



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

COSMETIC PROCEDURES AND PATIENT DEMOGRAPHICS

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Introduction: In recent years, cosmetic procedures have become increasingly common in the United States among varying demographic and socioeconomic groups. Patients' pursuit of cosmetic treatments may be at least in part motivated by cultural and socioeconomic factors, although these patterns have not been well-characterized.

Objectives: To better understand 1.) how cosmetic treatment choices may be correlated with age, gender, level of education, race, and/or geographic region, and 2.) the motivations underlying these procedures of interest.

Methods and Materials: Patients considering cosmetic procedures at 13 dermatology centers across the nation were interviewed. Bivariate analyses were conducted to determine whether demographic factors were significantly associated with treatments of interest. Linear regression analyses were performed to determine whether the pursuit of a specific procedure was independently associated with one or more specific motives.

Results: Over 500 patients were surveyed. Patients less than 45 years of age were significantly more likely than older patients to present for acne scar treatment, laser hair removal, liposuction, or tattoo removal, whereas other facial rejuvenation treatments were not age-dependent. Laser hair removal, liposuction, and cellulite treatment were more commonly pursued by non-white patients. Patients in the West and Northeast regions were more frequently interested in laser rejuvenation, whereas Midwest patients were significantly more likely to pursue treatments for wrinkles and jowls. The motivations underlying acne scarring treatments were most often mental health-related, whereas facelifts were driven by social life motives, and eyelid surgeries were most frequently associated with desire for school or work success.

Conclusions: Patients' interests in cosmetic procedures were significantly correlated with gender, age, race, and geographic location. Further, patients pursuing certain cosmetic





treatments were often motivated by common desires. These findings may help clinicians better understand the sum of factors influencing patient interest in cosmetic procedures.

