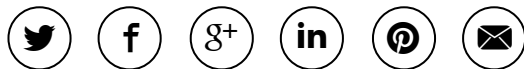


Milford MD's Dr. Richard Buckley Comments on Trends in Newly Released National Cosmetic Procedure Survey

Share Article



Most people are thinking of having cosmetic procedures to address cosmetic concerns, according to a new national survey. Among the findings: nearly 60 percent of adults are thinking about having cosmetic medical procedures, up from 30 percent in 2013.

MILFORD, PA (PRWEB) NOVEMBER 15, 2016

Those wondering if they're alone in wanting to address cosmetic concerns by having cosmetic procedures, they're not. In fact, they're in the majority. Nearly 60 percent of adults are thinking about having cosmetic medical procedures. In 2013, the percentage of adults considering cosmetic medical treatment was half that, at 30 percent, according to a newly released national survey.

This is among the eye-opening statistics compiled for the American Society for Dermatologic Surgery's (ASDS's) 2016 Consumer [Survey](#) on Cosmetic Dermatologic Procedures. The findings reflect more than 7,300 web-based responses, received from April 20 to May 1.

"These findings come as no surprise to us," says cosmetic surgeon, Dr. Richard Buckley, who is medical director of MilfordMD Cosmetic Dermatology Surgery & Laser Center, in Milford, Penn. "The array of nonsurgical and minimally invasive treatments At MilfordMD to treat consumers' most pressing cosmetic concerns—from excess fat and hair, to wrinkles and loose skin—is bringing people in who might not have otherwise considered cosmetic surgery."

Respondents indicated the top reason to turn to cosmetic medicine is to "to feel more confident." That was followed by wanting "to feel more



Nearly 60% of adults are thinking of having cosmetic procedures, according to national survey, up from 30% in 2013. This correlates with trends observed at MilfordMD Cosmetic Surgery & Laser Center.

“These findings come as no surprise. The array of nonsurgical & minimally invasive

attractive” and wanting to “look as young as I feel or better for my age.”

“Many of today’s adults in their 40s, 50s, 60s and beyond take care of themselves, so they feel great. They want to look great, too,” Dr. Buckley says. “So, if they can come to the office for painless, in-office procedures with no downtime to help them do that, they don’t hesitate.”

Consumers surveyed rated the top four cosmetic medical procedures they’re considering. According to the survey, 60 percent said treatments to tighten or smooth the skin (diminishing wrinkles and lines) using ultrasound, laser, light and radio frequency technologies were on the top of their want lists.

“Skin tightening is all the rage. It used to be that people had facelifts to address sagging facial,” Dr. Buckley says. “Today there are so many options, including **Ultherapy**, which harnesses ultrasound technology to tighten skin and stimulate collagen production. While these nonsurgical options may not offer the dramatic results one can get after a facelift, the newer devices can be the perfect option for many who are looking for slight changes without having to endure the downtime of surgery.”

More than half of those surveyed said they are considering laser and light treatments to address facial redness or to improve skin tone or scars. Half are thinking about body sculpting. And 48 percent—nearly half—are considering laser hair removal.

When asked what bothers them most about their appearance, 83 percent of those surveyed said excess body weight on any part of the body. That finding has been a consistent one. Consumers have ranked excess weight on any body part as their number one concern for four consecutive years.

“The launch of **CoolSculpting** has changed the body sculpting landscape,” Dr. Buckley says. “CoolSculpting is the only noninvasive fat reduction treatment FDA-cleared to safely target and eliminate fat cells through the use of controlled cooling, without surgery or downtime. It’s the world’s number one noninvasive fat reduction procedure.”

But excess fat isn’t the only thing bothering consumers. More than 70 percent are concerned by lines and wrinkles around the eyes, excess fat and skin looseness under the chin and around the neck, as well as skin texture and discoloration. Nearly 70 percent indicated wrinkles near the cheeks and mouth bothered them, according to the survey.

“Today’s cosmetic procedure patient is in the driver’s seat and with all the promotion around new devices, like CoolSculpting and Ultherapy,” Dr. Buckley says.

About **MilfordMD Cosmetic Dermatology Surgery & Laser Center**:

The MilfordMD Cosmetic Dermatology Surgery & Laser Center offers state-of-the-art highly specialized procedures in laser and cosmetic surgery and aesthetic skin care. In addition to its extensive laser surgery capabilities, MilfordMD offers physician designed skin care products for home use. Milford Pennsylvania’s MilfordMD Cosmetic Dermatology Surgery & Laser Center is sought out by patients from around the world for expertise and innovation in cosmetic treatments performed by Richard E. Buckley, M.D. and Marina Buckley, M.D.

MilfordMD Cosmetic Dermatology Surgery & Laser Center is located at 303 W. Harford Street, Milford, PA 18337. Tel: (800) 664-1528. For real patient video testimonials, visit our **MilfordMD YouTube channel**.

treatments we have to treat the most pressing cosmetic concerns—from excess fat to wrinkles and loose skin—is bringing people in who may not have considered cosmetic surgery”