

Release embargoed until 00.01hrs on 16 August 2013



## BIG RISE IN THE POPULARITY OF FAT TRANSFER AND REMOVAL TREATMENTS

**London, 16 August 2013** -- There has been a massive increase in the popularity of fat transfer procedures, such as breast and buttock augmentations, with enquiries for fat transfer surgery up 188% in the past 12 months, according to new figures from private healthcare search engine [WhatClinic.com](http://WhatClinic.com).

WhatClinic.com looked at the most popular surgical and non-surgical cosmetic treatments over the past 12 months, and there has been a bigger increase in enquiries for fat transfer procedures than any other treatment.

Fat transfer procedures, such as breast augmentation using recycled fat from one part of the body, such as your belly, legs or bum, and injecting it into the breasts, is proving particularly popular with women because it eliminates the need for implants, and offers a natural looking enlargement.

Fat removal treatments are also in demand. According to the OECD (Organisation for Economic Co-operation and Development)<sup>(1)</sup>, obesity rates in the UK are the highest in Europe. And WhatClinic.com figures reveal a significant rise in people enquiring about fat removing surgery - with liposuction and tummy tuck treatments up 75% and 74% respectively.

The following table shows the most popular surgical and non-surgical cosmetic treatments over the past 12 months, in terms of increase in the number of booking enquiries compared to the previous year.

Treatment	% Increase in enquiries	Surgical/Non surgical
Fat Transfer	188%	Surgical
Semi-Permanent Make Up	159%	Non-surgical

Labiaplasty	109%	Surgical
Breast Implants	107%	Surgical
Laser Hair Removal	89%	Non-surgical
Tattoo Removal	87%	Non-surgical
Botox	78%	Non-surgical
Liposuction	75%	Surgical
Tummy Tuck	74%	Surgical
Dermal Fillers	66%	Non-surgical

**Caelen King, CEO of WhatClinic.com, comments:**

“Demand for both surgical and non-surgical aesthetic procedures shows no sign of slowing down. For example, fat transfer procedures have grown in popularity with patients attracted to the idea of a more natural alternative to the traditional silicone breast and buttock implants.

“From breast enlargements and dermal fillers to laser hair removal and botox, Britons are clearly becoming more comfortable taking control of every aspect of their appearance. They are happy to invest in themselves and change things about themselves that they don’t like.

“If you are looking to have some cosmetic surgery carried out, it is important to do your research before committing – to check clinic reviews and compare prices. There are thousand of reputable private clinics across the country to choose from, and spending some time researching the market could save you hundreds if not thousands of pounds.”

– ENDS –

**Notes to Editors**

1/ According to the Organisation for Economic Co-operation and Development, the UK has the highest obesity rate in Europe.

<http://www.oecd.org/health/49716427.pdf>

2/ For more information contact:

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**About WhatClinic.com**

[WhatClinic.com](http://WhatClinic.com) is a clinic comparison site that lists over 100,000 clinics globally, and helps one million patients every single month find and compare the right clinic for the treatment they want. The site lists over 34,000 clinics in the UK, 11,000 of these are dental clinics. WhatClinic.com's mission is to give the patient, as an empowered consumer, access 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.