



MEDIA RELEASE

AUSTRALIANS SPEND \$448.5 MILLION ON COSMETIC MEDICINE IN 12 MONTHS

Australia's cosmetic medicine industry continues to boom, despite economic downturn

22 April 2010 – Whilst many people may have given their personal budgets a nip-tuck during the economic downturn, Australians spent more than ever on cosmetic medicine during 2009 says the Cosmetic Physicians Society of Australasia (CPSA).

Figures released today by the CPSA, to coincide with its annual conference in Adelaide (April 21-24), indicate that an estimated \$448.5 million was spent in Australia on non-invasive and minimally invasive¹ treatments to the year ending 31st March 2010, representing an increase of 30 per cent on the previous year.

Dr Gabrielle Caswell, President of the CPSA, said, “Australians’ appetite for cosmetic treatments continues to grow at a staggering rate and outstrips that of other countries, largely due to the greater skin damage and earlier ageing caused by our exposure to the sun.

“Rather than consumers decreasing their overall spend, we found that the Global Financial Crisis was a catalyst for people to become more strategic with their choices. Patients are opting for treatments that offer more visible, lasting results, even though the procedures may initially be more expensive to undertake. Women, the CPSA has found, don’t just want to feel pampered, they want to look good and they are not prepared to spend time and money on treatments that don’t deliver measurable results.”

CPSA members reported that, for women, the most common cosmetic procedures remain anti-wrinkle treatments, dermal fillers for lips and areas of the face (cheeks and facial sculpting) and laser treatments for resurfacing (scarring, pigmentation and sun-damage) or hair removal.

¹ **Minimally invasive cosmetic procedures** – procedures that may break the skin but are less traumatic, do not usually involve the use of systemic anaesthesia and result in more temporary changes such as medium depth peels, collagen and Botox injections.

Non-invasive cosmetic procedures - procedures that do not usually break the skin, do not involve the use of either local or general anesthetic, such as superficial chemical peels, microdermabrasion and laser hair removal.

Invasive cosmetic surgery e.g. breast augmentation, liposuction are not covered by this survey.

“As cosmetic medicine has become more commonplace and less of a social taboo, CPSA members have seen a steady increase in male patients. Most recently we’ve found that men are increasingly interested in skin quality and this has caused a growing demand for laser treatments for skin rejuvenation amongst this sector of the population,” said Dr Caswell.

Men are increasingly turning to non-invasive cosmetic treatments including anti-wrinkle treatments to smooth out deeper lines, acne scarring procedures and laser for permanent hair reduction. They have also discovered dermal fillers for subtle rejuvenation of the cheeks and wish to reduce facial redness using vascular lasers and medical-strength IPL (intense pulsed light) treatments.

“Our members have also reported a trend for prospective patients, who are presenting for consultations, to be very well informed on the procedures they’d like. Intending patients are doing their homework and fact finding via the internet which provides a private environment to source information.

“It is important to remember that not all information on the internet is accurate or trustworthy. Patients are encouraged to seek an appropriately trained and qualified professional when considering any type of cosmetic medicine.”

Considering trends for 2010, CPSA members report that patients are demanding cost effective procedures with visible results and like the flexibility that non- and minimally-invasive treatments offer, compared to the permanency of surgery. The recovery periods or ‘downtime’ associated with permanent surgical options will also influence what will be the most popular treatments in the next 12 months.

“One of the primary drivers of growth in our profession is that patients are increasingly selecting ‘walk-in walk-out’ treatments that deliver great results. Many of the treatments, such as Botox® and fillers, aren’t permanent so patients are more comfortable trying these procedures.

“As a result, we believe that the use of dermal fillers and the associated volumetric filling techniques to re-sculpt the aging face will continue to grow in popularity. Recent evidence is suggesting that longer term effects are gained by these techniques, believed to be due to the activation of fibroblasts, via unknown mechanisms, encouraging the skin to produce more of its own collagen². Likewise, CPSA members anticipate a growth in demand for new laser resurfacing technologies that are facilitating revolutionary techniques to rejuvenate sun-damaged and photo-aged skin, giving patients viable non-surgical options,” added Dr Caswell.

2 Taub, Am.F., Sarnoff, D., Gold, M. and Jacob, C. Effect of Multisyringe Hyaluronic Acid Facial Rejuvenation on Perceived Age. Derm. Surg. 2010; 36:322-328

###

About the Cosmetic Physicians Society of Australasia

The CPSA represents the largest body of doctors who perform non- or minimally-invasive cosmetic medical treatments in Australia. Incorporated in 1997, the Society has maintained a stance whereby it aims to ensure patient access to safe non- or minimally-invasive cosmetic treatments. www.cosmeticphysicians.org.au

PR contacts:

Shaneez Johnston | Res Publica

(02) 8297 1509 | 0413 610529 | sjohnston@respublica.com.au

Maddy Durrant | Res Publica

(02) 8297 1503 | 0451 615 070 | mdurrant@respublica.com.au