

Donald Trump tariffs could have staggering effect on popular cosmetic procedure

By Julianna Salinas, 2025-05-11

The beauty industry might experience a sudden shift as President Trump's tariffs alter the cost of some [cosmetic procedures](#), such as Botox and fillers.

Plastic Surgeon Dr. Sean McNally weighed in on how [Trump's tariffs](#) might raise prices for injectables and other minor cosmetic procedures. [Dr. McNally](#) is a board-certified plastic surgeon and the lead provider at Doctor PDX and Réviance in Portland, OR, with expertise in both cosmetic and reconstructive surgery.

With [millions of Botox treatments](#) performed each year, especially as the procedure becomes safer and more affordable at \$10-\$35 per unit, people who partake in the procedure may have to reevaluate their beauty budget.

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According to Dr. McNally, Trump's rising tariffs are "unlikely to change large surgery prices," but an "increase in the cost of injectables" could be expected. How much, exactly, will "be largely dependent on the percentage of the tariff." The baseline tariff for foreign imports sits at 10%, though some countries are subject to higher rates, like China, which faces a whopping 145% tariff on most goods.

The Budget Lab at Yale reports that "the average effective tariff rate for consumers is currently 28%," which is the highest in over 120 years. "With rising prices for injectables, I wouldn't be surprised if patients search for more cost-effective (and possibly more dangerous) options," says Dr. McNally.





Botox has become one of the most commonly used injectables

Injectable cosmetic procedures include neurotoxins, like Botox, that target wrinkles and other signs of aging, dermal fillers like Juvéderm and Restylane, which are used to plump and smooth out fine lines, and hyaluronic acid, which is used to enhance the volume and shape of the lips.

Cosmetic injectables and fillers have become more popular over the years, with celebrities like Kylie Jenner and Joe Jones being open about using the beauty enhancements. On TikTok, there are over 1.7 million videos with the hashtag 'Botox.'

Fortunately, the price increase may be minor, depending on where the injectable is sourced from. According to Dr. McNally, "most neurotoxin supplies come from Europe, Botox and Juvéderm are produced in Ireland and France, respectively, so any EU tariffs would affect pricing for those. Daxxify is made in the US, so it may be a big winner in this scenario."



Millions of people use Botox and other fillers every year

An increase in the price of these simple cosmetic procedures may affect not only the beauty industry but also the people who already undergo them.

"Botox and fillers need regular maintenance for the best results," says Dr. McNally. "Neglecting to get touch-ups for Botox would lead to the return of wrinkles, while filler would lead to a loss of volume, although the patient will still be better off than if they had had nothing at all."

Given Trump's trade war unpredictability, it's unclear how, if at all, the cosmetic surgery industry will be affected.

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