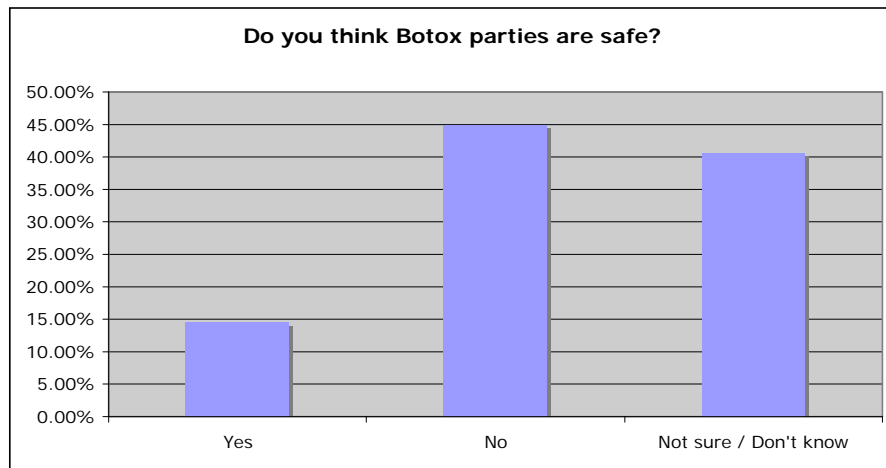


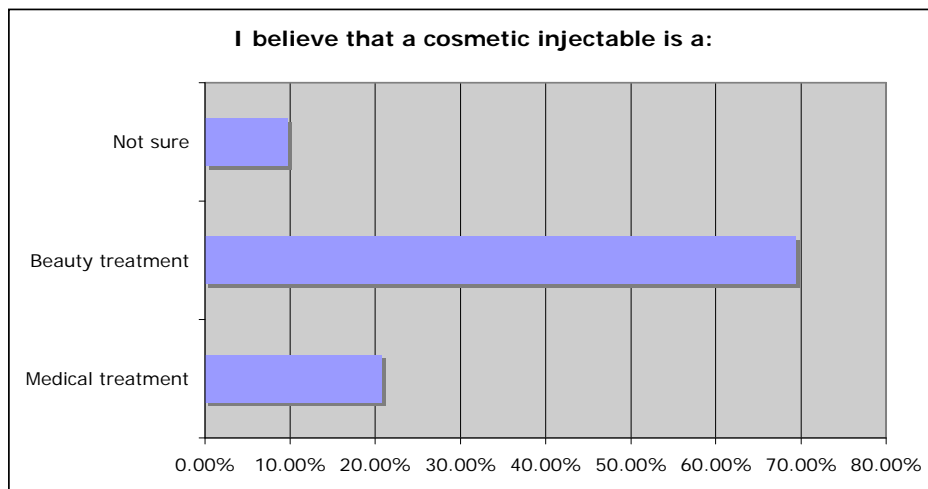


**RealSelf.com and the Physicians Coalition for Injectable Safety**  
**Joint Consumer Survey Results, May 2008**

**1. An alarming 40.6% are unsure if Botox parties are safe.**

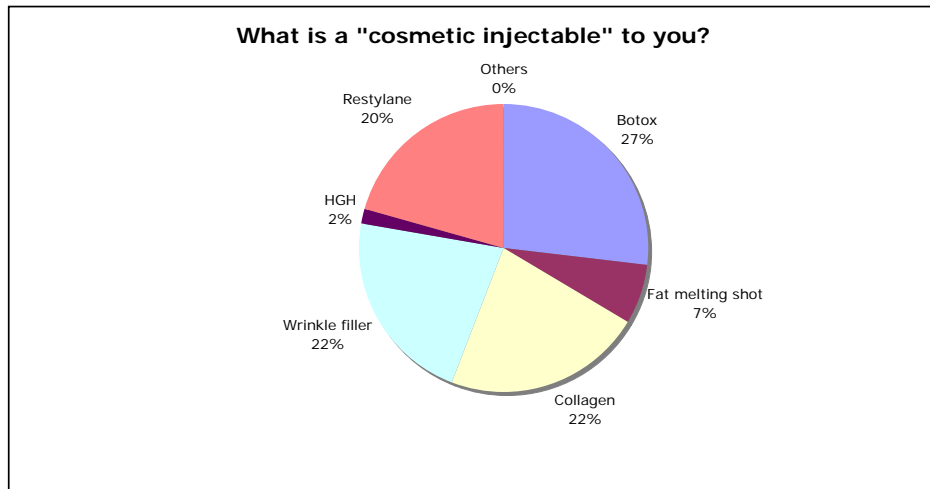


**2. Nearly 70% believe that a cosmetic injectable is a beauty