## Supplemental Table 1. Questionnaire in English

### Part 1. Basic Information

<table>
<thead>
<tr>
<th>Category</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td>Male, Female</td>
</tr>
<tr>
<td><strong>Nationality</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>Under 20, 21 to 25 years old, 26 to 30 years old, 31 to 40 years old, 41 to 50 years old, 51 years or older</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Did not complete high school, High school graduate, Vocational/Technical training, Bachelor's degree, Master's degree or above</td>
</tr>
<tr>
<td><strong>Employment Status</strong></td>
<td>Information Technology (services, data etc.), Manufacturing, Finance, Advertising, Service Industry, Government or Public Administration, Education, Military, Medical or Health Care, Student, Homemaker, Unemployed, Others</td>
</tr>
<tr>
<td><strong>Approximate Yearly Income</strong></td>
<td>Less than $20,000 (USD), $20,000 to $50,000 (USD), $50,000 to $75,000 (USD), Over $75,000 (USD), None</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td>Married, Single, Unmarried, but with a partner, Divorced, Other</td>
</tr>
</tbody>
</table>

### Have you ever received any aesthetic medical treatments? (multiple choices)

- 1. Aesthetic surgery (Blepharoplasty, Rhinoplasty, Genioplasty, Liposuction etc.)
- 2. Injectables (Hyaluronic Acid Injection, Botox, Fillers etc.)
- 3. Laser therapy

- 1+2
- 1+3
- 1+2+3
- I haven’t received any of the treatments mentioned above

### Part 2-A. For who had experienced before

<table>
<thead>
<tr>
<th>Category</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How many times have you received aesthetic procedure? (including non-surgical procedure)</strong></td>
<td>None, 1 to 2 times, 3 to 5 times, 5 times or more</td>
</tr>
</tbody>
</table>

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Which aesthetic procedure have you had or considered having?
- Upper blepharoplasty (eye lid surgery)
- Baggy lower eyelid removal
- Rhinoplasty
- Orthognathic surgery
- Bone contouring
- Face lift
- Liposuction or fat injection to face
- Liposuction (body contouring)
- Breast Augmentation
- Calf reduction surgery
- Laser therapy (Laser toning, Acne-scar removal, Thermage wrinkle reduction etc.)
- Injectables (Botox, Hyaluronic Acid Injection etc.)
- Other: (please specify)

If you have received procedure before, what was the reason or motivation? (multiple choices)
- Aesthetic medical treatment is a great way to invest in oneself.
- Intrigued by discussion with friends and/or the experience of friends.
- To improve self-confidence and/or success
- For my partner (boyfriend/girlfriend/ husband/ wife)
- Intrigued by the experience of a celebrity
- Intrigued by an advertisement
- Suggested by my partner/ family member/ friend(s)
- For changing to a new environment
- Necessary for employment

If you have received aesthetic procedure before, are you willing to share this experience with your friends or family (prior to or after the treatment)?
- Yes, I am willing to tell them without being asked.
- Yes, but I will not share if not asked.
- No, but I will not deny if somebody finds out.
- No, this is something personal and private.

Where did your budget come from?
- Myself
- Close family members
- My spouse
- By loan

Choosing the right center (and doctor) is very important. Which setting would you prefer?
- Medical Center
- Medical Cosmetic Clinic
- Would consider a familiar doctor first
- Overseas

Regarding the previous question, what is your main concern?
- Privacy
- Reasonable fees
- Reputation
- Safety precautions (with professional anesthetists, nurses etc.)
- Medical skills and expertise
- Recommended by family or friend(s)

Have you ever thought about going to another country for an aesthetic procedure?
- Yes
- No

Regarding the previous question, what is your main concern?
- Medical skill
- Language
- Personal preference of countries
- Reasonable fees
- Reputation
- Other

If not satisfied with the results, what measures would you take?
- Warn family and friends
- Not return for treatment in the future
- Legal action
- File a complaint at a consumer organization
- Post negative comments online

(Continued to the next page)
If you have not had an aesthetic procedure before, why?
- Financial reasons
- Not right time yet
- Opposition from family/friends/partner
- Worried about side-effects and results
- Still getting to know the industry
- Other

Part 2-B. For who never experienced
I have never thought about an aesthetic procedure before, because… (multiple choice)
- I am satisfied with my appearance.
- I am worried about the risks and side-effects.
- I am concerned about opposition or other negative responses from my family/partner/peers.
- Financial reasons
- Too young, no need yet
- Too old, no need for these treatments.

If you have chance to receive the aesthetic procedure, which procedure you prefer?
- Upper blepharoplasty (eyelid surgery)
- Baggy lower eyelid removal
- Rhinoplasty
- Orthognathic surgery
- Bone contouring
- Face-lift
- Liposuction or fat injection to face
- Liposuction (body contouring)
- Breast Augmentation
- Calf reduction surgery
- Laser therapy (Laser toning, Acne-scar removal, Thermage wrinkle reduction etc.)
- Injectables (Botox, Hyaluronic Acid Injection etc.)
- Other: (please specify)

Part 3. Questions about beauty
Without considering other factors, which would you prefer?
- A good-looking partner, who has received cosmetic surgery in the past
- An ordinary-looking partner, who has never received cosmetic surgery

If your partner wants to have aesthetic surgical procedure, would you accept it?
- No, never.
- Yes, I can only accept laser therapy.
- Yes, I can accept non-surgical procedure such as hyaluronic acid injections or botox.
- Yes, I can accept them having cosmetic surgery.

If so, would you be willing to pay for it?
- Yes
- No

If your children ask to have aesthetic surgical procedure, would you allow it?
- No, never.
- Yes, I can only accept laser therapy.
- Yes, I can accept non-surgical procedure such as hyaluronic acid injections or botox.
- Yes, I can accept them having cosmetic surgery.

If yes, would you be willing to pay for it?
- Yes
- No

After getting married, what would you do if you found out your spouse received aesthetic surgical procedure in the past?
- This is unforgivable.
- It is forgivable, but I need some time to accept this fact.
- It does not really matter.
- Other

Can you tell the difference between a plastic surgeon and a cosmetic surgeon?
- Yes
- No

Regarding the previous question, do you think this is important?
- Yes
- No