

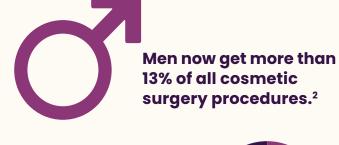


Capturing demand from the cosmetic surgery "zoom boom".

Growing demand for cosmetic procedures that began with the social media-driven "selfie" culture got another boost 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



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



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

and young adults are already frequenting clinics, particularly for noninvasive procedures.5,6

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





Breast lift



Facelift



Lower

body lift

Enhanced services:





to pay for procedures on savings alone.



core group better access the treatments they desire.

60%

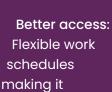
expenses in advance improves the chances of having a procedure.12

60% of patients say having estimates of out-of-pocket

Market drivers:



lockdowns with a better version of themselves.



easier to plan treatments.



more favorable attitude toward cosmetic work.

an increasingly



the pandemic

leading to more

liposuction and other slimming procedures. To reach potential clients, consider creating a marketing campaign that incorporates:



making users more selfconscious of their faces.



"selfie"-savvy younger

clients on platforms such as Instagram, Pinterest and TikTok.



other services, financing

options and patient testimonials to demonstrate transparency and an effort to educate.



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.

