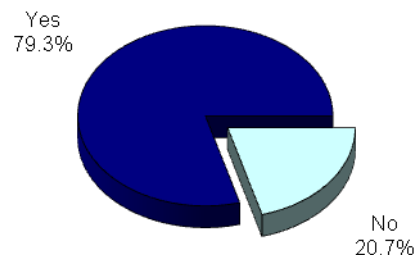




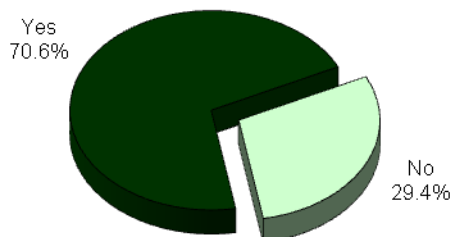
2008 AACS *Economic Impact* Survey Fact Sheet

- Almost all cosmetic surgeons (95.9%) were concerned about the economic downturn in the US. About eight in ten (79.3%) cosmetic surgeons have been affected by the economic downturn.
- Among those affected by the economy, half (50.5%) have increased marketing efforts and 30.2% have laid off employees as a result of the economic downturn.
- When asked about patient choices, cosmetic surgeons indicated more patients were choosing less invasive and less expensive procedures. Seven in ten (70.6%) cosmetic surgeons indicated more of their patients were choosing less invasive procedures. More than eight in ten (82.4%) cosmetic surgeons indicated more patients were choosing less expensive procedures.

Has the Economic Downturn Affected Cosmetic Surgeons' Practices?



Are More Patients Choosing Non-invasive Cosmetic Procedures?



Eight in ten cosmetic surgeons have been affected by the economic downturn in the US.

- Almost two-fifths (38.7%) of cosmetic surgeons said they were seeing more patients from their original specialty as a result of the economic downturn.
- Cosmetic Surgeons indicated both patient volume and gross billings for cosmetic surgery has declined by about one-third (33.8% and 33.0%, respectively) as a result of the economic downturn.

Cosmetic surgeons' patient volume and gross billings have declined by one-third as a result of the economic crisis.

- Over half of cosmetic surgeons (53.1%) said they were 'very confident' or 'somewhat confident' their practice would rebound in the next year. Cosmetic surgeons were less optimistic about the rebound of the US economy with 41.8% indicating confidence that the US economy would rebound within the next year.

METHODOLOGY: The American Academy of Cosmetic Surgery (AACS) conducted the 2008 *Economic Impact Survey* to gather information about impact the current economic crisis has had on the practice of cosmetic surgery in the US. The sample frame for this survey was the 1,520 members of the AACS with valid email addresses at the time of the survey. The survey was conducted from November 1 to November 26, 2008. Results are based on 242 completed surveys, representing a response rate of 15.9%. Respondents practiced in 41 of the 50 states, Washington D.C. and Puerto Rico. They averaged 11 years in practice, and devoted an average of 63% of their practice to cosmetic surgery.

About the AACS

The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. For more information, visit www.cosmeticsurgery.org.

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