

WANT TO LOOK A MILLION DOLLARS? TRY PAYING IT! IRELAND'S MOST EXPENSIVE TREATMENTS REVEALED

- **Hair transplants are crowned the most expensive treatment at €19,204**
- **Facelifts could set you back €12,000 – more than double the average (€4,728)**
- **Average cost of a non-surgical facelift is €502, yet some clinics charge eight times as much (€4,000)**
- **Diamond facials for €960 – more than ten times the average price in Ireland (€89)**
- **A year's worth of Ireland's most expensive blow dries costs more than €21,000**

Wednesday 8 October 2014 – The luck of the Irish prevailed for the latest EuroMillions winners and when money is no object, the country provides a whole host of high-end treatments to choose from, according to new research from private healthcare search engine, WhatClinic.com.

For those after the cream of the crop for their new mop, Dublin is home to the most expensive hair transplant at €19,204 – more than seven times the average price nationwide (€2,503). Yet despite the hefty price tag, search traffic for the treatment has almost doubled (95%) in the past 12 months.

Women looking for the perfectly coiffed look can rack up a hair-raising €21,291 a year by choosing Ireland's most expensive blow dry (€175) every three days at The Art Team, Dublin. Pair this with Ireland's most expensive weekly manicure and pedicure, at €146 and €110 respectively, you'll need an additional €13,312 at your fingertips.

Wealthy Irish wanting a pick-me-up can pay up to €12,000 for a facelift in an elite Dublin clinic, compared to the national average of €4,628. The procedure, which tightens the skin of the face to lessen the appearance of deep lines and wrinkles, as

well as skin that has started to sag, has seen interest rise by almost a third (32%) in the past year.

A less invasive, but incredibly popular, treatment is the deep chemical peel which costs an average of €191, unless you visit one high-end Killarney clinic where you will be charged €3,500 a pop.

The perfect smile can also be bought, but at a jaw-dropping cost. Even though top of the range braces at the Ennis Orthodontic Practice will set you back a whopping €8,000, searches have increased 57% in the past 12 months. The priciest dentures can be found in Bray at an impressive €7,000, more than 16 times more than the national average (€425).

The table below shows some of the most expensive treatments in Ireland:

Treatment	Average price	Most expensive	Town/city
Hair transplant	€2,503	€19,204	Dublin
Facelift	€4,628	€12,000	Dublin
Liposuction	€3,427	€10,500	Dublin
Braces	€1,800	€8,000	Ennis
Dentures	€425	€7,000	Bray
Thread lift	€2,041	€4,500	Dublin
Silhouette lift	€1,750	€4,500	Dublin
Non-surgical facelift	€502	€4,000	Sligo
Deep chemical peel	€191	€3,500	Dublin
Varicose veins	€1,196	€3,250	Killarney
Hair loss treatment	€128	€2,000	Swords
Laser skin tightening	€243	€1,500	Dublin
Facial thread vein	€206	€1,490	Cork
Lip augmentation	€326	€1,210	Drogheda
Collagen facial	€161	€750	Cork

Facial rejuvenation	€164	€700	Dublin
Blow dry	€32	€175	Dublin
Manicure	€29	€146	Dublin
Haircut	€33	€137	Malahide
Pedicure	€41	€110	Ballsbridge

Caelen King, CEO of WhatClinic.com, comments: “For the lucky few without any money worries, Ireland is home to some fantastic clinics that offer world class treatments, but at a cost.

“Regardless of your budget, and whether you’re looking for a major cosmetic procedure or a small tweak, make sure you do your research and find a practitioner you’re happy with. Don’t be afraid to ask about their qualifications, their experience in that particular treatment and any possible side effects or downtime needed.”

– ENDS –

Notes to Editors

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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.