treatment**

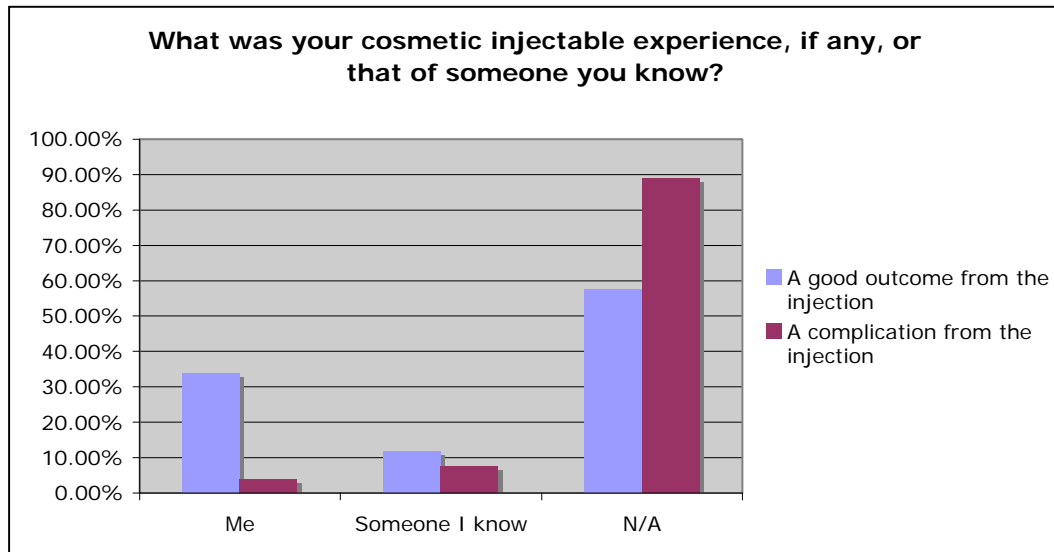




**3. The majority think of Botox, Restylane, wrinkle filler, or collagen when calling to mind a cosmetic injectable.**

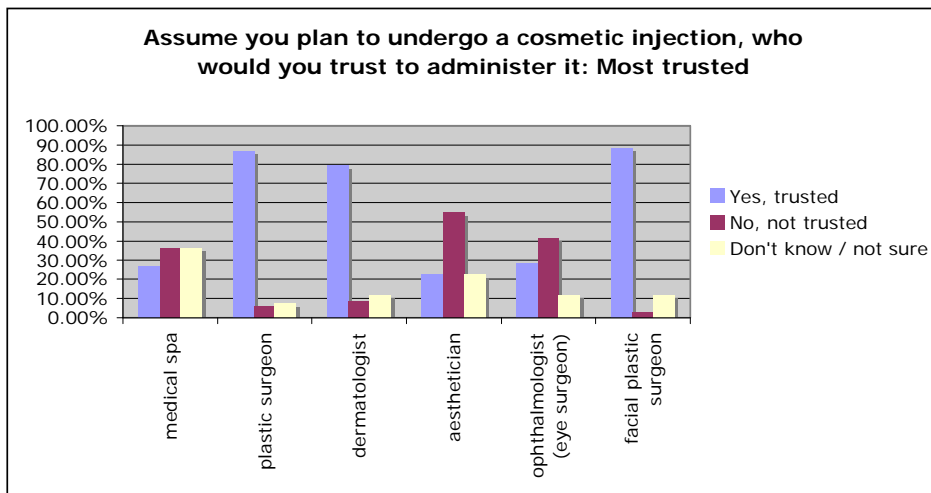


**4. Good outcomes are the most common experience reported.**

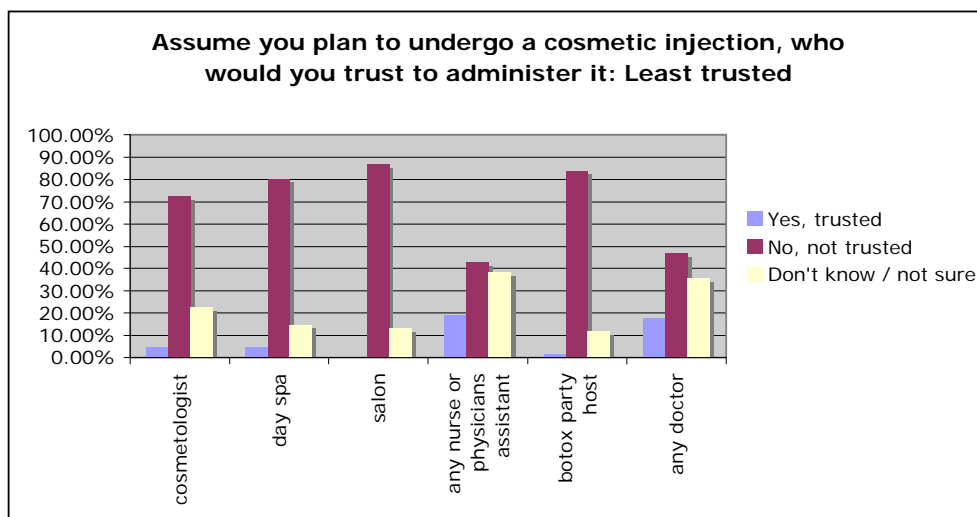




