

‘Full abdominoplasty’ revealed as Ireland’s fastest growing cosmetic procedure of 2014, while ‘lipoabdominoplasty’ looks set to be big in 2015

- **Breast implants are still Ireland’s most popular cosmetic surgery procedure, with the highest volume of enquiries in 2014**
- **Enquiries for breast lifts and rhinoplasty have soared - up by 215% and 171% respectively last year**
- **Full abdominoplasty treatments saw the highest growth in demand in 2014, with enquiries up 387% on the previous year - and despite an average €4,532 price tag**
- **Based on demand in Q4 2014, next year’s trending treatments look set to be Lipoabdominoplasty, brow lifts, eyelid surgery, breast lifts, and buccal fat removal**

Dublin, 8th January 2015 – New statistics from private healthcare search engine, WhatClinic.com, reveal what cosmetic surgery treatments were hot or not in Ireland in 2014 along with potential trends for 2015.

Enquiries for full abdominoplasty treatments saw the biggest increase in enquiries in 2014, with enquiries up by a huge 387% in 2014 despite an average price tag of €4,532 and at least a two week recovery period.

Surgery to help combat weight issues was certainly popular in 2014, with not only full abdominoplasty seeing a surge in enquiries, but both tummy tuck and liposuction procedures also among the treatments receiving the highest number of enquiries. Obesity levels in Ireland are in excess of the European average [1] and it seems that more people are seeking help through surgery to combat the problem.

Enquiries for breast lifts have more than tripled (up 215%) in the past 12 months. A breast lift raises and re-shapes the breast by removing excess skin and tightening the surrounding tissue. Rhinoplasty closely followed breast lifts in growth, with enquiries rising by 171% in a year.

Breast implants - a procedure which people often consider having alongside a breast lift - were by far the most popular cosmetic surgery treatment in terms of number of enquiries in 2014, also seeing a 70% increase in demand over the year. The average cost of the procedure is €4,210 and requires up to two weeks of downtime.

Enquiries for fat transfers dropped by 75% in the past 12 months as demand for the treatment waned. This may also be the result of a number of clinics removing it from their treatment lists last year. Enquiries for jaw contouring and neck liposuction remained static in 2014.

Lipoabdominoplasty enquiries rose by 200% in the final quarter of 2014, while brow lift (167%), eye-lid surgery (150%), breast lift (106%) and buccal fat removal (100%) also saw increasing demand – suggesting they might be growing trends in 2015. Lipoabdominoplasty is a fairly new procedure in which a combination of liposuction with a mini tummy tuck is carried out to combat excess fat and loose skin.

The following table shows the treatments that have seen the **highest volume** of enquiries from UK patients in 2014:

Treatment	% increase in enquiries over past 12 months	Average price
Breast Implants	70%	€4,210
Otoplasty	138%	€2,010
Rhinoplasty	171%	€3,980

Tummy Tuck	138%	€4,442
Liposuction	45%	€3,427
Eyelid Surgery	146%	€1,335
Full Abdominoplasty	387%	€5,000
Gynecomastia	45%	€4,224
Breast Reduction	60%	€5,147
Labiaplasty	34%	€2,036

The following table shows the treatments that have seen the **biggest increase** in enquiries in 2014:

Treatment	% increase in enquiries over past 12 months	Average price
Full Abdominoplasty	387%	€4,532
Breast Lift	215%	€4,447
Rhinoplasty	171%	€3,845
Arm Lift	154%	€3,421
Eyelid Surgery	146%	€1,335
Neck Lift	140%	€2,475
Tummy Tuck	138%	€4,442
Otoplasty	138%	€2,010
Face lift	104%	€4,681

Inverted Nipple Surgery	100%	€975
-------------------------	------	------

The following table shows the treatments that have seen the **lowest volume** of patient enquiries in Ireland in 2014:

Treatment	% increase in enquiries over past 12 months	Average price
Breast Reconstruction	114%	€5,545
Butt Lift	100%	€3,588
Lipoabdominoplasty	29%	€7,500
Fat Transfer	-78%	€3,000
Jaw Contouring	0%	€1,508
Nipple Reduction	-29%	£1,200
Neck Liposuction	0%	£3,000
Belly Button Reshaping	-25%	€3,500
Areola Reduction	100%	€3,000
Lip Reduction	-50%	€300

The following table shows the treatments that have seen the **biggest growth in demand** in Ireland in the last three months:

Treatment	% increase in past 3 months	Average price
Lipoabdominoplasty	200%	n/a
Brow Lift	167%	£4,399
Eye Lid Surgery	150%	£1,316
Breast Lift	106%	£4,460
Buccal Fat Removal	100%	n/a

Emily Ross, director of WhatClinic.com, comments: “The cosmetic surgery market in Ireland is growing at a phenomenal rate. With obesity a growing concern, it’s no surprise to see weight loss surgeries appearing in these annual reports. However, it’s important to remember that surgery is not a magic wand, and many people have unrealistic expectations about the end results.

“No surgery should be taken lightly, especially when so many benefits can be achieved through corrective diet and exercise. For those at their wits end, a combination of all three is the only real solution.

“With demand for cosmetic surgery increasing, it is crucial that patients have access to information about the credentials and qualifications of their chosen practitioner.

“Until that information is freely available we advise anyone considering going under the knife to ensure their practitioner is qualified, experienced and totally transparent about the risks involved. Don’t rush your decision, and don’t be afraid to ask about qualifications and insurance cover.”

– ENDS –

Notes to Editors:

1. <http://www.rte.ie/news/ireland/2014/0529/620368-irelands-obesity-levels-above-eu-average/>

For more information contact:

Lara Bunston, Rhizome PR

00 44 20 7297 3166

lara@rhizomepr.com

About WhatClinic.com

WhatClinic.com is a clinic comparison site, headquartered in Dublin that lists over 100,000 clinics globally. In 2013 15.7 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.