

## **ENQUIRIES INTO NON-SURGICAL COSMETIC TREATMENTS RISE BY MORE THAN HALF (55%) IN JUST SIX MONTHS**

- **Non-surgical facelifts, or thread lifts, are the fastest growing non-surgical cosmetic procedure with enquiries up 240% in the past six months**
- **Dermal fillers are still the most popular non-surgical treatment in the UK and demand is up 61% in six months**
- **Injection treatment called Macrolane™, often used to enhance buttock contours, sees enquiries soar 139% in six months – as demand for buttock implants bottoms out**
- **Mole removal and lip augmentation remain the second and third most popular non-surgical treatments in the UK**

**X June 2015** – With Kylie Jenner confirming temporary fillers as the reason for her noticeably fuller pout, non-surgical cosmetic treatments have featured heavily on the celebrity news agenda in recent months. New data from private healthcare search engine [WhatClinic.com](http://WhatClinic.com) reveals what's hot and what's not in its mid-year round up of medical aesthetics trends, showing the most popular and fastest growing non-surgical cosmetic procedures of the last six months.

In the time, enquiries into non-surgical cosmetic treatments have risen by 55%. When looking at the most popular non-surgical cosmetic procedures in terms of demand, WhatClinic.com's report shows that dermal fillers remain top of the list, with the highest number of enquiries across all treatments in 2014, and so far in 2015. Dermal fillers are injections used to fill out wrinkles and creases in the skin, and are administered with a series of small injections and gently massaged into the area.

Dermal fillers can also be used to increase the volume and definition around the lips, and are one of the most commonly used methods of lip augmentation. Earlier this year, Kylie Jenner admitting to having her own pout enhanced – and fuller lips have certainly been high on the wish list of others, with lip augmentation being the third most popular non-surgical treatment of the past six months, the same spot it occupied in 2014.

The second most popular procedure over the past six months, in terms of volume of enquiries, is mole removal, which was also the second most popular treatment of 2014, and typically costs £216. The exact technique used for removing the mole depends on factors such as its condition, size and location, but most moles are removed with a scalpel and the wound closed with stitches. Alternatively, some are frozen off with liquid nitrogen gas or destroyed with a precision high-energy laser.

When looking at emerging trends, thread lifts – hailed as the non-surgical alternative to a facelift – are the fastest growing treatment of 2015, with enquiries up 240%\*. This follows a massive surge in popularity for the treatment last year, when enquiries skyrocketed by 1165% when comparing total enquiries in 2013 with 2014 – the biggest increase in demand of any non-surgical cosmetic procedure for UK patients in that period.

Thread lifts are used for rejuvenating skin tone and improving the structure of the face in a similar way to a surgical facelift, but without the need for surgery. The procedure involves soluble polydioxanone thread being inserted through the skin with a fine needle to tighten and firm the skin while smoothing wrinkles, and will typically cost £678 per treatment. Non-surgical facelifts are clearly on the rise, with Silhouette Lift™ – a variant of thread lift treatment, which uses barbed sutures to lift and hold the skin – also seeing a 134% increase in enquires in the past six months.

Injection treatment Macrolane™ tops the list as the second fastest growing non-surgical treatment, seeing a 139% increase in enquiries in just the past six months. Macrolane™ is used to enhance body contours, and is commonly used as a non-surgical treatment for buttock augmentation. The procedure takes between 30-90 minutes, and carries a hefty price tag of £1,546 on average.

By contrast, demand for surgical buttock augmentation procedures have bottomed out in the past six months. Buttock implants were one of the most popular procedures during 2014 -the year of Kim Kardashian-West's infamous 'belfie' photo - with enquiry levels up a staggering 182%, but the past six months have seen enquiries rising by only 15%.

The following table shows a list of popular non-surgical procedures that have seen the **biggest increase** in demand in the past six months:

Treatment	Average price of treatment	% change in enquiries over past six months
Thread Lift	£678	240%
Macrolane™	£1,546	139%
Silhouette Lift™	£699	134%
Facial Thread Veins Treatment	£92	109%
Platelet Rich Plasma Filler	£475	96%
Dermaroller™	£262	93%
Tattoo Removal	£187	88%
Fat Filler	£2,159	84%
Deep Chemical Peel	£229	71%

The following table shows the ten treatments that have seen the **highest volume** of enquiries from UK patients over the past six months:

Treatment	Average price of treatment	% increase in enquiries over the past six months
Dermal Fillers	£235	61%
Mole Removal	£216	60%
Lip Augmentation	£291	41%
Tattoo Removal	£187	88%
Scar Removal	£252	65%
Spider Veins Treatment	£112	39%
Non-Surgical Nose Job	£330	53%
Facial Thread Veins Treatment	£92	109%
Sclerotherapy	£415	36%
Thread Lift	£678	240%

**Emily Ross, director of WhatClinic.com, comments:** “While the UK’s appetite for surgical procedures has by no means waned, there has also been a significant boost in non-surgical alternatives, with new and exciting treatments to the market reflected in the boost in demand that we have seen for medical aesthetics across the board.

“These treatments do not require going under the knife but non-surgical interventions, such as fillers, do carry risks which are often not appreciated. Fillers around the eye area, for example, require advanced skill as retinal artery occlusion, when filler blocks blood flow, can cause tissue death and blindness. When injected incorrectly, even temporary fillers can turn your skin blue - which is known as the ‘Tyndall’ effect.

“It’s therefore imperative to research your practitioner to ensure they are not only experienced and qualified, but have adequate insurance to cover you should something go wrong. Make sure you are fully informed of all the risks before you make your final decision, and don’t be swayed by special offers or time-sensitive pricing.

“A sensible question to ask your practitioner is how many patients they have performed this particular treatment on, and how many they do per week, as it’s true - practice really does make perfect. If in doubt, read reviews or find a patient that has had the experience themselves, and get the real story first hand.”

– ENDS –

## **Notes to Editors:**

### **Methodology:**

\*Data based on the number of enquiries to UK clinics made through WhatClinic.com in the past 6 months, compared to the same period last year.

### **For more information contact:**

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

## About WhatClinic.com

[WhatClinic.com](http://WhatClinic.com) is a clinic comparison site that lists over 100,000 clinics globally. In 2014 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.