

‘Dermal fillers’ revealed as Ireland’s top cosmetic trend of 2014, while ‘Dermaroller’ destined to be big in 2015

- **Dermal fillers saw huge demand in 2014, with enquiries in Ireland up 233% on the previous year**
- **Dermaroller™ and lip augmentation treatments have also surged in popularity, with enquiries up 217% and 183% respectively since 2013**
- **Mole Removal tops non-surgical treatment in 2014 based on enquiries in Ireland**
- **Based on demand in Q4 2014, next year’s biggest treatments look set to be the Micro-medical skin needling, lip augmentation, facial thread veins treatment, scar removal, mesotherapy**

Dublin, 14th January 2015 - New statistics from clinic comparison website, WhatClinic.com, shows which cosmetic treatments were hot and not in 2014, as well as potential trends for 2015 in Ireland.

Dermal filler enquiries rose by 233% in the past twelve months, despite the €300 average price tag. The treatment is designed to give the skin a plumper, smoother appearance, by injecting collagen into areas where its framework has broken down over time. The results can last between six and 24 months, with the treatment requiring minimal down time.

Another popular skin rejuvenation treatment in 2014 has been Dermaroller™, with enquiries tripling (217%) in the past 12 months alone. The treatment improves the appearance of facial and décolleté lines and wrinkles, sun

damage, acne scars and stretch marks through micro-needling - which stimulates the skin to regenerate and repair itself naturally.

Lip augmentation and thread lift treatments have also seen big increases in enquiries, at 187% and 126% respectfully. Thread lifts are used for rejuvenating skin tone and improving the structure of the face. The process involves soluble polydioxanone thread being inserted through skin with a fine needle. However, the treatment doesn't come cheap - setting you back on average €2,041.

Mole removal has been the most popular treatment in terms of number of enquiries in 2014, yet still saw an increase of 65% in the past 12 months alone. Dermal fillers, lip augmentation, tattoo removal, and scar removal were also in the top five most popular treatments.

Topping not only the list of the highest number of enquires in 2014, enquiries for Dermaroller™ treatment have soared by 2100% in the last quarter of 2014. Treatments which have also seen the largest rise in enquiries in the last three months and lip augmentation, facial vein thread treatment and mesotherapy.

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

| Treatment | % increase in enquiries over past 12 months | Average price |
|------------------------|---|---------------|
| Mole Removal | 65% | €103 |
| Dermal Fillers | 233% | €300 |
| Lip Augmentation | 183% | €325 |
| Tattoo Removal | 67% | €72 |
| Scar Removal | 94% | €141 |
| Facial Veins Treatment | 47% | €188 |

| | | |
|------------------------------|-----|------|
| Spider Veins Treatment | 40% | €99 |
| Excessive Sweating Treatment | 61% | €537 |
| Sclerotherapy | 60% | €162 |
| Non-Surgical Nose Job | 51% | €291 |

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

| Treatment | % increase in enquiries over past 12 months | Average price |
|-----------------------------|---|---------------|
| Dermal Fillers | 233% | €300 |
| Derma-rolling | 217% | €367 |
| Lip Augmentation | 183% | £325 |
| Thread Lift | 126% | €2,041 |
| Platelet Rich Plasma Filler | 113% | €439 |
| Scar Removal | 94% | €141 |
| Varicose Veins Treatment | 93% | €1,196 |
| Mesotherapy | 70% | €137 |
| Tattoo Removal | 67% | €72 |
| Mole Removal | 65% | €103 |

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

| Treatment | % change in enquiries over past 12 months | Average price |
|--------------------|---|---------------|
| Sculptra™ Filler | 14% | €430 |
| VASER Lipo™ | -17% | €3,250 |
| Deep Chemical Peel | 50% | €165 |
| Microlane™ | -61% | €3,000 |
| Lipodissolve | -55% | €332 |
| Cheek Augmentation | 0% | €394 |
| Silhouette Lift™ | 0% | €1,750 |
| Vein Stripping | -40% | €75 |
| Chin Augmentation | 0% | €314 |
| Silicone Filler | -80% | €420 |

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 |
|---------------------|-----------------------------|---------------|
| Dermaroller™ | 2100% | €367 |
| Lip Augmentation | 125% | €325 |
| Facial Thread Veins | 90% | €188 |
| Scar Removal | 80% | €141 |
| Mesotherapy | 75% | €137 |

Emily Ross, director of WhatClinic.com, comments: “The non-surgical aesthetic market is growing quickly. New and better treatments are being brought to market every day. Not only do these treatments promise great results, they do so with price tags that are within reach of the ordinary consumer, unlike the four or five figure price tags for some surgical treatments. However, just because there is no surgery involved, doesn’t mean these treatments are without risk.

"People don't like to think too much about the fact that non-surgical interventions like fillers, or laser treatment can have life-long repercussions. 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’.

“For the best possible results, find a practitioner that is well trained, honest about the risks involved and most importantly, extremely experienced. With these types of treatments, practice really does make perfect. So for the latest trend - being first in line might not be the smartest move!

“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. A great practitioner will be completely honest about the potential risks and will not try and rush you into making your decision.”

– 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

For more information contact:

Lara Bunston, Rhizome PR

00 44 20 7297 3166

lara@rhizomepr.com

About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally and is headquartered in Dublin. 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.