

AESTHETICS BY THE NUMBERS

An intro to crunching the numbers in beauty.

BY WHITNEY HAUSER, OD, AND LESLIE O'DELL, OD



PLASTIC STATISTICS

15.4 MILLION

Estimated number of minimally-invasive cosmetic procedures performed by US doctors in 2016 (This is up 180% since 2000)¹



656,000

Estimated number of intense pulsed light procedures performed by US doctors in 2016¹



306,000

Estimated number of nonsurgical skin tightening—from platforms such as Pelleve, Thermi, Thermage, Ulthera—performed in the US in 2016¹

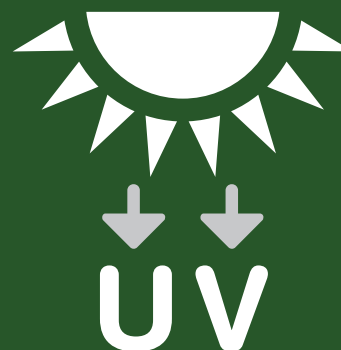


1. American Society of Plastic Surgeons, 2016 Plastic Surgeons Statistics Report. www.plasticsurgery.org/news/plastic-surgery-statistics. Accessed July 12, 2017.

KNOW YOUR UV RAYS

There are three types of UV rays: UV-A, UV-B, and UV-C

- ☀️ UV-A rays can reach deep into human skin, damaging connective tissue and the skin's DNA.
- ☀️ UV-B rays, which help produce vitamin D in the skin, don't reach as far into the skin as UVA rays, but they can still cause sunburn and damage DNA.
- ☀️ UV-C rays are very dangerous, but they are absorbed completely by the ozone layer.



MELANOMA

87,000

Estimated number of new melanomas that will be diagnosed in 2017.²
Approximately 60% of new melanomas will be diagnosed in men.²



63

Average age at which people are diagnosed with melanoma²



Leslie O'Dell, OD

- director, Dry Eye Center of PA, Wheatlyn Eye Care, Manchester, Pa.
- financial disclosure: speaker, Allergan, RPS, Shire; consultant, Bruder, Paragon BioTeck
- @helpmydryeyes; lodell@dryeyecenterofpa.com

95%

5-year survival rate for young adult patients diagnosed with melanoma³



Whitney Hauser, OD

- associate professor, Southern College of Optometry, Memphis, Tenn.
- financial disclosure: board member, Paragon BioTeck, TearLab; speaker and/or consultant, Akorn, Allergan, Bio-Tissue, ScienceBased Health, Lumenis, NovaBay, Shire, TearScience
- @drwhauser; DryEyeCoach@gmail.com

2. American Cancer Society. Key Statistics for Melanoma Skin Cancer. www.cancer.org/cancer/melanoma-skin-cancer/about/key-statistics.html. Accessed July 12, 2017.

3. American Cancer Society. Survival Rates in Young Adults With Cancer. <https://www.cancer.org/cancer/cancer-in-young-adults/survival-rates.html>. Accessed July 12, 2017.