

## WHY WE SHOULD MAKE MOUNTAINS OUT OF MOLES: UK ENQUIRIES FOR MOLE REMOVAL UP 127%

- **India sees the biggest increase in enquiries for mole removal – up 673% in the past year**
- **Enquiries in the Philippines increase almost six-fold (497%)**
- **UK tops the chart as the most expensive private mole removal treatment, with an average price of £205 per mole, while Thailand is the cheapest (£24 per mole)**
- **The UAE has the highest number of sunlight hours (3,609 per year) and enquiries for mole removal there have shot up by 299%**

Brits might be rejoicing at the prospect of summer drawing in, but when it comes to enjoying the sunshine, skincare is not being prioritised, according to new research by private healthcare search engine [WhatClinic.com](https://www.whatclinic.com).

The UK has seen enquiries for mole removal rise by 127% in the past 12 months - more than double that of neighbouring Ireland (53%). Malignant melanoma, often caused by 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>.

However, it's not just the UK that's seeing a rise in mole removal. Countries with relatively higher levels of sunlight are seeing the biggest increases in enquiries for the procedure. India, which enjoys 2,685 hours of sunlight per year, has seen enquiries skyrocket by 673% in the past 12 months. Procedures in India cost an average £104 - almost half the price of the UK (£205).

The UAE tops the charts when it comes to sunlight hours, clocking up 3,609 hours each year, which could explain why enquiries for mole removal treatments there have risen almost four-fold (299%). It's also the second most expensive place for the procedure (£202).

The cheapest average prices for mole removal treatments can be found in Thailand, where the procedure costs around £24, an eighth of the cost of the same treatment in the UK and UAE. The country also sees 2,684 hours of sunshine a year, and has seen enquiries more than double (126%) in the past year.

Despite Ireland having the lowest number of sunlight hours, it has still made the top ten countries where enquiries for mole removal have seen the sharpest increases over the past year. Enquiries in Ireland are up by more than half (53%), with an average price tag of £84 to remove a single mole.

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)
India	673%	£104	2,685
Philippines	497%	£61	2,105
United Arab Emirates	299%	£202	3,609
Australia	181%	£109	2,811
Malaysia	177%	£34	2,228
Canada	137%	£104	1,989
UK	127%	£205	1,481
Thailand	126%	£24	2,684
Singapore	125%	£152	2,064
Ireland	53%	£84	1,424
Global	197%	£164	n/a

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>.

**Dr Adam Friedmann is a consultant dermatologist and Clinic Lead at the Harley Street Dermatology Clinic in London. Here are his top 5 warning signs:**

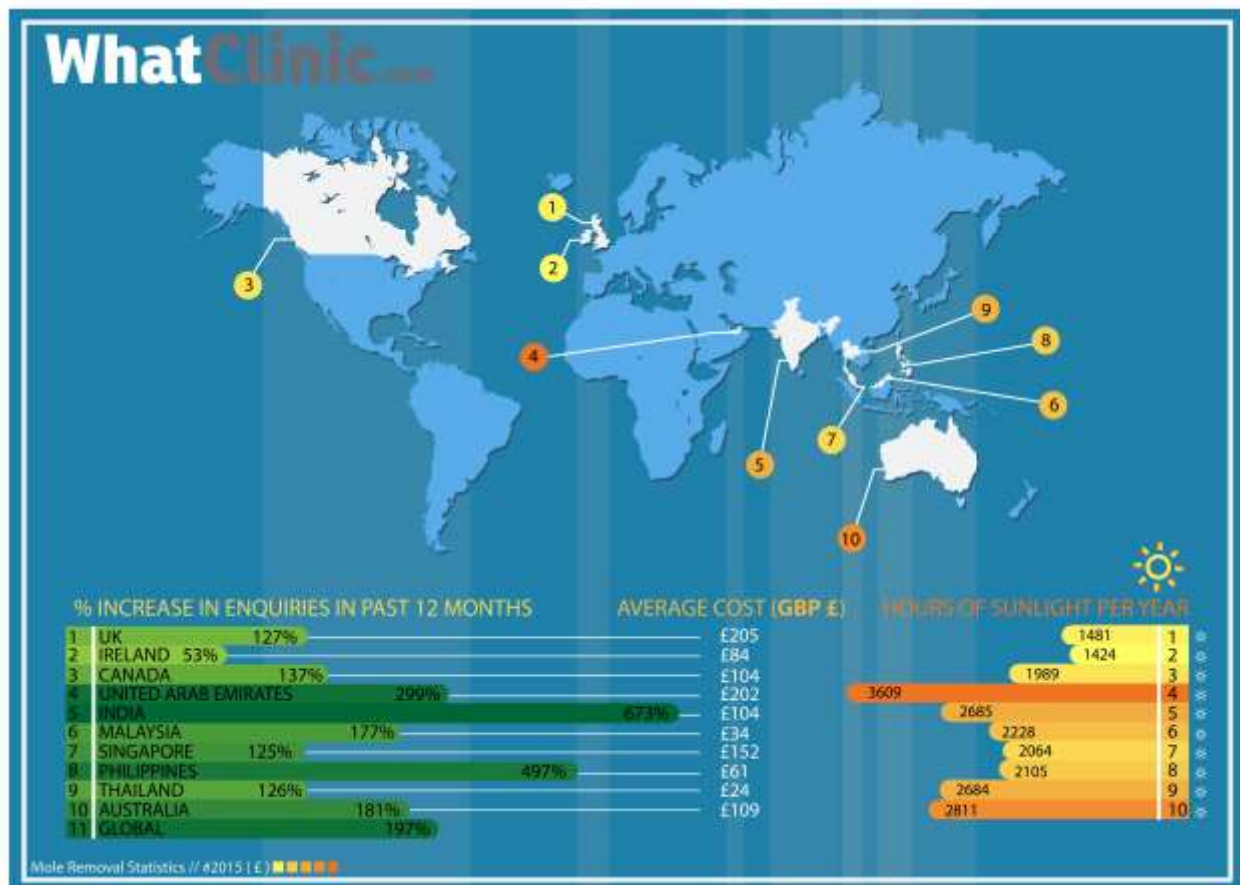
- 1) Rapidly growing or enlarging moles
- 2) Moles that change shape and become irregular or asymmetrical
- 3) Blurring of the borders of a mole
- 4) Changing colour, particularly darkening, or more variations of colour appearing
- 5) Ulceration or bleeding

**Emily Ross, Director of WhatClinic.com, comments:** “These days we’re all more conscious of sun damage, and people are a lot more pro-active when it comes to getting themselves checked out for melanoma. Our global stats confirm that more people are researching the issue and also taking action, with enquiries worldwide up 197% in the past year.

“For those who want to monitor their skin there are a number of 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. Although often these services come at a cost, they can be very effective at ensuring early diagnosis and giving peace of mind.

“It’s not just the summer months that skin care and mole checking should be a priority, as changes to moles can occur at any time of the year. Mole checks should be regular and if there are any concerns, should be looked at by a professional immediately – especially if you have a family history of skin cancer.

– ENDS –



## Notes to Editors

- 1) <http://www.cancerresearchuk.org/cancer-info/cancerstats/types/skin/incidence/uk-skin-cancer-incidence-statistics#world>
- 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.