

younger adults aiming for preventative measures against aging and older individuals seeking to reduce existing wrinkles. Dermal fillers, another cornerstone of minimally invasive treatments, accounted for over 3.4 million procedures, providing options for facial volume restoration without surgery.

Advancements in technology have introduced a variety of options, such as laser skin resurfacing, which saw over 997,000 procedures performed in the US. The accessibility of these treatments is further enhanced by their cost-effectiveness compared to surgical alternatives. For instance, the average cost of a hyaluronic acid filler treatment is around \$684, making it attainable for a wider population. Additionally, chemical peels remain a staple, with over 1.3 million procedures, offering skin rejuvenation solutions that cater to various skin types and concerns.

The trend spans all age groups, with millennials increasingly embracing aesthetic treatments. The convenience, affordability, and reduced stigma around cosmetic enhancements contribute to this growing demand. As the industry continues to evolve with safer, more efficient procedures, the inclination towards minimally invasive options is poised to remain a dominant driver in the aesthetic medicine market.

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- AbbVie Inc. (Allergan Aesthetics)
- Johnson & Johnson (Mentor)
- Cynosure Lutronic Inc.
- Galderma
- Revance Therapeutics
- Candela Medical
- Bausch Health Companies Inc
- Lumenis, Inc.
- Evolus Inc.
- Cutera Inc.
- Other Prominent Players

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- Invasive Surgical Procedures
- Breast Augmentation
- Breast Reduction
- Breast Lift

- Liposuction
- Arm Lift
- Body Contouring
- Thigh Lift
- Cheek Augmentation
- Chin Surgery
- Rhinoplasty
- Facelift Surgery
- Others
- Non- Invasive Surgical Procedures
- Botulinum Toxin
- Nonsurgical Rhinoplasty
- Dermal Fillers
- Laser Skin Resurfacing
- Laser Hair Removal
- Skin Rejuvenation and Resurfacing
- Chemical Peel
- Others

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- 18-29 Years
- 30-45 Years
- 46-60 Years
- Above 60 Years

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- Male
- Female
- Transgender

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- Hospitals
- Dermatology Clinics
- Medical Spas and Beauty Clinics

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Aamir Beg

Astute Analytica

+1 888-429-6757

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