

SPOTS BREAK OUT OF THE TEEN STEREOTYPE: ENQUIRIES INTO ACNE TREATMENT TRIPLES AND 35% OF SUFFERERS ARE OVER 35

- **UK enquires into private acne treatments and acne scar removal have soared by 214% and 152% respectively in the past year**
- **More than a third (35%) of those seeking acne treatment are over the age of 35**
- **Almost nine in 10 (88%) skin specialists report an increase in adult acne enquiries over the past 12 months**
- **More than a quarter (27%) of specialists consider stress and hormones to be the primary causes of adult acne**
- **Needling treatments and skin peels are named by specialists as the most interesting treatments to emerge for acne sufferers**
- **Private dermatology clinics have seen a 167% increase in enquiries in the past year**

26 May 2015 – Skin problems are regarded as part and parcel of adolescence but, for many, these issues persist well into adult life, according to new research from private healthcare search engine WhatClinic.com. With many celebrities in the spotlight openly discussing their battles with acne - Katy Perry, Emma Stone and Cameron Diaz to name a few - many women are clearly following suit and seeking treatment.

UK patient enquiries into private acne treatments have more than tripled (214%) in the past 12 months alone*. Of these enquiries, more than a third (35%) were from acne sufferers over the age of 35. One in six (16%) enquiries came from those aged 35 and 44, while a further one in 10 (10%) came from those aged 45-54**. The remaining 9% were aged 55 plus.

A survey of UK and Ireland-based private skin specialists supported the data, revealing that almost nine in 10 (88%) had seen an increase in adults seeking acne treatment over the past year¹. 84% of the experts surveyed confirmed that they see more women than men suffering from acne.

The demand for acne scar treatment has also seen a sharp rise, with enquiries into this treatment more than doubling (152%) in the past 12 months. Although this can, in some cases, cause sufferers psychological distress, treatment for the issue typically is regarded as a cosmetic procedure, and so isn't usually available on the NHS.

Common treatments for this condition include dermabrasion, which involves removing the top layer of skin through either lasers or a wire brush, and laser treatment, which removes patches of skin around the scar, or to stimulate the growth of new collagen.

Rosacea treatments have also seen a growth in demand, with enquires in the past year almost doubling (up 92%) from the year before. Rosacea is a common, but poorly understood, long-term skin condition. Symptoms often begin with flushing, and the condition can lead to persistent facial redness and visible redness. Rosacea sufferers can also develop papules (round red bumps) and pustules (pus-filled swellings), similar to acne. In reality, however, the two conditions are quite different. In a survey of skin specialists, when asked if they have treated any unusual acne cases, one in 10 said rosacea that had previously been misdiagnosed as acne.

Private dermatology clinics have seen heightened demand in general, receiving more than double (167%) the number of enquiries compared to the previous year.

The following table shows the average costs of skin treatments in the UK, as well as the change in demand over the past year:

Private Treatment	Increase in UK enquiries over past 12 months (%)	Average price per treatment in UK (£)
Acne	214%	£92
Acne scars	152%	£147
Rosacea	92%	£106

WhatClinic.com asked specialists what they considered to be the cause of the increase in adults searching for acne treatments. More than a quarter (27%) put it down to stress and

hormones. More than a quarter (26%) suggested it was due to increased awareness of the treatments available. Diet (15%) and pollution (12%) were also named by experts as causes of adult acne.

Dermatologists and skin specialists were also asked by WhatClinic.com what they considered the most interesting treatments to emerge in the field of acne treatment. Nearly a quarter (24%) named needling treatments, such as micro-needling, Dermaroller™, and Dermapen™. These deliver a series of microneedles into the deeper layers of the skin where acne scars lie, which encourages the remodelling of collagen, and reduces the appearance of these scars. A further 21% answered that chemical skin peels, used to treat acne, were the most interesting new treatment.

Emily Ross, director of WhatClinic.com, comments: “It doesn’t matter what age you are, acne can really impact on your confidence and self-esteem. It is greatly encouraging to see the range of treatments available that are within reach of the average consumer.

“Acne scarring was once a life-long affliction, but scars can now be greatly reduced or even eliminated. Lasers and fillers, often used to reduce scars, do carry serious risks however, and should only be carried out by qualified professionals under the appropriate supervision. Do your research, ensure your practitioner has had the necessary training and don’t be swayed by special offers or promotions.”

– ENDS –

Notes to Editors

Methodology:

*Data based on the number of enquiries to UK clinics made through WhatClinic.com in the past 12 months, compared to the same period last year.

**Sample data from 63% of users visiting WhatClinic.com for acne treatment in the UK.

1. Data based on answers from 82 clinics. WhatClinic surveyed private practice dermatologists and skin specialists in the UK and Ireland. Questions were asked on the profile of the average patient, common skincare issues they treat, the causes of these issues, and their opinions on new and emerging skin care treatments.

For more information contact:

Eleanor Pickering, Rhizome PR
020 7297 3166 | eleanor@rhizomepr.com

About WhatClinic.com

[WhatClinic.com](https://www.whatclinic.com) is a clinic comparison site that lists over 100,000 clinics globally. In the last year over 17.5 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.