**5. Plastic surgeons and dermatologists are most trusted to administer a cosmetic injection;**

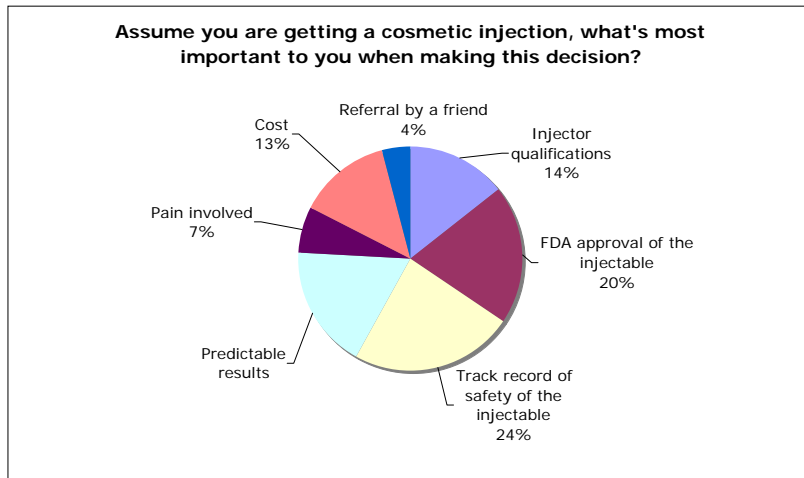


**Salons and Botox party hosts are the least trusted.**



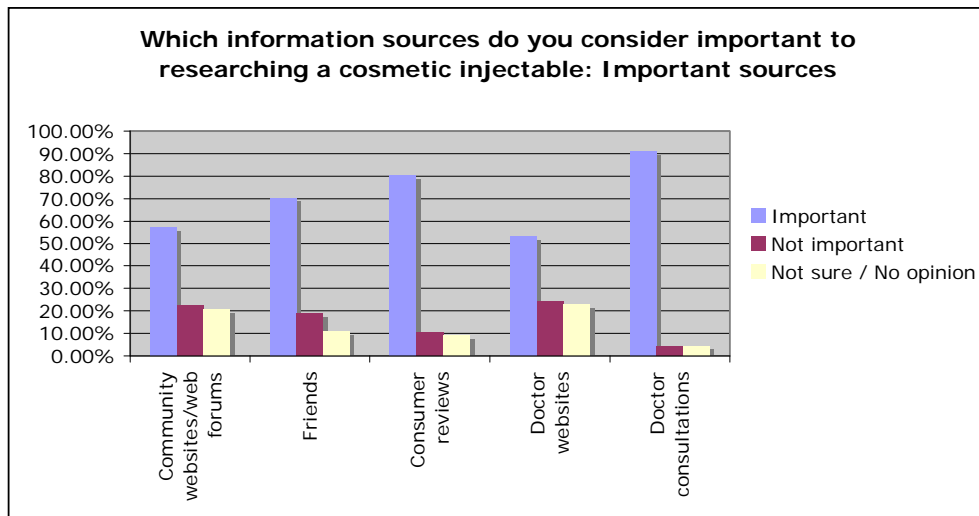


6. The two most important things consumers cite when considering a cosmetic injection are “*track record and safety*” of the injectable and “*FDA approval*” of the injectable.

