

Lawrence Broder MD Discusses 14.6 Million Cosmetic Plastic Surgery Procedures Performed in 2012

/EINPresswire.com/ The ASPS has just released the 2012 annual statistics for cosmetic plastic surgery procedures. A trend towards more minimally-invasive procedures vs. surgery continues. [Lawrence Broder MD](#) of [Beleza Medspa](#) Austin TX comments on this trend and the reasons for it.



The annual statistics for cosmetic plastic surgery procedures in 2012 have just been released. 14.6 million cosmetic plastic surgery procedures, including both minimally-invasive and surgical, were performed in the United States in 2012, up 5 percent since 2011. For the third year in a row, the overall growth in cosmetic plastic surgery continues to be driven by a significant rise in minimally-invasive procedures, while surgical procedures remain relatively stable. Lawrence Broder MD, owner of Beleza Medspa in Austin TX, reports seeing similar trends in his practice. "We continue to see strong growth in injectable procedures like Botox and Juvederm, laser procedures like Dot therapy, photofacials and laser hair removal," he reports. "What has been even more promising is the growth in non-invasive body contouring procedures like Coolsculpting and Venus Freeze."

The ASPS report showed cosmetic minimally-invasive procedures increased 6 percent, with more than 13 million procedures in 2012. The top five minimally-invasive procedures were:

1. Botulinum toxin type A (6.1 million procedures, up 8 percent) (like Botox and Dysport)
2. Soft tissue fillers (2 million procedures, up 5 percent) (like Juvderm, Restylane and Radiesse)
3. Chemical peel (1.1 million procedures, up 2 percent) (like Vi peel, vitilize peel, etc.)
4. Laser hair removal (1.1 million procedures, up 4 percent)
5. Microdermabrasion (974,000 procedures, up 8 percent)

ASPS reports that cosmetic surgical procedures decreased 2 percent, with nearly 1.6 million

procedures in 2012. The top five surgical procedures were:

1. Breast augmentation (286,000 procedures, down 7 percent)
2. Nose reshaping (243,000 procedures, no change)
3. Liposuction (202,000 procedures, down 1 percent)
4. Eyelid surgery (204,000 procedures, up 4 percent)
5. Facelift (126,000 procedures, up 6 percent)

Dr Broder comments: "Quite frankly, Beleza Medspa has rode the wave of the popularity of minimally invasive procedure since it's inception. We started out 6 years ago with a few injectables and lasers. We have now progressed to [Smartlipo Laser liposuction](#), Vampire Face Lifts with platelet rich plasma, Brazilian Butt lifts with fat transfer and CO2 fractional laser resurfacing." He adds: "Our patients want more results and less downtime. They are very busy and can't take off. Treatments like Coolsculpting that non-invasively reduce fat in one hour, fit that bill."

"Cosmetic plastic surgery procedures are still the gold standard for many problems on the body. But what you are seeing with these statistics, is that the technology is catching up. Horrible scars, long recoveries, big bills, and arrogant surgeons will not cut it anymore. Patients are now educated about the procedures, the doctors and are actively talking to each other about it. They want the most effective procedure at the best price. They want customer service and they read all the reviews. They are very savvy and want value for their money."

Interestingly, the ASPS report showed an increase in facial procedures, while a decrease in female breast procedures. Male breast procedures however saw an increase of 5%. "Again, our patient population mirrors these national trends," reports Dr Broder. "The baby boomers out there are making their presence known. They are mostly active and healthy and want their appearance to match. Laser resurfacing, vampire face lifts and venus freeze skin tightening can give great results with minimal to no downtime." Dr Broder adds: "The trend in female breast augmentation may be do to the rise of fat transfer. Women prefer augmenting their breasts with their own fat, plus they can get it removed from where they don't want it. New techniques and better equipment have spurred this. The rise in male gynecomastia or man boob procedures is most likely due to the increased use of supplements and hormones."

Dr Broder concludes: "This is an exciting time for cosmetic plastic surgery procedures. New technologies come out almost monthly. Our patients are better educated about the procedures and we are constantly trying to find new ways to communicate with them. We are just at the cusp of understanding the role of stem cells and growth factors in rejuvenation. This is the most promising development as we will be able to harness cells in your own body to do the work of

anti-aging. Beleza Medspa will always be on the cutting edge of these new procedures."

About Beleza Medspa; founded in 2007 in Round Rock Tx, Beleza Medspa now has 5 offices in the Austin TX area. It is among the leading cosmetic surgery and medical aesthetic practices in providing Botox, Juvederm, Smartlipo Laser Liposuction, photofacials, HCG diet, Coolsculpting and Venus Freeze treatments.

Media Contact:

Lawrence Broder MD

Beleza Medspa

5124977697

<http://www.belezamedicalspa.com>

Press Release courtesy of Online PR Media: <http://bit.ly/XIbAoB>

This press release can be viewed online at: <https://www.einpresswire.com/article/138019332>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.