

## WHY WE SHOULD MAKE MOUNTAINS OUT OF MOLES: IRELAND BEHIND THE GLOBAL CURVE WHEN IT COMES TO MELANOMA CHECKS

- **Global enquiries for mole removal almost triple (197%), while Ireland sees only a 53% increase**
- **Spain sees the biggest increase in enquiries for mole removal – up 415% in the past year**
- **England tops the chart as the most expensive private mole removal treatment, with an average price of €294 per mole, while Poland is the cheapest (€72 per mole)**
- **Turkey has one of the highest number of sunlight hours (2,747 per year) but has seen the smallest increase in enquiries for mole removal (13%)**

We're finally packing away the worst of our winter woolies in preparation for some better weather. However, we should be paying close attention to our skin all year round, and not just when it's time for shorts or bikinis, according to new research by private healthcare search engine [WhatClinic.com](https://www.whatclinic.com).

Malignant melanoma, which has been linked to sun damage, is the 9<sup>th</sup> most common cancer in Europe<sup>[1]</sup>, with incidence rates increasing more rapidly than any of the other top cancers since the 1970s<sup>[1]</sup>.

Ireland has seen an increase in enquiries for mole removal, with a 53% rise in the past 12 months – however this is less than half that of neighbouring UK (127%) and only a fraction of the global increase (197%).

Unsurprisingly, sunny countries are seeing the biggest increases in mole removal treatment. Spain, which enjoys 2,910 hours of sunlight per year, has seen enquiries skyrocket by 415% in the past 12 months. Procedures in Spain cost an average €150 – which is €37 more than the average price in Ireland (€113).

Countries with less sunlight hours are also seeing large increases in enquiries; Wales has seen a 171% increase in enquiries for the procedure, while Scotland is up 142%, despite the hefty € 291 price tag.

The cheapest average prices for mole removal treatments can be found in Poland, where the procedure costs around €72, almost two thirds of the cost of the same treatment in Ireland. The country also sees 1,676 hours of sunshine a year, and has seen enquiries up by 17% in the past year.

These ten countries have seen the biggest increase in mole removal enquiries in the past year:

Country	Increase in enquiries in past 12 months	Average cost to remove one mole (€)	Hours of sunlight (per year)
Spain	415%	€ 150*	2,910
Belgium	220%	€ 200*	1,585
Czech Republic	210%	€ 85	1,902
Wales	171%	€ 271	1,553
Scotland	142%	€ 291	1,384
England	127%	€ 294	1,460
UK	127%	€ 277	1,481
Netherlands	108%	€ 250*	1,568
Ireland	53%	€ 113	1,503
Poland	17%	€ 72	1,676
Turkey	13%	€ 246	2,747
Global	197%	€ 222	n/a

*\*where large numbers of prices weren't available for averages, sample prices from local clinics were given*

Survival rates vary dramatically depending on when the melanoma is caught. For example, a stage 1A diagnosis has a 95% 10 year survival rate, while stage four has a 10-year survival rate of just 10% - 15%<sup>[2]</sup>.

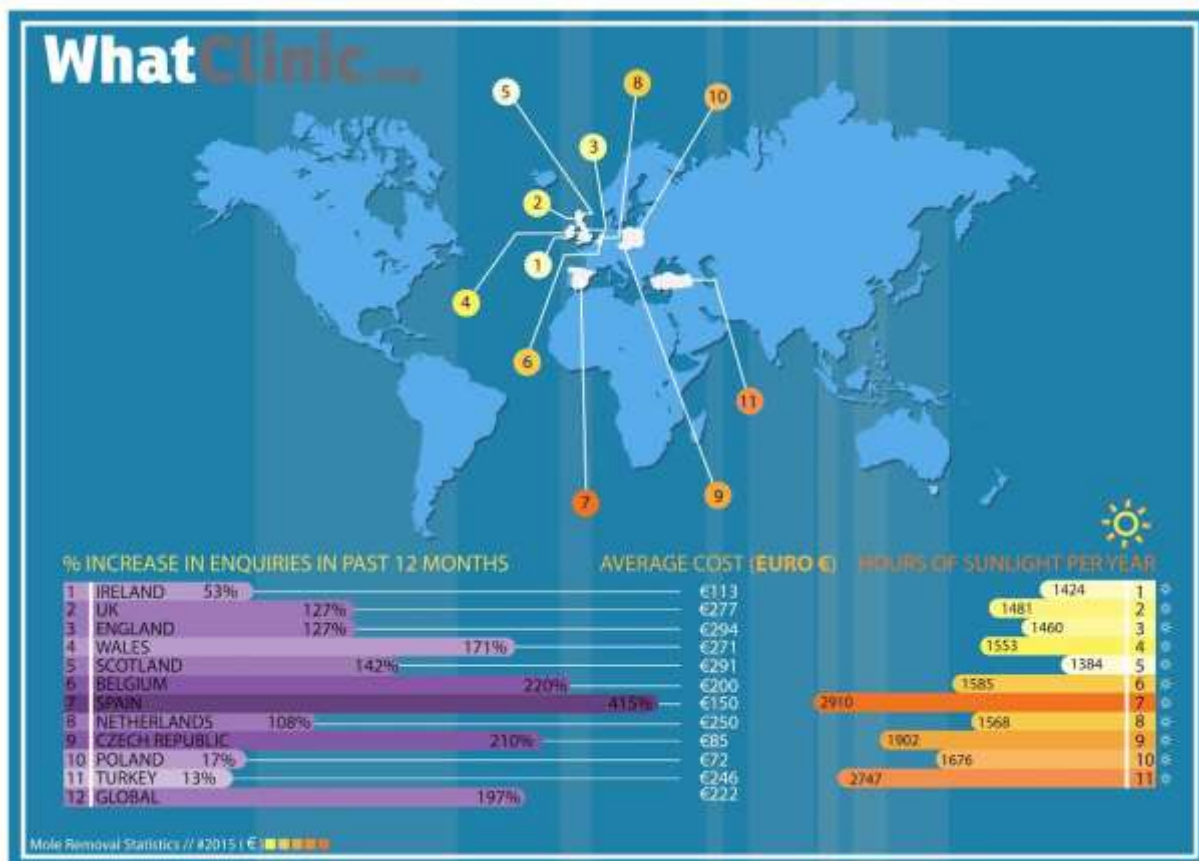
**Emily Ross, Director of WhatClinic.com, comments:** “On the whole, people are becoming a lot more proactive when it comes to getting themselves checked for melanoma, however, Ireland seems to be behind the curve when it comes to checking out their moles.

“Regular self-checking is a good way to start. Look for any changes that are out of the ordinary, and don’t forget about hard to check areas like the middle of your back. You may also be the first to notice something unusual in the feel or shape of a mole on someone else’s skin. Don’t be afraid to mention it to them. You could be saving their life!

“There are a number of practical options available, from a straightforward mole check-up, all the way up to full body mole mapping - which takes photos of your body and allows comparison over time to highlight changes.

“Mole checks should be regular and if there are any concerns, should be looked at by a qualified expert immediately – especially if you have a family history of skin cancer. The sooner you tackle the issue, the better off you’ll be.”

– ENDS –



## Notes to Editors

- 1) <http://www.cancerresearchuk.org/cancer-info/cancerstats/types/skin/incidence/uk-skin-cancer-incidence-statistics>
- 2) <http://www.cancer.org/cancer/skincancer-melanoma/detailedguide/melanoma-skin-cancer-survival-rates>

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## About WhatClinic.com

[WhatClinic.com](http://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.