

Supplementary Online Content

Maisel A, Waldman A, Furlan K, et al. Self-reported patient motivations or seeking cosmetic procedures. *JAMA Dermatol*. Published online August 15, 2018. doi:10.1001/jamadermatol.2018.2357

eMethods. Motivations for Cosmetic Surgery and Procedures

eTable 1. Self-reported Degree to Which Reasons Related to Cosmetic Appearance Served as Motivations for Today's Consultation or Procedure

eTable 2. Self-reported Degree to Which Reasons Related to Mental or Emotional Health or Well-being Served as Motivations for Today's Consultation or Procedure

eTable 3. Self-reported Degree to Which Reasons Related to Social Life Served as Motivations for Today's Consultation or Procedure

eTable 4. Self-reported Degree to Which Reasons Related to Physical Health and Well-being Served as Motivations for Today's Consultation or Procedure

eTable 5. Self-reported Degree to Which Reasons Related to Success at Work or School Served as Motivations for Today's Consultation or Procedure

eTable 6. Self-reported Degree to Which Reasons Related to Convenience and Cost Served as Motivations for Today's Consultation or Procedure

This supplementary material has been provided by the authors to give readers additional information about their work.

**Motivations for
Cosmetic Surgery and Procedures**

1.	Before today, how many cosmetic surgery procedures have you ever had done?
<input type="radio"/> (1)	None
<input type="radio"/> (2)	One
<input type="radio"/> (3)	Two or more

1a. Is today's procedure (or consultation for a procedure) one that is ...
<input type="radio"/> (1) Single, stand-alone
<input type="radio"/> (2) First in a series to treat one condition or problem
<input type="radio"/> (3) In the middle or end of a series to treat one condition or problem
<input type="radio"/> (4) You don't know yet

For the rest of the survey, please think about the procedure you are here to learn about and/or have done today.

2.	What is the <u>main</u> procedure you are here to learn about or have today?
<input type="radio"/> (1)	Acne scarring treatment
<input type="radio"/> (2)	Botulinum toxin (Botox, Dysport, Xeomin)
<input type="radio"/> (3)	Cellulite treatment
<input type="radio"/> (4)	Chemical peel
<input type="radio"/> (5)	Eyelid surgery
<input type="radio"/> (6)	Facelift
<input type="radio"/> (7)	Laser hair removal
<input type="radio"/> (8)	Lasers for brown spots/melasma
<input type="radio"/> (9)	Lasers for redness/rosacea/red Spots
<input type="radio"/> (10)	Lasers for rejuvenation
<input type="radio"/> (11)	Leg vein treatment
<input type="radio"/> (12)	Liposuction
<input type="radio"/> (13)	Microdermabrasion
<input type="radio"/> (14)	Noninvasive fat reduction
<input type="radio"/> (15)	Soft tissue fillers (Restylane, Juvaderm, Sculptra, Voluma)
<input type="radio"/> (16)	Tattoo removal
<input type="radio"/> (17)	Wrinkles and jowls/skin tightening treatment
<input type="radio"/> (18)	Other, please describe _____

3.	Where did the original idea for today's consultation or procedure come from?
<input type="radio"/> (1)	Your doctor
<input type="radio"/> (2)	Spouse or partner
<input type="radio"/> (3)	Friends, family <i>about your age</i>
<input type="radio"/> (4)	Family, friends <i>older than you are by 10 years or more</i>
<input type="radio"/> (5)	Family, friends <i>younger than you are by 10 years or more</i>
<input type="radio"/> (6)	TV, online, print ads or other media
<input type="radio"/> (7)	You thought of it yourself
<input type="radio"/> (8)	Other, please describe _____

4.	Which of the following best describes the procedure you are learning about or having today?
(1)	Prevention: Pro-active step to prevent, delay or reduce expected future problems.
(2)	New treatment: new treatment for an existing problem or condition.
(3)	Repeat treatment: repeating a treatment that worked before for this same problem.
(4)	Fix or follow-up to address problems with a prior cosmetic surgery outcome.
(5)	Other, please describe _____

