

‘Open rhinoplasty’ revealed as fastest growing cosmetic procedure of 2014, while ‘neck liposuction’ looks set to be big in 2015

- **Mini face-lifts saw unprecedented demand in 2014, with enquiries up 1006% on previous year**
- **Nose job enquiries were thirteen times higher in 2014 than 2013, despite an average price tag of almost £4,500**
- **Breast augmentation is still the most popular cosmetic surgery procedure in the UK and continues to grow, with demand up 80% from last year**
- **Based on demand in Q4 2014, next year’s latest trend treatments look set to be neck liposuction, lip reduction, Body-Jet liposuction, vaginoplasty and chin implants**

Tuesday 30 December 2014 – With Kim Kardashian’s ‘break the internet’ pictures furthering surgery rumours and Renee Zellweger’s dramatic new look, cosmetic surgery has been big news this year. New statistics from private healthcare search engine, WhatClinic.com, reveal what cosmetic treatments were hot or not in 2014 and potential trends for 2015.

Enquiries for open rhinoplasty, better known as nose jobs, rose by 1200% in 2014, while nasal tip surgery saw an increase of 763%. Open rhinoplasty surgery employs a small bridging incision, which allows the skin to be peeled back and gives easier access to the surgeon, however, the procedure costs £4,500 on average and requires up to 10 days of downtime.

This year has seen enquiries for mini facelifts up eleven-fold (1006%) in the past 12 months, despite a not-so-mini price tag of £5,451. Eye-lift surgery enquiries have increased by 578% - so too have average prices, up by a fifth (21%) to £2,199, in the past 12 months.

Combating weight issues has been big business in 2014, with a huge increase in enquiries for mini abdominoplasty (265%), full abdominoplasty (252%) and lipoabdominoplasty (250%). In the UK alone, 67% of men and 57% of women are either overweight or obese [1] and at risk of weight related conditions - such as diabetes, heart disease and strokes.

Liposuction is the third most popular surgical treatment in the UK, with fat transfer close behind in fourth and tummy tucks in seventh place, in terms of enquiries. Despite already being consistently popular, enquiries for liposuction have risen by 69% in the past 12 months, while fat transfer enquiries are up 166% and tummy tucks up 68%.

Enquiries for muscle implants dropped by 69% in the past 12 months as demand for the treatment waned. Cheekbone reduction, post-bariatric plastic surgery, bra-line back lift and closed rhinoplasty enquiries remained static in 2014.

Neck liposuction enquiries have risen by 280% in the final quarter of 2014, while lip reduction (135%), Body-Jet liposuction (106%), vaginoplasty (113%) and chin implants (113%) have also seen increasing demand – suggesting they might be serious trends in 2015. Neck lipo is the process of draining fat specifically from the jaw line area, as this is often one of the first areas to sag and develop wrinkles. However, this procedure isn't for everyone as only young skin with a large amount of elasticity can recover from being emptied of its fat.

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

Treatment	% increase in enquiries over past 12 months	Average price
Open rhinoplasty	1200%	£4,474
Mini facelift	1006%	£5,451
Nasal tip surgery	763%	£3,112
Eye lift	587%	£2,199
Belly button reshaping	315%	£3,025
Mini abdominoplasty	265%	£4,266
Full abdominoplasty	252%	£5,490
Lipoabdominoplasty	250%	£5,950
Butt reduction	200%	£3,393
Eyelid surgery	205%	£2,187

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

Treatment	% increase in enquiries over past 12 months	Average price
Breast implants	80%	£3,656
Rhinoplasty	87%	£3,525
Liposuction	69%	£2,107
Fat transfer	166%	£2,470
Eyelid surgery	205%	£2,187

Labiaplasty	133%	£2,529
Tummy tuck	68%	£4,459
Gynecomastia	118%	£3,260
Otoplasty	69%	£2,142
Butt implants	182%	£4,689

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

Treatment	% increase in enquiries over past 12 months	Average price
Genital reshaping	283%	£3,419
Endoscopic facelift	267%	£2,010
Butt reduction	200%	£3,393
Sliding genioplasty	140%	£3,000
Buffalo hump removal	90%	£2,307
Dimple creation	45%	n/a
Closed rhinoplasty	0%	£4,029
Post bariatric plastic surgery	0%	£3,588
Bra-line back lift	0%	£939
Muscle implants	-69%	£180

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

Treatment	% increase in past 3 months	Average price
Neck liposuction	280%	£2,432
Lip reduction	135%	£2,772
Body-Jet™ liposuction	106%	£1,292
Vaginoplasty	113%	£3,159
Chin implant	113%	£1,661

Emily Ross, director of WhatClinic.com, comments: “The cosmetic surgery and injectables market in the UK is expected to be worth as much as £3.6 billion in 2015. Not only is the market huge - it’s growing at a phenomenal rate. With obesity a growing concern, it’s no surprise that bariatric procedures are on the rise. These figures confirm that in the UK, breast augmentation and nose jobs are more popular than ever.

“With demand so high, it is crucial that patients have access to information about the credentials and qualifications of their chosen practitioner. This year we welcomed the independent review of cosmetic patient safety by Sir Bruce Keogh of the NHS - which contained some excellent recommendations to improve standards, including the creation of a registry of qualified practitioners. We believe access to independent, trusted information is imperative for all patients so the sooner this registry is made public, the better.

“Until then we advise anyone considering going under the knife, to find a practitioner who is qualified, experienced and totally transparent about the risks involved. Don’t let special offers cloud your judgement, and don’t be afraid to ask about qualifications and insurance cover.”

– ENDS –

Notes to Editors:

1. <http://www.theguardian.com/society/2014/may/29/uk-western-europe-obesity-study>

For more information contact:

Lara Bunston, Rhizome PR

020 7297 3166

lara@rhizomepr.com

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.