



MEDICAL INSIGHT<sup>®</sup>

THE Annual Aesthetic Practice Survey



January 2016

## **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 third time that Medical Insight survey data is being made available to the broader aesthetic industry. It includes responses from more than 120 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**

Information in this study has been obtained by Medical Insight, Inc. from sources believed to be reliable. While Medical Insight believes the data provided herein to be accurate, no expressed or implied guarantees regarding accuracy or adequacy are made. Product and corporate data can change very quickly and without notice and Medical Insight continually updates its research products. Because of this, certain figures in Medical Insight reports may differ from corresponding figures in earlier reports, even if those reports were issued relatively recently. Furthermore, current economic conditions are contributing to a highly volatile market, in which actual results often diverge significantly from estimates developed by manufacturers, analysts and others, resulting in a revision of projections. Therefore, while Medical Insight will provide an explanation of figures in any of its reports, only the most recent reports contain Medical Insight's latest estimates.

This study is not intended as a substitute for proper due diligence. Although an attempt has been made to provide thorough coverage of the subject matter of this report, no guarantees regarding completeness or thoroughness are made. Medical Insight is not responsible for any errors, omissions, or results obtained from use of information provided herein.

Any use which a reader makes of this report or any reliance on or decisions to be made based on it are the sole responsibility of such reader. Medical Insight accepts no responsibility for damages, if any, suffered by any reader as a result of decisions or actions taken based on this study.

Medical Insight, Inc. reserves all rights to this copyrighted document. This study is protected by U.S. Copyright Law; Copyright 2016 Medical Insight, Inc. Unauthorized reproduction is strictly forbidden by law. This report may not be reproduced in part or in whole without written consent of a duly authorized officer of Medical Insight. Multiple copies of this report can be obtained at a nominal cost by contacting the publisher.

Medical Insight, Inc.  
130 Vantis, Suite 240  
Aliso Viejo, CA 92656 USA  
+1 (949) 830-5409 telephone  
+1 (949) 830-8944 facsimile  
Email: [mmoretti@miinews.com](mailto:mmoretti@miinews.com)

# M.I.I Professional Biography

Michael Moretti  
President  
Medical Insight, Inc.

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).

#### Contact Information:

Michael Moretti  
Medical Insight, Inc.  
130 Vantis, Suite 240  
Aliso Viejo, CA 92656 USA  
+1 (949) 830-5409 telephone  
+1 (949) 830-8944 facsimile  
Email: [mmoretti@miinews.com](mailto:mmoretti@miinews.com)  
Or visit the Medical Insight website at: [www.miinews.com](http://www.miinews.com)

# M.I.I. Table of Contents

<b>Disclaimer</b>		<b>3</b>
<b>Biography</b>		<b>4</b>
<b>Table of Contents</b>		<b>5</b>
<b>Table of Exhibits</b>		<b>6</b>
<b>1.0</b>	<b>Executive Summary</b>	<b>8</b>
<b>2.0</b>	<b>Demographics</b>	<b>9</b>
<b>3.0</b>	<b>Practice Trends</b>	<b>13</b>
<b>4.0</b>	<b>Procedure Trends</b>	<b>36</b>
4.1	Injectables	<b>37</b>
4.2	Energy-Based Hair Removal	<b>41</b>
4.3	Energy-Based Skin Rejuvenation	<b>43</b>
4.4	Energy-Based Skin Tightening	<b>45</b>
4.5	Energy-Based Body Shaping	<b>47</b>
4.6	Energy-Based Feminine Rejuvenation	<b>49</b>
4.7	Physician-Dispensed Topicals	<b>51</b>

<b>M.I.I. Table Of Exhibits</b>	
Figure 1: Number of Employees in Practice in 2015	10
Figure 2: Annual Practice Revenue in 2015	11
Figure 3: Average Weekly Patient Volume in 2015	12
Figure 4: Do You Expect to Expand Your Staff in 2016?	15
Figure 5: Expected Practice Revenue Change in 2016	16
Figure 6: Expected Practice Profit Margin Change in 2016	17
Figure 7: Did You Implement Any Cost Reduction Measures in 2015?	18
Figure 8: If Yes, What Cost Reduction Measures Did You Implement?	19
Figure 9: Do You Plan to Implement Any Cost Reduction Measures in 2016?	20
Figure 10: If Yes, What Cost Reduction Measures Will You Implement?	21
Figure 11: Expected Average Weekly Patient Volume Change in 2016	22
Figure 12: Did You Add Any New Aesthetic Services in 2015?	23
Figure 13: If Yes, Which New Services Did You Add?	24
Figure 14: Aesthetic Services That Generate the Most Revenue	26
Figure 15: Which Aesthetic Services Are Most Profitable?	27
Figure 16: Do You Plan to Add Any New Aesthetic Services in 2016?	28
Figure 17: If Yes, What New Services?	29
Figure 18: Do You Plan to Discontinue or Scale Back Any Aesthetic Services in 2016?	30
Figure 19: Did You Purchase/Lease Any New Aesthetic Equipment in 2015?	31
Figure 20: If Yes, What Treatments Does This Equipment Perform?	32
Figure 21: Do You Plan to Purchase/Lease Any New Equipment in 2016?	33
Figure 22: If Yes, What Treatments Will This Equipment Perform?	34
Figure 23: What Trends, if Any, Are You Noticing Among Your Patients?	35
Figure 24: Average Number of Weekly Neurotoxin Patients	37
Figure 25: Average Charge for a Single Neurotoxin Injection (Single Treatment Session)	38

Figure 26: Average Number of Weekly Dermal Filler Patients	39
Figure 27: Average Charge for a Single Dermal Filler Injection	40
Figure 28: Average Number of Weekly Energy-Based Hair Removal Treatments	41
Figure 29: Average Charge for Single Energy-Based Hair Removal Treatment	42
Figure 30: Average Number of Weekly Energy-Based Skin Rejuvenation Treatments	43
Figure 31: Average Charge for Single Energy-Based Skin Rejuvenation Treatment	44
Figure 32: Average Number of Weekly Energy-Based Skin Tightening Treatments	45
Figure 33: Average Charge for Single Energy Based Skin Tightening Treatment	46
Figure 34: Average Number of Weekly Energy-Based Body Shaping Treatments	47
Figure 35: Average Charge for Single Energy-Based Body Shaping Treatment	48
Figure 36: Average Number of Weekly Energy-Based Feminine Rejuvenation Treatments	49
Figure 37: Average Charge for Single Energy-Based Feminine Rejuvenation Treatment	50
Figure 38: Do You Currently Sell Skincare Products From Your Practice?	51
Figure 39: If Yes, Approximately How Much Revenue Do These Sales Generate Per Year?	52

<b>Section</b>	<b>Executive Summary</b>
<b>1</b>	

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

In general, respondents' expectations for 2016 are generally optimistic and reflect improving business conditions compared with 2015. This is demonstrated in anticipatory staff expansion, addition of new services or equipment, rising practice revenues and profits, and increases in patient volume. In fact, 42% of respondents expect their practice revenues to increase a little and another 39% expect a significant increase. As well, most respondents expect an increase in profit margins in 2016, with only 7% expecting a decrease.

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 body shaping systems.

The most common patient trend is increased price sensitivity. This was noted by more than 47% of respondents.



**Figure 25**  
**Average Charge for a Single Neurotoxin Injection (Single Treatment Session)**  
**January 2016**