5.	How does cosmetic surgery <u>compare to your other options</u> for addressing this same issue?			
		Yes	No	Unsure
A.	Cosmetic surgery is <u>less invasive</u> .	(1)	(2)	(3)
B.	Cosmetic surgery is <u>less risky</u> .	(1)	(2)	(3)
C.	Cosmetic surgery is <u>more affordable</u> or cheaper in the long run.	(1)	(2)	(3)
D.	Cosmetic surgery is <u>more</u> likely to be <u>effective</u> .	(1)	(2)	(3)
E.	Cosmetic surgery is a <u>more permanent</u> solution.	(1)	(2)	(3)
F.	Cosmetic surgery is <u>more available</u> than other options.	(1)	(2)	(3)
G.	There are <u>no</u> other options.	(1)	(2)	(3)
H.	Other, please describe:			

6.	Timing: Which of the following are reasons for looking into or having this procedure now?			
		Not a reason	Minor reason	Key reason
A.	Can afford it now.	(1)	(2)	(3)
B.	Insurance now covers it / now has insurance for it.	(1)	(2)	(3)
C.	Treatment is a gift.	(1)	(2)	(3)
D.	Unhappiness / irritation / pain reached a tipping point.	(1)	(2)	(3)
E.	Last resort - ran out of other options.	(1)	(2)	(3)
F.	Life change, major life event, or special occasion.	(1)	(2)	(3)
G.	Summer coming up - clothing / cover-up concerns.	(1)	(2)	(3)
H.	Overcame embarrassment about doing it.	(1)	(2)	(3)
I.	Overcame fear of doing it.	(1)	(2)	(3)
J.	New treatment available or treatment has been improved.	(1)	(2)	(3)
K.	Others convinced you now is the time.	(1)	(2)	(3)
L.	Just learned about it being an option.	(1)	(2)	(3)
M.	Other reason for <u>timing</u> , please describe:			

Now is a series of questions about your reasons for today's consultation or procedure. We will ask about reasons having to do with

- Looks
- Mental and emotional feelings
- Physical health and well-being
- Social life
- Success at work or school
- Convenience and cost

7. With respect to how you <u>look</u> , please rate the following reasons for today's consultation or procedure.		Not a reason	Minor reason	Key reason
	You hope to ...			
A.	Look younger, fresher.	(1)	(2)	(3)
B.	Have clear-looking skin, beautiful skin.	(1)	(2)	(3)
C.	Look more like yourself again.	(1)	(2)	(3)
D.	Keep up or fit in with the looks of those around you.	(1)	(2)	(3)
E.	Match your external self to who you feel like inside.	(1)	(2)	(3)
F.	Blend in, look more normal.	(1)	(2)	(3)
G.	Be noticed, stop being invisible, stand out in a good way.	(1)	(2)	(3)
H.	Look better, prettier, or more attractive <u>to yourself</u> .	(1)	(2)	(3)
I.	Look better, prettier, or more attractive <u>to others</u> .	(1)	(2)	(3)
J.	Look better <u>in photos</u> .	(1)	(2)	(3)
K.	Look more sexually appealing.	(1)	(2)	(3)
L.	Repair damage to your looks.	(1)	(2)	(3)
M.	Maintain your current appearance longer.	(1)	(2)	(3)
N.	Improve or gain a feature always wanted.	(1)	(2)	(3)
O.	Get rid of or reduce a feature always <u>disliked</u> .	(1)	(2)	(3)
P.	Be able to style your hair as you wish.	(1)	(2)	(3)
Q.	Be able to look good without makeup.	(1)	(2)	(3)
R.	Be able to wear anything or look good in clothes you like.	(1)	(2)	(3)
S.	Other <u>look</u> -based motivation, please describe: <i>Or check here <input type="checkbox"/> if looks have nothing to do with it.</i>			

