

Big Butts Are Up As Lipo Goes Down

Research reveals big buns are the winning shape for Brits ahead of MTV VMAs

- **Female Brits want more bounce in their booties with a 34% increase in butt enlargement enquiries over the past year**
- **UK clinics are charging £3,665 on average for butt enhancing surgery**
- **Liposuction deflates as Brits choose bigger butts over fat-reducing surgery**
- **Over a quarter of those seeking fat-removal surgery are men**
- **London is highest for larger derrières, while Belfast seeks more lipo**
- **Kim Kardashian continues to reign supreme as most popular celebrity butt**

Friday 28th August, 2015: Bigger butts are on the up, new research has revealed, as butt enlargement surgery has seen a sharp rise in enquiries (34%)*, while enquiries for liposuction have decreased by 13%, according to private healthcare search engine, WhatClinic.com.

While there may have been some 'bad blood' over body shapes in music videos of late, we're happy to see that Nicki Minaj and Taylor Swift have built some bridges over their Twitter spat just in time for the Video Music Awards this weekend. While MTV might think Nicki's ode to the larger rear 'Anaconda' only deserved three nominations, Brits have already cast their votes when it comes to their buns of choice, research from WhatClinic.com has found.

Over the last year, the healthcare comparison website has seen a massive surge in interest for larger derrières in the UK with a traffic increase of 170% for butt enhancing searches. The majority of people seeking these procedures are women (88%)*, and just over one in 10 are men (12%).

The highest interest is coming from those aged 18-24 (49%), with 25-35 year olds just behind their younger counterparts at 26%. Patients are prepared to fork out the cash to achieve a bigger booty, with the procedure costing £3,665 on average. Of the 749 UK-based plastic surgeons listed on WhatClinic.com, 138 of those provide butt enlargement procedures such

as lifts and implants. Certain clinics also offer autologous fat transfer, where the patient's own fat is used to enhance key areas.

Commenting on the findings, **Emily Ross, Director, WhatClinic.com** said: *"As our data confirms, bums are big business for elective cosmetic clinics in the UK. The variety of treatments available is increasing, as are their popularity. This particular trend, as far as we can measure, was first seen in Brazil where bum treatments have always been incredibly popular. In fact, there is a signature treatment known as the 'Brazilian Butt Lift' that is now popular all over the world.*

"Butt lifts in particular are becoming more widely available and more accessible. In the past year, the average cost of a butt lift fell by 14% while enquiries to clinics increased by 54%," she continued.

In comparison, 25-34 year olds lead the way for interest in fat reduction surgery (35%), followed by those aged 35-44 (28%). A liposuction procedure costs £2,354 on average. Females are most likely to seek the treatment (71%), but over a quarter of searches came from men (29%), ensuring that the 445 UK surgeons who specialise in liposuction listed on WhatClinic.com are kept busy.

Shrinking butts are also less popular as enquiries for butt reduction procedures have fallen by 42% over the past year. This treatment will set patients back by an average cost of £2,047 in the UK and there are 81 surgeons who perform this cosmetic procedure.

London is the most popular city for butt enlargement surgery with a whopping 64% of enquiries, followed by Birmingham, Nottingham, Manchester and Liverpool all making it into the top 5 cities for bigger derrières. Belfast tops the list as the most popular city for liposuction, with London very close behind, then Birmingham, Glasgow and Manchester finish off the top 5 cities for fat-sucking procedures.

WhatClinic.com spoke to five plastic surgeons in the UK about the popularity and trends in body reshaping. Here's what they said:

- 4 (out of 5) have seen an increase in liposuction patients over the past year

- Each surgeon has seen an increase in patients for butt enlargement treatments over the past year
- All five agreed that celebrity shape has an influence on patient's desired shape
- The celebrity most commonly referenced by patients was Kim Kardashian

Ms Ross continued, *“There is growing demand across the UK for elective cosmetic procedures of all kinds. All surgeries carry risks and it’s important to highlight that no surgery should be undertaken lightly. There are a number of related treatments that are non-invasive, including cryotherapy and ultrasonic fat reduction. Our patient reviews confirm that these can be quite effective at helping to reshape thighs and hips with the added benefits of carrying less risk, and having significantly shorter recovery times.*

“Of course, the most effective and safest treatment of all is the old fashioned one, exercise. In particular squats and lunges, when done regularly, can dramatically improve the shape of anyone’s bum. And best of all - they don’t cost a penny!”

-ENDS-

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Notes to editor:

* This data is based on actual patient enquiries made to UK clinics listed on WhatClinic.com during the time range 23.08.14 to 23.08.15 compared to 23.08.13 to 23.08.14.

*Age and gender data is based on sample traffic to WhatClinic.com landing pages in the past 12 months.

In the past 12 months, 17.7 million people have visited WhatClinic.com to compare clinics around the world. In this time, 4.3 million of those visits were for UK clinics across all specialties.

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.