



# MEDICAL INSIGHT<sup>®</sup>

THE Annual Aesthetic Practice Survey

January 2017

## **i. Methodology**

For many years, Medical Insight has conducted proprietary surveys of its extensive database of aesthetic physicians on specific topics of interest to selected clients. These surveys have provided important real-world feedback that has assisted manufacturers in developing new products and equipment, evaluating new business opportunities and assessing customer response.

This report represents the fourth time that Medical Insight survey data is being made available to the broader aesthetic industry. It includes responses from over 100 aesthetic practices in North America. In addition to analysis of current trends, this report provides a comparison to survey findings from one year ago.

**M.I.I Disclaimer**

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## M.I.I Professional Biography

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Michael Moretti has served as a medical industry analyst and strategic advisor for more than 20 years. As an industry consultant, Mr. Moretti specializes in strategic business development projects and high-growth, emerging market segments. He provides custom reports and confidential market studies for a variety of clients, including global medical and pharmaceutical companies.

In 1993, Mr. Moretti founded Medical Insight, Inc., the leader in focused aesthetic market research offering comprehensive data on procedure volume and growth, revenue forecasts and new product introductions. Under Mr. Moretti's leadership, Medical Insight publishes global market studies and forecasts for major industry sectors such as facial injectables, cosmeceuticals, body shaping procedures, skin rejuvenation technologies and home-use aesthetic products. Medical Insight also sponsors executive business forums to address scientific developments and market trends for the investment community.

Mr. Moretti is the founder of *Aesthetic TV*<sup>®</sup>, the first and only one-stop online resource for current, reliable information about cosmetic and anti-aging treatments. *Aesthetic TV* offers expert advice for consumers via interviews with the top physicians in the field, and unprecedented access to the latest beauty-enhancing procedures and products created specifically to help people look and feel their absolute best.

Mr. Moretti is also founder and publisher of *THE Aesthetic Guide*<sup>®</sup> – a digital and print publication from Medical Insight featuring in-depth reports on new products, procedures and trends, reaching over 75,000 physicians, industry executives and investment analyst subscribers globally. Special editions of *THE Aesthetic Guide* address the European and Asian markets.

In 2007, Mr. Moretti debuted *THE Aesthetic Show*<sup>™</sup>, the first multidisciplinary annual business to business trade show that brings thousands of the highest profile physicians and medical professionals together in Las Vegas to learn about the newest aesthetic procedures, products and technologies in a dynamic, interactive, educational format. For more information please visit: [www.miinews.com](http://www.miinews.com).

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This report presents highlights of Medical Insight's fourth annual Aesthetic Practice Survey. The respondent cohort to this survey closely reflected the composition of North American based aesthetic practices, as most employed up to 15 people, treated up to 50 patients per week and had revenues of up to \$1 million.

In general, respondents' expectations for 2017 are largely positive and reflect a continuation of the improving business conditions reported in the 2015 and 2016 survey results. This is demonstrated in anticipatory staff expansion, addition of new services or equipment, increases in practice revenues and profits, and an uptick in patient volume. In fact, almost 48% of respondents expect their practice revenues to increase a little and another 38% expect a significant increase. As well, most respondents expect an upsurge in annual practice revenue in 2017, with only 3% expecting a decrease. In addition, 75% of those surveyed reported they would grow their practice budgets in 2017.

New technologies, devices, services and skincare remain important for many aesthetic practices although injectables continue to generate the most revenue and profits. Over twice as many respondents cite injectables as most profitable compared with laser / light-based hair removal and skin rejuvenation. Most respondents plan to add new aesthetic services and / or new equipment, particularly cutting edge therapies involving stem cells, platelet-rich plasma (PRP) and biologic solutions, such as injectable fat reduction.

The number of Millennials entering the aesthetic treatment pool continues to rise, as well, with most responding practices reporting up to 30% of their patients are between 20 and 35 years old.

Most practices also report a surge in new male patients, with this new demographic comprising up to 20% of a typical busy practice volume.



**Figure 25**  
**Average Charge for Single Energy-Based Skin Rejuvenation Treatment**