8.	With respect to how you <u>feel mentally or emotionally</u>, please rate the following reasons for today's consultation or procedure.			
	You wish to ...	Not a reason	Minor reason	Key reason
	A. Increase self-confidence.	(1)	(2)	(3)
	B. Improve self-esteem, or feelings of self-worth.	(1)	(2)	(3)
	C. Feel happier, better overall, or improve total quality of life.	(1)	(2)	(3)
	D. Feel less depressed, less unworthy, less unhappy with yourself.	(1)	(2)	(3)
	E. Feel more relaxed, less anxious, less obsessed with worry.	(1)	(2)	(3)
	F. Treat yourself, feel rewarded or celebrate.	(1)	(2)	(3)
	G. Feel sexier or more appealing to a partner.	(1)	(2)	(3)
	H. Feel younger, feel more vitality and energy, rejuvenated.	(1)	(2)	(3)
	I. Feel more normal, less stigmatized.	(1)	(2)	(3)
	J. Reduce your feelings of embarrassment.	(1)	(2)	(3)
	K. Feel less mentally or emotionally burdened by make-up, clothing or hairstyle used to hide unwanted features.	(1)	(2)	(3)
	L. Have a greater sense of freedom to do things, wear things, or go places that you want.	(1)	(2)	(3)
	M. Other mental or emotional <u>feelings</u> -based motivation, please describe: <i>Or check here <input type="checkbox"/> if mental or emotional feelings have nothing to do with it.</i>			
9.	With respect to your <u>physical health and well-being</u>, please rate the following reasons for today's consultation or procedure.			
	You wish to ...	Not a reason	Minor reason	Key reason
	A. Feel healthier.	(1)	(2)	(3)
	B. Take proactive steps to protect your health down the road.	(1)	(2)	(3)
	C. Increase physical comfort / reduce pain.	(1)	(2)	(3)
	D. Improve physical health by reducing anxiety or depression.	(1)	(2)	(3)
	E. Prevent your condition / symptoms from getting worse.	(1)	(2)	(3)
	F. Other <u>physical health</u> -based motivation, please describe: <i>Or check here <input type="checkbox"/> if physical health has nothing to do with it.</i>			

10.	With respect to your <u>social life</u>, please rate the following reasons for today's consultation or procedure.			
	You wish to ...	Not a reason	Minor reason	Key reason
	A. Fit in, blend in.	(1)	(2)	(3)
	B. Feel more comfortable, less self-conscious around others.	(1)	(2)	(3)
	C. Join in, be part of what your group is doing.	(1)	(2)	(3)
	D. Look good for an upcoming social event.	(1)	(2)	(3)
	E. Stop people's negative response to you (stop them staring, teasing, asking questions or looking at you oddly).	(1)	(2)	(3)
	F. Increase people's positive response to you (more attention, acknowledgement, acceptance).	(1)	(2)	(3)
	G. Make a better first impression on others.	(1)	(2)	(3)
	H. Gain confidence to get out more socially (to parties, events, the gym, public places, out in general).	(1)	(2)	(3)
	I. Attract a mate, or look good for spouse or partner.	(1)	(2)	(3)
	J. Look good when you run into people you know.	(1)	(2)	(3)
	K. Other <u>socially</u> -based motivation, please describe: <i>Or check here <input type="checkbox"/> if your social life has nothing to do with it.</i>			

11.	With respect to your <u>success at work or school</u> please rate the following reasons for today's consultation or procedure.			
	You wish to ...	Not a reason	Minor reason	Key reason
	A. Improve work/school performance.	(1)	(2)	(3)
	B. Stay competitive in your field.	(1)	(2)	(3)
	C. Stay or become competitive with younger colleagues.	(1)	(2)	(3)
	D. Look good professionally.	(1)	(2)	(3)
	E. Increase ability or confidence to take risks or make wanted moves to advance your career.	(1)	(2)	(3)
	F. Other <u>work or school success</u> -based motivation, please describe <i>Or check here <input type="checkbox"/> if school or work success have nothing to do with it.</i>			

12.	With respect to <u>convenience and cost</u>, please rate the following reasons for today's consultation or procedure.			
Are you trying to reduce ...		Not a reason	Minor reason	Key reason
A.	<u>Time</u> spent applying make-up, arranging hair or other cover-ups to disguise problems.	(1)	(2)	(3)
B.	<u>Restrictions</u> related to having to wear only certain clothing, wearing your hair only one way, etc.	(1)	(2)	(3)
C.	<u>Cost</u> of make-up, special clothes, prostheses or similar used to disguise problems or help clothes fit.	(1)	(2)	(3)
D.	<u>Hassel</u> of having to carry make-up, look for specific types of clothes, fix your hair a certain way, etc.	(1)	(2)	(3)
E.	Other <u>convenience or cost</u> -based motivation, please describe: <i>Or check here <input type="checkbox"/> if convenience and cost have nothing to do with it.</i>			

