

260% GROWTH IN MEN SEEKING HAIR TRANSPLANTS IN PAST YEAR

- **Jason Statham would need to shell out over £12,000 to return to a full head of hair; Jude Law would pay £7,500**
- **89% of surgeons say men are now more concerned with their appearances than ever before**
- **Male hair transplant tourism up 180% in one year, as men go abroad for cheaper procedures**

Thursday 7 November, 2013 – If Jason Statham wanted a full head of hair, he'd have to fork out £12,500 to replant 5000 hair follicles, while Jude Law would pay £7,500 for around 1,500 grafts to counteract his receding hairline, according to new research carried out by private healthcare search engine WhatClinic.com.

With celebs like Wayne Rooney proudly showing off their new barnets, it's not surprising there has been a 260% increase for hair transplant treatment in the past 12 months. However, a new head of hair does not come cheap, with prices that can easily hit five figure sums. In the UK, the average starting price for a hair transplant is £2,005 but that can easily sky rocket to over £12,500 for the likes of Hollywood tough-man, Jason Statham. Rooney, who proudly tweeted a picture of his new hairline back in 2011, is said to have spent an estimated £30,000 on two procedures at a Harley Street clinic.

Follicular unit transplantation (FUT) is where a strip of the scalp, including the hair follicles, is removed and replanted at the front of the head. Follicular unit extraction (FUE), sometimes called FUE Harvesting, takes individual hair clusters (of between one and four hairs) and replants them one by one, which although more time-consuming, gives better results and less chance of scarring.

The most successful treatments are those that restore a natural looking hairline as well giving the correct colour and thickness of hair. A good surgeon will be able to advise between FUT and FUE depending on a person's existing hair, which will also greatly affect the price. Sometimes a combination of both can give the best, most cost effective result.

In a recent poll of cosmetic surgeons, almost 8 in 10 (78%) confirmed that interest from men in cosmetic surgery was definitely growing ^[1]. Of those asked, almost nine out of 10 (89%) said they believe men are now far more conscious of their appearance than ever before.

However, more than two thirds (67%) of those polled said men were more embarrassed than women about having, or admitting to having, cosmetic surgery.

The embarrassment surrounding male cosmetic surgery may well be one reason for the growing cosmetic tourism figures, with many men opting to travel overseas for procedures. With highly competitive prices and the chance to recover in privacy, places such as Turkey and Poland becoming increasingly popular amongst men. Overseas enquiries for male transplant alone are up 180% in the past 12 months. Turkey has proven to be the destination of choice for UK men, aided by the considerably lower starting costs of £1,619, and affordable flights. India boasts the most competitive average prices starting at just £789, however it may well be the cost of flights that has deterred patients.

Caelen King, CEO of WhatClinic.com, comments: “Receding hairlines have long been a touchy subject for men, despite it being extremely common and, in most cases, inevitable. But in the past few years, the technology and technique surrounding hair transplant procedures have improved dramatically, and can now give some patients a natural-looking, full head of hair.

“However, it can be extremely pricey depending on the level to which the hair has receded. That’s why we’re seeing a lot of men travel overseas for hair transplants, as they can make considerable savings. They might even combine the trip with a holiday.

“If you are considering a hair transplant, always do your research. Find a surgeon you are comfortable with and ask about their qualifications. Discuss with them at length what the results are likely to be, as in some cases there’s too much work involved for the surgery to be effective.

“Depending on whether you opt for the FUE or FUT method, your level of scarring will vary. Although the FUE method provides better results and less visible scars, it requires a surgeon with many years of experience performing this particular operation for successful results.”

– ENDS –

Notes to Editors

WhatClinic.com conducted an opinion poll of aesthetic practitioners on the views surrounding the growth of the cosmetic surgery amongst men.

Attached is an infographic showing what some of the top balding celebs may expect to pay should they opt for hair restoration.

For more information contact:

Emily Ross
Director of Communications | WhatClinic.com
T: [+ 353 1 485 3068](tel:+35314853068) | M: [+ 353 86 0452115](tel:+353860452115) | eross@whatclinic.com

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