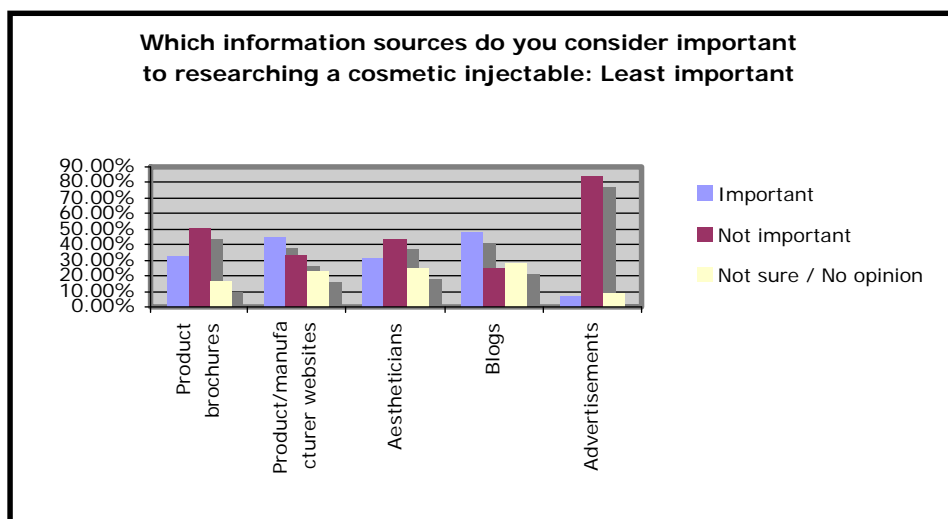




**7. The most important information source of research on cosmetic injectables are “doctor consultations;”**

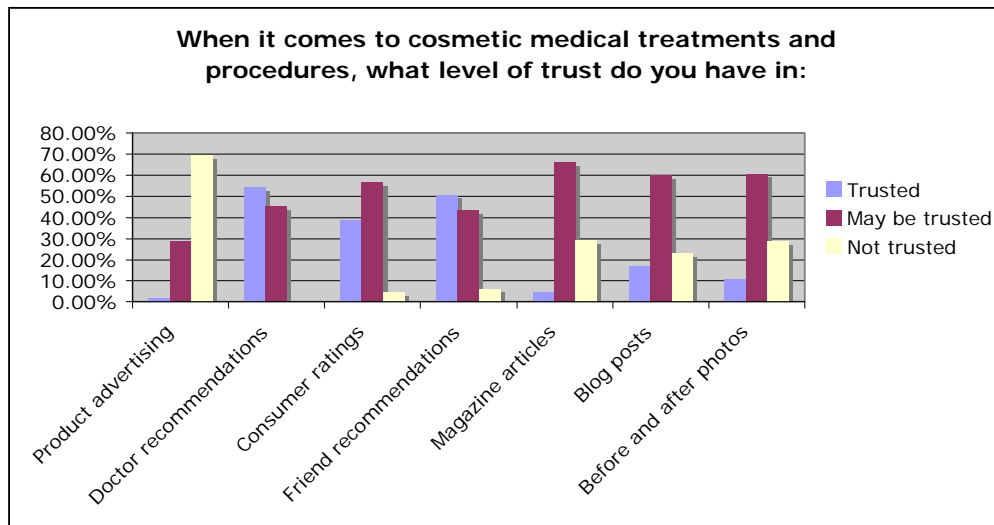


**While the least important source is “advertisements.”**





**8. The most trusted information about cosmetic medical treatments comes from “*doctor recommendations*” with a close second coming from “*friend recommendations*”. The least trusted information is from “*product advertising*.”**



Data in this report were gathered between March 3 and April 8, 2008, as a collaborative effort between the Physician’s Coalition for Injectable Safety and RealSelf.com. The survey instrument consisted of a web-based, self-administered questionnaire given visitors to the RealSelf.com website. As of the cutoff date, responses had been received for conclusions to be projectable to the universe of RealSelf.com visitors at the 95% confidence level. Caution should be taken with any survey results derived from a particular health and beauty website as visitors would be self-selected to have an existing interest in the topic and answers are not projectable to the entire universe of consumers. In the population responding to this survey, 79% of respondents have no affiliation to a medical practice or company.