13.	If there are other reasons for today's procedure or consultation not yet captured, please describe them here:
-----	--

14.	How much did reputation, experience or what you heard from others who had gotten this treatment help convince you to come in to this clinic today?	<u>Not at all</u>	A little	Somewhat	A lot
A.	Testimonials of persons in advertisements.	(1)	(2)	(3)	(4)
B.	Doctor reputation.	(1)	(2)	(3)	(4)
C.	Clinic or hospital reputation.	(1)	(2)	(3)	(4)
D.	Experiences of family or friends with this treatment.	(1)	(2)	(3)	(4)
E.	Your own past experiences with this treatment.	(1)	(2)	(3)	(4)
F.	Other, please describe				

PLEASE CONTINUE TO THE BACK PAGE → → → →

15.	Do you identify as
(1)	Male
(2)	Female
(3)	Other

16.	Do you identify as
(1)	White or Caucasian
(2)	Black or African American
(3)	Latino/a or Hispanic
(4)	Asian
(5)	Middle-eastern
(6)	Multi-racial
(7)	Something else, please specify _____

17.	What is your age?
(1)	18-24
(2)	25-34
(3)	35-44
(4)	45-54
(5)	55-64
(6)	65+

18.	What is your highest completed education?
(1)	Less than high school
(2)	High school diploma or GED
(3)	Some college or 2-year college degree (Associate's degree, technical school degree)
(4)	Bachelor's degree (4-year college degree)
(5)	Some graduate education
(6)	Graduate degree (MA, MBA, PhD, MD, Law Degree, etc.)

If there are any additional thoughts you would like to share, please provide these in the space below.

Thank you for completing this questionnaire.

eTable 1. Self-reported Degree to Which Reasons Related to Cosmetic Appearance Served as Motivations for Today's Consultation or Procedure

Reason (No. of Respondents) ^a	No. (%) of Patients ^b			
	Not a Reason	Minor Reason	Key Reason	Not a Motivating Factor ^c
Look better, prettier, or more attractive to yourself (n= 471)	51 (10.8)	105 (22.3)	312 (66.2)	3 (0.6)
Look younger, fresher (n= 469)	75 (16.0)	77 (16.4)	314 (67.0)	
Have clear-looking skin, beautiful skin (n= 469)	84 (17.9)	86 (18.3)	296 (63.1)	
Look more like yourself again (n= 461)	107 (23.2)	106 (23.0)	245 (53.1)	
Maintain your current appearance longer (n=459)	117 (25.5)	100 (21.8)	239 (52.1)	
Repair damage to your looks (n=457)	141 (30.9)	106 (23.2)	207 (45.3)	
Look better in photographs (n= 456)	142 (31.1)	162 (35.5)	149 (32.7)	
Match your external self to who you feel like inside (n=453)	150 (33.1)	139 (30.7)	161 (35.5)	
Look better, prettier, or more attractive to others (n= 449)	157 (35.0)	167 (37.2)	122 (27.2)	
Get rid of or reduce a feature always disliked (n= 451)	212 (47.0)	75 (16.6)	161 (35.7)	
Be able to look good without make up (n= 451)	222 (49.2)	106 (23.5)	120 (26.6)	
Keep up or fit in with the looks of those around you (n=451)	233 (51.7)	111 (24.6)	104 (23.1)	
Look more sexually appealing (n= 447)	231 (51.7)	126 (28.2)	87 (19.5)	
Improve or gain a feature always wanted (n=448)	269 (60.0)	90 (20.1)	86 (19.2)	
Blend in, look more normal (n=450)	295 (65.6)	84 (18.7)	68 (15.1)	
Be noticed, stop being invisible, stand out in a good way (n= 440)	329 (74.8)	66 (15.0)	42 (9.5)	
Be able to wear anything or look good in clothes you like (n= 443)	337 (76.1)	26 (5.9)	77 (17.4)	
Be able to style your hair as you wish (n= 444)	389 (87.6)	26 (5.9)	26 (5.9)	

^a A total of 24 patients described other appearance-based motivations not tabulated.

