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Studies show that Americans spent well over \$10.5 billion dollars on noncosmetic procedures last year and Botox seems to be one of the leading choices for non-invasive surgery, while surgical treatments have declined in the last two years by as much as 17 percent.

Leading the way in minimally-invasive modalities is botox injections and other injectable skin enhancing applications. With some 2,557,068 botox injections preformed in 2009 and climbing, followed closely by hyaluronic acid injections at roughly 1,313,038 procedures.

Given this surge in the popularity of injectables, coupled with the proliferation of tragic stories about DIY botox and dermal fillers, the importance of hands-on, physician-lead botox training has never been more important. The International Association for Physicians in Aesthetic Medicine (IAPAM) has recognized this professional need and offers the industry's best training, delivered by board-certified dermatologists acutely familiar with the skin, and the technique and art of injectables.

In 1997, chemical peels were the most popular cosmetic procedure preformed, according to IPAM, representing 21.9% of the market. Chemical peels were followed closely by collagen injections representing 16.5% of cosmetic procedures preformed. Interestingly, botox injections captured only 3.1% of the total market in minimally-invasive procedures.

However, in 2000, botox surpassed chemical peels as the most favored non-surgical cosmetic procedure, and for the last 10 years, botulinum-type toxin injections have commanded the aesthetic medicine arena. Jeff Russell, Executive Director of the IAPAM said he's seen the domination of botox swell alongside all minimally-invasive treatments in cosmetic medicine.

"We are hearing from our members that minimally invasive procedures like botox, dermal fillers as well as microdermabrasion have exploded in demand, and we are seeing a correlating increase in the demand for our botox training," Russell said. He added that registration for the association's flagship training program: the IAPAM's Aesthetic Medicine Symposium, has also been on the rise, as more and more physicians are in the last 6 recognizing they not only need to offer botox treatments to their patients, but also laser hair removal, IPL skin rejuvenation, chemical peels, and microdermabrasion.

Further revelations show it's not just women going for botox. Another interesting change in the aesthetic medicine landscape has been in patient profiles, according to the IAPAM. In 1997, women represented between 85% - 94% of the market for all non-invasive procedures. Today, however, one of the largest growth areas for cosmetic injectables, and specifically botox, is among male patients

Another area where cosmetic injectables, botox as well as other procedures, are gaining popularity is among ethnic populations. In 1997, 85% of cosmetic procedure patients were caucasian. Today, that number has dropped to 77.9% and non-whites now represent 22% of all patients for cosmetic procedures.

Patients, ages 35 to 50 represented 44 % of the all cosmetic procedure patients in 2009, and botox was the number one cosmetic procedure in this age range, according to IAPAM, representing 49.1% of the total.

Interestingly, botox represented 49.1% of all cosmetic procedures in 2008 as well. However, within

the botox patient population, there was a notable increase in botox use among patients 18 years of age and younger. In 2008, the ASAPs reported 8,194 botox injection procedures for young people, or 0.3% of the total. In 2009, that number had increased significantly to 12,110 or 0.5% of the total. Re-packaging "anti-aging" treatment so that they appeal to younger patients will be a critical success factor in medspa profitability in 2010 and beyond, the IAPAM says.

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