

FAST FIXES FOR FESTIVE FROLICS: ENQUIRIES INTO PRE-PARTY TREATMENTS SOAR

- **2014 Christmas party fever means quick-fix treatments get a boost with beauty salons recording a 46% higher than average number of enquiries in November**
- **Dermatology clinics offering lunchtime skin correction see enquiries up by almost half (49%) in November**
- **'No-knife' quick fix skin treatments see the steepest rise in enquiries in the lead up to Christmas, with IPL skin rejuvenation up by 263%**
- **Legs are getting some much-needed winter TLC with pre-Christmas enquiries for fat freezing, cellulite and varicose veins treatments all up**

London 9 December 2014 – It's that time of year when everyone is scrambling to find the perfect party dress and nab the coveted 5pm blow dry spot. With the working week longer than ever for many women, and the festive period one of the busiest times of the year, it's unsurprising that fast-fix treatments are booming in advance of the Christmas party season.

According to research from private health care search engine WhatClinic.com, enquiries for quick treatments in November, ahead of party season, are significantly higher than the rest of the year.

Dermatology clinics and beauty salons with online bookings for lunchtime appointments received 49% and 46% more enquiries respectively in November compared to the monthly average in 2014. Enquiries for zero-recovery time medical aesthetics clinics are also up by nearly a quarter (24%) and facials and make-up enquiries increase by nearly a fifth (17%) over the same period.

IPL skin rejuvenation – an intensive light treatment – tops the list as seeing the biggest rise (263%) in enquiries, with many people opting for 3-5 quick sessions a week apart in the lead up to December. The treatment is used to minimize broken and spider veins, skin pigmentation, fine lines and wrinkles. A popular lunchtime top up, but be warned - it can leave redness for a few hours so perhaps don't book any important meetings!

Enquiries into facial rejuvenation treatments as a whole are up a whopping 245%, and laser skin resurfacing – a procedure which removes skin layer by layer, giving the face a tighter, younger looking surface – also arouses more interest in the lead up to party season, with enquiries rising by 180% in November. By comparison, enquiries into deep chemical peels, a more aggressive treatment which typically requires taking a week off work, has seen a marginal rise of 21% in enquiries over the same period.

Zeltig CoolSulpting™ – a non-surgical procedure which freezes fat-cells and tackles stubborn bulges – has seen 233% more enquiries in November. In spite of an average UK price tag of £651, with no surgery or downtime, it's proving very popular as a less invasive treatment. Fat reduction injections – a more invasive treatment – have however experienced a downturn in enquires of 15% during this time.

Cellulite treatment has also seen a surge in popularity in November, receiving more than two-thirds (67%) more enquiries than the monthly average for 2014. There has been a 206% increase in enquiries for varicose veins treatments over the same period.

The table below shows the rise in enquiries for pre-party season treatments in November compared to the monthly average in 2014:

Treatment	Increase in % in enquiries: 2014 monthly average vs November	Average national cost
IPL Skin Rejuvenation	263%	£169
Facial Rejuvenation	245%	£152
Zeltig CoolSculpting™	233%	£651
Varicose Veins Treatment	206%	£1,021
Laser Skin Resurfacing	180%	£604
Thread Lift	111%	£592
Cellulite Treatment	67%	£130
Ultherapy	59%	£57
Platelet Rich Plasma Filler	51%	£422
Sculptra™ Filler	48%	£467
Derma Fillers	26%	£226

Emily Ross, director of WhatClinic.com, comments: “For many, 2014 has been hectic and stressful. The party season is a great excuse to glam up and dance our cares away.

“With time being a luxury for many women, its no surprise to see a clear and growing preference for treatments that can be squeezed into a lunch hour, or super early in the morning. Premium clinics know that in order to keep customers happy they have to work around busy schedules, which is why we’re seeing them adapt. Online bookings, shorter appointment times and longer opening hours are the order of the day this party season means that there’s no excuse for not looking picture perfect in your party instagrams.”

– ENDS –

Notes to Editors:

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About WhatClinic.com

WhatClinic.com is a clinic comparison site 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.