

From varicose veins to vampire facials: Top cosmetic treatments of 2013 revealed, and what's trending for 2014

- Kim Kardashian's famous 'vampire facial' sees 807% increase in last quarter alone
- 161% increase in laser lipo as patients opt for non-invasive weight loss treatments
- Demand for non-surgical nose jobs doubles in past 12 months
- Varicose veins treatments are the biggest riser of 2013 with 193% increase in enquiries

Thursday 19 December, 2013 – This year has seen Britney Spears admitting to lip fillers, Christine Hamilton opting for a non-surgical face lift and Sharon Osbourne returning to the X-Factor looking younger than when she started the show. New statistics from clinic comparison site WhatClinic.com, shows what cosmetic treatments were hot and what was not in 2013 - as what's going to be big in 2014.

Interest in platelet-rich plasma transfers, used in 'vampire facials' has risen eightfold in the last quarter, with Kim Kardashian tweeting pictures of the procedure, which involves drawing the patient's own blood, separating the layer that is filled with platelets and then injecting back into the face. Although it has been used to treat sports stars' injuries – such as Kobi Bryant and Tiger Woods – for some time, only recently has it been used for anti-ageing purposes. The high price tag (one treatment costs an average £538) hasn't put people off.

Anti-ageing treatments were a key theme in 2013 with dermal fillers, non-surgical facelifts and energy treatments to tighten skin all seeing huge increases of 93%, 93% and 80% respectively.

Pixel laser resurfacing dropped by 59% in the past 12 months, as more sophisticated alternatives became available in the UK, which required far less downtime for patients.

Fat dermal fillers dropped by over a third (34%) as their hefty price tag of more than £1,800 pushed patients towards more affordable new treatments. Collagen dermal fillers (£202) also saw a drop of 10% while dermal fillers (£160) skyrocketed by 93% this year.

Ones To Watch In 2014

Next year, WhatClinic.com predicts that nitrogen plasma facials will see big demand. Already popular in the US, there are already five UK clinics using plasma energy instead of laser to generate new skin and stimulate collagen, with less bruising or discomfort and no bleeding. Experts claim that plasma provides a greater level of control with less downtime, and unlike laser can treat delicate eye areas.

Ultherapy – a non-invasive, non-surgical treatment that uses ultrasound to encourage the production of collagen to tighten skin around the face, neck and chest – is set to be a big trend next year, having seen a fivefold increase in enquiries since it received FDA approval in August.

Another one to watch for 2014 is ultrasonic cavitation, with enquiries up by 328% in the last three months alone. The procedure, also known as ‘ultrasound liposuction’, again uses sound wave energy at low frequencies but this time targeting intractable fat cells without the need for down time or anaesthetic.

The following table shows the treatments that have seen the biggest **increases** in enquiries in 2013:

Treatment	% increase in enquiries over past 12 months	Average price
Varicose veins treatment	193%	£369
Electrolysis	189%	£25
Mesotherapy	164%	£208
Laser lipolysis	161%	£460
Dysport	153%	NA
Facial thread veins treatment	133%	£81
Non-surgical nose job	99%	£282
Non-surgical facelift	93%	£227
Dermal fillers	93%	£160
Thermage skin tightening	80%	£1,412

The following table shows the treatments that have seen the biggest **drops** in enquiries in 2013:

Treatment	% decrease in past 12 months	Average price
Pixel laser resurfacing	-59%	£292
Pelleve	-52%	£370
Thread lift	-36%	£362
Micro botox	-34%	NA
Fat dermal filler	-32%	£1,873
Deep chemical peel	-32%	£245
Profractional laser skin treatment	-31%	£414
Endermologie	-23%	£180
Collagen dermal filler	-10%	£202
Vaser liposuction	-10%	£1,973

The following table shows WhatClinic.com's trend predictions for 2014 based on enquiries in the last quarter of 2013 to date:

Treatment	% increase in Q3 2013	Average price
Platelet rich plasma filler	807%	£538
Ultherapy	514%	£341
Zerona laser treatment	350%	£120
Ultrasonic cavitation	328%	£184
Obagi skin care	245%	£262

Caelen King, CEO of WhatClinic.com, comments: “This year has seen some exciting new treatments come to market, which are already driving interest with patients looking for non-surgical alternatives.

"Non-surgical interventions such as laser treatment, IPL and injectables all carry serious risks. We recommend researching your practitioner to ensure they are not only experienced and qualified, but that they are covered for all possible risks, including accidents. Make sure their insurance also covers the tools and equipment they use.

“Any new treatment that delivers great results with less risk and less recovery time is definitely worth considering - but the results will only be as good as the practitioner performing the treatment. Make sure you are fully informed before you make your final decision, and don't be swayed by special offers or time-sensitive pricing.

“A good question to ask your practitioner is how many patients they have performed this particular treatment on. Practice really does make perfect. How often do they get to do this treatment, and how much training have they had? Make sure you have realistic expectations of the results and read patient reviews on sites like WhatClinic.com to get independent opinions.”

– ENDS –

Notes to Editors

The data is based on enquiries and treatment costs provided by more than 34,000 UK clinics.

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally, and helps over one million patients every single month to find and compare the right clinic for the treatment they want. 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 entrepreneur Caelen King, and is in operation in over 100 countries.