

## **2015's cosmetic trends revealed: 'Full abdominoplasty' the fastest growing surgical procedure, while 'dermal fillers' prove to be most popular non-surgical treatment**

- **Breast implants top the list as most popular cosmetic surgery procedure for 2015 with 183% increase in UK patient enquiries**
- **Demand for breast reconstruction soars with 263% increase in enquiries and breast reduction close behind at 212% increase**
- **Liposuction maintains popularity despite an increase of 33% in average price**
- **Top three most popular non-surgical treatments remain the same in 2015 with additional increase in enquiries - dermal fillers (up 113%), mole removal (up 114%) and lip augmentation (up 114%)**
- **Thread lift the fastest growing non-surgical treatment with biggest increase in enquiries (470%) and an increase of 13% in price in 2015**
- **Newcomer chin augmentation is number two on the non-surgical trends list with a 156% increase in enquiries**
- **Enquiries for platelet rich plasma fillers (the '*Vampire Facial*') increased by 152%, and is the third fastest growing non-surgical treatment**

**Friday 8<sup>th</sup> January, 2016:** Cosmetic treatments were big news in 2015, ranging from popular procedures like breast implants and lip plumping a la the Kardashian-Jenner dynasty to more subtle dermal fillers for supermodel Cindy Crawford and tattoo removal for queen of style Victoria Beckham. New data from healthcare search engine [WhatClinic.com](http://WhatClinic.com) reveals 2015's most popular surgical and non-surgical treatments and highlights which cosmetic trends will be big in 2016.

A full abdominoplasty was the fastest growing **surgical procedure** of 2015 with a 351% increase in enquiries\*, despite a hefty price tag of £5,491, on average, in the UK. The procedure

involves the removal of excess skin and fat from the middle and lower abdomen in order to tighten the muscle and fascia of the abdominal wall.

Breast implants topped the list for the second year in a row as the most popular procedure of the year, with the largest number of enquiries to cosmetic clinics in the UK at an increase of 183% since 2014. This breast enlargement procedure shows no sign of slowing down as it featured as number seven on the top ten list of fastest growing surgical trends even though it includes a price tag of £3,817, on average.

Those looking to reduce their breast size showed a much bigger increase in enquiries with breast reduction surgery soaring ahead to be the fourth fastest growing trend for 2015, with a 212% increase in enquiries over the last 12 months, and an average price of £5,160. Breast reconstruction also proved to be growing quickly in-demand at number two on the list, and an average cost of £4,638.

Enquiries for arm lift surgery, which reduces excess sagging skin that droops downward on the arm, increased by 252% since last year and is set to be one of the more popular procedures in 2016 as number three on the top trends list. Those looking to get rid of their '*bingo wings*' – as they are sometimes called - will pay £4,290, on average, for this procedure.

Butt lift enquiries were lower than 2014 and this procedure fell out of the top ten most popular procedures, replaced by facelifts at an increase in enquiries of 162% since last year. However, butt lifts might see a come-back in 2016 as this procedure came in at number six for the biggest increase in enquiries over the past 12 months.

Liposuction, the second most popular surgical procedure for 2015, increased in popularity by 167% and moved up from third place on last year's top ten list. Now at an average price of £2,800, the procedure increased in price by a third (up from £2,107) since 2014. Tummy tucks also saw a massive increase in enquiries at 209%, and came in as the third most popular treatment in 2015 while also featuring as number five on the top trend list of biggest increase in enquiries.

Rhinoplasty comes in at number four on the popularity list and has seen a 150% increase in enquiries over the past year, with an average price tag of £3,608. Rounding off the top five most popular surgical procedures is fat transfer - this involves transferring fat from areas with excess fat, such as the outer thighs, and injecting the fat into areas that may be lacking in volume, such as the face, hands, breasts or butt. Enquiries increased by 147% and the procedure costs £2,476, on average.

Overall, UK clinics experienced a 16% increase in enquiries for cosmetic surgery in the past year. The following table shows the surgical procedures that have seen the **biggest increase** in enquiries from UK patients in 2015:

Procedure	Increase in enquiries over past year	Average price UK
Full Abdominoplasty	351%	£5,491
Breast Reconstruction	263%	£4,638
Arm Lift	252%	£4,290
Breast Reduction	212%	£5,160
Tummy Tuck	209%	£4,647
Butt Lift	202%	£3,373
Breast Implants	183%	£3,817
Calf Implants	181%	£3,141
Breast Lift	173%	£4,798
Neck Lift	168%	£3,528

The following table shows the cosmetic surgery procedures that have seen the **highest volume** of enquiries from UK patients in 2015:

Procedure	Increase in enquiries over	Average price UK
-----------	----------------------------	------------------

	past year	
Breast Implants	183%	£3,817
Liposuction	167%	£2,800
Tummy Tuck	209%	£4,647
Rhinoplasty	150%	£3,608
Fat Transfer	147%	£2,476
Labiaplasty	134%	£2,877
Eyelid surgery	81%	£2,193
Gynecomastia	120%	£3,753
Otoplasty	101%	£2,279
Facelift	162%	£4,921

## Non-surgical treatments:

Focusing on **non-surgical treatment** trends, total enquiries to UK clinics increased by 23% in 2015 and a number of treatments featured in both the top ten most popular and fastest growing trends lists.

