

**Fact Sheet: Your aesthetic and cosmetic story
source/expert**

Company: Beverly Hills Aesthetics (BHA)

Founder/Physician: Sam Assassa, M.D.

Locations:

9478 West Olympic Blvd. Suite 301

Beverly Hills, Calif. 90212

(310) 551-9800

www.bhaaesthetics.com

info@bhaesthetics.com

Social Media:

Blog: <http://www.bhaesthetics.com/blog/>

Facebook: <http://www.facebook.com/BeverlyHills.Aesthetics>

Twitter: <http://twitter.com/BHA90210>

LinkedIn: <http://www.linkedin.com/in/drsamassassa>

YouTube: <http://www.youtube.com/user/BHAesthetics>

No./Employees: Eight

Founding Date: October 1995

Revenue:

BHA is privately held and does not disclose its annual revenue. The company is profitable and has grown more than 500 percent annually since 1995.

Differentiators:

Aesthetic medicine, cosmetic procedures, non-invasive/minimally invasive alternative approaches to plastic surgery and other typically invasive procedures that may require hospitalization and/or extended recovery time (days/weeks/months).

New, innovative and market-leading aseptic procedures created and/or offered by Dr. Assassa. Internationally recognized for Dr. Assassa's aesthetic leadership, research and training.

Whom We Serve:

The Greater Los Angeles Area, including Beverly Hills. Most clients live or work within a 50-mile radius of BHA.

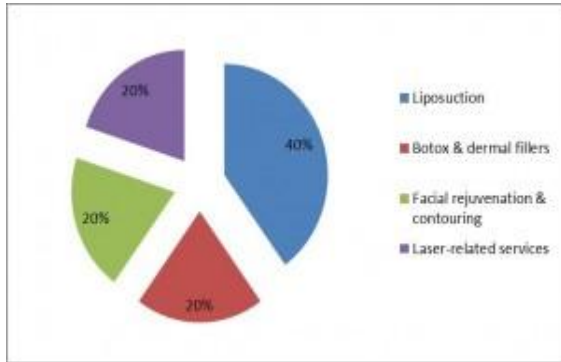
Key Topics for Media:



Need a Lift? Pros/Cons of Lifts for the Tummy & Face, Invasive & Non-Invasive, Safety & Efficacy of Aesthetic Medicine: What Every Consumer Needs to Know, Top Aesthetic Trends for 2011: Procedures, How-Tos and Costs

Most Common Services:

Services: In 2010, BHA services were most commonly:



40 percent: Liposuction

20 percent: Botox and dermal fillers

20 percent: Facial rejuvenation and contouring

20 percent: Laser-related services (hair, scars, skin rejuvenation)

Our Services:

<p>Non-Surgical Facelifts</p> <ul style="list-style-type: none"> • Cosmolift “The One Hour Facelift” • The Liquid Facelift • The BOTOX Lift • Fat Grafting • IPL Yag Lift <p>Face and Body Sculpting</p> <ul style="list-style-type: none"> • Non-Surgical Rhinoplasty • 3D Lipo • EZ Lipo • Smartlipo • Lipo Correction • Liporaze • BOTOX Face Contouring <p>Reverse Sun Damaged Skin</p> <ul style="list-style-type: none"> • IPL and Yag Laser • Red Carpet Peel • PlasmaJuv <p>Minimize Pores, Oily Skin and Acne</p> <ul style="list-style-type: none"> • Intra dermal BOTOX (Pores) • IPL and Yag Laser 	<p>Reduce Scars, Lines and Wrinkles</p> <ul style="list-style-type: none"> • IPL and Yag Laser • Photopeel • PlasmaJuv • BOTOX (Dynamic Lines) • Fillers (Static Lines) <p>Reduce Cellulite and Skin Dimpling</p> <ul style="list-style-type: none"> • Mesocellulite • Subcision • Celluraze <p>Reduce Hair Permanently</p> <ul style="list-style-type: none"> • IPL and Yag Laser • Diode Laser <p>Beauty Enhancing Modalities</p> <ul style="list-style-type: none"> • Lips Enhancement • BOTOX for Excessively Sweaty Armpits • Laser for Excessively Sweaty Armpits • Mesohair for Hair Restoration • Under Eyes Dark Circles
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<ul style="list-style-type: none"> • Photopeel • Red Carpet Peel 	Injectable Fillers
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Associations:

- American Association of Aesthetic Medicine and Surgery (founder/president)
- American College of Physicians
- American Mesotherapy Association
- American Academy of Anti-Aging Medicine
- American Society for Laser Medicine and Surgery

Facts & Trends:

Totals*

- 12.1 million cosmetic procedures (a 3 percent increase from 2007)
- 1.7 million cosmetic surgical procedures
- **10.4 million cosmetic minimally-invasive procedures**
- 4.9 million reconstructive procedures

*Source: American Society of Plastic Surgeons. These numbers reflect 2008 data, the latest available stats.

Growth Rate of Minimally-Invasive Cosmetic Procedures

- Laser skin resurfacing, up 15 percent
- Botox, up 8 percent
- Hyaluronic fillers, up 6 percent
- Laser treatment of leg veins, up 6 percent
- Polylactic acid fillers, up 5 percent

Growth of Cosmetic Surgery (Overall) By Age:

- **20-29 year olds**
 - 750,000 total cosmetic procedures, up 3 percent
 - 271,000 surgical, up 9 percent
 - 479,000 minimally-invasive no change
- **30-39 year olds**
 - 2.3 million total cosmetic procedures, up 1 percent
 - 391,000 surgical, up 10 percent
 - 1.9 million minimally-invasive, up 3 percent
- **40-54 year olds**
 - 5.7 million total cosmetic procedures, up 4 percent
 - 553,000 surgical, up 9 percent
 - 5.1 million minimally-invasive, up 6 percent

- **55 and over**
 - 3.2 million total cosmetic procedures, up 3 percent
 - 372,000 surgical, up 9 percent
 - 2.8 million minimally-invasive, up 5 percent

Growth of Cosmetic Surgery (Overall) By Gender

- **Female**
 - 91 percent of all cosmetic procedures
 - 11 million total cosmetic procedures, up 3 percent
 - 1,449,000 surgical, up 10 percent
 - 9.5 million minimally-invasive, up 5 percent
- **Male**
 - 9 percent of all cosmetic procedures
 - 1.1 million total cosmetic procedures no change
 - 220,000 surgical, up 5percent
 - 901,000 minimally-invasive, up 2percent

Total Spent:\$10.3 billion spent on cosmetic procedures in the U.S., up 9 percent

Region(s) with most cosmetic procedures performed: The United States Pacific/Mountain region, 3.5 million

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