

## More Nip, Less Tuck for Brits

### WhatClinic.com reveals growing popularity for less invasive facial procedures

- Enquiries for mini facelifts soared 122% in the past 12 months
- Interest in non-surgical facelift more than doubled (106%)
- Eyelid surgery most popular facial procedure among men
- Enquiries into Facelifts up just 22% since 2015

**Tuesday 9th July, 2016** – Brits are moving away from invasive facial procedures such as full facelifts, in favour of smaller, non-surgical procedures. Email enquiries soared on [Whatclinic.com](http://Whatclinic.com), up 122% for mini facelifts and over 100% for non-surgical facelifts over the past 12 months. The facelift, one of the original plastic surgeries, is still popular, but the growth has slowed in recent years, with only a 22% increase since 2015. It is also the most expensive option, coming in at a starting price of almost £5,500 on average in the UK.

Surgeons are seeing trends towards less drastic facial procedures which require a shorter recovery time. Patients are seeking smaller changes at an earlier age, with procedures like non-surgical facelifts, which treat skin using a high frequency electrical current and has a very short recovery time. Other slightly more invasive procedures, such as eyelid surgery, have a recovery time of four to seven days and less bruising and swelling than facelifts, offering immediate gratification for patients. The facial surgery that is of most interest to male patients is that of eyelid surgery, with 30% of enquiries coming from men, according to analysis from WhatClinic.com.

A full facelift, also known as a 'face and neck lift', addresses cheek and neck laxity as well as jowls. The procedure, most popular with the 45-55 age bracket, is the most invasive of the facial plastic surgeries. 70% of enquiries into facelifts come from people over the age of 45. For neck lifts, the enquiry figure is slightly lower at 65%, and it drops significantly for less invasive procedures like eyelid surgery, where only 43% of enquiries come from people over the age of 45.

Less invasive procedures also come in at a lower price point so they are more accessible than before. Non-surgical facelifts listed on Whatclinic.com cost on average £177, jaw contouring costs £315, and thread lift costs only £615 on average. This is compared to the much higher prices quoted for procedures such as face-lifts, mini-facelifts, eyelid surgery, brow and neck lifts, which all cost on average over £3K in the UK.

**Dr Foued Hamza MD, Consultant plastic surgeon at Queen Anne Street Medical Centre, London commented on the trends:** "We've noticed in recent years that patients are looking for less invasive procedures, and are getting the surgeries earlier, between the ages of 25 - 40 years, before their skin has been significantly damaged by the aging process. The trend is for smaller procedures whose effect last 18 months to two years and which are often supplemented with Botox, filler or thread lifts. This allows for a more natural progression than a procedure such as a full facelift. Extensive facelifts can have scarring and a longer recovery time, which is not ideal for patients who work.

Unlike other surgeries such as nose jobs or butt augmentation, patients are not looking for a significant change in appearance and do not come in with a celebrity in mind; instead they tend to bring younger photos of themselves as a reference point to the look they want to return.”

The table below shows the most popular facial surgery procedures, based on patient enquiries sent to UK clinics listed on WhatClinic.com in the past year.

Top procedures, based on email enquiries sent to UK clinics on WhatClinic.com				
Procedure	Increase in enquiries over the past year	Average UK starting price	Highest demand from (GENDER)	Highest demand from (AGE)
Facelift	22%	£5,467	Female	45-54
Neck lift	5%	£3,855	Female	45-54
Brow lift	0%	£3,279	Female	n/a
Thread lift	63%	£668	Female	45-54
Eyelid surgery	63%	£2,459	Female	35-44
Non-surgical facelift	106%	£177	Female	45-54
Jaw contouring	-48%	£315	n/a	n/a
Mini facelift	122%	£4,223	n/a	n/a

**Commenting on the data trends, Emily Ross, Director, WhatClinic.com said:** “The trends we are seeing from enquiries to Whatclinic.com show that while there is still an interest in facelifts, there is clearly a growth in demand for less invasive procedures. Certainly there is a lot more choice available to those who are considering surgery. It’s important for patients to be realistic about both the risks and the outcomes. With the increasing availability of finance options, costs are less of a barrier to treatment. It’s important to think carefully before making a final decision.

We welcomed the regulations issued by the GMC in April of this year, which have laid out responsible practices for cosmetic clinics, in particular a two week ‘cooling off period’ before deciding to have any surgery.”

**-ENDS-**

## References:

1. Enquiries made to 1,441 UK plastic surgery clinics listed on WhatClinic.com in the period 01.07.2015 - 01.07.2016, compared to 01.07-2014 - 01.07-2015.
2. Demographics data such as age and gender splits are based on sample data from traffic of users to Plastic surgery UK pages on WhatClinic.com.
3. Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don't always quote for the same version of a particular procedure.

## Editor's Note:

**Facelift** – There are multiple surgical techniques and exercise routines for modern facelifts. Surgery usually involves the removal of excess facial skin, with or without the tightening of underlying tissues, and the redraping of the skin on the patient's face and neck.

**Mini Facelift** - Like a facelift, a mini lift addresses wrinkles and sagging skin on the face. The primary difference is that it's intended to address the cheeks and jowls specifically, and not the upper face. It won't deliver the effects of a full facelift, benefits included a shorter scar and a quicker recovery time.

**Thread Lift** - A thread lift is a minimally invasive, safe and effective non-surgical procedure that offers that offers subtle, natural looking results. The non-absorbable threads stay within the deep tissues and provide support.

**Non-surgical Facelift** - intensive anti-ageing treatment which aims to reduce the appearance of fine lines and wrinkles by treating skin using a high frequency electrical current. Results are also pretty much instant and skin is left feeling taut and smooth.

**Eyelid Surgery** – Involves getting rid of the extra upper eyelid skin, or getting rid of the bags under the eyes, known as lower-eyelid blepharoplasty.

**Brow Lift** – Is a procedure to help smooth horizontal expression lines in the forehead and vertical frown lines between the eyebrows.

## About WhatClinic.com:

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. Since its launch, over 60 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatments.