less natural

look, the midface approach involves less scarring, better results, and well-rehearsed techniques.

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“Plastic surgeons are moving more toward cosmetic proce-