

## Bingo wings, buffalo humps and buttock lifts: Top cosmetic surgeries of 2013 revealed

- **473% increase in arm lifts as patients wave goodbye to bingo wings**
- **Buffalo hump removal up 350% in 2013**
- **'Moobs' a hot topic as enquiries for male breast removal doubles**
- **221% increase in those opting for buttock lifts**

**Monday 6 January 2014** – From Kim Kardashian's infamous derriere tweet sparking surgery rumours, to Heidi Montag's breast reduction – it seems that 2013 was all about cosmetic surgery. New statistics from clinic comparison site [WhatClinic.com](http://WhatClinic.com), shows what cosmetic treatments were hot or not in 2013.

Arm lifts saw a whopping 473% increase in 2013 as many patients waved goodbye to those dreaded bingo wings. Fluctuations in weight and growing older can cause the upper arm skin to sag, which is what the surgery – also known as brachioplasty – corrects. The cost, however, is not for the faint hearted - averaging £3,872 - over a third (35%) more than it cost in 2012.

With Beyonce's booty once again taking centre stage in her raunchy new video, 'Partition', it's not surprising that enquiries into buttock lifts more than tripled (221%) last year. However, the surgery, which aims to contour and sculpt patients' rears, comes with a hefty price tag of around £4,226 and experts recommend no physical exertion for three to six weeks following treatment.

One of the more unusual procedures trending in 2013 was buffalo hump removal, which had no interest in 2012, but saw a 350% increase in 2013. This surgery removes the fatty build-up at the base of the neck caused by excessive weight gain. Although it's still not widely available in the UK, demand amongst British patients is certainly on the up.

It wasn't just women going under the knife in 2013, as male breast reduction enquiries more than doubled (119%) last year. However, over a third (35%) of those looking to banish their 'moobs', went overseas to countries such as Poland, the Czech Republic and Belgium, where surgeries are considerably cheaper.

Full abdominoplasty, also known as a tummy tuck, saw enquiries fall by half (46%) last year, while abdominal etching dropped by a fifth (17%). Etching, hugely popular in the 1990s, is aimed at people who are quite fit but have a small amount of fat covering their abs. Demand for both procedures is now falling as many patients opt for alternatives like fat transfer, which saw a 126% increase in the past 12 months.

Mini-facelifts also dropped by 60% as less invasive treatments, such as non-surgical facelifts and dermal fillers (both up 93%) and Thermage skin tightening (up 80%) proved more popular with patients.

The following table shows the treatments that have seen the biggest **increases** in enquiries in 2013:

Treatment	% increase in enquiries over past 12 months	Average price
Arm lift	473%	£3,872
Buffalo hump removal	350%	£3,315
Cleft lip palate	260%	£350
Buttock lift	221%	£4,226
Eyelid surgery	158%	£2,125
Thigh lift	141%	£4,298
Fat transfer	126%	£2,548
Neck liposuction	123%	£2,142
Male breast reduction	119%	£3,493
Neck lift	110%	£3,258

The following table shows the treatments that have seen the biggest **decreases** in enquiries in 2013:

Treatment	% decrease in past 12 months	Average price
Genital reshaping	-74%	£4,707
Mini facelift	-60%	£4,299
Asian bkepharoplasty	-57%	£1,000
Full abdominoplasty	-46%	£4,912
Breast reconstruction	-41%	£5,794
Eye lift	-32%	£1,191
Pectoral implants	-28%	n/a
Nasal tip surgery	-18%	£2,317
Abdominal etching	-17%	£5,313
Jaw contouring	-16%	£1,625

**Caelen King, CEO of WhatClinic.com, comments:** “Although there has been a move towards non-surgical alternatives for many treatments, the data shows cosmetic surgery is still big business in the UK.

“Going under the knife is a huge decision and one that should not be taken lightly. Make sure you are fully informed and understand all the risks involved before you commit to anything. We recommend researching your surgeon to ensure they are not only qualified but also experienced in the procedure you want them to carry out.

“Check what aftercare is included as well as how long you may need to be off work or avoiding physical exertion, as this varies for each procedure. Read patient reviews on sites like WhatClinic.com to see what other people’s experiences have been, as well as gaining feedback and guidance on specific clinics and practitioners.”

– ENDS –

## Notes to Editors

The data is based on enquiries and treatment costs provided by more than 37,000 clinics.

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## About WhatClinic.com

[WhatClinic.com](http://WhatClinic.com) is a clinic comparison site that lists over 100,000 clinics globally, and helps over one million patients every single month to find and compare the right clinic for the treatment they want. 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 entrepreneur Caelen King, and is in operation in over 100 countries.