



## DEMAND FOR COSMETIC SURGERY PROCEDURES AROUND THE WORLD CONTINUES TO SKYROCKET – USA, BRAZIL, JAPAN, ITALY AND MEXICO RANKED IN THE TOP FIVE COUNTRIES

NEW YORK, June 27, 2017 (GLOBE NEWSWIRE) -- The International Society of Aesthetic Plastic Surgery (ISAPS) today released the results of their annual Global Aesthetic Survey for procedures completed in 2016, which showed an overall increase of 9% in surgical and non-surgical cosmetic procedures within the past twelve months.

Ranking of the World's Top Ten Countries for Cosmetic Procedures  
The top five countries - USA, Brazil, Japan, Italy and Mexico - account for 41.4% of the world's cosmetic procedures, followed by Russia, India, Turkey, Germany and France.

RANKING	COUNTRY:	TOTAL NUMBER OF PROCEDURES	% OF WORLD-WIDE TOTAL
1	USA	4,217,862	17.9%
2	Brazil	2,524,115	10.7%
3	Japan	1,137,976	4.8%
4	Italy	957,814	4.1%
5	Mexico	923,243	3.9%
6	Russia	896,629	3.8%
7	India	878,180	3.7%
8	Turkey	789,564	3.3%
9	Germany	730,437	3.1%
10	France	517,731	2.2%
11	Colombia	505,161	2.1%
12	Spain	473,074	2.0%
13	Chinese Taipei	387,815	1.6%
14	Egypt	376,348	1.6%
15	Greece	287,918	1.2%
16	Argentina	272,420	1.2%
17	Venezuela	244,552	1.0%
18	Australia	225,002	1.0%
19	Belgium	195,665	0.8%
20	Iran	151,439	0.6%
21	Thailand	112,821	0.5%
22	Lebanon	79,769	0.3%
23	Romania	76,911	0.3%
24	South Africa	45,413	0.2%

## **THE FASTEST GROWING COSMETIC PROCEDURES**

In 2016, Labiaplasty showed the largest increase in number of procedures from 2015, with a 45% rise, followed by the Lower Body lift which increased by 29%, the Upper Body Lift and Breast Augmentation using Fat Transfer both demonstrating equal growth at 22%, and the Buttock Lift increasing by 20%.

## **THE MOST POPULAR COSMETIC SURGICAL PROCEDURES**

Breast Augmentation continued to be the world's most popular cosmetic procedure, accounting for 15.8% of all surgical procedures, followed by Liposuction (14%), Eyelid Surgery (12.9%), Rhinoplasty (7.6%) and Abdominoplasty (7.4%). The least popular cosmetic surgery in 2016 was penile enlargement, which also saw the largest decrease in number of procedures (-28%). The most popular non-surgical procedures continue to be injectables with Botulinum Toxin ranking at number one at 4,627,752 procedures (a 7% increase over the past 12 months).

## **THE GENDER DIFFERENCE**

Women continue to drive the demand for cosmetic procedures, accounting for 86.2%, or 20,362,655 cosmetic procedures worldwide. The five most popular procedures requested by women are Breast Augmentation (Silicone Implant), Liposuction, Eyelid Surgery, Abdominoplasty and Breast Lift.

In 2016, men accounted for 13.8% of cosmetic patients with 3,264,254 procedures performed worldwide. Their top five cosmetic procedures requested by men are Eyelid Surgery, Gynecomastia, Rhinoplasty, Liposuction and Hair Transplant.

President of ISAPS, Dr. Renato Saltz, comments, "These results confirm something that most board-certified plastic surgeons already knew - that the demand for cosmetic procedures is stronger than ever. Around the world, we are seeing record numbers of patients looking to take advantage of the latest innovations in cosmetic surgery to look and feel better about themselves."

## **SURVEY METHODOLOGY**

The data on aesthetic/cosmetic surgical and non-surgical procedures performed in 2016 was tabulated with a questionnaire sent to approximately 35,000 plastic surgeons in ISAPS' proprietary database. ISAPS is the only organization that collects this type of cosmetic data annually on a global scale. The results were compiled, tabulated and analyzed by Industry Insights, an independent research firm based in Columbus, Ohio. For a copy of full results, please visit [www.ISAPS.org](http://www.ISAPS.org).

## **ABOUT ISAPS**

The International Society of Aesthetic Plastic Surgery is the premier global organization for board-certified plastic surgeons. Regarded as the leading global authority on aesthetics and cosmetic surgery, ISAPS has over 3,200 members in 104 countries. Through its rigorous membership requirements, ISAPS plastic surgeons are considered to be among the most qualified in their respective countries, making it easy for patients who are considering cosmetic surgery to start their journey by meeting with an ISAPS plastic surgeon. A full list of ISAPS plastic surgeons can be found at [www.ISAPS.org](http://www.ISAPS.org).