

‘Thread lifts’ revealed as top cosmetic trend of 2014, while ‘fat filler’ destined to be big in 2015

- **Thread lifts, hailed as the non-surgical alternative to a mini-facelift, saw huge demand in 2014, with enquiries up 1165% on the previous year**
- **Silhouette lift enquiries were more than seven times higher (633%) in 2014 than 2013**
- **Vein stripping enquiries up by 400%, while average price of the treatment falls by a third (33%)**
- **Dermal fillers the top non-surgical treatment in 2014 based on enquiries**
- **Based on demand in Q4 2014, next year’s biggest treatments look set to be fat fillers, collagen fillers, platelet rich plasma facials, deep chemical peel and chin augmentations**

January 2015 - From Kylie Jenner’s controversial new pout to the dramatically changing faces of the Geordie Shore cast, medical aesthetics were a hot topic last year. New statistics from clinic comparison website, WhatClinic.com, shows which cosmetic treatments were hot and not in 2014 and potential trends for 2015.

Thread lift enquiries shot up by 1165% in the past twelve months, despite the sizeable average £570 price tag – up from £544 in 2013. The process, which is used for rejuvenating skin tone and improving the structure of the face, involves soluble polydioxanone thread being inserted through the skin with a fine needle to tighten and firm the skin, while smoothing wrinkles.

Another popular skin rejuvenation treatment in 2014 has been silhouette lifts, with enquiries up seven-fold (633%) in the past 12 months alone. The average price for one treatment has dropped by more than a tenth (11%) in the past year, to £629 from £706 per session.

Fat reduction injections and lipodissolve saw big increases in the number of enquiries, at 518% and 203%, respectively. The non-invasive treatments cost a fraction of the price of their surgical alternatives and require no downtime or general anaesthetic.

Dermal fillers were the most popular treatment in terms of number of enquiries in 2014, yet still saw an increase of 131% in the past 12 months alone. Mole removal, lip augmentation, spider vein treatment and tattoo removal were also in the top five most popular treatments. Open rhinoplasty was one of the biggest trends in 2014, however, non-surgical nose jobs were still one of the most popular non-surgical treatments of the year. The treatment uses fillers to shape the nose and requires no downtime or general anaesthetic. Although the treatment isn't permanent, patients will pay £332 on average, compared to £4,474 for open rhinoplasty and £3,525 for closed rhinoplasty.

Enquiries for fat filler injections increased by 1100% in the last quarter of 2014 as patients opted for this more 'natural' filler. Platelet rich plasma facials, also known as 'the vampire facial' also saw enquiries shoot up by 223% in the same time period. The treatment, made famous by Kim Kardashian in 2013, extracts platelets from the patient's blood and re-injects them into the face, neck or hands, to give more youthful looking skin.

The following table shows the treatments that have seen the **biggest increases** in enquiries in 2014:

| Treatment | % increase in enquiries over past 12 months | Average price |
|--------------------------|---|---------------|
| Thread Lift | 1165% | £570 |
| Silhouette Lift™ | 633% | £629 |
| Fat Reduction Injections | 518% | £420 |
| Vein Stripping | 400% | £89 |

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| Lipodissolve | 203% | £237 |
| Non-Surgical Nose Job | 170% | £302 |
| Lip Augmentation | 158% | £306 |
| Dermal Fillers | 131% | £226 |
| Carboxytherapy | 124% | £106 |
| Sculptra™ Filler | 88% | £462 |

The following table shows the treatments that have seen the **highest volume** of UK patient enquiries in 2014:

| Treatment | % increase in enquiries over past 12 months | Average price |
|-------------------------------|---|---------------|
| Dermal Fillers | 131% | £226 |
| Mole Removal | 86% | £220 |
| Lip Augmentation | 158% | £304 |
| Spider Veins Treatment | 81% | £140 |
| Tattoo Removal | 31% | £175 |
| Scar Removal | 93% | £198 |
| Non-Surgical Nose Job | 170% | £332 |
| Facial Thread Veins Treatment | 142% | £104 |
| Sclerotherapy | 101% | £277 |
| VASER Lipo™ | 88% | £1,989 |

The following table shows the treatments that have seen the **smallest number** of enquiries in 2014:

| Treatment | % increase in enquiries over past 12 months | Average price |
|---------------------------|---|---------------|
| Collagen Filler | 121% | £222 |
| Carboxytherapy | 124% | £116 |
| Teosyal™ Filler | 9% | £241 |
| Fat Filler | 100% | £1,382 |
| Cheek Augmentation | 0% | £414 |
| Chin Augmentation | 0% | £325 |
| Vein Stripping | 400% | £89 |
| DermaFrac™ Micro-Needling | 800% | £236 |
| Silicone Filler | 100% | £401 |
| ReCell | 0% | £2,500 |

The following table shows the treatments that have seen the **biggest increases** in enquiries in the last three months:

| Treatment | % increase in past 3 months | Average price |
|----------------------|-----------------------------|---------------|
| Fat filler | 1100% | £1,382 |
| Collagen filler | 456% | £222 |
| Platelet rich plasma | 223% | £430 |
| Deep chemical peel | 164% | £226 |

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| Chin augmentation | 100% | £325 |
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Emily Ross, director of WhatClinic.com, comments: "This year has seen some exciting new treatments come to market, which are already driving interest with patients looking for non-surgical alternatives.

"Non-surgical interventions such as laser treatment, fat reduction injections and fillers all carry serious risks. We recommend researching your practitioner to ensure they are not only experienced and qualified, but have adequate insurance to cover you should something go wrong. For example, overzealous fluence - using too much energy during both IPL and laser treatment - is a common cause of permanent scarring. Other risks include hyperpigmentation, burns and blisters.

"Fillers, both temporary and permanent, carry many risks that patients find easy to ignore. Filler around the eye area requires advanced skill as retinal artery occlusion (when filler blocks blood flow) can cause tissue death and blindness. When injected incorrectly, even temporary fillers can turn your skin blue - known as the 'Tyndall' effect.

"Make sure you are fully informed of all the risks before you make your final decision, and don't be swayed by special offers or time-sensitive pricing.

"A sensible question to ask your practitioner is how many patients they have performed this particular treatment on, and how many they do per week - as frequent practice really does make perfect. Make sure you have realistic expectations of the results and read patient reviews on sites to get independent opinions."

– ENDS –

Notes to Editors:

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

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About WhatClinic.com

[WhatClinic.com](https://www.whatclinic.com) is a clinic comparison site that lists over 100,000 clinics globally. In the last year over 15 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.