^b Percentages are calculated using the number listed for each question item as the denominator owing to missing responses. Percentages have been rounded and may not total 100.

^c Indicates patients who believed that the entire quality-of-life domain was not relevant to their decision to seek cosmetic treatment.

eTable 2. Self-reported Degree to Which Reasons Related to Mental or Emotional Health or Well-being Served as Motivations for Today's Consultation or Procedure

Reason (No. of Respondents) ^a	No. (%) of Patients ^b			
	Not a Reason	Minor Reason	Key Reason	Not a Motivating Factor ^c
Increase self-confidence (n=472)	122 (25.8)	154 (32.6)	174 (36.9)	22 (4.7)
Feel happier, better overall, or improve total quality of life (n=467)	131 (28.1)	134 (28.7)	180 (38.5)	
Treat yourself, feel rewarded or celebrate (n=463)	157 (33.9)	133 (28.7)	151 (32.6)	
Feel younger, feel more vitality and energy, rejuvenated (n=459)	164 (35.7)	122 (26.6)	151 (32.9)	
Improve self-esteem, or feelings or self-worth (n=465)	190 (40.9)	119 (25.6)	134 (28.8)	
Feel sexier or more appealing to a partner (n=455)	226 (49.7)	110 (24.2)	97 (21.3)	
Feel less mentally or emotionally burdened by make-up, clothing or hairstyle used to hide unwanted features (n=455)	273 (60.0)	91 (20.0)	69 (15.2)	
Reduce your feelings of embarrassment (n=458)	282 (61.6)	82 (17.9)	72 (15.7)	
Feel more relaxed, less anxious, less obsessed with worry (n=454)	285 (62.8)	80 (17.6)	67 (14.8)	
Have a greater sense of freedom to do things, wear things, or go places that you want (n=455)	293 (64.4)	66 (14.5)	74 (16.3)	
Feel more normal, less stigmatized (n=451)	300 (66.5)	78 (17.3)	51 (11.3)	
Feel less depressed, less unworthy, less unhappy with yourself (n=454)	314 (69.2)	68 (15.0)	50 (11.0)	

^a A total of 14 patients described other mental- or emotional-based motivations not tabulated.

^b Percentages are calculated using the number listed for each question item as the denominator owing to missing responses.

Percentages have been rounded and may not total 100.

^c Indicates patients who believed that the entire quality-of-life domain was not relevant to their decision to seek cosmetic treatment.

eTable 3. Self-reported Degree to Which Reasons Related to Social Life Served as Motivations for Today's Consultation or Procedure

Reason (No. of Respondents) ^a	No. (%) of Patients ^b			
	Not a Reason	Minor Reason	Key Reason	Not a Motivating Factor ^c
Look good when you run into people you know (n= 475)	159 (33.5)	164 (34.5)	105 (22.1)	47 (9.9)
Feel more comfortable, less self-conscious around others (n= 473)	188 (39.7)	128 (27.1)	110 (23.3)	
Look good for an upcoming social event (n= 464)	221 (47.6)	97 (20.9)	99 (21.3)	
Make a better first impression on others (n= 469)	242 (51.6)	105 (22.4)	75 (16.0)	
Gain confidence to get out more socially (to parties, events, the gym, public places, out in general) (n= 466)	264 (56.7)	89 (19.1)	66 (14.2)	
Attract a mate, or look good for spouse or partner (n= 465)	266 (57.2)	76 (16.3)	76 (16.3)	
Increase people's positive response to you (more attention, acknowledgement, acceptance) (n= 463)	296 (63.9)	76 (16.4)	44 (9.5)	
Fit in, blend in (n= 467)	300 (64.2)	86 (18.4)	34 (7.3)	
Stop people's negative response to you (stop them staring, teasing, asking questions or looking at you oddly). (n= 464)	347 (74.8)	42 (9.1)	28 (6.0)	
Join in, be part of what your group is doing (n= 460)	346 (75.2)	46 (10.0)	21 (4.6)	

^a A total of 13 patients described other socially based motivations not tabulated.

