



## 2004 GENDER QUICK FACTS COSMETIC PROCEDURES

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### FEMALE

**8 million** cosmetic surgery procedures performed on women, up 8 percent from 2003

**87%** of all cosmetic surgery patients were women

**26%** increase in women having cosmetic surgery from 2000 to 2004

#### Surgical Cosmetic Procedures

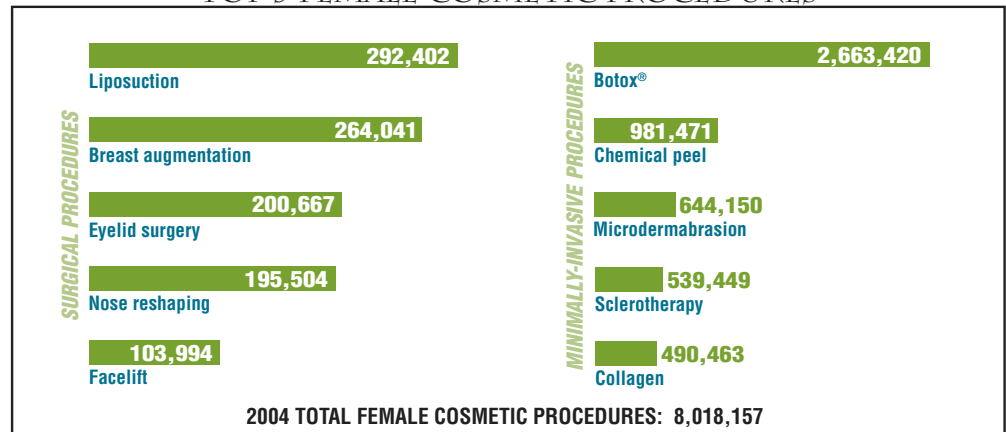
**24%** increase in women having breast augmentation from 2000 to 2004

**59%** increase in women having lower body lifts, **52%** increase in buttock lifts, **45%** increase thigh lifts, **40%** increase in upper arm lifts, and **14%** increase in breast lifts in 2004

#### Minimally-invasive Cosmetic Procedures

**35%** increase in women having minimally-invasive procedures from 2000 to 2004

### TOP 5 FEMALE COSMETIC PROCEDURES



**284%** increase in women having Botox® injections from 2000 to 2004

**62%** increase in women having cellulite treatment from 2000 to 2004

**14%** increase in women having sclerotherapy in 2004

**10%** increase in women having chemical peels in 2004

### MALE

**1.2 million** cosmetic surgery procedures performed on men in 2004

**13%** of all cosmetic surgery patients were men in 2004

**16%** increase in men having cosmetic surgery from 2000 to 2004

#### Surgical Cosmetic Procedures

**135%** increase in men having cheek implants from 2000 to 2004

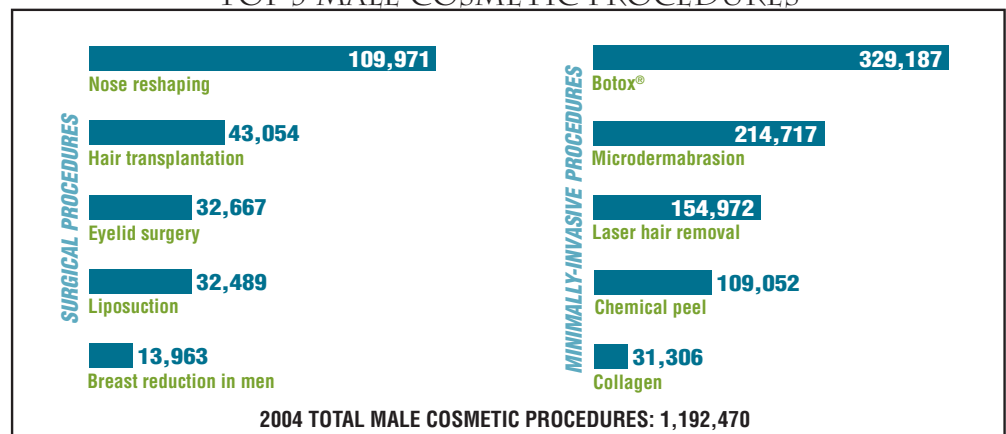
**54%** increase in men having hair transplantation in 2004

**368%** increase in men having upper arm lifts, **268%** increase in lower body lifts, and **43%** increase in thigh lifts in 2004

#### Minimally-invasive Cosmetic Procedures

**43%** increase in men having minimally-invasive procedures from 2000 to 2004

### TOP 5 MALE COSMETIC PROCEDURES



**250%** increase in men having Botox® injections from 2000 to 2004

**150%** increase in men having microdermabrasion from 2000 to 2004

**164%** increase in men having laser treatment of leg veins in 2004

**12%** increase in men having laser skin resurfacing in 2004

**10%** increase in men having collagen injections in 2004