

POPULARITY OF FACIAL REJUVENATION TREATMENTS SOARS

- **Enquiries for laser skin tightening up 78% in past year**
- **Laser skin resurfacing enquiries up 70% in past 12 months**
- **Plasma treatment from NeoGen now in the UK with impressive results and decreased 'downtime' for patients**

December 9, 2013 – The value of the UK cosmetic surgery market in the UK is estimated to rise to £3.6 billion by 2015, with a recent government report estimating that non-surgical treatments are worth 75% of this market^[1]. According to healthcare search engine WhatClinic.com, one of the most popular non-surgical treatments for British women is now facial rejuvenation, in which interest has risen by 23% in the past 12 months alone.

With celebrities like Demi Moore, Catherine Zeta-Jones and Courtney Cox seemingly defying the ageing process, it's no surprise that demand for both surgical and non-surgical facial rejuvenation has never been greater. Non-surgical options including chemical peels, dermabrasion, botox and fillers have increased dramatically in popularity, alongside the more traditional face lift surgery and less invasive laser surgery.

Enquiries into laser skin tightening have risen by 78% in the past year, while the average treatment price has dropped by almost a fifth (18%) during the same period. Laser skin resurfacing has seen an increase of 70% in the past 12 months, but this has been accompanied by a 34% rise in the average price of treatments. Both of these treatment types require around seven to 10 days rest at home following the procedure, but patients can be left with redness to their skin for a further eight to 12 weeks.

The latest treatment in skin resurfacing uses plasma energy instead of a laser to generate new skin, with less bruising or discomfort and without any bleeding. Experts claim that plasma provides a greater level of control with less downtime. NeoGen plasma treatment is only available in five clinics in the UK, but has delivered results akin to the gold standard CO2 laser resurfacing treatment with less downtime, and greater effect.

Procedure	% increase in past 12 months	Recovery time (days)
Dermal fillers	85%	2 – 5
Laser skin tightening	78%	7 – 10
Laser skin resurfacing	70%	7 – 10
Fillers	68%	0 – 5
Face lift	68%	14 – 21
Chemical peel	36%	0 – 7
Laser wrinkle reduction	14%	7 – 10
Dermabrasion	11%	2 – 3

Dr Susanna Hayter (MB BS BSc) of MyBeautyDoctor.co.uk has run a private aesthetic clinic since 2005, and has been an anti-aging treatment specialist for the best part of a decade. She comments: “I have found some of the NeoGen results to be very effective, with skin tightening and collagen induction similar to the gold standard laser treatments but without the risks and with less downtime for the patient.

“Because plasma is used – where the molecules are ionised by heat – the delicate area around the eyes can be treated very effectively, unlike treatment with a laser. And by adjusting the energy settings, it can be tailored to treat older or younger skin accordingly, making it appealing for a bigger variety of ages.”

“The treatment tackles photoageing, caused by UVA and UVB exposure, using heated nitrogen gas to cause thermal tightening. Unlike harsh laser treatments, plasma can be used over the eyelid area to cause thermal tightening on the upper and lower eyelids. As with using a laser, plasma tightens skin and also encourages collagen to give fullness, but without the risks of ‘burning’ the skin barrier. The treatment can also be used to lessen the signs left by chronic acne scarring and other discolorations of the skin, as well as for reducing the signs of ageing on the neck and hands.

“According to healthcare search engine WhatClinic.com, pricing for facial rejuvenation laser treatment can start from £131 for laser skin tightening up to a £3,780 for four sessions of laser skin resurfacing at one London-based clinic. Plasma facial skin regeneration with NeoGen costs from around £500 for a single treatment, with results that progressively improve for up to one year following treatment.”

Caelen King, CEO of WhatClinic.com, comments: "Non-surgical interventions such as laser treatment, IPL and injectables all carry serious risks. We recommend researching your practitioner to ensure they are not only experienced and qualified, but that they are covered for all possible risks, including accidents. Make sure their insurance also covers the tools and equipment they use.

"Any new treatment that delivers great results with less risk and less recovery time is definitely worth considering - but the results will only be as good as the practitioner performing the treatment. Make sure you are fully informed before you make your final decision, and don't be swayed by special offers or time-sensitive pricing.

"A good question to ask your practitioner is how many patients they have performed this particular treatment on. Practice really does make perfect. How often do they get to do this treatment, and how much training have they had? Make sure you have realistic expectations of the results and read patient reviews on sites like WhatClinic.com to get independent opinions."

– ENDS –

Notes to Editors

Review of the Tegulation of Cosmetic Interventions:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/192028/Review_of_the_Regulation_of_Cosmetic_Interventions.pdf

Attached are before and after shots provided by NeoGen.

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally, and helps over one million patients every single month to find and compare the right clinic for the treatment they want. 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 entrepreneur Caelen King, and is in operation in over 100 countries.