

ENQUIRIES INTO HAIR TRANSPLANT IN THE UK TRIPLES IN ONE YEAR

- **UK enquiries into hair transplant surgeries have more than tripled (up 230%) in the past 12 months, despite an average price tag of £4,975**
- **Hair loss clinics in the UK have seen a 165% surge in enquiries in the past year**
- **However, nearly twice as many UK patients have looked at Turkish hair loss clinics in the past year as on home turf, as treatments in Turkey can be as low as a quarter of the price (£1,328)**
- **India offers the cheapest treatment - hair transplant can be as cheap as 10% of the UK average price and enquiries there are up nearly seven-fold (594%) in the past year alone**

15 July 2015 – Wayne Rooney, James Nesbitt and Calum Best may have all shelled out big bucks for their hair transplant surgeries, but it seems that treatment to restore lush locks is not just for celebrities, according to new research by private healthcare search engine WhatClinic.com.

UK enquiries into hair transplant have more than tripled (up 230%) in the past 12 months alone - despite an average price tag of £4,975*. Hair loss clinics in the UK have seen a 165% surge in demand across all treatments. Interestingly, more than one in 10 searches (11%) for UK hair loss clinics in the past year have come from patients between the ages of 18 and 24.

Hair transplantation, also known as hair restoration or hair implantation, is the process of permanently restoring hair by transplanting follicular units into balding or thinning areas. Healthy follicles are taken from other areas of the body that are genetically resistant to balding, most often the back or the sides of the head. This can be done by extracting a hairy skin strip from the back of the head (follicular unit transplantation) or removing follicles individually (follicular unit extraction).

But Brits are going to even further lengths – and distances – for fuller heads of hair, with many seeking the treatment overseas. In terms of volume of enquiries, nearly twice as many British patients have enquired into treatments at clinics in Turkey than in the UK in the past 12 months. In this time, Turkish clinics have also seen a 215% surge in UK-based enquiries for hair transplantation. The average starting price for hair transplant in Turkey is £1,328 - around a quarter of the average cost of the procedure in the UK.

Whilst Turkey is by far the biggest hotspot for the procedure, with 72% of all overseas enquiries from Brits going to Turkish clinics, other destinations are growing in popularity. In the past year, UK enquiries to hair transplant clinics abroad have increased by 167%. Of all the popular destinations for Brits seeking hair transplant surgery, India has seen the greatest surge in demand, with enquiries into the treatment from UK patients up nearly seven-fold (594%) in the past year. Patients heading to India will make the greatest savings on the procedure, with hair transplant procedures costing as low as £496.

With countries even further afield offering the surgery for a fraction of its UK price, Ireland - which ranked as the second most popular destination for Brits seeking hair transplants abroad last year - has seen a 62% fall in enquiries into the procedure in the past 12 months.

The following table shows the top ten hotspots for UK patients going abroad for hair transplant, as well as the change in the volume of enquiries in the past 12 months, and the average starting price of surgery:

Ranking based on total volume of enquiries	Country	Increase/decrease in demand from UK patients over past 12 months, based on enquiries (%)	Average starting price of hair transplant (£)
1	Turkey	215%	£1,328
2	Poland	358%	£1,350
3	India	594%	£496
4	Hungary	422%	£919
5	Thailand	149%	£980
6	Greece	388%	£3,099
7	Ireland	-62%	£1,845
8	Czech Republic	486%	£522
9	Belgium	117%	£1,686
10	Cyprus	136%	£2,130*

**where large numbers of prices weren't available for averages, sample prices from local clinics were used*

Dr Levent Acar, Aesthetic Medicine Physician at [Cosmedica Hair Transplant Clinic](#) in Istanbul, comments: “About half of our patients seeking hair transplants come from overseas - mostly from UK, Germany, Italy, Spain, USA, Ireland, Australia and Canada. Over the last year, the number of overseas patients that we have treated at our clinic has increased by approximately 75%.

"For hair transplantation, we recommend to our patients that they stay three days at our clinic or at a suitable hotel. During this period the patient has regular check-ups and their healing process is monitored closely.

"Especially for hair transplantation with FUE, patients don't need stitches. FUE is a minimally invasive medical treatment with relatively few side effects. All our patients are given antibiotics, anti-oedema and anti-inflammatory medication after the surgery, to allow faster healing.

"Sometimes we see patients with allergy or sensitive skin types, and we advise them on what special medication they can take.

"After the operations, we stay in touch with our patients and ask them to send us pictures at different stages - after one week, two weeks, after three, six or nine months - to monitor the healing."

Emily Ross, director of WhatClinic.com, comments: “Hair transplant surgery has evolved considerably in the past decade with ever more natural and effective looking results. The procedure - while low risk compared to other, more invasive surgeries - requires precision and expertise to ensure natural looking results. Our hair tends to fall in a particular way, and so each follicular unit must be placed by an expert according to a natural pattern for the best results.

“Because the treatment uses donor’s own hair, if the patient has very little hair to begin with, there simply isn’t enough donor hair to work, so every patient has a different treatment plan.

“Pricing overall is also hard to evaluate, as there are two different techniques available - FUT, and FUE. Different techniques (or a combination of both) are needed for different patients, and so two people with the same amount of hair loss could end up paying very different amounts. At the simplest level, each transplanted follicular unit takes time, and the more you have done, the more

you are probably going to pay. We saw over 36,000 UK patients make enquiries to Turkey in the last year alone, so it's fair to say this is a trend that's here to stay."

– ENDS –

Notes to Editors

Patient case studies are possible on request.

Methodology:

*Data based on the number of enquiries to UK clinics made through WhatClinic.com in the 12 months July 2014 to June 2015 inclusive, and compared to the period July 2013 to June 2014 inclusive.

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About WhatClinic.com

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