

Consumer Survey Fact Sheet

METHODOLOGY:
Synovate Inc.'s online Global Opinion Panel was used as the sample source for this study. This is a national household database consisting of more than 1.4 million households that have agreed to participate in survey research. Interviews were completed July 11-16, 2006. The study included 1,010 representative interviews among adults ages 18 to 65, split evenly on gender. An over sample of 'category acceptors' was collected to bring the total to 500 interviews. A category acceptor is defined as people who have had any type of cosmetic surgery or who think they will have cosmetic surgery at some point in their life.

Cosmetic surgery is on the rise:

- Cosmetic surgery is something that 6% of the adult population has done but almost 20% of the population aspires to do in the future. Those who typically seek cosmetic surgery are young adults, female and reside in the Western part of the U.S.
- 12% of men surveyed believe they will have cosmetic surgery at some point in the future.

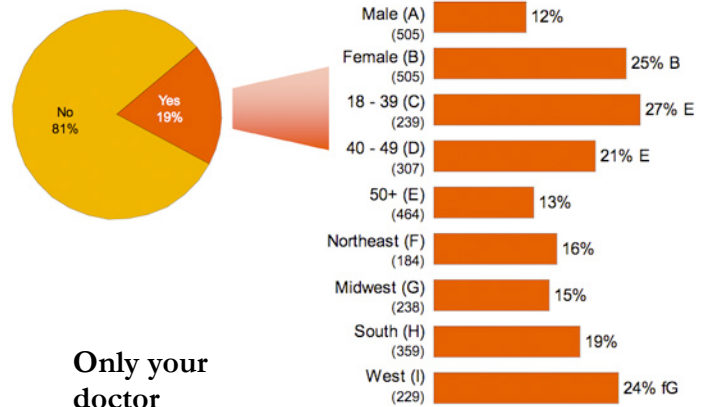
Consumer influence and decision making:

- Primary influencers regarding one's personal appearance are self-directed rather than reliant on opinions of others or media.
- About one in four men are influenced by significant others regarding their appearance.
- Five in six people associate personal appearance with professional success.

Consumer confusion around practitioners and qualifications:

- Nearly half of all prospective patients don't know the difference between a cosmetic surgeon and a plastic surgeon.
- One in five consumers is unaware of what a cosmetic surgeon is.

Profile: Future Cosmetic Surgery Intenders



Only your doctor knows for sure ... or does he?

- When asked how open they would be about a cosmetic surgery procedure, 33% of consumers said they would tell only those who asked, while 18% said they would tell only close friends and family.

No pain, no gain:

- Only 18% of consumers cited fear of pain as a reason for foregoing cosmetic surgery. Instead, cost is what discourages 54% of those surveyed from having a procedure.
- Looking unnatural or fake comes in at a strong second with 48%, while fear of not liking the outcome comes in at 27%.
- Yet, if there was disposable income to be had, 46% of consumers say they would forego an expensive vacation or luxury car to pay for cosmetic surgery.

About the AACS

The American Academy of Cosmetic Surgery (AACS) is a professional medical society whose members are dedicated to the art of cosmetic surgery. For more information, visit www.bewiseaboutbeauty.org.

American Academy of Cosmetic Surgery

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Getting the “star” treatment

- When asked which celebrity feature they would choose as their own, 46% of women said they would choose **Jennifer Aniston’s** eyes. **Kim Basinger’s** cheekbones came in at second with 19% and Beyonce’s “booty” came in third with 15% of the votes.
- Two of the most celebrated celebrity features took the bottom two spots: **Angelina Jolie’s** lips (11%) and **Pamela Anderson’s** breasts (9%).
- When asked which celebrity features they would choose as their own, an overwhelming 51% of men said they would choose **Nick Lachey’s** abs. **Matthew McConaughey’s** teeth came in at second with 18%, and **Patrick Dempsey’s** hair came in third with 15% of the votes.
- Just like Angelina, **Brad Pitt** ended up next to last with just 14% of the men surveyed saying they would want his eyes.

Celebrity bedside manner

- 33% of men say if they could choose one television doctor to perform their cosmetic surgery, they would choose **Dr. Lisa Cuddy** from “**House, MD**” (**Lisa Edelstein**), while 25% say they would choose **Dr. Meredith Grey** from “**Grey’s Anatomy**” (**Ellen Pompeo**).
- 31% of women say if they could choose one television doctor to perform their cosmetic surgery, they would choose **Dr. Doug Ross** from “**E.R.**” MD (**George Clooney**), while 28% say they would choose **Dr. Sean McNamara** from “**Nip/Tuck**” (**Dylan Walsh**). Surprisingly, **Dr. McDreamy** of “**Grey’s Anatomy**” (**Patrick Dempsey**) came in third with only 21% of the votes.

Contrary to popular belief ...

- Despite the rise in “medical tourism” 90% of consumers say they would like to stay within their region to have a cosmetic surgery procedure.
- Only 2% of consumers say they make their cosmetic surgery decisions based on influence from Hollywood, the media or television.

Profile: Desired Celebrity Features

