

Capturing demand from the cosmetic surgery “zoom boom”.

Growing demand for cosmetic procedures that began with the social media-driven “selfie” culture got another boost¹ with the rise of filter-free videoconferencing during the coronavirus pandemic.

Growth opportunities:

Facial plastic surgery treatments have increased 10% during the pandemic, and other procedures have seen rising demand as the normalization of aesthetic work, efficiency of treatments and simplification of financing solutions draw more patients.¹



Men now get more than 13% of all cosmetic surgery procedures.²

Cosmetic procedures performed on men grew 29% from 2000 to 2018, and is expected to continue growing in popularity.³

29%

Generation Z is forecast to seek cosmetic work earlier in life than previous generations,⁴

and young adults are already frequently for noninvasive procedures.^{5,6}

Higher-cost procedures are among those showing the biggest growth since 2000:^{7,8}



Breast lift

65%



Facelift

75%



Lower body lift

+3,974%

Enhanced services:

Telehealth:

Use of remote appointments has more than doubled during the pandemic and remains high, allowing greater flexibility and convenience.⁹

Financing:

Patients increasingly seek financing options for uncovered medical procedures and want a more positive financial experience from medical providers.^{10, 11}

Customer Experience:

Spa-like settings, efficient appointments and personalized service leave patients more satisfied.



Some cosmetic patients are unable to pay for procedures on savings alone.



Providers that offer financing solutions can help this core group better access the treatments they desire.

60%

60% of patients say having estimates of out-of-pocket expenses in advance improves the chances of having a procedure.¹²

Market drivers:



Self-improvement: People wanting to emerge from lockdowns with a better version of themselves.



Better access: Flexible work schedules making it easier to plan treatments.



Greater acceptance: Americans have an increasingly more favorable attitude toward cosmetic work.



Lockdown bloat: Weight gain during the pandemic leading to more liposuction and other slimming procedures.



Faces in focus: Video conferencing making users more self-conscious of their faces.

To reach potential clients, consider creating a marketing campaign that incorporates:



Social Media posts with beautiful imagery to connect with “selfie”-savvy younger clients on platforms such as Instagram, Pinterest and TikTok.



A Website clearly detailing procedures offered, telehealth and other services, financing options and patient testimonials to demonstrate transparency and an effort to educate.



An Engagement Strategy with SEO-friendly keywords, active correspondence with target audiences and an awareness regarding the changing demographics of cosmetic surgery clients.

Learn about how Ally Lending can help you provide health and wellness financing, thereby making cosmetic surgery more affordable for patients.

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