^b Percentages are calculated using the number listed for each question item as the denominator owing to missing responses. Percentages have been rounded and may not total 100.

^c Indicates patients who believed that the entire quality-of-life domain was not relevant to their decision to seek cosmetic treatment.

eTable 4. Self-reported Degree to Which Reasons Related to Physical Health and Well-being Served as Motivations for Today's Consultation or Procedure

Reason (No. of Respondents) ^a	No. (%) of Patients ^b			
	Not a Reason	Minor Reason	Key Reason	Not a Motivating Factor ^c
Prevent your condition/symptoms from getting worse (n= 475)	176 (37.1)	82 (17.3)	171 (36.0)	46 (9.7)
Take proactive steps to protect your health down the road (n= 466)	240 (51.5)	73 (15.7)	107 (23.0)	
Feel healthier (n= 466)	254 (54.5)	83 (17.8)	83 (17.8)	
Improve physical health by reducing anxiety or depression (n= 457)	315 (68.9)	55 (12.0)	41 (9.0)	
Increase physical comfort/reduce pain (n= 452)	327 (72.3)	33 (7.3)	46 (10.2)	

^a A total of 8 patients described other physical health-based motivations not tabulated.

^b Percentages are calculated using the number listed for each question item as the denominator owing to missing responses. Percentages have been rounded and may not total 100.

^c Indicates patients who believed that the entire quality-of-life domain was not relevant to their decision to seek cosmetic treatment.

eTable 5. Self-reported Degree to Which Reasons Related to Success at Work or School Served as Motivations for Today's Consultation or Procedure

Reason (No. of Respondents) ^a	No. (%) of Patients ^b			
	Not a Reason	Minor Reason	Key Reason	Not a Motivating Factor ^c
Look good professionally (n= 476)	150 (31.5)	128 (26.9)	133 (27.9)	65 (13.7)
Stay competitive in your field (n=466)	276 (59.2)	68 (14.6)	57 (12.2)	
Increase ability or confidence to take risks or make wanted moves to advance your career (n= 462)	277 (60.0)	70 (15.2)	50 (10.8)	
Stay or become competitive with younger colleagues (n= 464)	286 (61.6)	71 (15.3)	42 (9.1)	
Improve work or school performance (n=461)	331 (71.8)	42 (9.1)	23 (5.0)	

^a A total of 3 patients described other work success– or school success–based motivations not tabulated.

^b Percentages are calculated using the number listed for each question item as the denominator owing to missing responses. Percentages have been rounded and may not total 100.

^c Indicates patients who believed that the entire quality-of-life domain was not relevant to their decision to seek cosmetic treatment.

eTable 6. Self-reported Degree to Which Reasons Related to Convenience and Cost Served as Motivations for Today's Consultation or Procedure

Reason (No. of Respondents)^a	No. (%) of Patients^b			
	Not a Reason	Minor Reason	Key Reason	Not a Motivating Factor^c
Time spent applying make-up, arranging hair or other cover-ups to disguise problems (n= 483)	226 (46.8)	111 (23.0)	78 (16.1)	68 (14.1)
Hassel of having to carry make-up, look for specific types of clothes, fix your hair a certain way, etc. (n= 472)	284 (60.2)	63 (13.3)	57 (12.1)	
Restrictions related to having to wear only certain clothing, wearing your hair only one way, etc. (n=471)	307 (65.2)	57 (12.1)	39 (8.3)	
Cost of make-up, special clothes, prostheses or similar used to disguise problems or help clothes fit (n=471)	330 (70.1)	45 (9.6)	28 (5.9)	

^a A total of 6 patients described other convenience- or cost-based motivations not tabulated.
^b Percentages are calculated using the number listed for each question item as the denominator owing to missing responses. Percentages have been rounded and may not total 100.
^c Indicates patients who believed that the entire quality-of-life domain was not relevant to their decision to seek cosmetic treatment.