

Aesthetic procedures close to 35 million in 2023

Total surgical and non-surgical procedures increased by 3.4% in 2023, up to 34.9 million.

MOUNT ROYAL, N.J., June 12, 2024 /PRNewswire/ -- The International Society of Aesthetic Plastic Surgery (ISAPS) released the results of its annual Global Survey on Aesthetic/Cosmetic Procedures this week at the ISAPS World Congress in Cartagena, showing a higher increase of 5.5% in surgical procedures, with more than 15.8 million procedures performed by plastic surgeons and 19.1 non-surgical procedures. Over the last four years, the overall increase is 40%.



Aesthetic Procedures

Liposuction was the most common surgical procedure in 2023 as in 2022, with more than 2.2 million, followed by breast augmentation, eyelid surgery, abdominoplasty, and rhinoplasty. The most popular non-surgical procedures were botulinum toxin, hyaluronic acid, hair removal, non-surgical skin tightening, and non-surgical fat reduction.

All face and head procedures showed notable growth from the previous year, with more than 6.5 million procedures and a 19.6% increase. Top procedures were eyelid with more than 1.7 million and a 24% increase, rhinoplasty with 1.1 million procedures and a 21.6% increase, and lip enhancement/perioral procedures with 0.9 million and a 29% increase. There were 4.1 million breast procedures (-5%) and 5.1 million body and extremities procedures (-0.4%).

Liposuction became the most common surgical procedure for women replacing breast augmentation, with 1.8 million procedures and a significant increase of 29% compared to 2021. Eyelid surgery was the most popular surgical procedure among men, replacing liposuction.

Most breast augmentations (53.7% of the total) and rhinoplasties (65.8%) took place on 18–34-year-olds, whereas botulinum toxin injectables were most popular among those aged 35–50 (49% of the total).

Botulinum toxin remained the most common non-surgical procedure for both men and women and across all age groups, with 8.8 million procedures performed by plastic surgeons worldwide. In second place, hyaluronic acid procedures increased by 29% to 5.5 million.

Commenting on the global results, Dr. Gianluca Campiglio, Global Survey Editor and plastic surgeon in Italy said, *“Although 85.5% of the total number of aesthetic procedures are performed on women, procedures in men have a higher increase, mainly explained by the 18% increase of surgical procedures in face and head.”*

Country Statistics

Once again, the US performed the most procedures worldwide with over 6.1 million procedures, followed by Brazil with 3.3 million, which is first in surgical procedures with 2.1 million. The US and Brazil are estimated to have the most plastic surgeons, followed by Japan, China, India, and South Korea.

Surgical procedures continue to be performed primarily in hospitals (46.9% worldwide) or office facilities (31.4%). On average, the countries seeing the highest proportion of foreign patients are Colombia, Mexico, Türkiye, Syria, and Thailand.

Dr. Lina Triana, ISAPS President and plastic surgeon in Colombia said, *“Considering that medical procedures abroad (“medical tourism”) are increasingly popular and that regulation and safety guidelines differ significantly from place to place, we encourage patients to choose a [board-certified, specialized plastic surgeon](#), trained and experienced in the procedure. At ISAPS, we are working to inspire and nurture excellence in Aesthetic Education Worldwide® for the safety of our patients.”*

Innovation, Research, and Patient Safety

More than 1,000 attendees from 90 countries are meeting in Cartagena (Colombia) this week to discuss the latest scientific research, innovations, and patient safety issues in aesthetic plastic surgery. Breast implants, eyelid surgery, liposuction, and rhinoplasty are some of the most discussed procedures at the Congress. According to Dr. Lina Triana, ISAPS President and plastic surgeon in Colombia, *“[ISAPS World Congress 2024](#) is the leading event in aesthetic plastic surgery, bringing together some of the top international plastic surgeons to discuss the latest research, innovation, and trends on aesthetic, surgical and non-surgical procedures to improve patient safety.”*

About ISAPS – The International Society of Aesthetic Plastic Surgery (ISAPS) is the world's leading professional body for [board-certified aesthetic plastic surgeons](#) with the mission to inspire and nurture Aesthetic Education Worldwide® for the [safety of patients](#). Founded in 1970, ISAPS provides an open forum for the exchange of aesthetic plastic surgery knowledge worldwide. The Society offers its members up-to-date training and continuing education and sponsors and endorses scientific meetings regularly throughout the world. Today, ISAPS membership includes the world's most respected aesthetic and reconstructive surgeons from over 117 countries. ISAPS is the only organization to collect this type of global data annually.

For a copy of the survey's detailed results, visit www.isaps.org/discover/media-centre/

For patient guidelines, please visit: www.isaps.org/discover/patients-home/

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