Thread lift was the fastest growing treatment with the biggest increase in enquiries at a whopping 470% compared to 2014, when it also topped the trends list. This treatment involves a soluble polydioxanone thread being inserted through the skin with a fine needle to tighten and firm the skin, while at the same time smoothing wrinkles. The price tag has increased alongside its interest, from £570 in 2014 to £645 in 2015 (up 13%), on average in the UK.

A newcomer to the list, chin augmentation comes in at number two on the top trends list with a 156% increase in enquiries. The treatment, which usually involves derma fillers being injected to sculpt and define the chin area, has an average price of £338 and is now the second fastest growing procedure in the UK and looks to become even more popular in 2016.

Enquiries for platelet rich plasma fillers, also known as the ‘*Vampire Facial*’ increased by 152% over the past 12 months, and are now the third fastest growing non-surgical procedure in the UK. The treatment, which costs an average of £416 per session, extracts platelets from a patient’s blood and re-injects them into the face, neck or hands to give a more youthful appearance to skin.

Following on from 2014, the top three most popular treatments remain the same for 2015 with dermal fillers coming in at number one with the highest volume of enquiries, followed by mole removal and then lip augmentation at number three.

As the most popular procedure two years in a row, dermal fillers saw a further increase in enquiries of 113% and experienced a drop in price of 10% compared to 2014, costing an average price now of £252. Also featuring on the top trends list as the eighth largest increase in enquiries, dermal fillers will continue to be in high-demand for 2016.

Mole removal and lip augmentation both saw an increase of 114% in enquiries but also featured on the top trends list, at fifth and seventh place respectively. Mole removal costs £212, on average, while lip augmentation – which involves using injectable fillers to enhance the shape of lips and mouth, add definition and volume - costs an average of £284 per session.

Enquiries for tattoo removal have increased by 73% since last year, moving up to fourth place on the popularity list, and those looking to get rid of their etching can expect to pay £63 on average per treatment - with many tattoos requiring three to five sessions for removal. Although spider vein treatment dropped from fourth to fifth place in the most popular non-surgical procedures list, it has still seen an increase of 58% in enquiries over the past year and costs £107, on average.

The following table shows the non-surgical cosmetic treatments that have seen the **biggest increase** in enquiries from UK patients in 2015:

Procedure	Increase in enquiries over past year	Average price UK
-----------	--------------------------------------	------------------

Thread Lift	470%	£645
Chin Augmentation	156%	£338
Platelet Rich Plasma Filler	152%	£416
Treatment for Wrinkles	121%	£201
Mole Removal	114%	£212
Laser Lipolysis	114%	£779
Lip Augmentation	114%	£284
Dermal Fillers	113%	£252
Carboxytherapy	105%	£96
Scar Removal	93%	£208

The following table shows the non-surgical cosmetic treatments that have seen the **highest volume** of enquiries from UK patients in 2015:

<b>Procedure</b>	<b>Increase in enquiries over past year</b>	<b>Average price UK</b>
Dermal Fillers	113%	£252
Mole Removal	114%	£212
Lip Augmentation	114%	£284
Tattoo Removal	73%	£63
Spider Veins Treatment	58%	£107

Scar Removal	93%	£208
Non-Surgical Nose Job	54%	£335
Facial Thread Veins Treatment	89%	£107
Thread Lift	470%	£645
Sclerotherapy	53%	£187

Commenting on the data trends, **Emily Ross, Director of WhatClinic.com**, said: “The cosmetic surgery and medical aesthetic industries continue to thrive and 2015 saw a massive increase in enquiries for procedures in the UK. Injectables are more popular than ever, with record demand for dermal fillers in particular. Botox-type wrinkle treatments and lip augmentation have definitely gone mainstream in comparison to just a few short years ago.

“On the surgical side of the market, abdominoplasty is the stand out treatment of 2015. There is certainly a link between abdominoplasty and bariatric procedures for weight loss. Patients who have lost a lot of weight are often left with folds of flesh that won’t go away. Similarly, women are turning to abdominoplasty for similar issues after multiple pregnancies that may have over-stretched tummy flesh.

“This is an industry that moves quickly. Demand is high, but in some cases, so is the risk. That’s why it’s so important for patients to have realistic expectations, and to not be swayed by offers or deals. Sometimes it’s better to wait for the ‘latest’ thing to become tried and tested before you sign on the dotted line. Nothing is risk free, so start by researching the treatment. Reading reviews is a good way to start!”

**-ENDS-**

**For more information contact:**

Lara Bunston, FleishmanHillard, +44 208 618 2812 / +44 754 000 2115

## **Notes to Editors:**

\*This data is based on actual patient enquiries for cosmetic procedures - surgical and non-surgical - made by email to UK clinics listed on WhatClinic.com, during the time range 15.12.2014 - 15.12.2015.

## **About WhatClinic.com:**

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. In 2015, over 15 million unique visitors came to the site to find, compare and book treatments across a wide range of elective medical treatment.