

TAT'S OFF TO THE EURO STARS: BODY ART REMOVAL OF TOP TATTOOED PLAYERS WOULD TAKE OVER 16 YEARS

EUROS TOP TATTOOED PLAYERS WOULD FACE ALMOST £40K BILL AND 146 SITTINGS TO REMOVE THEIR BODY ART

SWEDISH STRIKER IBRAHIMOVIĆ TOPS THE LIST AS MOST TATTOOED PLAYER WITH £8,000 REMOVAL BILL

- England's most tattooed player and Arsenal midfielder Jack Wilshere would need to spend £2,400 over 13 sittings to remove all of his tattoos
- Belgian defender Toby Alderweireld would have to spend £7,100 to get rid of his tattoos
- Slovakian team captain Martin Skrtel would need to cough up an estimated £5,600 to shake off his body art
- Spaniard and captain of Real Madrid, Sergio Ramos, would have to spend £4,000 with 24 separate sittings over almost three years to get rid of his collection
- Over the past two years tattoo removal enquiries are up 55%¹ in the UK and prices have dropped by 18%³

Tuesday 21st June, 2016: The Euros are well and truly underway as football frenzy hits France and the 24 teams have everything to fight for across the groups. Fighting for space on and off the field, the most tattooed players from Europe are going head to head as private healthcare search engine Whatclinic.com reveals the hefty price tag of £38,700 collectively to remove their prized body art.

Swedish striker and competition veteran **Zlatan Ibrahimović** tops the list as most tattooed player and he hit headlines last year when he took off his shirt after scoring a goal to unveil the removable tattooed names of 50 people suffering from hunger around the world. Ibrahimović would face a £8,000 removal bill, including 20 sittings, over nine hours, spread across three years, to get rid of his collection permanently.

From analysing eight of the most tattooed footballers playing in France this summer, WhatClinic estimated that it would take a combined total of 60 hours of tattoo removal for the European sports stars* as it is recommended to wait six weeks between each removal treatment. Belgian defender **Toby Alderweireld** would have to spend £7,100 to get rid of his tattoos and sit for two and a half days of removal over 24 separate sittings.

Slovak captain **Martin Skrtel** has made a fortune playing for Liverpool, but if he wanted to remove his sleeves or the giant angel on his back he'd have to part with some of his hard earned cash. The total cost of his tattoo removal would be £5,600 and he would have to spend over 13 hours to get rid of his prized body art.

As two-time defending champions, Spain has a lot to prove this year and icon **Sergio Ramos** certainly helps them to stand out with his impressive list of tattoos – which includes several to commemorate his achievements on the pitch. Hopefully he's happy with how they look as it would cost him over £4,000 and 24 sittings over three years to remove them all.

Team England superstar **Jack Wilshere** has an impressive sleeve of tattoos, but if he wanted to turn back the clock (including removing the stopwatch on his elbow) it would set him back £2,400 over 13 sittings spread over a year and a half.

While the popularity of tattoos continues to rise, not everyone is happy with their choices – enquiries for tattoo removal have risen by 55% over the past three years¹. Over two fifths (40%) of those who enquire are aged 24-35². Women make up a much higher proportion of traffic to the site at 60%, compared to male traffic at 40%².

MOST TATTOOED PLAYERS AT EURO 2016				
Footballer	Number of sittings required*	Total number of hours	Duration of treatment (years)	Total cost
Zlatan Ibrahimović	20	9 hrs, 40mins	2.5	£8,000
Toby Alderweireld	24	7 hrs, 50 mins	2.5	£7,100
Martin Skrtel	19	13 hrs, 25 mins	2	£5,600
Lorenzo Insigne	16	6 hrs, 5 mins	1.5	£4,900
Sergio Ramos	24	6 hrs	3	£4,000
Olivier Giroud	17	4 hrs, 50 mins	2	£3,450
James McClean	13	9 hrs, 40 mins	1.5	£3,250
Jack Wilshere	13	3 hrs, 15 mins	1.5	£2,400

Emily Ross, director of WhatClinic.com, said: “When tattoos first became part of the zeitgeist in the 60s and 70s, they were commonly associated with convicts and bikers. Today tattoos’ are ubiquitous. Your boss, your mom and even your mortgage broker is probably rocking some ink. Because tattoos are so popular, they are easily available. When less thought is invested, more people make bad decisions about what they get done.

“We’ve seen a decrease in the cost of tattoo removal since we first looked at this treatment in 2014. More clinics are offering the service and competing for business so whilst demand has grown, customers are benefitting from an average 18% decrease in the cost of one removal session, compared to two years ago. But removing them still isn’t cheap, and not all tattoo fans have the same budget as our Euro players! It’s not just bad decisions that people want to remove, there’s also poor quality work, or work that has faded or warped over time. Tattoo removal takes time and costs money - and some tattoos will never fully disappear. So chose your art carefully, and your tattooist even more so!”

Tattoo removal expert, **Wayne Joyce, Director of Reset Room**, said: “As tattoo removal can be a lengthy and costly experience, it’s imperative to do your research and choose a clinic that has good equipment and knowledge in order to get the best results and reduce the risks of negative side effects.”

-ENDS-

Notes to editors:

*Each tattoo removal session/sitting takes 45 minutes

References:

1. Enquiries made to 845 UK clinics listed on WhatClinic.com in the period 08.06.2015 - 08.06.2016, compared to 08.06-2014 - 08.06-2015.
2. Demographics data such as age and gender splits are based on sample data from traffic of users to UK tattoo removal pages on WhatClinic.com.
3. Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don’t always quote for the same version of a particular procedure.

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. Since its launch, over 70 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatments.